

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



MAINTENANCE CONFERENCE SPONSORSHIP PROSPECTUS

May 5-7

2020

HARTFORD, CT

For more information, please contact sponsorships@nbaa.org

Thank you for your interest in becoming a sponsoring partner of NBAA's Maintenance Conference! The 2020 conference will provide three days of powerful education with dynamic speakers, impactful panel discussions and engaging networking.

As a sponsor, you'll have the opportunity to connect with nearly 1,200 attendees and exhibitors. The exhibit hall floor will also be accessible to our 2020 Flight Attendants / Flight Technician's Conference attendees, so companies have increased exposure.

Conference attendees represent a variety of important industry players from maintenance technicians and directors of maintenance and aviation directors.

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 MAINTENANCE CONFERENCE SPONSORS RECEIVE:

- 1 Brand alignment, highlighting your company's support of leading educational opportunities for business aviation decision-makers
- 2 Exhibitors with a cumulative sponsorship spend of \$2,500 or greater at the 2020 Maintenance Conference will be placed before other exhibitors within their respective priority category for the 2021 conference
- 3 Logo listing in marketing materials and on conference website pages
- 4 Recognition at the conference, including verbal acknowledgment and logo placement
- 5 Pre-conference opt-in attendee list (excluding email addresses) provided two weeks prior to conference
- 6 Opt-in attendee list (excluding email addresses) provided post-conference
- 7 First right of refusal for item renewal at the 2021 Maintenance Conference
- 8 Additional benefits may apply to individual sponsorship inventory

2020 MAINTENANCE CONFERENCE

For the most up-to-date inventory, please visit www.nbaa.org/sponsorships



IMPORTANT INFORMATION & DEADLINES:

- Any returning sponsors have until **December 18, 2019** to renew their items
- Sponsor must provide logo by **December 18, 2019** to be included in printed locations.
- Complimentary registration forms are due to NBAA's Sponsorship Team by **February 25, 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).
- 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

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

QUESTIONS? WE'RE HERE TO HELP!

If you have any questions or would like to start the process of securing a sponsorship, please contact our team at sponsorships@nbaa.org.

TARGETED ATTENDEE REACH

On the following pages, inventory will appear in two different colored boxes. Those "color-coded" boxes represent which conference(s) the opportunity is available at.

For example, grey boxes only reach maintenance attendees while a grey and purple box will have exposure to both groups of attendees.

Opportunities in this box will be showcased to **Maintenance Conference** attendees only.

Opportunities in this box will be showcased to **BOTH Maintenance Conference & Flight Attendants/Flight Technicians Conference** attendees.

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SPONSORSHIP OPPORTUNITIES IN THE EXCHANGE



Exhibit Hall WiFi \$18,000

Make a lasting impression at the conference and sponsor the Exhibit Hall WiFi! Increase visibility for your brand through a custom SSID, password, branded login page and a first page redirect to a site of your choosing.

Everyone will be grateful to you as they surf the web or check emails between sessions!

Three (3) Nook Business Pods \$15,000

Sponsor three Nook Business Pods that will be placed throughout The Exchange and give attendees a quiet place to meet and network without the noise!

Sponsors branding will be placed within the pod and seen by attendees as they navigate the show floor.



Tuesday's Buffet Lunch \$9,000

Share a meal with your fellow attendees on the floor of The Exchange! The sponsor of the lunch gets their logo prominently displayed on signage and on the buffet tables throughout the buffet area.



Wednesday's Buffet Lunch \$9,000



Pull up a chair and share a meal with your fellow attendees! The sponsor of the lunch gets their logo prominently displayed on signage and on the buffet tables throughout the buffet area. Buon appetito!

Thursday's Make Your Own Sandwiches \$9,000



Everyone remembers the company that puts food on their plate. As attendees start to wrap up their final day in The Exchange, sponsor has the opportunity to leave a lasting impression!

Wednesday's Continental Breakfast \$7,000

The early bird catches the worm, so be prepared to take the lead. Start your day with attendees as the continental breakfast sponsor, located in The Exchange, and make a lasting impression as attendees head into their first session of the day!



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ADDITIONAL SPONSORSHIP OPPORTUNITIES IN THE EXCHANGE



Thursday's Continental Breakfast

\$7,000

Start the day on the mind of the attendees by sponsoring breakfast on the final day of the conference, located on the floor of The Exchange. Attendees will toast you as they raise

their first cup of coffee and crossiant!

Wednesday's Headshot Lounge

\$6,000

Sponsor the headshot lounge and help attendees get a one of a kind image. Sponsor will be featured on signage as well as in the email to attendees. Attendees will love this lounge, placed on The Exchange.



Thursday's Morning Break

\$5,500

Be the hero of the morning! Provide additional branded coffee cups and fuel attendees through the mid-morning hump by sponsoring the morning coffee and tea break. Attendees will toast you as they sip on their beverages and return for sessions.



Tuesday's Afternoon Break

\$5,000

Attendees will be thankful for their afternoon pick-me-up. Gain additional visibility for your company by providing branded napkins or coffee cups that attendees will take back with them into the session room as they continue their day.



Wednesday's Afternoon Break

\$5,000

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.



Soft Seating Lounge

\$5,000

Give attendees a place to take a load off and relax in The Exchange. Each lounge will consist of a love seat, two soft seating chairs and a table. Sponsor will be able to provide branding within the lounge itself.

Three opportunities are available.



2020 MAINTENANCE CONFERENCE

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ADDITIONAL SPONSORSHIP OPPORTUNITIES IN THE EXCHANGE



Wednesday's Morning Break \$4,500

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. Additional opportunities are available

for exposure, such as providing branding on napkins or coffee cups.

