

SWAAAE Annual Conference

July 21-24, 2024 | 78th Annual Summer Conference

We look forward to seeing you at SWAAAE's 78th Annual Summer Conference in Sacramento, CA. This year, SWAAAE will celebrate 78 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 we can't wait to see you in Sacramento where we **THEME HERE!**

Benefits include:

BRAND VISIBILITY

Exposure to more than 200 airport executives, industry professionals, & decision-makers attending the event

ACCESS

The largest and best network of airport professionals in the region

STAY UPDATED

Keep up with the latest trends, developments, & regulatory changes in the airport industry

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:

Natalee Mann
natalee@swaaae.org
(480) 403-4604



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

SWAAAE CONFERENCE STATS

Airport Attendees Include:

- **Managers**
- **Directors**
- **Operations**
- **Finance and Administration**
- **Planning and Development**
- **Environmental**
- **Information Technology**
- **Engineering**
- **Customer Service**
- **Ground Transportation**



220+

**Airport & Aviation
Professionals**



35+

**Airports in attendance,
along with members of
the FAA**

Survey Results Are In:

Networking is the top incentive for attendance for over 70% of conference attendees.

Over 80% of attendees plan to attend future SWAAAE Conferences year after year.



15+

Exhibitors

What does sponsoring mean to you?



In addition to a lot of great times, the main thing I get out of SWAAAE, and participating in the organization is a better understanding of the constraints, pressure, and Airport Authority's perspective on their needs so we can continue to support their projects and growth effectively.

-Michael D. Hill, Project Director

SPONSOR TIERS

Sacramento | July 21-24

| SPONSOR TIER | PLATINUM | GOLD | SILVER | BRONZE | COPPER |
|---|--|--|--|---|------------------------------|
| MINIMUM | \$3,500+ | \$2,500+ | \$1,250+ | \$950+ | \$450+ |
| WEBSITE, MASTER DIGITAL DISPLAY AND POWERPOINT TEMPLATE, 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 | 12 DAYS PRIOR + FINAL ROSTER POST CONFERENCE | 7 DAYS PRIOR + FINAL ROSTER POST CONFERENCE | FINAL ROSTER POST CONFERENCE |
| PRESIDENT'S BANQUET | MENTION | MENTION | MENTION | MENTION | |
| BOARD MEETING AND DINNER | LOGO & MENTION | LOGO & MENTION | LOGO & MENTION | | |
| POST BANQUET RECEPTION | LOGO | LOGO | LOGO | | |
| CONFERENCE APP | LOGO | LOGO | LOGO | | |
| 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 | | | |

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 count towards conference tier sponsorship.

ATTENDEE 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
- Local Items Showcasing Your Airport, City or State

EVENT SPONSOR OPPORTUNITIES

ALL COUNT
TOWARD TIER
SPONSORSHIP

| | 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 | \$2,750 | 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 | \$2,750 | 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 | \$4,250 | 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 | \$2,000 | 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 BREAK | 4 | \$1,250 | 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. | SILVER |
| WINDOW CLING SIGNAGE SPONSOR | 4 | \$1,500 | Greet attendees and advertise your company with custom branded window cling signage throughout the conference. Call for more information and photo examples. | SILVER |
| NEW ATTENDEE 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 |
| EVENING EVENT TRANSPORTATION | 1 | \$2,500 | Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. | GOLD |
| LEADERSHIP DEVELOPEMNT WORKSHOP | 2 | \$2,000 | Sunday workshop, includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Includes one complimentary workshop registration Call for more information. | SILVER |
| PROFESSIONAL HEADSHOTS BOOTH | 2 | \$4,500 | Located near exhibits, the headshot booth consistently attracts engaged attendee traffic (one sponsorship available per day). Booth branded with company logo; sponsor rep can network during photos. Instant headshots. | PLATINUM |

CONTRIBUTOR OPPORTUNITIES

| | AVAILABLE | COST | DETAILS <i>All count toward tier status.</i> |
|--|-----------|---------|---|
| CONFERENCE 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 | Logo recognition, branded landing page. Assured GOLD tier. |
| CONFERENCE APP | 1 | \$2,750 | Named conference app sponsor; app branding. Assured GOLD tier. |
| 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. |
| ATTENDEE GIFT | 3 | \$1,250 | Logo recognition on gift given to all attendees, up to three sponsors. Single sponsor may purchase exclusive rights for \$3,600. Assured SILVER tier. |
| GENERAL SESSION SPONSOR | 3 | \$2,000 | Opportunity to introduce moderator and speakers and present a one-minute elevator speech on your company. Assured SILVER tier. |
| SPLIT SESSION SPONSOR | 8 | \$1,500 | Opportunity to introduce split session moderators/speakers and present a one-minute elevator speech on your company. Assured SILVER tier. |

EXHIBITOR OPPORTUNITIES | \$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. Attendee giveaways are also hosted in the exhibit space.
- Printed attendee roster at table
- Acknowledgement on the conference app
- Receive electronic conference roster 10 days prior and final roster post conference
- Lead generation via the conference app
- One complimentary in-person full conference registration (additional booth staff may register at a discounted rate)
- Placement on exhibitor bingo card, incentivizing attendees to visit your booth

Sacramento | July 21-24

EXHIBIT FLOORPLAN

