

SWAAAE

Monterey 2023



January 22-25, 2023

63rd Annual Airport Management Short Course

We look forward to seeing you at SWAAAE's 63rd Annual Airport Management Short Course in beautiful Monterey, CA. This year, SWAAAE will celebrate 63 years of bringing a diverse group of innovative airport professionals together to discuss current events, challenges and opportunities in our industry. As you know, it takes amazing sponsors and exhibitors like you to help make this conference a reality. Our prospectus has opportunities for everyone, and this year we are committed to improving **AIRPORT MANAGEMENT**.

Benefits include:

BRAND VISIBILITY

Exposure to more than 200 key industry professionals

ACCESS

The largest and best network of airport professionals in the region

FLEXIBILITY

Choose between reasonably priced sponsorship levels

PREMIER EXHIBITOR PLACEMENT

Valuable face-to-face and virtual networking and interaction with attendees

REGISTRATION

Register online at www.swaaae.org

SPONSOR QUESTIONS? CONTACT:

Laura O'Donnell
laura@swaaae.org
(480) 403-4604

EXHIBITOR QUESTIONS? CONTACT:

Jessica Painter
admin@swaaae.org
(480) 403-4604



Please see the attached benefits and opportunities package for more information.



SPONSOR TIERS

Monterey | January 22-25

SPONSOR TIER

PLATINUM

GOLD

SILVER

BRONZE

COPPER

MINIMUM

\$3,500+

\$2,500+

\$1,500+

\$950+

\$450+

WEBSITE, MASTER DIGITAL
DISPLAY AND POWERPOINT
TEMPLATE, CONFERENCE APP,
EMAIL BLASTS

LOGO

LOGO

LOGO

LOGO

LOGO

CONFERENCE OPENING REMARKS

MENTION

MENTION

MENTION

MENTION

MENTION

PROFESSIONAL SESSIONS

LOGO

LOGO

**MENTION AT
1 SESSION**

**MENTION AT
1 SESSION**

**MENTION AT
1 SESSION**

RECEIVE CONFERENCE ROSTER

21 DAYS PRIOR +
FINAL ROSTER
POST CONFERENCE

14 DAYS PRIOR +
FINAL ROSTER
POST CONFERENCE

10 DAYS PRIOR +
FINAL ROSTER
POST CONFERENCE

7 DAYS PRIOR +
FINAL ROSTER
POST CONFERENCE

4 DAYS PRIOR +
FINAL ROSTER
POST CONFERENCE

PRESIDENT'S BANQUET

MENTION

MENTION

MENTION

MENTION

POST BANQUET RECEPTION

LOGO

LOGO

LOGO

BOARD MEETING AND DINNER

**LOGO &
MENTION**

**LOGO &
MENTION**

**LOGO &
MENTION**

COMPLIMENTARY REGISTRATION
(IN PERSON OR VIRTUAL)

2

1

AD IN MONTHLY MEMBER
NEWSLETTER/ALERT

2

1

GENERAL MEMBERSHIP
MEETING

**LOGO &
MENTION**

**LOGO &
MENTION**

60-SECOND VIDEO AD PLAYED
DURING THE CONFERENCE AND
UPLOADED TO APP

1

1

1



Monterey | January 22-25

GOLF OPPORTUNITIES

	AVAILABLE	TYPE	COST	DETAILS	BENEFITS
WELCOME BAG	1	IN-KIND	@COST	Sustainable/reusable tote with or without golf kit	Logo on bag
GOLF KIT	1	IN-KIND	@COST	Should Include: Sleeve of golf balls, sunscreen, tees, ball markers, etc.	Logo on kit
LONGEST DRIVE COMPETITION	1	CASH	\$225	Prize for male and female winner	Logo sign board on tee box
LONGEST PUTT COMPETITION	1	CASH	\$225	Competition on course: Longest green during normal play	Logo sign board on green
CLOSEST TO PIN COMPETITION	4	CASH	\$225	Prize for male and female winner	Logo sign board on green
INDIVIDUAL HOLE	18	CASH	\$175	First come, first served; choose a single hole	Logo sign board at individual hole
SNACK BOXES	1	CASH	\$800		Logo sticker on snack box
BEVERAGES	1	CASH	\$850		Logo on drink tickets

Golf sponsorships over \$450 count towards conference tier sponsorship.

DOOR | RAFFLE PRIZES

Contact: Gladys Brown
gladys@yumaairport.com

We are looking for sought after items:

- Gift Cards
- iPad
- AirPods
- Food/Wine Baskets
- GoPro
- Airline Tickets



Monterey | January 22-25

EVENT SPONSOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS	ASSURED TIER
WELCOME RECEPTION	1	\$4,000	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	PLATINUM
WELCOME RECEPTION BAR HOST	1	\$2,500	Includes table tent display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information.	GOLD
MONDAY NIGHT SOCIAL EVENT	1	\$4,000	Digital or printed display based on venue and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays	PLATINUM
MONDAY NIGHT SOCIAL EVENT BAR HOST	1	\$2,500	Table tents and drink tickets with logo and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	GOLD
PRESIDENT'S BANQUET COCKTAIL RECEPTION	1	\$3,500	Includes digital display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information.	PLATINUM
PRESIDENT'S BANQUET	1	\$7,500	Includes digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	PLATINUM
POST BANQUET RECEPTION	1	\$1,750	Includes printed display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	SILVER
SPONSORED MORNING OR AFTERNOON REFRESHMENTS	4	\$2,500	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	GOLD
STUDENT LUNCH	1	\$1,500	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	SILVER
MEET AND GREET	1	\$1,000	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	BRONZE
KEYNOTE SESSION	1	\$7,500	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	PLATINUM
WORKSHOP	2	\$1,000	Saturday workshops, includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	BRONZE



Monterey | January 22-25

CONTRIBUTOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS
BANQUET WINE/CORKAGE	1	@COST	Value applied towards tier status. Sponsor to provide wine labels.
WELCOME RECEPTION TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
MONDAY NIGHT SOCIAL EVENT TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
BANQUET TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
WI-FI HOST	1	\$2,750	Value applied towards tier status + logo recognition.
CONFERENCE LOGO PINS	1	@COST	Pin to include conference logo. Minimum BRONZE Sponsorship required. (+cost)
LANYARDS	1	@COST	Lanyard may include sponsor logo. Minimum BRONZE Sponsorship required. (+cost)
PRINTING/BOARDS	1	@COST	Value applied towards tier status. Recognition throughout the conference as design contributor.
CONFERENCE APP	1	\$2,000	Value applied towards tier status + logo recognition.

EXHIBITOR OPPORTUNITIES

EXHIBIT BOOTH | \$1,500

BENEFITS:

- In-person exhibit space (6' table)
 - Exhibit space includes refreshment breaks and breakfast tables, allowing for exposure to maximum traffic throughout the conference (**breaks are longer this year!**). Attendee giveaways are also hosted in the exhibit space.
- Virtual exhibit booth with chat feature for virtual networking
- Lead generation via the conference app
- One complimentary in-person full conference registration (additional booth staff may register at a discounted rate)

VIRTUAL EXHIBIT BOOTH | \$250

BENEFITS:

- Virtual exhibit booth with chat feature for virtual networking, including the opportunity to network with in-person attendees
- Designated breakout room to video network with attendees during conference breaks
- Lead generation via the conference app
- One complimentary virtual full conference registration



Monterey | January 22-25

EXHIBIT FLOORPLAN

