



2025 NAAA AG AVIATION EXPO SPONSORSHIP OPPORTUNITIES

RENO, NEVADA



CONTACT:

Lindsay Barber, CMP
LBarber@agaviation.org
Direct: 202-794-9012
AgAviation.org



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

The National Agricultural Aviation Association (NAAA) represents nearly 1,700 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 bioenergy 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 are expecting a large audience of around 1,500 aerial applicators in Reno 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 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 Reno.

3

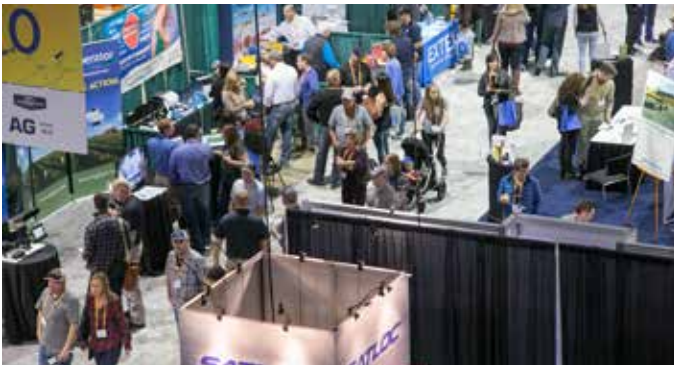
Sponsorship enhances your company's credibility and rapport.

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

This ticketed breakfast is one of the heaviest attended events and we always have a large crowd! Our featured speaker is Ray Starling and 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. **\$23,000**

Welcome Reception **SOLD**

Your company's hospitality will be front and center welcoming attendees to the heavily attended Monday evening reception. **\$23,000**

Auction Reception **SOLD**

Sponsor the anticipated Tuesday evening Live Auction Reception – a centerpiece of the Ag Aviation Expo! Fully hosted bars and appetizers served. **\$23,000**



Coffee Breaks

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

Sunday (all day) **\$1,700**

Monday (AM or PM) **\$2,050 AM Sold**

Tuesday (AM or PM) **\$2,050 AM Sold**

Tuesday General Session **\$2,050 Sold**

Wednesday (AM or PM) **\$2,050 AM Sold**

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: **\$700 SOLD**

Wednesday: **\$700 SOLD**

Monday "Regiception" Registration Bar & Welcome Sponsorship on Monday

Sponsor the "Welcome to the Ag Aviation Expo" Bar in the NAAA Registration area at the Atlantis on Monday, Nov. 17. 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.) **\$13,125**

Farewell Reception

Operators, pilots and allied companies come together one last time for socializing and wishing each other well before the holiday season. Don't miss this last opportunity to get your company logo in front of attendees. **\$2,850**



Excellence in Ag Aviation Banquet & Grand Finale

Showcase your industry support by sponsoring the prestigious Wednesday evening Awards Banquet honoring our industry's best and brightest! **\$23,000**

Ag Aviation Expo Educational Sessions

Tuesday General Session: **Co-Sponsorships Available**

General Session topics will include an economist and state of the industry. **\$23,000**

Aerial Application Research Technology Session **SOLD**

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. **\$3,400**

Helicopter Concurrent Session SOLD

A roundtable discussion of helicopter issues. **\$865**

Low-Altitude Session SOLD

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.* **\$865**

"Ask The Expert" Speed Mentoring Session 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. **\$1,700**

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. **\$865**

Relationship Drift Session 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. **\$865**

Wire & Obstruction Environment Course SOLD

Flying in the Wire & Obstruction Environment Course will be taught on Saturday, Nov. 15 and is attended by 100-150 operators and pilots. **\$5,250**

Turning an Ag Airplane Safely Course

This will be a new four-hour course for operators and pilots on Saturday, Nov. 15th. The course will be taught by Fran de Kock of Battleford's Airspray. Fran has trained many ag pilots in the industry, appears in many PAASS programs speaking about safety, and trains veteran ag pilots in safety techniques and tools to ensure they get home safely. **\$3,500**

Signage & Display Sponsorships

Banners, Window Clings and Column Wraps

There are many window cling, banners and floor decal sponsor opportunities in Reno. Signage opportunities will be available soon. Contact Lindsay Barber at 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. **\$2,885**

Aisle Signs SOLD

Your logo to appear on the aisle signs at the Trade Show. **\$4,725**

Floor Decals – Trade Show Floor Options

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

24" x 24" (square) **\$325 each**

48" x 48" (square) **\$725 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. **\$3,990**



Ag Aviation Expo Program & App

Printed Ag Aviation Expo Program 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. **\$6,825**

Banner Ad Sponsor: Your ad will scroll at the top of all pages of the Ag Aviation Expo App. **\$630**

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 **\$3,850 SOLD**

Inside Front Cover **\$3,465**

Inside Back Cover **\$2,885**

Inside Pages **\$1,150**



Registration & Hotel Sponsorships

Attendee Bags Co-Sponsorship Available

Sponsor logo placement co-branded on each bag for all attendees. Includes company promo insert in each bag. (Includes shopping bag style)

..... **\$8,050** (potential add. fee based on multiple colors)

Attendee Bag Inserts

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!

..... **\$400**

Hotel Key Cards

Sponsoring your logo or artwork on expo hotel key cards puts your company in attendees' hands multiple times throughout the event. NAAA will share artwork details with sponsor and sponsor is responsible for supplying artwork by early September. **\$6,825**

Expo Badge Holders or Lanyards **SOLD**

Sponsor logo is placed on a premium badge holder or lanyard! (Includes cost of up to 800 pieces and production) **\$3,990**

And More!

