

# 82nd NASAO Annual Convention



September 28 - October 1

**NASAO** 

*National Association of State Aviation Officials*

## 2013 Exhibitor & Sponsorship Guide

# 82nd NASAO ANNUAL CONVENTION AND TRADESHOW

## *"Serving the Public Interest in Aviation"*

Members and alumni of the National Association of State Aviation Officials (NASAO) along with their federal counterparts will be gathering in Sioux Falls, South Dakota this September 28th – October 2nd to join with a broad representation of the aviation community to discuss best practices, the present state of our national transportation system and its infrastructure needs. Listen to experts as they share their thoughts on what the future holds for the airlines, general aviation and the airports industry. Members will meet with vendors and consultants to learn about the newest developments and the hottest products in the industry. Attendees can also expect to hear more about the latest topics, the climate in Washington D.C., prospects for growth and what's happening in the legislative arena. Join with members for a day and a half, as they participate in forums with senior government officials and industry leaders. Information will be gathered and shared on how to best serve constituents' interest in the safest, most secure and most efficient aviation system in the world. NASAO looks forward to your participation. See you in South Dakota!

## NASAO 2013 - SIOUX FALLS

*THE OPPORTUNITIES, THE LESSONS LEARNED, THE NETWORKING, THE EDUCATION.*  
**SIMPLY PRICELESS!**

### About NASAO

The National Association of State Aviation Officials is one of the most senior aviation organizations in the United States. It represents the men and women, in state government aviation agencies, who serve the public interest in the states, Guam and Puerto Rico. These highly skilled professionals are full partners with the federal government in development and maintenance of the best aviation system in the world. Each year NASAO members along with consultants, federal government agencies and other aviation professionals gather to discuss current aviation issues and preview the latest products and services.

### Who Should Attend?

State aviation officials, senior staff, aviation consultants, state legislators, airport leaders including managers and airport commissioners and board members, students, press, and other members of the aviation industry do not want to miss this opportunity to understand the current state of the system and what is in store for the future.

### The Location

All meeting sessions will take place in the Sioux Falls Sheraton or the Sioux Falls Convention Center. The room rate for attendees is \$119 for traditional rooms, \$129 for executive rooms and \$144 for the secured (Club Level) 6th floor rooms. You can access the NASAO room block by going to the NASAO website under the Annual Convention and Tradeshow or by calling 605-988-9887 – Annette Mahone (In House Reservationist or by calling our Central Reservations at 1-888-627-8088 and ask for the NASAO block). All rooms are subject to a sales tax of 9.5% and a \$2 bid tax per night.

Reservations must be made by Friday, August 29, 2013. After August 29, 2013 reservations will be made on a space availability basis and the discount rate is not guaranteed.

### PRELIMINARY PROGRAM

#### SATURDAY, SEPTEMBER 28, 2013

12:30 pm – 5:00 pm	Registration
1:00 pm – 5:00 pm	NASAO Member Only Meetings

#### SUNDAY, SEPTEMBER 29, 2013

9:00 am – 5:00 pm	Registration
10:00 am – 2:30 pm	Sioux Falls Tour and Lunch
5:30 pm – 7:00 pm	Welcome Reception with Exhibitors

#### MONDAY, SEPTEMBER 30, 2013

8:00 am – 8:45 am	Continental Breakfast with Exhibitors
8:00 am – 5:00 pm	Registration
9:00 am – 10:00 am	South Dakota Welcomes You!
10:30 am – Noon	Forums
Noon – 1:45 pm	Lunch
2:00 pm – 4:00 pm	Forums
4:00 pm – 5:00 pm	NASAO Association Update
6:30 pm – 9:00 pm	Monday Evening Event

#### TUESDAY, OCTOBER 1, 2013

8:00 am – 8:45 am	Continental Breakfast with Exhibitors
9:00 am – Noon	Forums
Noon – 1:45 pm	Lunch with Exhibitors
2:00 pm – 5:00 pm	NASAO Member Only Annual Meeting and Roundtable
6:00 pm – 7:00 pm	Reception
7:00 pm – 9:00 pm	NASAO Annual Awards Dinner

