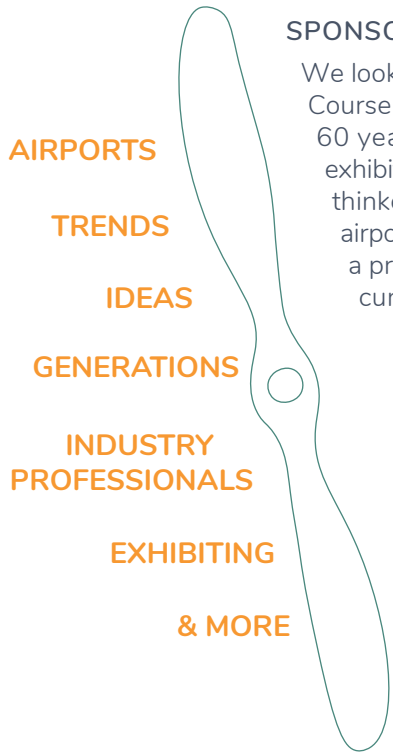


CLEARED FOR SUCCESS



SWAAAE MONTEREY 2020 | 60th ANNIVERSARY



SPONSORS, EXHIBITORS, AND CONTRIBUTORS

We look forward to seeing you at the SWAAAE Airport Management Short Course in beautiful Monterey, CA. This year, the Association will celebrate 60 years of bringing Airport Professionals together with sponsors and exhibitors. This conference continually attracts a diverse group of innovative thinkers from across the region to discuss the ongoing transformation of airports and their professionals. The conference committee has developed a program with interactive topics using roundtable discussions involving current events, challenges, and opportunities in our industry.

As you know, it takes amazing sponsors like you to help make this conference a reality. The sooner we have your commitment, the earlier and longer your logo will be displayed on the conference website. Our Prospectus has opportunities for everyone and the conference committee is committed to CLEARING your support FOR SUCCESS! **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 networking and interaction with attendees

JANUARY 26-29 2020

OPPORTUNITIES

- UNDERWRITING OF HIGHER ATTENDED EVENTS
- TIERED SPONSOR BENEFITS
- IN-KIND DONATIONS AND MATERIALS
- EXHIBITOR SPACES
- GOLF TOURNAMENT

Please see the attached Benefits and Opportunities Package for more information.

REGISTRATION OPENS MID-OCTOBER AT WWW.SWAAAE.ORG

SPONSOR TIERS

MONTEREY | JANUARY 26-29

SPONSOR TIER	PLATINUM	GOLD	SILVER	BRONZE	COPPER
MINIMUM	\$3,300+	\$2,300+	\$1,300+	\$750+	\$250+
WEBSITE, MASTER DIGITAL DISPLAY, CONFERENCE PROGRAM, POWERPOINT, SWAAAE ALERTS, CONFERENCE EMAIL BLASTS	LOGO	LOGO	LOGO	LOGO	LOGO
ELIGIBLE CONFERENCE BAG INSERT	BROCHURE AND GIVEAWAY	BROCHURE AND GIVEAWAY	GIVEAWAY	GIVEAWAY	GIVEAWAY
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 IN ADVANCE	14 DAYS IN ADVANCE	10 DAYS IN ADVANCE	7 DAYS IN ADVANCE	4 DAYS IN ADVANCE
PRESIDENT'S BANQUET	MENTION	MENTION	MENTION	MENTION	
BOARD MEETING AND DINNER TABLE TENTS	LOGO MENTION	LOGO MENTION	LOGO MENTION		
POST BANQUET RECEPTION	LOGO	LOGO	LOGO		
COMPLIMENTARY REGISTRATION	1	1			
GENERAL MEMBERSHIP MEETING	LOGO MENTION	LOGO MENTION			
PRESIDENT'S BANQUET COCKTAIL RECEPTION	LOGO				

CONTACT:

Matt Quick
 mquick@coffmanassociates.com
 (602) 993.6999

EVENT SPONSOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS	ASSURED TIER
WELCOME RECEPTION	1	\$4,000	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
WELCOME RECEPTION BAR HOST	1	\$1,500	Includes table tent display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	SILVER
MONDAY NIGHT EVENT	1	\$7,000	Digital or printed display based on venue and underwriting, on first come basis, can be a team of sponsors. Call for more information.	PLATINUM
PRESIDENT'S BANQUET COCKTAIL RECEPTION	1	\$3,500	Includes digital display 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	\$1,500	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.	SILVER
SPONSORED MORNING OR AFTERNOON REFRESHMENTS	4	\$1,500	Includes printed table top tent.	SILVER

CONTRIBUTOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS
BANQUET WINE/CORKAGE	1	@COST	Value applied towards tier status.
WELCOME RECEPTION TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
MONDAY NIGHT EVENT TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
BANQUET TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
WIFI HOST	1	\$2,000	Value applied towards tier status and logo recognition.
CONFERENCE BAG	1	\$1,000	Design must include SWAAAE logo and Sponsor 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.
SPONSOR BANNER	N/A	\$2,000	May be a Banner or Banner Stand, location will be decided by Conference Chair. Minimum SILVER Sponsorship required. (+cost)

CONTRIBUTORS

DOOR | RAFFLE PRIZES

Contact: Gladys Brown
gladys@yumaairport.com

We are looking for sought after items:

- Gift Cards
- iPad
- GoPro
- Airline Tickets

BAG GIVEAWAYS | SOUVENIRS

Contact: Courtney Johnson
comjohnson@co.slo.ca.us

With a focus on sustainability we are strongly encouraging items that will not be left behind in the hotel room. We are offering two options for registration bags:

1. Provide approximately 220 sustainable/reusable items
Please consider items such as: stainless steel travel cups, water bottles, beach towels, travel kits, and mobile phone accessories.
2. Provide \$150 donation to a pool where the committee will purchase items, this does NOT apply towards tier status.



EXHIBITORS

Contact: Liliana Valle
lvalle@rivco.org

The exhibit hall includes refreshment breaks and breakfast tables, allowing for exposure to maximum traffic throughout the conference. Exhibitor rate is \$1,500.

This includes one complimentary registration.

See attached exhibit hall map for locations and attached layout.

GOLF

	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 golf cart
LONGEST DRIVE COMPETITION	1	CASH	\$200	prize for male and female winner	logo sign board on tee box
LONGEST PUTT COMPETITION	2	CASH	\$200	competition on course longest green during normal play	logo sign board on green
CLOSEST TO PIN COMPETITION	4	CASH	\$200	prize for male and female winner	logo sign board on green
INDIVIDUAL HOLE	18	CASH	\$150	first come, first served choose a single hole	logo sign board at individual hole
BOX LUNCH	1	CASH	\$750		logo sticker on boxed lunch
BEVERAGES	1	CASH	\$1000		logo on drink tickets

* GOLF SPONSORSHIPS OVER \$500 COUNT TOWARDS CONFERENCE SPONSORSHIP TIER STATUS.

SWAAAE EXHIBITS CARMEL ROOM

