Reach More Buyers and Decision-Makers

Maximize your opportunities and increase ROI by exhibiting at the world’s largest ag aviation exposition with an expected 1,600+ aerial application operators, ag pilots and other attendees directly related to the agricultural aviation industry. According to the past NAAA Ag Aviation Expo surveys, nearly three quarters of attendees stated that they spend the entire allotted time - seven to 12 hours - on the trade show floor.

Exhibiting at the Ag Aviation Expo allows you to market your products and/or services to a targeted audience, many of whom are looking for more information or to make a purchase. The NAAA Trade Show is the epicenter of knowledge, innovation and networking!

While we live in a digital world, the value of face-to-face marketing should not be underestimated. As an exhibitor you can create valuable face-to-face interaction with your current and potential customers, expanding awareness and potentially increasing sales.

Bottom line: Exhibiting at the Ag Aviation Expo can help deliver your message to the right people, in the right context.

Reasons to Exhibit at the 2020 Ag Aviation Expo

- **Local, regional, state, national and international exposure.** The world’s largest targeted audience of purchasers of ag aviation equipment, parts and services will be attending the convention and will have the opportunity to obtain more information about your company and products.

- **The lure of the exhibit hall.** The exhibit hall is a focal point for attendees. You can educate the attendees about your products and/or services. Show a demonstration or give away a sample or a takeaway (if applicable).

- **Destination for Information.** By attending educational sessions with attendees, exhibitors will have the best opportunity to gain insight into the market and find out what is most important. Plus, the NAAA Trade Show is a destination for your information; exhibiting enhances your company’s credibility and commitment to what you are offering.

- **Exclusive networking opportunities.** Networking with attendees on the trade show floor will generate new sales and/or leads and potential business partnerships for your company. You can visit with current customers to ensure a strong relationship and you will walk away with new contacts and very likely sales.

- **The place to meet your competitors and colleagues.** Professionals consider the Ag Aviation Expo to be a key industry event. You can take advantage of this to raise awareness about your company.

WHO ATTENDS?

- **43% Operators**
- **26% Pilots**
- **7% International**
- **6% Allied (non-exhibitor)**
Exhibit at NAAA’s Ag Aviation Expo!

**LOCATION**
The NAAA Trade Show will take place at:
**Savannah Convention Center**
1 International Dr, Savannah, GA 31421

Booth space for aircraft, Diamond sponsors, islands and 10’x30’+ are pre-sold March-June.
Contact Lindsay Barber by email at lbarber@agaviation.org if you plan to bring an aircraft or would like a large booth as soon as possible. Savannah is a fly-in facility for exhibited aircraft! Aircraft will land behind the Westin and be pulled over to the convention center.

Book your 10’x10’ or 10’x20’ exhibit space online on Thursday, July 9 beginning at Noon ET. A minimum 50% deposit is required at the time of online booth purchase. The balance is to be paid in full on or before Sept. 27, 2020. Booth sales after this date must include full payment. Booth purchases are online.

Cancellation of all or part of your exhibit space is subject to a 25% administrative fee. No refunds will be made after Sept. 27, 2020.

Available exhibit space will be available online in late June 2020 at www.agaviation.org/exhibitors.