Hydration Stations \$4,000

Attendees will raise a glass to you as they stay hydrated during the conference. Four water cooler covers with branding will be provided, with sponsor-provided water bottles sporting your logo placed nearby. This highly trafficked station is perfect for a company that wants a high-visibility item.



Four Branded Park Benches \$2,100

Attendees will be thankful to have a place to sit down among the hustle and bustle of the busy exhibits. This opportunity allows for branding on four park benches, placed throughout The Exchange.

Four opportunities are available.



Main Aisle Carpet Graphic \$1,450

Capture the attention with a 4' x 8' graphic placed in a main aisle of The Exchange, in the Connecticut Convention Center. Reach attendees several times a day with this high-visibility

sponsorship.

Four opportunities are available.



Logoed Booth ID Floor Graphic \$800

Place your logo on the carpet directly outside of your booth and help attendees find your company faster! Your company's logo will be featured on a 3'H x 5'W

carpet graphic, on a white background.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES



Wednesday Evening's Reception \$20,000

At this swell venue, mix and mingle and enjoy drinks and dinner with fellow participants while experiencing a flashback to the roaring twenties where prohibition flourished, flappers flocked to the dance floor and everything was the bee's knees.

to the dance floor and everything was the bee's knees.

Meeting Room WiFi \$10,000

Make a lasting impression at the conference and sponsor the Meeting Room WiFi! Increase visibility for your brand through a custom SSID, password, branded login page and a first page redirect to a site of your choosing. Everyone will be grateful to you as they surf the web or check emails.



Everyone will be grateful to you as they surf the web or check emails.

Branded Hotel Key Cards \$8,000

\$8,000

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 at the conference hotels.



Custom Lanyard \$6,750

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.



Subject to availability, pending sponsorship sale of similar item.



Conference Tote \$6,500

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.

Tuesday's Continental Breakfast \$5,500

\$5,500

The early bird catches the worm, so be prepared to take the lead. Start your day with attendees as the continental breakfast sponsor, located outside of the Keynote room, and make a lasting impression as attendees head into their first session of the day!



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ADDITIONAL SPONSORSHIP OPPORTUNITIES



Thursday's Afternoon Break

\$5,000

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.

Further your exposure as attendees help themselves to beverages and snacks.

Branded Paper Badge Stock

\$5,000

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.



Full Color Imprint Lanyards

\$4,500

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.



Tuesday Morning Break

\$4,000

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 and engagement by providing branded coffee cups or napkins.

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Tuesday's Surprise & Delight

\$2,500

Attendees will return 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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\$2,500

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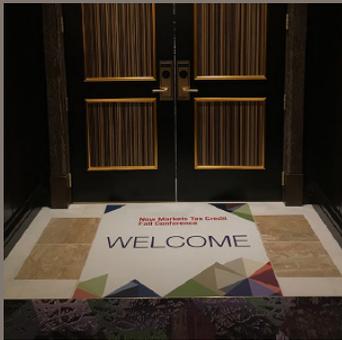


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ADDITIONAL SPONSORSHIP OPPORTUNITIES



Two Ballroom Entry Floor Graphics \$1,600

Capture their attention and welcome attendees each time they enter the ballroom with two 24" x 36" graphics placed at the entrance to the session ballroom.

Event Notebooks SOLD

Get your logo seen at every show during a season by placing your logo on the outside of our conference notebook! This is a full season sponsorship that has great visibility!



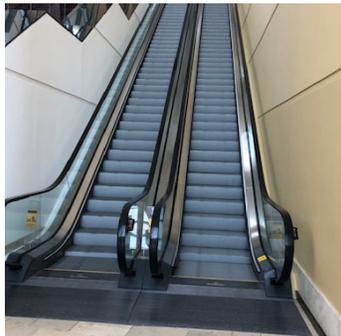
BUILDING BRANDING OPPORTUNITIES



Building Inventory

Additional opportunities are available to expand your brand recognition by sponsoring various items throughout the Connecticut Convention Center, including escalator, carpet, staircase and wall graphics as well as window clings.

For information about these venue specific branding opportunities, contact the sponsorship team to discuss what might be a great fit for you!



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ADDITIONAL PRINT AND DIGITAL SPONSORSHIP OPPORTUNITIES



Banner Ad in NBAA Confirmation Email

\$5,000

Reach attendees before they head to Hartford and show your support for Maintenance 2020 by including a banner ad in NBAA's conference confirmation e-blast.

Prime Event App Sponsor

\$5,000

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!



Banner Ad in NBAA's "Know Before You Go"

\$3,000

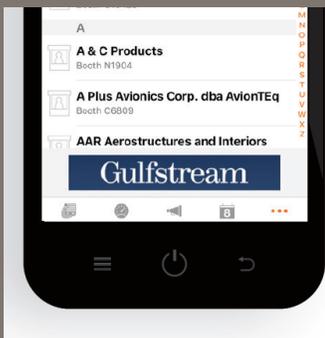
Gain high exposure and sponsor NBAA's attendee "Know Before You Go" email blast. Pre-registered attendees will receive an email with important information regarding the conference, and will be familiar with your company before arriving on-site!



Banner Ad in NBAA Education Email

\$1,800

Show your support for the Maintenance Conference by including a banner ad in one of NBAA's target email efforts to attendees.



Banner Ad in App

\$995

Show your support of the Maintenance Conference by placing a banner ad of your company in the official NBAA Event App.

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.



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

