About NAAA

National Agricultural Aviation Association (NAAA) represents 1,900 members in 46 states. NAAA represents the interests of small business owners and pilots licensed as commercial applicators that use aircraft to enhance food, fiber and bio-fuel production, protect forestry and control health-threatening pests. Furthermore, through its affiliation with the National Agricultural Aviation Research & Education Foundation (NAAREF), the NAAA contributes to research and educational programs focused on enhancing the efficacy, security and safety of aerial application.

We have a large audience of around 1,600 aerial applicators at our annual Ag Aviation Expo. In a recent post-Ag Aviation Expo survey, 75% of attendees reported that they are ‘very likely’ to use the products and services of an Ag Aviation Expo sponsors.

Branding at the Ag Aviation Expo is a great opportunity for you to get your message in front of the agricultural aviation industry and reach a targeted and nationwide audience of aerial applicators in North America; an audience that is responsible for applying 28% of crop protection products to commercial cropland in the U.S.

Top 5 Reasons to Become a Sponsor

1. Increase brand awareness by sponsoring attendee favorites and must-attend events.
2. Stand out in the crowd and be seen as a power player in Savannah.
3. Sponsorship enhances your company’s credibility and rapport.
4. You can drive attendees to your booth and message through your sponsorship.
5. You will generate new sales and/or leads and potential business partnerships.

Think Outside the Booth!

NAAA offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibition hall.

By becoming a sponsor, buyers will
• Remember your company, services and products
• See you as a supporter of the ag aviation industry
• Recognize your brand
• See you as a partner and industry visionary
• Hold you above others in purchasing decisions
Receptions and Food & Beverage Sponsorships

Kickoff Breakfast - SOLD
This ticketed buffet breakfast is one of the heaviest attended events and we always have a large crowd! Besides our featured speaker, the breakfast also honors Ag Wings of Tomorrow Scholarship winners. It’s a great way to kick off your participation and get your company’s name in front of this alert and captivated audience: $20,000

Welcome Reception - SOLD
Your company’s hospitality will be front and center welcoming attendees to the heavily attended Monday evening reception: $20,000

Auction Reception - SOLD
Sponsor the anticipated Tuesday evening Live Auction Reception – a centerpiece of the Ag Aviation Expo!… $20,000

Coffee Breaks
Sponsor the coffee breaks! Two daily sponsorships Mon., Tues., Wed.; choose morning or afternoon. (Includes signage and beverages).
Sunday (all day) $1,500
Monday (AM or PM) $1,800
Tuesday (AM or PM) $1,800 - Both SOLD
Wednesday (AM or PM) $1,800 - AM SOLD
Thursday (all day) $1,500

Water Hydration Stations on Trade Show Floor
Sponsor five-gallon water cooler on the trade show floor. (Includes sponsor signage next to a hydration station.) Tuesday: $600 SOLD
Wednesday: $600

Monday “Regiception” Registration Bar & Welcome Sponsorship on Monday
Sponsor the “Welcome to the Ag Aviation Expo” Bar in the NAAA Registration area on Monday, Dec. 7. Each attendee on Sunday and Monday who pick up their badge or register onsite will receive one ticket for a complimentary soda or beer on Monday from 12 – 5 p.m. (Attendees only!). Get your name in front of everyone in the registration area. Tickets good for one soda or beer. The bar will feature a tall meter sign with your logo and the drink ticket will include your company name (if confirmed by early Sept.): $11,000

Farewell Reception
Operators, pilots and allied companies come together one last time for socializing and wishing each other well for the New Year. Don’t miss this last opportunity to get your company logo in front of attendees. 30-minute reception: $2,500

Excellence in Ag Aviation Banquet & Grand Finale
SOLD
Showcase your industry support by sponsoring the prestigious Thursday evening Awards Banquet honoring our industry’s best and brightest! $15,000

Ag Aviation Expo Educational Sessions
General Session - Co-Sponsorship Available
Topics TBD Soon…………………………………………………………………………………..$20,000