### Expo Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Events and Sessions</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, Dec. 5</strong></td>
<td>Meeting for Pilots Flying Aircraft</td>
<td>4 p.m.</td>
</tr>
<tr>
<td><strong>Sunday, Dec. 6</strong></td>
<td><strong>Aircraft Arrival &amp; Placement</strong>&lt;br&gt;NAAA Board Meeting</td>
<td>Early morning</td>
</tr>
<tr>
<td><strong>Monday, Dec. 7</strong></td>
<td><strong>Exhibitor Setup</strong>&lt;br&gt;Kickoff Breakfast&lt;br&gt;Education Sessions&lt;br&gt;Welcome Reception</td>
<td>8 a.m. – 8 p.m.  &lt;br&gt;8 – 9:45 a.m.  &lt;br&gt;10 a.m. – 6 p.m.  &lt;br&gt;6:30 – 7:30 p.m.</td>
</tr>
<tr>
<td><strong>Tuesday, Dec. 8</strong></td>
<td><strong>Exhibitor Setup</strong>&lt;br&gt;Business Meeting &amp; General Session&lt;br&gt;Exhibitors must be setup&lt;br&gt;NAAA Trade Show Hours&lt;br&gt;Live Auction &amp; Reception</td>
<td>8 – 11:30 a.m.  &lt;br&gt;8:45 – 11:45 a.m.  &lt;br&gt;11:30 a.m.  &lt;br&gt;12 – 5:30 p.m.  &lt;br&gt;5:30 – 7 p.m.</td>
</tr>
<tr>
<td><strong>Wednesday, Dec. 9</strong></td>
<td>Education Sessions&lt;br&gt;Allied Industry Meeting&lt;br&gt;NAAA Trade Show Hours&lt;br&gt;Exhibitor Teardown &amp; Freight Pickup&lt;br&gt;Education Sessions</td>
<td>8 – 10:15 a.m.  &lt;br&gt;8:30 – 9:30 a.m.  &lt;br&gt;10 a.m. – 4 p.m.  &lt;br&gt;4 – 8 p.m.  &lt;br&gt;4 – 5:30 p.m.</td>
</tr>
<tr>
<td><strong>Thursday, Dec. 10</strong></td>
<td><strong>Final Move-Out &amp; Freight Pickup</strong>&lt;br&gt;Education Sessions&lt;br&gt;Farewell Reception&lt;br&gt;Excellence in Ag Aviation Banquet</td>
<td>8 – 10 a.m.  &lt;br&gt;8:45 a.m. – 4:30 p.m.  &lt;br&gt;5:15 – 5:45 p.m.  &lt;br&gt;5:45 p.m. - 9 p.m.</td>
</tr>
</tbody>
</table>

Three quarters of attendees spend 7-12 hours on the NAAA Trade Show Floor.

Number of attendees who spend 7-12 hours on the NAAA Trade Show Floor
**Booth Space Rates**

Booths are 10’ x 10’. Larger booths are combinations of 10’ x 10’ spaces. Islands are 20’ x 20’ (or larger). Included with your booth fee:

1. Piping and draping, a booth identification sign and a wastebasket. All other booth items can be purchased through T3 Expo.
2. Four booth personnel badges per 10’ x 10’ booth and aircraft. Badges include tickets to the Welcome Reception and Farewell Reception; all are invited to the Auction Reception. Additional badges are available for $125 each. Tickets to the Kickoff Breakfast and Excellence in Ag Aviation Banquet can be purchased separately.

<table>
<thead>
<tr>
<th>Company Size (# employees)</th>
<th>NAAA Member</th>
<th>Non-NAAA Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>$780</td>
<td>$2,330</td>
</tr>
<tr>
<td>11-50</td>
<td>$1,155</td>
<td>$2,735</td>
</tr>
<tr>
<td>51-100</td>
<td>$1,510</td>
<td>$3,390</td>
</tr>
<tr>
<td>101-500</td>
<td>$1,720</td>
<td>$3,745</td>
</tr>
<tr>
<td>501+</td>
<td>$2,010</td>
<td>$4,250</td>
</tr>
<tr>
<td>Each additional 10’ x 10’</td>
<td>$850</td>
<td>$2,025</td>
</tr>
<tr>
<td>Premium Space – aisles on 2 sides add</td>
<td>$200</td>
<td>$255</td>
</tr>
<tr>
<td>20’ x 20’ Island Booth</td>
<td>$5,190</td>
<td>$15,180</td>
</tr>
<tr>
<td>20’ x 30’ Island Booth</td>
<td>$7,275</td>
<td>$20,240</td>
</tr>
<tr>
<td>Aircraft (plane or helicopter) each</td>
<td>$610</td>
<td>$2,025</td>
</tr>
</tbody>
</table>

