BUSINESS AVIATION TAXES SEMINAR & TAX, REGULATORY & RISK MANAGEMENT CONFERENCE
SPONSORSHIP PROSPECTUS

May 21-22 2020
WHITE PLAINS, NY

October 4-5 2020
ORLANDO, FL

For more information, please contact sponsorships@nbaa.org
SPONSOR LEVELS AT A GLANCE

**EXECUTIVE**
Executive sponsors receive the following benefits:

- 2 complimentary registrations for Business Aviation Taxes Seminar (a $2,630 value)
- 2 complimentary registrations for Tax, Reg., & Risk Mgmt Conf. (a $3,330 value)
- One (1) $500 discount on a registration to be used at either event.
- Premier logo placement in marketing materials, signage, sponsor listings, and program screens
- One (1) cocktail marketing table for distributing promotional items and literature in foyer space at both events
- Pre-conference attendee list provided four (4) times
- Rotating banner ad on both Conference apps
- Opportunity to provide promotional item for seat drop at both Tax events

$7,500+

**PLATINUM**
Platinum sponsors receive the following benefits:

- 2 complimentary registrations for Business Aviation Taxes Seminar (a $2,630 value)
- 2 complimentary registrations for Tax, Reg., & Risk Mgmt Conf. (a $3,330 value)
- One (1) $250 discount on a registration to be used at either event.
- Featured logo placement in marketing materials, signage, sponsor listings, and program screens
- One (1) cocktail marketing table for distributing promotional items and literature in foyer space at both events
- Pre-conference attendee list provided three (3) times
- Rotating banner ad on both Conference apps
- Opportunity to provide promotional item for seat drop at both Tax events

$5,500 - $7,499

**GOLD**
Gold sponsors receive the following benefits:

- 1 complimentary registration for Business Aviation Taxes Seminar (a $1,316 value)
- 1 complimentary registration for Tax, Reg., & Risk Mgmt Conf. (a $1,666 value)
- Prominent logo placement in marketing materials, signage, sponsor listings, and program screens
- One (1) cocktail marketing table for distributing promotional items and literature in foyer space at both events
- Pre-conference attendee list provided twice (2)
- Rotating banner ad on both Conference apps

$4,000 - $5,499

**SILVER**
Silver sponsors receive the following benefits:

- 1 complimentary registration for EITHER Business Aviation Taxes Seminar (a $1,316 value) OR Tax, Regulatory & Risk Management Conference (a $1,666 value)
- Logo placement in marketing materials, signage, sponsor listings, and program screens
- Pre-conference attendee list provided once (1)

$2,500 - $3,999

**BRONZE**
Bronze sponsors receive the following benefits:

- Logo placement in marketing materials, signage, sponsor listings, and program screens
- Pre-conference attendee list provided once (1)

$1,500 - $2,499
Thank you for your interest in becoming a sponsoring partner of NBAA's Business Aviation Taxes Seminar and the Tax, Regulatory & Risk Management Conference! The 2020 events will provide days of powerful education with dynamic speakers, powerful panel discussions and engaging networking.

As a sponsor, you’ll have the opportunity to connect with attendees that include influential leaders and decision-makers that are invested in professional development, empowerment and growth.

Conference attendees represent a variety of important industry players from flight department managers, lawyers, and tax attorneys to CFO’s.

A variety of sponsorship opportunities are offered that will support brand alignment with the highly-valued quality education and networking offered at this event. Don’t miss a number of new opportunities that are making their debut this year many of which have been designed to ensure visibility with brand impressions and enhanced exposure.

For information on this conference and others that may allow your brand to shine, please visit nbaa.org/meetings or contact our team by email, sponsorships@nbaa.org.

