



SCHEDULERS & DISPATCHERS CONFERENCE

JAN. 24-26, 2023 | NASHVILLE, TN



MARKETING & BRANDING OPPORTUNITIES

NBAA offers a variety of marketing resources and branding opportunities for exhibitors to make sure their messages reach show attendees and members of the industry press.

PROMOTE YOUR PARTICIPATION AT SDC2023

- **[Update Your Company Profile](#)**

Be sure to complete your company profile online and select your buyers' guide categories so that your company information is up to date when attendees do searches in the online exhibitor directory or the mobile app.

Company profiles, which are permitted to a maximum of 200 words, are included in the online exhibitor directory. Each exhibitor can also select a maximum of 10 buyers guide categories.

Exhibitors may also purchase upgraded profiles to obtain even greater exposure. Details appear below.

- **[Upload Your Company Logo](#)**

Upload your company logo to your company profile so that it shows in your profile and on the floor plan to give your company increased visibility to the thousands of attendees at SDC.

- **[Send Invitations to Your Customers and Prospects](#)**

NBAA provides invitations in the [Exhibitor Marketing Toolkit](#) for you to send to your prospects and guests to invite them to see you at SDC.

- **[Include an Email banner in Your Email Signature](#)**

Share the SDC2023 banner with your colleagues and include it in your email signature to let your customers know you'll be at the show. It can be found in the [Exhibitor Marketing Toolkit](#).

- **[Make Use of Social Media](#)**

Use the hashtag #SDC2023 when talking about the event on social media. Follow the official @NBAA Twitter and NBAAphotos Instagram accounts.

- **Take Advantage of the Press Roster**

An up-to-date listing of all registered members of the media will be available in your exhibitor badge registration portal. Use this list to share your company's news.

- **Download the SDC Mobile App**

Download the NBAA Events mobile app, then use it to reach out to attendees. Invite them to your booth or send them company information.

You may also purchase an ad in the mobile app to ensure attendees see your message in real-time. Reach out to sponsorships@nbaa.org to learn more.

EXHIBITOR MARKETING TOOLKIT

Let your customers know you'll be exhibiting at SDC2023 by inviting them to attend! We've created a variety of free, customizable marketing tools in the [Exhibitor Marketing Toolkit](#), so you have everything you need to promote your presence at the show

SHARE YOUR NEWS

Post your press releases and marketing materials to your company profile online to ensure that people who search for you to find a wealth of information about your company.

SPONSORSHIP OPPORTUNITIES

Exhibiting members are offered exclusive sponsorship opportunities at SDC2023. SDC is the perfect venue to promote your brand and gain access to thousands of business aviation professionals.

[Learn about SDC2022 Sponsorship Opportunities.](#)

Contact: sponsorships@nbaa.org

SDC2023 NEW PRODUCT SHOWCASE

Our Attendees Want to Hear About Your New Products and Services!

In a recent survey to understand attendees' needs, we learned that second only to networking, SDC participants attend to learn about innovations in the industry.

- ❖ **Is your company releasing a new product at SDC2023?**
- ❖ **Has your company released a new product within the last two years?**

If so, you could gain increased visibility at SDC by participating in the SDC2023 New Product Showcase, an online platform for exhibitors who have introduced new products or services within the past 2 years to maximize their outreach to potential buyers and customers. This platform will be available on the SDC website and in the SDC mobile app – allowing buyers to learn more about the new products that have been released over the last two years.

The SDC New Product Showcase allows attendees, buyers, and customers to view and learn more about the participating companies' new products and services. Over the last two years, companies have grown their digital marketing campaigns to strengthen relationships with new or potential customers. This is a perfect opportunity to use those assets and help get the word out about your new product.

New Product Showcase Benefits:

- This exclusive opportunity is only available to SDC exhibitors
- Digital listing in the New Product Showcase available on both the SDC website and the SDC mobile app
- Enhanced visibility on NBAA social media channels before and after SDC2023
- Featured article in SDC special report
- NBAA will highlight the New Product Showcase in attendee marketing campaigns before and after SDC; e.g. Know Before You Go, In Case You Missed It, etc.
- Dedicated outreach to NBAA press partners

How to participate:

Exhibiting members can log into your [Map Your Show dashboard](#) to register for this exciting opportunity:

- Locate the New Product Showcase tile
- Pay the registration fee of \$500 per product
- Complete the easy application and upload information about your product
- Sit back and enjoy the increased outreach about your new product or service!

Contact: Tony Kruessel

Sr. Exhibitor Engagement Manager

Tel: 513-532-7522

Email: tkruessel@mapyourshow.com

UPGRADED EXHIBITOR DIRECTORY PROFILE

Gain additional visibility in the online SDC2023 exhibitor directory and floor plan with Enhanced Directory Display Options:

- **Gold Package - \$495**

Includes:

- Access to unique list of online attendee leads
- 4 product images with text descriptions
- 8 event contacts
- 4 pieces of collateral

- **Diamond Package - \$995**

Includes the Gold Package, plus:

- 4 video uploads or image/text panels
- 8 product images with text descriptions
- 16 event contacts
- 8 pieces of collateral
- Priority slotting at the top of online search results
- Corner peel image on online booth
- Inclusion in the Featured Exhibitor list

- **Product Spotlight Sponsorship - \$1,495**

Includes the Diamond Package, plus:

- Exhibitor's video or image on the home page of the online exhibitor directory
- Links directly to exhibitor's online showcase
- Statistics available for tracking

- **Product Category Sponsorship - \$1,495**

Includes the Diamond Package, plus:

- EXCLUSIVE – 640x100 banner at the top of exhibitor's product category
- Guaranteed #1 listing within exhibitor's category search results
- Statistics available for tracking

- **Online Hall Sponsorship - \$3,495**

Includes the Diamond Package, plus:

- 1456x180 pixel banner on online exhibit hall
- Links to exhibitor's online showcase and prints any time the hall is printed
- Statistics available for tracking

- **Directory Partner Sponsorship - \$3,995**

Includes the Diamond Package, plus:

- 1940x180 pixel banner on the homepage of the interactive directory
- Links to exhibitor's online showcase
- Statistics available for tracking

For questions on upgrading your company profile, contact:

Tony Kruessel

Email: TKruessel@mapyourshow.com

C: 513.532.7522