**50% payment due at time of booth purchase; final payment due by Sept. 27. Cancellation: prior to Sept. 27 the cancellation fee of 25% of the total booth rental will be retained by NAAA. After Sept. 27, 2020, no refund will be made.**

**Exhibitor Packages from T3 Expo**

Booth items are ordered through T3 Expo, the exhibitor services contractor, not NAAA. Custom exhibitor booth furniture and items are available. The Exhibitor Services Kit will be available in May 2020.

**Basic Exhibitor Package: INCLUDED BY NAAA**

- Members receive discounted booth rate
- Four badges per 10x10 and aircraft space
- Listing on the NAAA Trade Show Interactive Floor plan and in NAAA publications
- Back drape and siderail drape
- Booth Identification Sign
- 1 Wastebasket

**Exhibitor Package for 10’ x 10’ or 10’ x 20’ Booths:**

All items above included plus:

- 8’ Table + 2 basic side chairs: $125
- 6’ Table + 2 basic side chairs: $115

**Drayage Packages:**

- Unlimited Drayage 10’x10’ - $785
- Unlimited Drayage 10’x20’ - $1,570
- Per pound rates available:
  - Advanced Drayage - 0.91 per lb.
  - Direct Drayage Rate - 0.93 per lb.

Additional Items, such as electrical, catering, etc. and pricing are available in the exhibitor services kit, available in May 2020. This information will be available online at www.agaviation.org/exhibitors.
Book Your Hotel Room

Join us in Savannah at one of the three great hotels below! It is important for attendees to stay in the NAAA room block. We get the best hotel room rates in the heart of the Savannah district. If the NAAA hotel block is not filled, we cannot offer these great rates for future years! All 2020 Ag Aviation Expo housing arrangements are being handled by Visit Savannah Housing office. Please do not call the hotels directly; use the link and/or phone number below to book your room; see room block close dates below.

Book your room online at www.agaviation.org/hotel, call the housing bureau at (912) 644-6465 (reservations are taken 9 a.m.–5 p.m.) or email reservations@visitsavannah.com. The room block closes on Nov. 13 for all hotels.

- **Westin Savannah Harbor:** $150/night + taxes
  Westin Cancellation: For each reservation cancelled after October 30, 2020, a non-refundable one night room + tax will be charged to the credit card on file. Guests who check out early (prior to the reserved check out date) will be assessed one full night’s room charge + taxes.

- **Hyatt Regency Savannah:** $148/night + taxes

- **Savannah Marriott Riverfront:** $142/night + taxes
  All room rates above are single/double occupancy and do not include taxes.

Important Dates to Remember

**March - June**

Large Booth Sales & Sponsor Booth Sales
Large booths qualify as aircraft space, islands and 10x30+. Diamond sponsors are placed after islands.

**JULY**

10x10 and 10x20 Booth Sales:
Thursday, July 9 at 12 p.m. ET / 11 a.m. CT

**SEPTEMBER**

Booth Balance must be paid in full by and last day to cancel for a partial refund: Sept. 27, 2020

**NOVEMBER**

Hotel Room Block Deadline: Nov. 13 at 5 p.m. ET

See the T3 Expo exhibitor services kit when it is available in May 2020 for pricing and important deadlines.

---

No matter what industry you work in, we are all in the people business. Regardless of how tech-savvy you may be, face-to-face meetings are still the most effective way to capture the attention of participants, engage them in the conversation, and drive productive collaboration.

If we don’t continue to nurture strong and positive personal relationships with our clients and coworkers, we won’t build trust, understanding, or a sense of a shared mission – all of which are critical elements to successful partnerships and business success.

—Michael Massari, Caesars Entertainment’s Senior Vice President of National Meetings & Events