ALL TAX EVENT SPONSORS RECEIVE:

1. Brand alignment, highlighting your company’s support of leading educational opportunities for business aviation decision-makers

2. Logo listing in marketing materials and on conference website

3. Recognition at the conference, including verbal acknowledgment and logo placement

4. Opt-in attendee list (excluding email addresses) provided post-conference

5. First right of refusal for item renewal at 202 Tax events

6. Additional benefits may apply to individual sponsorship inventory
EXECUTIVE LEVEL SPONSORS RECEIVE: $7,500+

1. “All Tax Event Sponsor” benefits as outlined on Page 2

2. Two (2) complimentary registrations for the Business Aviation Taxes Seminar ($2,630 value!)

3. Two (2) complimentary registrations for the Tax, Regulatory & Risk Management Conference ($3,330 value)

4. One (1) $500 discount on an additional registration to be used at either Tax event

5. Premier logo placement in marketing materials, on signage, sponsor listings and program screens

6. One (1) cocktail table for distributing promotional items and literature in meeting space foyer at both events

7. Pre-conference opt-in attendee list provided four (4) times (e.g. four weeks prior, three weeks prior, two weeks prior, one week prior)


9. Opportunity to place a marketing piece or give-away at each attendees seat on day one at both events
PLATINUM LEVEL SPONSORS RECEIVE:  $5,500 - $7,499

1. “All Tax Event Sponsor” benefits as outlined on Page 2
2. Two (2) complimentary registrations for the Business Aviation Taxes Seminar ($2,630 value!)
3. Two (2) complimentary registrations for the Tax, Regulatory & Risk Management Conference ($3,330 value)
4. One (1) $250 discount on an additional registration to be used at either Tax event
5. Featured logo placement in marketing materials, on signage, sponsor listings and program screens
6. One (1) cocktail table for distributing promotional items and literature in meeting space foyer at both events
7. Pre-conference opt-in attendee list provided three (3) times (e.g. three weeks prior, two weeks prior, one week prior)
9. Opportunity to place a marketing piece or give-away at each attendees seat on day two at both events
GOLD LEVEL SPONSORS RECEIVE: $4,000 - $5,499

1. “All Tax Event” benefits as outlined on Page 2
2. One (1) complimentary registration for the Business Aviation Taxes Seminar ($1,315 value!)
3. One (1) complimentary registration for the Tax, Regulatory & Risk Management Conference ($1,665 value)
4. Prominent logo placement in marketing materials, on signage, sponsor listings and program screens
5. One (1) cocktail table for distributing promotional items and literature in meeting space foyer at both events
6. Pre-conference opt-in attendee list provided twice (2) (e.g. two weeks prior, one week prior)
7. Rotating banner ad in the Business Aviation Taxes Seminar and Tax, Regulatory & Risk Management Conference mobile apps
SILVER LEVEL SPONSORS RECEIVE:  
$2,500 - $3,999

1. “All Tax Event Sponsor” benefits as outlined on Page 2
2. One (1) complimentary registration for **either** Business Aviation Taxes Seminar ($1,315 value) **or** Tax, Regulatory & Risk Management Conference ($1,665 value)
3. Logo placement in marketing materials, on signage, sponsor listings and program screens
4. Pre-conference opt-in attendee list provided once (1) (e.g. two weeks prior)

BRONZE LEVEL SPONSORS RECEIVE:  
$1,500 - $2,499

1. “All Tax Event Sponsor” benefits as outlined on Page 2
2. $250.00 discount on registration for **either** Business Aviation Taxes Seminar **or** Tax, Regulatory & Risk Management Conference
3. Logo placement in marketing materials, on signage, sponsor listings and program screens
4. Pre-conference opt-in attendee list provided once (1) (e.g. two weeks prior)
IMPORTANT INFORMATION & DEADLINES

- Any returning sponsors has until **November 22, 2019** to renew their items as a first right of renewal. After that deadline, the item will be made available to other interested sponsors.

- Sponsor must provide logo by **December 20, 2019** to be included in printed locations.

- Complimentary registration forms are due to NBAA’s Sponsorship Team by **April 27, 2020**. A form will be provided to submit this information.

- Logos or new artwork received after the deadline will only be featured in digital locations (NBAA’s website and mobile app, if applicable).

- Complimentary registration(s) must be used for event(s) as specified in the sponsor benefits. Unused benefits are considered forfeited and have no value.