#### WEDNESDAY, OCTOBER 2, 2013

8:00 am – 10:00 am	AASHTO Standing Committee on Aviation
10:00 am – Noon	2014 NASAO Board of Directors Meeting



# Exhibitor Opportunities

Make your presence known to everyone attending the NASAO Annual Convention and Tradeshow which includes state aviation officials and their senior staff, airport leaders, FBO owners and managers, business operators, students, media, and other members of the general aviation industry. The exhibit hall, co-located with the opening reception, breakfasts, and refreshment breaks, is a great opportunity for you to showcase your products and services.

## Exhibitor Information

The fee for each booth includes:

- 10' x 10' booth
- One complimentary convention registration per booth
- Pre-show welcome reception
- Admission to all forums, luncheons, and annual awards dinner
- Convention Guide listing with logo and 50 word description
- 10' high draped back wall and 3' side wall
- One 7" x 44" exhibitor identification sign
- One 8' draped table and two chairs with carpeted flooring and one wastebasket
- After-hour security service and daily aisle maintenance
- Optional half-price on half-page ad in the Convention Guide
- Free wireless internet is available to conference attendees and exhibitors

Electricity and other services may be ordered through the convention center exhibitor services.

## Exhibit Booth Fees

	On or Before Friday, 6/28	After Friday, 6/28
One exhibit booth	\$1,075.00	\$1,275.00
Additional booth personnel	\$350.00	\$450.00
Additional booth	\$450.00	\$550.00

## Exhibit Hall Hours

### Sunday, September 29

Noon – 5:00 pm                      Exhibitor Move-in  
5:30 pm – 7:00 pm                Exhibit Hall Open

### Monday, September 30

8:00 am – 5:00 pm                Exhibit Hall Open

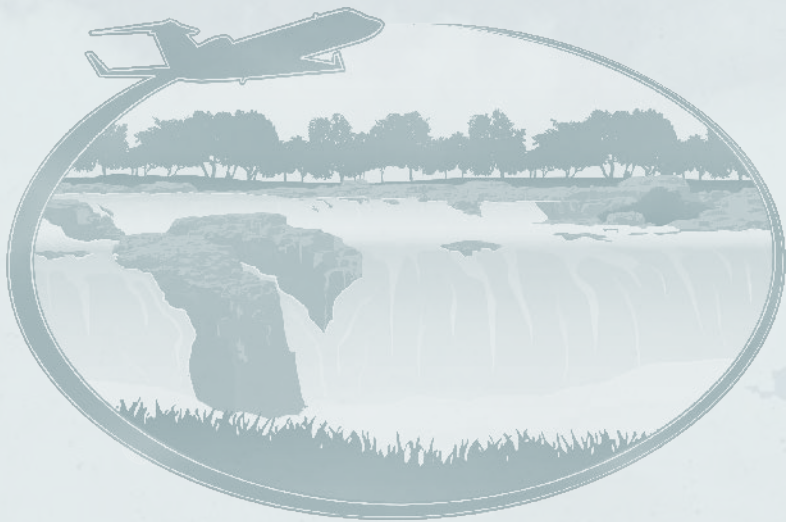
### Tuesday, October 1

8:00 am – 2:00 pm                Exhibit Hall Open  
2:00 pm - 4:00 pm                Exhibitor Move-out

