

## Save Money with a Sponsorship Package

Choose a package below or customize your own

### Electronic Promo Package

Boost the reach and frequency of your company's message via the internet.

- **Pre-Show Attendee Eminder:** Announce a new product/service or simply invite attendees to your booth in a dedicated email blast to all those who pre-registered.
- **Virtual Booth Package:** With your company's own web page on the show website, the Virtual Booth Package your company stands out on the Exhibitor List. Your page can display a logo, a new product you'll be featuring at the show (with photo), a company description, contact information, a link to your website, press releases, and more!
- **Web Banner Ad:** A basic banner ad provides placement on all pages throughout the site, rotating with other ads.
- **Post-Show Attendee Eminder:** Follow-up after the show with a special message or offer in a dedicated email blast to all attendees (including those who registered on-site).

Value: \$2,750

**Package Offer: \$2,475**

### Onsite Discovery Package – *limited*

Your image will be prominently displayed while directing attendees to your booth.

- **Floor Plan Map Ad:** The floor plan map is handed out to all attendees when they arrive onsite. The floor plan map folds into a standard map size that fits easily into a pocket or purse.
- **Information Kiosks:** Your ad is placed on a "You Are Here" information board for maximum exposure with attendees. Kiosks are placed at strategic locations in the convention hall. Panels measure 8 feet tall by 1 meter wide.
- **Floor Graphics:** 4' x 4' floor graphics point attendees in the right direction. Put your company name on the exhibit floor, and let your customers know they're on the right track to your booth.
- **Aisle Banners:** You will own your aisle when your company logo and booth number are displayed below the aisle sign.

Value: \$4,450

**Package Offer: \$3,750**



## Reception Promo Package – *exclusive*

Promote your company before, during and after the show.

- **Pre-Registration Mailing Insert:** Make an impression before registered attendees arrive at the expo. Advertise expo-specific deals, hype a promotion, or showcase new products on your 8 ½" x 11" tri-fold mailing insert. The mailing is received by all pre-registered attendees one month before the show.
- **Opening Day Reception Sponsor:** Your logo will appear on Reception signage, in the preliminary and official show program (when available), on cocktail napkins at the reception and in email newsletters/eblasts regarding the reception. Your logo will also appear on the website and on signage in your booth recognizing you as a reception sponsor. In addition, you have the opportunity to do a prize giveaway at the reception (prize info will be include on sponsor signage)
- **Post-Show Attendee Eminder:** Following the show, send a special message or offer in a dedicated email blast to all attendees.

Value: \$5,500

**Package Offer: \$4,675**

## Onsite Promo Package – *exclusive*

Be the first to make a lasting impression! Materials are distributed in the registration area (where ALL attendees must go before entering the expo).

- **Event Lanyards:** Your company name and logo is seen and worn by all *Aviation Industry Expo* attendees and exhibitors.
- **Event Pens:** Used and distributed at the registration counter, your company will be in the hands of thousands of industry professionals.
- **Official Show Bags:** As attendees stroll the convention center, they are your walking billboards! Bags include your logo, a promotional message and pre-inserted materials.

Original Value: \$14,500

**Package Offer: \$11,600 + cost of lanyards, pens and bags**

### Special Add-On to the Onsite Promo Package:

#### Official Registration Area Sponsor

**\$8,500** (Value: \$10,000)

- Registration clerks wear your company shirts and distribute promotional items at the counter. Your logo is included on the official website, in email blasts regarding registration, in the show program and on onsite signage (when available). Your logo will be included on show badges, the registration webpage and all registration confirmation materials sent to attendees.

Value: \$24,500

**Total Package: \$20,100 + cost of lanyards, pens and bags**

Choose a package based on your marketing goals or let us customize!

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