- All logo’s must be received in .eps or .ai format
- Website display ads must be 300 x 600; max 40K
- Mobile app ads must be 300 x 50; max 40K

BUNDLE OPPORTUNITIES & INCREASE EXPOSURE

Sponsor multiple opportunities and receive upgraded benefits.
Many sponsoring companies find value in the Silver, Gold, Platinum or Premier level sponsorships which include exposure at both the Tax Events.

_Sponsor level and associated benefits received will be commensurate with the total financial sponsorship commitment made._

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2020 Business Aviation Taxes Seminar &
2020 Tax, Regulatory & Risk Management Conference

For the most up-to-date inventory, please visit www.nbaa.org/sponsorships
## AVIATION TAXES SEMINAR SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th><strong>Thursday’s Evening Reception</strong></th>
<th><strong>E-mail Package</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$5,500</strong></td>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>After the first day of sessions, unwind with attendees as the sponsor of the Evening Reception. Be the highlight of the night as attendees continue the conversation and network with their peers by sponsoring this reception at the conference hotel.</td>
<td>Sponsor will have maximum reach prior to arriving on-site by sponsoring conference confirmation email, a targeted email effort and the “Know Before You Go.” Sponsor will be able to place banner ad and/or logo in each of the three separate email efforts that are sent to registered attendees at time of email deployment.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conference Attendee WiFi</strong></th>
<th><strong>Friday’s Plated Lunch</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$4,500</strong></td>
<td><strong>$4,000</strong></td>
</tr>
<tr>
<td>Make a lasting impression at the conference and sponsor the attendee WiFi! Increase visibility for your brand through a custom SSID, password and a first page redirect to a site of your choosing. Everyone will see your brand as they connect to the web between sessions.</td>
<td>Pull up a chair and share a meal with your fellow attendees! The sponsor of the lunch gets their logo prominently displayed on the menus and an opportunity to place an item at the seat of each attendee. Buon appetito!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Recharge Battery Packs</strong></th>
<th><strong>Custom Lanyard</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$3,800</strong></td>
<td><strong>$3,500</strong></td>
</tr>
<tr>
<td>Sponsor’s logo will be displayed on a portable power bank that will keep attendees charged throughout their time at the conference. 24 power banks offered with each opportunity.</td>
<td>Your company’s brand exposure is extensive with this one-color imprint on the conference lanyard. Lanyards also double as a device charger, so attendees will use the lanyards after the conference concludes. Subject to availability, pending other lanyard sponsorship sale.</td>
</tr>
</tbody>
</table>

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ADDITIONAL AVIATION TAXES SEMINAR SPONSORSHIP OPPORTUNITIES

Custom Full Color Badge
$3,500
Want your logo to not only be seen but also worn by every attendee? Sponsor this full color, double-sided badge and include a custom message on a portion of one side of the badge.

Branded Hotel Key Card
$3,500
Make one of the first and longest impressions. Attendees will be introduced to your company as soon as they check into the conference hotel and will be reminded of your company each time they enter their hotel room. Key Cards will be provided to attendees staying in the conference hotel.

Conference Tote
$3,000
Enhance your presence on-site and go home with every attendee! Your logo will be prominently displayed on every attendee’s conference tote bag. This handy bag is perfect for transporting items while traveling.

Friday’s Continental Breakfast
$3,000
The early bird catches the worm, so be prepared to take the lead. Start your day with attendees as the continental breakfast sponsor, and make a lasting impression as attendees head into their first session of the day!

Conference Presentation Book
$3,000
Encourage learning and sponsor the presentation book. Attendees will be provided with a book containing all of the presentations for the program. Get great exposure by including your logo on this high-visibility item.

Full Color Imprint Lanyard
$2,500
Each attendee receives a lanyard during registration and wears it throughout the conference. Gain great exposure by sponsoring this unique opportunity.

