



# 2024 AG AVIATION EXPO

NATIONAL AGRICULTURAL AVIATION ASSOCIATION | FORT WORTH, TEXAS



## EXHIBITING OPPORTUNITIES

**NOVEMBER 18-21, 2024**

Fort Worth, TX





## 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 1,500+ 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 twelve 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 2024 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 education sessions with attendees, as an exhibitor, you have the best opportunity to gain insight into the market and find out what is most important to the people buying your products/services. 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?

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**43%**  
**Operators**

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**26%**  
**Pilots**

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**7%**  
**International**

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**6%**  
**Allied**  
**(non-exhibitor)**

# Exhibit at NAAA's Ag Aviation Expo!

## LOCATION

The NAAA Trade Show will take place at:  
**Fort Worth Convention Center**  
**1201 Houston St, Fort Worth, TX 76102**

**Large Booth Space:** Booth space for aircraft, Diamond & Platinum sponsors, islands and 10'x30'+ are **pre-sold March-June**. Contact Lauren Henretty ASAP by email at [Lhenretty@agaviation.org](mailto:Lhenretty@agaviation.org) if you plan to bring an aircraft or would like a large booth. Fort Worth is a truck-in facility for aircraft exhibitors.



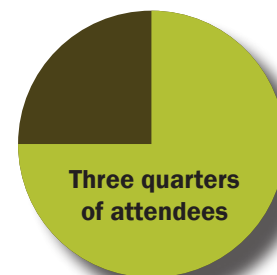
**10x10 or 10x20 Booth Space:** Book your 10'x10' or 10'x20' exhibit space online beginning July 11. A minimum 50% deposit is required at the time of your online booth purchase. The balance is to be paid in full on or before Sept. 18, 2024. Full booth payment is required if you purchase a booth after Sept. 18. Booth purchases are online and directions will be posted at <https://www.agaviation.org/ag-aviation-expo/exhibiting/>.

**Cancellation Policy:** An exhibitor may cancel/withdraw from the show under the following conditions and restrictions: Exhibitor shall give NAAA written notice of intention to cancel/withdraw all or part of contracted exhibit space. Prior to Sept. 18, 2024 the cancellation fee of 25% of the total booth rental will be retained by NAAA. After Sept. 18, 2024, no refund will be made.

**Floor Plan:** Available exhibit space will be online in mid-June 2024, after large booth sales have concluded, at <https://www.agaviation.org/ag-aviation-expo/exhibiting/>.

## Expo Schedule

|                           |   |
|---------------------------|---|
| <b>Saturday, Nov. 16</b>  | <b>Aircraft are allowed to drive into the hall and begin unloading between 1:30 – 4 p.m.</b>                                      |
| <b>Sunday, Nov. 17</b>    | <b>All aircraft are required to be in the hall by 9:30 a.m. for unloading.</b>  |
| <b>Monday, Nov. 18</b>    | <b>Exhibitor Setup from 8 a.m. – 8 p.m.</b>   |
| <b>Tuesday, Nov. 19</b>   | <b>Exhibitor Setup from 8 – 11:30 a.m. and NAAA Trade Show Hours from Noon – 5:30 p.m. (Live Auction will begin at 5:30 p.m.)</b> |
| <b>Wednesday, Nov. 20</b> | <b>Trade Show Hours from 9:30 a.m. – 3:30 p.m.<br/>Tear down from 3:30 – 10 p.m.</b>  |
| <b>Thursday, Nov. 21</b>  | <b>Final moveout of aircraft by 12 p.m.</b>   |



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



# Booth Space Sizes, Rates & Badges

Booths are 10' x 10'. Large 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 (no furniture or carpet included). Furniture, booth carpet, etc. can be ordered through T3 Expo.
2. Four booth personnel badges per 10' x 10' booth and aircraft (i.e. 10x20 booth receives eight badges). 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 (\$50) and Excellence in Ag Aviation Banquet (\$90) can be purchased separately.

If you're a non-member and would like to join, visit [www.agaviation.org/membership](http://www.agaviation.org/membership) or call (202) 546-5722.

| Company Size (# employees)                    |                     |
|---|---------------------|
| Member: 1-10                                  | \$860 (per 10x10)   |
| Member: 11-50                                 | \$1,300 (per 10x10) |
| Member: 51-501+                               | \$1,800 (per 10x10) |
| Premium Space – aisles on 2 sides, add        | \$250               |
| 20'x20' Island Booth or Peninsula Allied 51+  | \$5,700 Member      |
| 20'x30' Island Booth                          | \$8,000 Member      |
| Aircraft (plane or helicopter), truck/trailer | \$670 each          |
| Non-Member                                    | \$4,100 (per 10x10) |

*\*\*50% payment due at time of booth purchase; final payment due by Sept. 18. Cancellation: full refund if canceled by Sept. 18, 2024. After Sept. 19, 2024, no refunds.\*\**

## 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 2024.

### Basic Exhibitor Package: **INCLUDED**

- 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

### Additional Booth Items

The NAAA Exhibitor Services Kit will include 10' x 10' and 10' x 20' packages, custom booth costs, drayage package options, as well as the ability to rent individual items, such as tables, chairs, carpet, etc. Electrical, internet, catering, floral, etc. will be included in the kit.

### Exhibitor Services Kit

The NAAA Exhibitor Services Kit will be available online in May 2024 at <https://www.agaviation.org/ag-aviation-expo/exhibiting/>.

## SUPPORT NAAA

### Auction Donation

Donate to the Live or Silent Auction to support NAAA programs. More details and a donation form can be found online at <https://www.agaviation.org/ag-aviation-expo/live-and-silent-auctions/>.

### Sponsorships

Get your name, logo and message in front of the Ag Aviation Expo target audience through sponsorship. Learn more at <https://www.agaviation.org/ag-aviation-expo/sponsors/>.