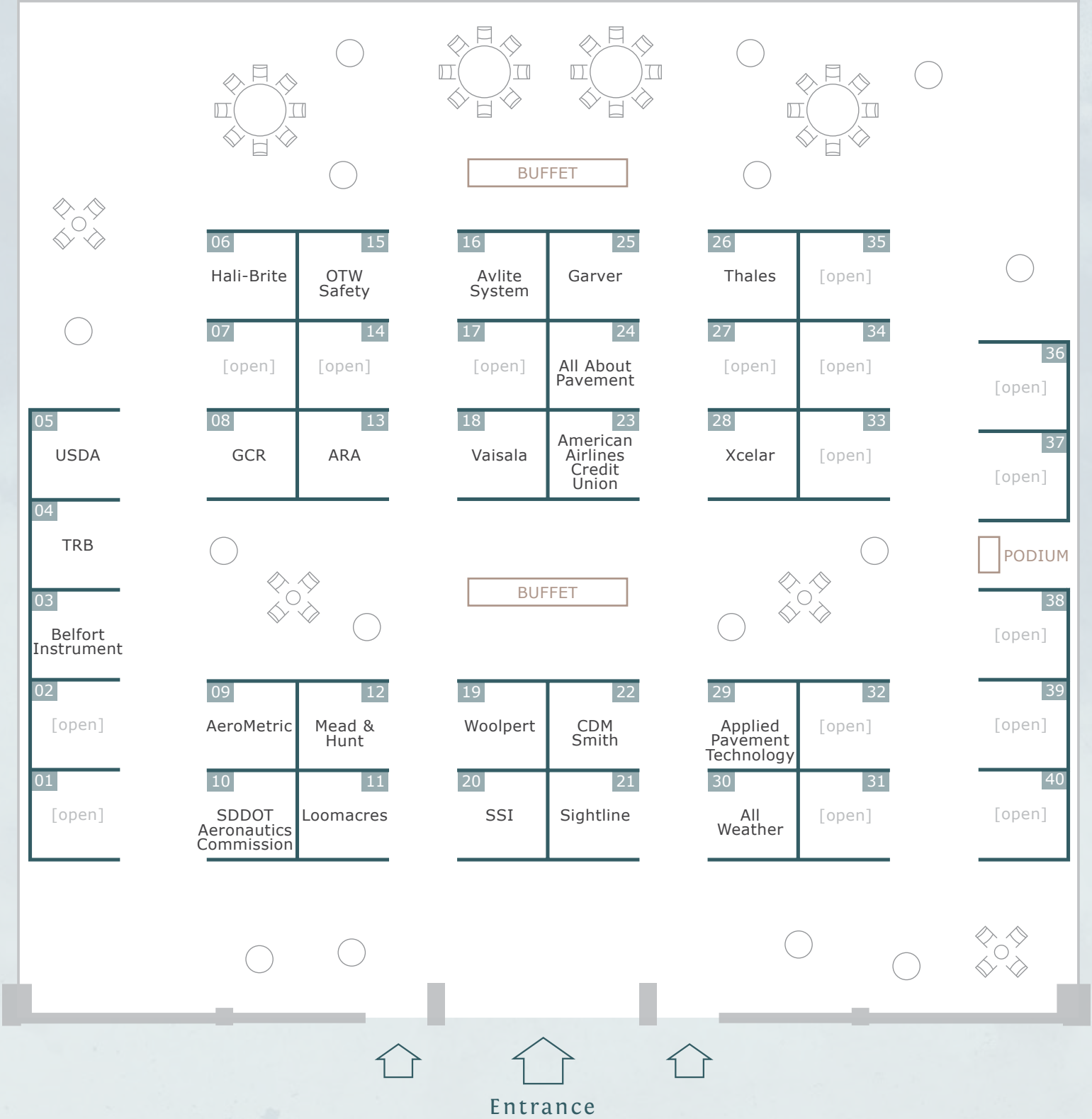
## Exhibit Hall Booth Choices

Booth choices will be made on a first-come, first-granted basis. Payment must accompany agreement. Final booth assignment is determined by show management and subject to change.

Please see the Exhibit Hall Floor Plan on the next page to view the layout in order to make your booth preference selections.