Aerial Application Research Technology Session
Operators and pilots attending Monday’s Aerial Application Research Technology Session will see your logo on signage when entering and exiting the room. You’ll also receive a thank you from the speakers. We expect high attendance since operators and pilots are eligible to receive CEU’s. $3,000
**Helicopter Concurrent Session**  
A roundtable discussion of helicopter issues. $750

**FAA/Security Concurrent Session**  
An important session for operators and pilots to hear directly from (and ask questions directly to) representatives from the governmental agencies that have an impact on aerial application: FAA, FBI and others: $750

**NAAREF Safety Session: Thursday Afternoon**  
In post-NAAA Ag Aviation Expo Attendee surveys, 79% of respondents said they would attend the NAAREF Safety Sessions in the future. This important education and safety session, presented by NAAREF, is an educational event for all ag pilots regardless of their experience level. Developed by the same people that bring operators and pilots the award-winning PAASS program. This is a ‘not to miss’ session for our attendees. $2,000

**Compaass Rose (Sun) - AVAILABLE**  
**Relationship Drift (Wed) - SOLD**

The Compaass Rose session is specifically for pilots NEW to the agricultural application industry. This discussion session is an open forum for newbies to ask their questions and participate in discussions with other new pilots and selected, experienced and well respected aerial application operators that wish to serve as mentors to new pilots. $750 each

**“Ask The Expert” Speed Mentoring Session (Mon.)**  
**Co-sponsorship Available**  
The “Ask the Expert” session brings together new and low time pilots with experienced pilots, operators, ag schools and insurance companies in a small setting allowing for direct and personal interactions between the mentors and mentees. The session provides attendees with a quick 360-degree overview of what’s required and what it takes to work as a pilot in the agricultural aviation industry. $1,500

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**Signage & Display Sponsorships**

**Banners, Window Clings and Column Wraps**  
There are many window cling, floor decals and column wrap sponsor opportunities in Savannah. Contact Lindsay Barber lbarber@agaviation.org or (202) 546-5722 for further details. Pinpoint system showing these sponsorships will be available in March 2020. Pricing includes the printing and labor to install the item. Sponsor is responsible for providing the artwork.

**Registration Floor Signage - SOLD**  
Five exclusive one meter signs in the NAAA Registration area. $2,500

Attendees reported they are “very likely” to use the products & services of an Ag Aviation Expo sponsor.

**Aisle Signs - SOLD**  
Your logo to appear on the aisle signs at the Trade Show. $4,050

**Floor Decals – Two Options and Several Available**  
Show off your brand with these floor decals, which will be placed on the trade show floor.  
24” x 24” (square) $275 each  
48” x 48” (square) $625 each

**Ag Aviation Expo Schedule At A Glance Signage SOLD**  
When attendees are reviewing the expo schedule signs throughout the hotel and the convention center, they will also see your logo. $3,000

**Cell Phone Charging Table**  
A great opportunity for attendees to see your company name while they are charging their phone or mobile device at the cell phone charging stations (two available). $2,220
Ag Aviation Expo Program & App

NAAA Ag Aviation Expo App (Two Options)
Advertise your products and services and/or direct attendees to your booth through the App. Splash Page Sponsor: Your ad will appear on the splash page, which all attendees will see each time they enter the App. Your company will also receive a banner ad at the top of all pages. $6,500 - SOLD

Banner Ad Sponsor: Your ad will scroll at the top of all pages of the Ag Aviation Expo App. $550

Printed Ag Aviation Expo Program
Advertise your products and services, and direct attendees to your booth or website with an ad in the printed Ag Aviation Expo Program that will be received by each and every attendee at the expo.

Outside Back Cover $5,000
SOLD
Inside Front Cover $3,000
SOLD
Inside Back Cover $2,500
Inside Pages $1,000

Registration & Hotel Sponsorships

Attendee Bags - SOLD
Sponsor logo placement co-branded with NAAA on each bag for all attendees. Includes company promo insert in each bag. (Includes shopping bag style) ..... $5,000 (additional fee based on multiple colors)

Attendee Bag Item – Several Available
Have your promotional material inserted into each attendee’s registration bag. Provide an item that will have the attendee thanking you! And thinking of you! .......................................................... $350

Hotel Key Cards - SOLD
Sponsoring your logo or artwork on expo hotel key cards puts your company in attendees’ hands multiple times throughout the event. Key cards for Westin, Marriott and Hyatt hotels only. Sponsor responsible for supplying artwork by Sept. 10. $7,500

Expo Badge Holders or Lanyards - SOLD
Sponsor logo is placed on a premium badge holder or lanyard! (Includes cost of up to 1,000 pieces and production) $3,500

And More!