Trade Show Wi-Fi **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. **\$9,975**

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 and will be branded with your logo. Paddles will be provided to attendees before the Live Auction begins on Tuesday evening. **\$1,725**

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 2026 expo registrations. Prize is for attendees only! 10 stamps available. **\$630 each**

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 Monday-Wednesday. **\$1,250**

Ag Aviation Expo Keepsake Pins **SOLD**

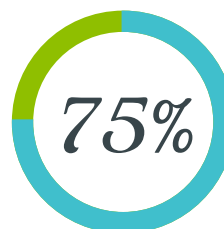
Attendees will receive a free expo keepsake pin with your logo on signage at the attendee badge table. The pin will depict this year's Ag Aviation Expo logo. **\$5,250**

Museum Booth Sponsorship

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. Sponsorship includes a sign and one keg of beer on Tuesday. **\$3,150**

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 and DVD player for movies (NAAA will provide movies). **\$2,500**



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

Signage Sponsorship Opportunities at Atlantis, Skybridge & Conv. Center

Digital Poster Display: Convention Center

Digital Poster display boards will be in the **convention center** registration area on Tuesday and Wednesday. Video must have NO sound and be no more than :15 in length. Static ads will run for :10. Size: 1080 (W) x 1920 (H) pixels (jpg, png, mp4, mov). 300 MB max size limit
\$3,000: Only your ad running on your own digital display
\$1,500: Your ad runs with other company & NAAA ads



Registration Desk Branding: Atlantis

Your logo will appear on the NAAA Registration Desk kick panels at the Atlantis. Logo will appear in the two spots circled below. Reg desk is used Sunday, Monday and Tuesday morning. **\$3,500**



Window Cling (E location): Atlantis

Window cling in the Atlantis walking to the convention center via the skybridge. Size: 45.5"x85.5"
\$2,100 each (6 available)



Window Cling (F location): Atlantis Skybridge

Window cling at the start of the Atlantis skybridge, walking to the convention center. Size: 59.5" x 72"
\$2,100 each (8 available)



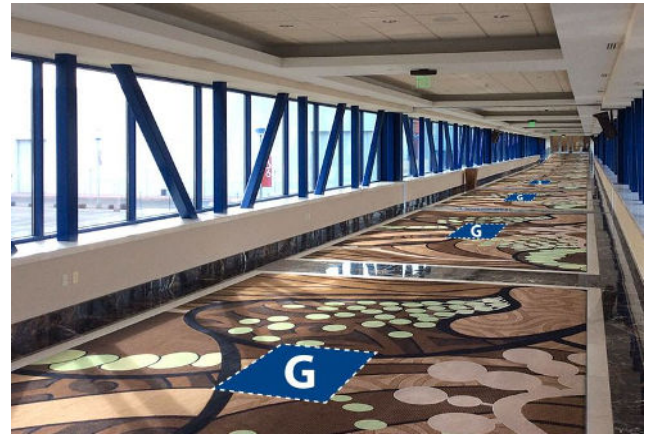
Window Clings (H location): Skybridge

Window clings in skybridge between the Atlantis and convention center. Size: 28"x60". **\$1,500**
(8 available)



Floor Decals (G location): Skybridge

Floor decals in skybridge between the Atlantis and convention center. Size: 24"x24". **\$325 each**



Free Standing Column in Convention Center Lobby
\$5,500 (does not require NAAA directional for 2025)



Skybridge TV Messages – only available on Tuesday and Wednesday

Sponsor's ad would run every 4th spot within rotation. Video or image length is up to :60 seconds.
\$2,500 (up to four sponsorships available)



Example of a Sky Bridge TV



Close-up of a Sky Bridge TV
(approx. 36.6" x 20.6"), 42" diagonally

Sky Bridge TVs - Specifications

- Video:** Resolution - 1360w x 768h (width & height in pixels) | Framerate - 29.97 fps or 30 fps, Progressive (fps - frames per second, preferably 30 fps)
Format - Most common formats such as .h264 mp4, mov, avi, mkv, wmv, etc. (preferably wmv)
Color Space - RGB | Color/Bit Depth - 8 BPC or 24-bits (BPC - Bits Per Channel)
Bit Rate - 10,000 kbps or higher
Duration: Variable (preferably 30 seconds to 1 minute), looped
- Image:** Resolution - 1360w x 768h (width & height in pixels) | Quality - 72 dpi or higher (dpi - dots per inch, preferably 300 dpi)
Format - Most common formats such as jpg, bmp, png, tif, tga, etc. (preferably JPG)
Color Space - RGB | Color/Bit Depth - 8 BPP or 24-bits (BPP - Bits Per Pixel)
Duration: Variable (preferably 30 seconds to 1 minute), looped

AG AVIATION EXPO SPONSORSHIP BENEFITS

\$20,000+ Diamond

- All items under Gold, but Six Full Registrations
- Early Booth Choice Selection
- Opportunity to distribute item in attendee bag
- Full-page ad in Fall 2025 *Agricultural Aviation*
- Sponsor invited to say a few words at agreed upon event.

\$12,000 - \$19,999 Platinum

- All items under Gold, but Four Full Registrations
- Early Booth Choice Selection
- Opportunity to distribute item in attendee bag
- Half-page ad in Fall 2025 *Agricultural Aviation*

\$5,000 - \$11,999 Gold

- Your logo in onsite signage, website and in NAAA publications
- Two Full Registrations
- Opportunity to distribute item in attendee bag

\$1,000 - \$4,999 Silver

- Your logo in onsite signage, website and in NAAA publications
- Four (4) Breakfast & Banquet Tickets
- Opportunity to distribute item in attendee bag

Up to \$999 Bronze

- Your logo in onsite signage, website and in NAAA publications