# Exhibit Hall Floor Plan



## Sponsorship Opportunities

The **2013 NASAO 82nd Annual Convention and Tradeshow** offers many ways to promote your company that complement and enhance your sponsorship. Being face-to-face with your existing and potential customers is an opportunity to make an immediate and lasting impression. Our staff will work with you to develop a customized marketing program that highlights the strengths of your company and increases visibility.

*As a sponsor you will receive:*

- Full-page advertisement in our official conference guide
- Recognition in the conference guide for each event you sponsor
- Verbal recognition during each event you sponsor
- Signage with your company name and logo at each sponsored event

Sponsorships are sold on a first come, first-granted basis.

## Sponsorships Available

### ■ Platinum Sponsorship - \$10,000 (3 available)

#### *Welcome Reception*

All attendees are invited to a cocktail reception with exhibitors in the Exhibit Hall on Sunday evening. A sponsoring company representative assists with the ribbon cutting ceremony and a raffle drawing.

#### *Monday Evening*

It's been a long standing tradition for everyone attending the convention to gather at an off-site location for a relaxed evening to reconnect with longtime friends and make new ones.

#### *Annual Awards Dinner*

The Annual Awards Dinner is the culminating event of the convention where NASAO acknowledges achievement in aviation. Your company also receives a reserved table, on-stage recognition and brief remarks by a company representative.

### ■ Gold Sponsorship - \$ 5,000 (4 available)

#### *Lunch Monday*

The luncheons during the NASAO convention are an integral part of the networking opportunities provided to sponsors, exhibitors and attendees. Lunch on Monday is in our traditional format with rounds of 10 and a speaker of local interest. As a sponsor, you receive a reserved table to invite attendees or other guests.

#### *Lunch Tuesday With Exhibitors*

You have asked for more time with the exhibitors and you have it on Tuesday. The wall between the exhibit hall and the dining area will be opened to give attendees the opportunity to enjoy the buffet lunch and spend more time with exhibitors. As sponsor, you receive a reserved table where attendees can come and go to visit with you.

#### *Convention Guide*

The official Convention Program Guide is a "must-have" for all attendees, exhibitors and sponsors. Throughout the convention attendees refer to it often for information regarding forum topics, speakers and special events. It's also a publication attendees take home and use as a reference tool throughout the year. The sponsor receives preferred choice of ad placement.

#### *Registration Bags*

Attending the NASAO convention is no different than attending any other convention, you end up with brochures and information to carry. The bag distributed at registration has your logo along with the NASAO logo and is carried by the attendees throughout the conference. As sponsor, you may recommend a bag style that gives you the best marketing opportunity.

### ■ Silver Sponsorship - \$3,500 (5 opportunities)

#### *Sunday Tour and Lunch*

Attendees will gather Sunday morning for a tour of Sioux Falls and lunch. This is an opportunity to highlight your company name and logo during the first off-site event of the convention.

#### *Continental Breakfast with Exhibitors (2 opportunities)*

Breakfast is considered the most important meal of the day and by sponsoring the daily continental breakfast, your company demonstrates its importance too! Sponsorship is available Monday and Tuesday mornings.

#### *Registration*

First impressions are lasting impressions! When attendees arrive to pick-up their conference materials, your company name and logo will be the first they see. This is an excellent way to welcome attendees to the convention and announce your presence.

#### *Annual Awards Dinner Entertainment*

The awards dinner is a special evening made even more so when there is welcoming and dinner music provided by local musicians.

### ■ Bronze Sponsorship - \$2,500 (4 opportunities)

#### *Coffee Break with Exhibitors (3 opportunities)*

Attendees are invited to a coffee break in the exhibit hall throughout the convention. Your company is recognized as the sponsor of the Coffee Break in each of these instances. Sponsorship is available Monday and Tuesday during the mornings and Monday afternoon.

#### *Spouse and Guest Tours*

Spouses and guests play a vital role in our attendee's satisfaction. With our Spouse and Guest Tours, attendees are able to attend the educational forums while ensuring that their guests are being entertained by local hosts. Sponsorship includes Monday and Tuesday.