Wi-Fi Sponsor
Sponsor will provide Wi-Fi, Tues. & Wed. on the NAAA Trade Show floor. Price includes Wi-Fi, signage and splash page: $9,500

Live Auction Paddles - SOLD
Attendees can use these auction paddles to bid on items during the Live Auction. Up to 400 paddles will have a number on one side and the opposite side will be branded with your logo. Will be provided to attendees before the Live Auction begins on Tuesday evening. $1,500

Ag Aviation Expo Passport - 3 AVAILABLE
Attendees love this game and it’s a great opportunity to increase traffic to your booth. Attendees receive an Ag Aviation Expo Passport and are asked to visit each sponsor’s booth and receive a stamp. They must collect all participating booth stamps to be included in the drawing for the Passport Prize, which is two full 2021 expo registrations. Prize is for attendees only! 10 stamps available. $550/sponsor

For Sale By Owner Area
Sponsor this high traffic For Sale By Owner bulletin board, where operators and pilots place postings for jobs, equipment for sale and more! Includes board and sponsor signage; located in the NAAA Registration area for everyone to see. $1,100

Ag Aviation Expo Keepsake Pins - SOLD
Attendees will receive a ticket for a free expo keepsake pin; they must bring the ticket to your booth to claim the pin. The pin will depict this year’s Ag Aviation logo, which will drive attendees to your booth for pick up. $4,500

Museum Booth
The museum booth sponsorship offers name recognition and association with learning and celebrating our industry. TBD if the NAA Museum from Jackson, MS will be in attendance or if a video will be shown. Includes one day keg of beer. $2,500
## Sponsorship At A Glance

<table>
<thead>
<tr>
<th>Summary of Benefits</th>
<th>Diamond</th>
<th>Platinum 12,000-$19,999</th>
<th>Gold 5,000-$11,999</th>
<th>Silver 1,000-$4,999</th>
<th>Bronze up to $999</th>
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<tbody>
<tr>
<td><strong>Entertainment &amp; Hospitality</strong></td>
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<tr>
<td>Number of Full Registrations (includes Kickoff Breakfast and Excellence in Ag Aviation Banquet). We can also offer only Breakfast &amp; Banquet tickets (contact Lindsay).</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>up to 10</td>
<td>up to 4</td>
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<tr>
<td>50% discount for additional full registrations</td>
<td>up to 10</td>
<td>up to 4</td>
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| **Corporate Visibility and Recognition**                                           |               |                         |                    |                     |                   |
| Logo featured in on-site signage, the NAAA website, and in NAAA publications       | x             | x                       | x                  | x                   | x                 |
| Early booth choice for exhibit floor                                               | x             |                         |                    |                     |                   |
| Opportunity to distribute promotional item or gift in each registration bag         | x             |                         | x                  |                     | x                 |
| Company logo (and link to your website) will appear on the “This Issue Powered By” page (next to cover page) on the digital issue of the Agricultural Aviation magazine. | x             |                         |                    |                     |                   |
| Banner Advertisement on the Agricultural Aviation magazine App. Specs will be provided; sponsor responsible for supplying artwork and file. | Fall ’20/ Winter ‘21 issues | Fall 2020 issue |
| Sponsor recognized at General Session (General Session sponsor able to say a few words) | x             |                         |                    |                     |                   |

**Confirm Your Sponsorship Today**

Contact: Lindsay Barber, CMP, Director, Meetings, Marketing & Special Projects
Phone: 202.546.5722 • Email: Lbarber@agaviation.org

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National Agricultural Aviation Association • 202.546.5722 • 1440 Duke Street, Alexandria, VA 22314