Upgrade to a sublimation dyed lanyard for an additional $500. Subject to availability, pending other lanyard sponsorship sale.
### Additional Aviation Taxes Seminar Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballroom Entry Floor Graphic</td>
<td>Prime App Event</td>
<td>$2,500</td>
<td>Capture the attention and welcome attendees each time they enter the ballroom with a 24” x 36” graphics placed at the entrance to the session ballroom. Be the first impression when attendees log into NBAA’s event app. Sponsor can provide a full splash page ad that redirects to your website. This is great exposure and interaction with each attendee, every time they log into the app!</td>
</tr>
<tr>
<td>Thursday’s Afternoon Break</td>
<td>Ballroom Entry Floor Graphic</td>
<td>$2,400</td>
<td>Fuel attendees throughout their educational afternoon by sponsoring the afternoon break. Sponsor will have the opportunity to provide branded coffee cups and/ or napkins. Further your exposure as attendees help themselves to beverages and snacks.</td>
</tr>
<tr>
<td>Friday’s Afternoon Break</td>
<td>Branded Paper Badge Stock</td>
<td>$2,000</td>
<td>Enhance your visibility as the sponsor of an afternoon pick-me-up for attendees. Display your brand on coffee cups or napkins as attendees help themselves to snacks and beverages.</td>
</tr>
<tr>
<td>Friday’s Morning Break</td>
<td>Branded Paper Badge Stock</td>
<td>$2,000</td>
<td>Attendees look forward to their morning pick me up! Your logo will be featured prominently during the morning break. Sponsor has an opportunity to further exposure by providing branded coffee cups or napkins.</td>
</tr>
</tbody>
</table>

Imagine everyone at the conference sporting your logo. Take advantage of this sponsorship and your company logo will appear on all printed attendee badge stock. Subject to availability, pending other badge sponsorship sale.
## ADDITIONAL AVIATION TAXES SEMINAR SPONSORSHIP OPPORTUNITIES

### Thursday’s Surprise & Delight

- **$1,500**
- Attendees will return from lunch to find a special gift (supplied by sponsor) placed on their chairs. One lucky attendee will receive a special prize, provided by NBAA with paid sponsorship.

### Friday’s Surprise & Delight

- **$1,500**
- Attendees will return from lunch to find a special gift (supplied by sponsor) placed on their chairs. One lucky attendee will receive a special prize, provided by NBAA with paid sponsorship.

### Executive Logo Pen

- **$1,500**
- Get in the hand of every attendee! Sponsor’s logo can’t be missed as attendees take down important session notes with this pen, placed at each seat, featuring your logo.

### Event Notebooks

- **SOLD**
- Sponsor continuing education and gain high visibility, as your logo is seen at every meeting during our 2020 season by placing your logo on the outside of our conference notebook!

## ADDITIONAL PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

### Banner Ad in App

- **$295**
- Show your support of the Business Aviation Taxes Seminar by placing a banner ad of your company in the official NBAA Event App.

  Must be a Bronze level sponsor or above to take advantage of this offering.

### Advertising

- Interested in furthering your brand recognition by placing an ad in BAI or on our website?

  Contact our communications team to discuss opportunities by emailing communications@nbaa.org.

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## TAX, REG. & RISK MGMT. SPONSORSHIP OPPORTUNITIES

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<th>Event</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday’s Evening Reception</strong></td>
<td>$7,500</td>
<td>Pull up a chair and share a meal with your fellow attendees! The sponsor of the lunch gets their logo prominently displayed on the menus and an opportunity to place an item at the seat of each attendee. Buon appetito!</td>
</tr>
<tr>
<td><strong>Sunday’s Plated Lunch</strong></td>
<td>$5,500</td>
<td>After the first day of sessions, unwind with attendees as the sponsor of the Evening Reception. Be the highlight of the night as attendees continue the conversation and network with their peers by sponsoring this reception at the conference hotel.</td>
</tr>
<tr>
<td><strong>Monday’s Plated Lunch</strong></td>
<td>$5,500</td>
<td>Everyone remembers the company that puts food on their plate. Have attendees talking about you for the rest of the day by placing an item at each of the attendees’ seats as well as having your logo displayed on the menus.</td>
</tr>
<tr>
<td><strong>E-mail Package</strong></td>
<td>$5,000</td>
<td>Sponsor will have maximum reach prior to arriving on-site by sponsoring conference confirmation email, a targeted email effort and the “Know Before You Go.” Sponsor will be able to place banner ad and/or logo in each of the three separate email efforts that are sent to registered attendees at time of email deploy.</td>
</tr>
<tr>
<td><strong>Sunday’s Continental Breakfast</strong></td>
<td>$4,000</td>
<td>Join attendees as they start their day off right, with the most important meal of the day. This sponsorship offers terrific visibility and generates plenty of recognition from attendees.</td>
</tr>
<tr>
<td><strong>Monday’s Continental Breakfast</strong></td>
<td>$4,000</td>
<td>The early bird catches the worm, so be prepared to take the lead. Start your day with attendees as the continental breakfast sponsor, and make a lasting impression as attendees head into their first session of the day at the Orange County Convention Center.</td>
</tr>
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### ADDITIONAL TAX, REG. & RISK MGMT. SPONSORSHIP OPPORTUNITIES

