



# Ag Aviation Expo Sponsorship Opportunities



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## 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

## About NAAA's Ag Aviation Expo

National Agricultural Aviation Association (NAAA) represents nearly 1,500 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 biofuel 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 1,500 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 an Ag Aviation Expo 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 Palm Springs.

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.



## 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, Burt Rutan, 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:

**\$22,000**

### Welcome Reception **SOLD**

Your company's hospitality will be front and center welcoming attendees to the heavily attended Monday evening reception: **\$22,000**

### Auction Reception **SOLD**

Sponsor the anticipated Tuesday evening Live Auction Reception – a centerpiece of the Ag Aviation Expo! **\$22,000**



### Coffee Breaks

Sponsor the coffee breaks! Two daily sponsorships on Mon., Tues., Wed.; choose morning or afternoon. (Includes signage and beverages).

Sunday (all day) **\$1,650 SOLD**

Monday (AM or PM) **\$1,950 AM SOLD**

Tuesday (AM or PM) **\$1,950**

Wednesday (AM or PM) **\$1,950**

Thursday (all day) **\$1,650**

### Water Hydration Stations on Trade Show Floor

Sponsor a water station on the trade show floor. (Includes sponsor signage next to a hydration

station.) Tuesday: **\$660 SOLD**

Wednesday: **\$660**

### 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. 4. 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.): **\$12,500**

### 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: **\$2,750**



### Excellence in Ag Aviation Banquet & Grand Finale

Showcase your industry support by sponsoring the prestigious Thursday evening Awards Banquet honoring our industry's best and brightest!

**\$20,000**

## Ag Aviation Expo Educational Sessions

### General Session: Co-Sponsorship Available

Pesticide Policy, Adjuvants & Turning Safely Panel.

**Partial Sponsorships Available \$22,000**

### 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.

**\$3,300 SOLD**



### Helicopter Concurrent Session **SOLD**

A roundtable discussion of helicopter issues. **\$825**

### Low Altitude Session

A panel of professionals will discuss a variety of issues related to low altitude aviation ranging from FAA tower and drone policies designed to make the national airspace system safer for low-flying manned aircraft to field scouting. *Session may change based on speakers available and industry topics.* **\$825**

### “Ask The Expert” Speed Mentoring: Monday **SOLD**

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. **\$1,650**

### Compass Rose: Sunday **SOLD**

The Compass Rose session is specifically for pilots NEW to the aerial 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. **\$825**

### Relationship Drift: Wednesday **SOLD**

Relationship Drift looks at how personal relationships affect pilot decision-making and safety. This session is designed to facilitate relations between operator/pilots and their spouses and/or support staff at operations in the interest of pilot safety and everyone's general welfare. **\$825**



## Signage & Display Sponsorships

### Banners, Window Clings and Column Wraps

There are many window cling, floor decals and column wrap sponsor opportunities in Palm Springs. A link to the signage system is available at [www.agaviation.org/convention](http://www.agaviation.org/convention). Contact Lindsay Barber [lbarber@agaviation.org](mailto:lbarber@agaviation.org) for further details. 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. **\$2,750**

### Aisle Signs **SOLD**

Your logo to appear on the aisle signs at the Trade Show. **\$4,500**

### Floor Decals – Two Options and Several

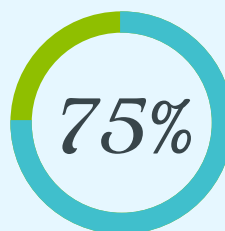
**Available** Show off your brand with these floor decals, which will be placed on the trade show floor.

24" x 24" (square) **\$305 each**

48" x 48" (square) **\$690 each**

### Ag Aviation Expo Schedule At A Glance Signage

When attendees are reviewing the expo schedule signs throughout the hotel and the convention center, they will also see your logo. **\$3,300 SOLD**



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

## 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**

Banner Ad Sponsor: Your ad will scroll at the top of all pages of the Ag Aviation Expo App. **\$600**

### 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.

Inside Pages **\$1,100**

Inside Back Cover **\$2,750**

Outside Back Cover **\$3,850**

**SOLD**

Inside Front Cover **\$3,300**

**SOLD**



## 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)

..... **\$7,700** (potential add. 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!

..... **\$385**

### 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 only for specific hotels; NAAA will share details with sponsor. Sponsor responsible for supplying artwork by Sept. 27. **\$6,500**

### 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) **\$3,800**

## And More!

### Wi-Fi Sponsor **SOLD**

Sponsor will provide Wi-Fi on Tues. & Wed. on the NAAA Trade Show Floor. Price includes Wi-Fi, signage and naming the Wi-Fi network with your company name. **\$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. **\$1,650**

### Ag Aviation Expo Passport

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 2024 expo registrations. Prize is for attendees only! 10 stamps available.

**\$600/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. **\$1,200**

### 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. **\$4,950**

### 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**

### Family Room

Our family room allows families with young children to congregate, let the little ones run around and allow spouses and children to meet other families traveling with their ag pilots. Sponsorship includes signage, tv and DVD player for movies (NAAA will provide movies). **\$3,500**

## Ag Aviation Expo Sponsorship At A Glance

Summary of Benefits	Diamond \$20,000+	Platinum \$12,000- \$19,999	Gold \$5,000- \$11,999	Silver \$1,000- \$4,999	Bronze up to \$999
<b>Entertainment &amp; Hospitality</b>					
Number of Full Registrations (includes Kickoff Breakfast and Excellence in Ag Aviation Banquet). We can also offer only Breakfast & Banquet tickets (contact Lindsay).	6	4	2	4 breakfast/ banquet tickets	
50% discount for additional full registrations	up to 10	up to 4			
<b>Corporate Visibility and Recognition</b>					
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	x			
Opportunity to distribute promotional item or gift in attendee registration bag	x	x	x	x	
Hot Products full page advertorial in <i>Agricultural Aviation</i> magazine (either Summer or Fall '23). Included in print and digital magazine. Logo, 1 photo and up to 250 words.	x				
Hot Products half page advertorial in <i>Agricultural Aviation</i> magazine (either Summer or Fall '23). Included in print and digital magazine. Logo, 1 photo and up to 75 words.		x			
Sponsor invited to say a few words to attendees at specific events TBD with NAAA Staff.	x				