## FOR MORE INFORMATION

Contact Bridgette Bailey at  
bbailey@nasao.org or 703-417-1883

National Association of State Aviation Officials  
Reagan National Airport  
Hangar 7, Suite 218  
Washington, DC 20001



# 82nd NASAO ANNUAL CONVENTION AND TRADESHOW

## Exhibitor/Sponsor Agreement

### Exhibit Opportunities

#### QTY On or Before Friday, June 28, 2013

_____	One Exhibit Booth	\$1,075
_____	Additional Booth Personnel	\$350
_____	Additional Booth	\$450
_____	Optional Half Page Ad	\$250

#### QTY After Friday, June 28, 2013

_____	One Exhibit Booth	\$1,275
_____	Additional Booth Personnel	\$450
_____	Additional Booth	\$550
_____	Optional Half Page Ad	\$250

#### Booth # Preferences

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

*Booth choices will be made on a first-come, first-granted basis. Payment must accompany agreement. Final booth assignment is determined by show management and subject to change.*

### Exhibitor/Sponsor Details

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Exhibiting Person \_\_\_\_\_ Additional Booth Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Amount of Payment \$ \_\_\_\_\_ ☐ Check# \_\_\_\_\_

☐ Am Ex ☐ Mastercard ☐ Visa Security Code \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature (required for credit card payments) \_\_\_\_\_

#### For NASAO Staff Use Only

Date Rec'd \_\_\_\_\_

Rec'd By \_\_\_\_\_

Amount Rec'd \_\_\_\_\_

Balance/Rec'd \_\_\_\_\_

Booth Assigned \_\_\_\_\_

CC Approval \_\_\_\_\_

### Sponsorship Opportunities

#### Platinum Sponsorship - \$10,000 (3 available, choose 1)

- ☐ Welcome Reception with Exhibitors
- ☐ Monday Evening Off-site Dinner
- ☐ Tuesday Annual Awards Dinner

#### Gold Sponsorship - \$5,000 (4 available, choose 1)

- ☐ Lunch Monday
- ☐ Lunch Tuesday with Exhibitors
- ☐ Convention Guide
- ☐ Registration Bags

#### Silver Sponsorship - \$3,500 (5 opportunities, choose 1)

- ☐ Sunday Tour and Lunch
- ☐ Continental Breakfast Monday with Exhibitors
- ☐ Continental Breakfast Tuesday with Exhibitors
- ☐ Registration Booth
- ☐ Annual Awards Dinner Entertainment

#### Bronze Sponsorship - \$2,500 (5 opportunities, choose 1)

- ☐ Coffee Break with Exhibitors Monday Morning
- ☐ Coffee Break with Exhibitors Monday Afternoon
- ☐ Coffee Break with Exhibitors Tuesday Morning
- ☐ Spouse and Guest Tour Monday and Tuesday

### Convention Guide

#### Company Logo

Please send us a vector version of your logo in .EPS or .AI format. If you do not have a vector version, please send a high resolution .JPG of your logo no less than 300 dpi resolution and no less than 600 pixels in width. Deadline for submitting artwork is August 2, 2013.

#### Convention Guide Ad

##### Sponsors

Please provide an 8.5" x 11" black and white, camera-ready ad for inclusion in the Convention Guide in .PDF or .JPG format by August 9, 2013.

##### Sponsors and Exhibitors

Please provide an 8.5" x 5.5" or 4.24 x 11" black and white, camera-ready ad in .PDF or .JPG format by August 9, 2013.

#### Convention Guide Description

Please send a 50 word description of your business for publication in the Conference Guide by August 9, 2013.

#### Methods to Submit Complete Agreement

Fax: 703-417-1885

Email: bbailey@nasao.org

Mail: NASAO, Reagan National Airport,  
Hangar 7 Suite 218, Washington, DC 20001