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<tr>
<td>Your company’s brand exposure is extensive with this one-color imprint on the conference lanyard. Lanyards also double as a device charger, so attendees will use the lanyards after the conference ends.</td>
<td>Sponsor’s logo will be displayed on a portable power bank that will keep attendees charged throughout their day. 24 power banks offered with each opportunity. Three opportunities are available.</td>
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*Subject to availability, pending other lanyard sponsorship sale.*

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<th><strong>Conference Presentation Book</strong></th>
<th><strong>Conference Tote</strong></th>
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<td>$3,000</td>
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<td>Encourage learning and sponsor the presentation book. Attendees will be provided with a book containing all of the presentations for the week. Get great exposure by including your logo on this high-visibility item.</td>
<td>Enhance your presence on-site and go home with every attendee! Your logo will be prominently displayed on every attendee’s conference tote bag. This handy bag is perfect for transporting items while traveling. Ask our team about a multi-show bundle.</td>
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<th><strong>Sunday’s Afternoon Break</strong></th>
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<tr>
<td>$2,500</td>
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<tr>
<td>Fuel attendees throughout their educational afternoon by sponsoring the afternoon break. Sponsor will have the opportunity to provide branded coffee cups and/or napkins. Further your exposure as attendees help themselves to beverages and snacks.</td>
<td>Enhance your visibility as the sponsor of an afternoon pick-me-up for attendees. Your sponsorship allows you to display your brand on sponsor provided coffee cups or napkins as attendees help themselves to snacks and beverages.</td>
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## ADDITIONAL TAX, REG. & RISK MGMT. SPONSORSHIP OPPORTUNITIES

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<th>Sponsorship</th>
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<tr>
<td>Full Color Imprint Lanyard</td>
<td>$2,500</td>
<td>Each attendee receives a lanyard during registration and wears it throughout the conference. Gain great exposure by sponsoring this unique opportunity.</td>
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<tr>
<td>Three Ballroom Entry Floor Graphic</td>
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<td>Capture the attention and welcome attendees each time they enter the ballroom with three 24” x 36” graphics placed at the entrance to the session ballroom(s).</td>
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<td>Prime App Event Sponsor</td>
<td>$2,500</td>
<td>Be the first impression when attendees log into NBAA’s event app. Sponsor can provide a full splash page ad that redirects to your website. This is great exposure and interaction with each attendee, every time they log into the app!</td>
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<tr>
<td>Sunday’s Morning Break</td>
<td>$2,500</td>
<td>After an early morning of education, attendees will be thrilled to grab their cup of joe. Your logo will be featured prominently during the morning break. Opportunity to provide branded coffee cups and/or napkins.</td>
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<td>Monday’s Morning Break</td>
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<td>Attendees look forward to their morning pick me up! Your logo will be featured prominently during the morning break. Sponsor has an opportunity to further exposure by providing branded coffee cups or napkins.</td>
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<td>Executive Logo Pen</td>
<td>$2,250</td>
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Upgrade to a sublimation dyed lanyard for an additional $500. Subject to availability, pending other lanyard sponsorship sale.
ADDITIONAL TAX, REG. & RISK MGMT. SPONSORSHIP OPPORTUNITIES

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$1,750
Attendees will return from lunch to find a special gift (supplied by sponsor) placed on their chairs. One lucky attendee will receive a special prize, provided with sponsorship.

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