

SWAAAE

Monterey 2022



January 23-26, 2022

62nd Annual Airport Management Short Course

We look forward to seeing you at SWAAAE's 62nd Annual Airport Management Short Course in beautiful Monterey, CA. This year, SWAAAE will celebrate 62 years of bringing a diverse group of innovative airport professionals together to discuss current events, challenges and opportunities in our industry. As you know, it takes amazing sponsors and exhibitors like you to help make this conference a reality. Our prospectus has opportunities for everyone, and this year we are committed to the **TRANSFORMATIVE POWER OF AVIATION**.

Benefits include:

BRAND VISIBILITY

Exposure to more than 200 key industry professionals

ACCESS

The largest and best network of airport professionals in the region

FLEXIBILITY

Choose between reasonably priced sponsorship levels

PREMIER EXHIBITOR PLACEMENT

Valuable face-to-face and virtual networking and interaction with attendees

REGISTRATION

Register online at www.swaaae.org

SPONSOR QUESTIONS? CONTACT:

Laura Herring

laura@swaaae.org

(480) 403-4604

EXHIBITOR QUESTIONS? CONTACT:

Jessica Painter

admin@swaaae.org

(480) 403-4604



Please see the attached benefits and opportunities package for more information.



SPONSOR TIERS

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SPONSOR TIER	PLATINUM	GOLD	SILVER	BRONZE	COPPER
MINIMUM	\$3,300+	\$2,300+	\$1,300+	\$750+	\$250+
WEBSITE, MASTER DIGITAL DISPLAY, CONFERENCE PROGRAM, POWERPOINT, CONFERENCE APP, EMAIL BLASTS	LOGO	LOGO	LOGO	LOGO	LOGO
CONFERENCE OPENING REMARKS	MENTION	MENTION	MENTION	MENTION	MENTION
PROFESSIONAL SESSIONS	LOGO	LOGO	MENTION AT 1 SESSION	MENTION AT 1 SESSION	MENTION AT 1 SESSION
RECEIVE CONFERENCE ROSTER	21 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	14 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	10 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	7 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	4 DAYS PRIOR + FINAL ROSTER POST CONFERENCE
PRESIDENT'S BANQUET	MENTION	MENTION	MENTION	MENTION	
POST BANQUET RECEPTION	LOGO	LOGO	LOGO		
BOARD MEETING AND DINNER TABLE TENTS	LOGO & MENTION	LOGO & MENTION	LOGO & MENTION		
COMPLIMENTARY REGISTRATION (IN PERSON OR VIRTUAL)	2	1			
AD IN MONTHLY MEMBER NEWSLETTER/ALERT	2	1			
GENERAL MEMBERSHIP MEETING	LOGO & MENTION	LOGO & MENTION			
60-SECOND VIDEO AD PLAYED DURING THE CONFERENCE AND UPLOADED TO APP	1	1	1		



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GOLF OPPORTUNITIES

	AVAILABLE	TYPE	COST	DETAILS	BENEFITS
WELCOME BAG	1	IN-KIND	@COST	Sustainable/reusable tote with or without golf kit	Logo on bag
GOLF KIT	1	IN-KIND	@COST	Should Include: Sleeve of golf balls, sunscreen, tees, ball markers, etc.	Logo on golf cart
LONGEST DRIVE COMPETITION	1	CASH	\$200	Prize for male and female winner	Logo sign board on tee box
LONGEST PUTT COMPETITION	1	CASH	\$200	Competition on course Longest green during normal play	Logo sign board on green
CLOSEST TO PIN COMPETITION	4	CASH	\$200	Prize for male and female winner	Logo sign board on green
INDIVIDUAL HOLE	18	CASH	\$150	First come, first served Choose a single hole	Logo sign board at individual hole
SNACK BOXES	1	CASH	\$750		Logo sticker on snack box
BEVERAGES	1	CASH	\$500		Logo on drink tickets

Golf sponsorships over \$250 count towards conference tier sponsorship.

DOOR | RAFFLE PRIZES

Contact: Gladys Brown
gladys@yumaairport.com

We are looking for sought after items:

- Gift Cards
- iPad
- AirPods
- Food/Wine Baskets
- GoPro
- Airline Tickets



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EVENT SPONSOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS	ASSURED TIER
WELCOME RECEPTION	1	\$4,000	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	PLATINUM
WELCOME RECEPTION BAR HOST	1	\$1,500	Includes table tent display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information.	SILVER
MONDAY NIGHT SOCIAL EVENT	1	\$6,000	Digital or printed display based on venue and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays	PLATINUM
MONDAY NIGHT SOCIAL EVENT BAR HOST	1	\$2,500	Table tents and drink tickets with logo and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	GOLD
PRESIDENT'S BANQUET COCKTAIL RECEPTION	1	\$3,300	Includes digital display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information.	PLATINUM
PRESIDENT'S BANQUET	1	\$7,500	Includes digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	PLATINUM
POST BANQUET RECEPTION	1	\$1,500	Includes digital display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	SILVER
SPONSORED MORNING OR AFTERNOON REFRESHMENTS	4	\$2,500	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	GOLD
STUDENT LUNCH	1	\$1,500	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	SILVER
MEET AND GREET	1	\$1,000	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	BRONZE
HOSPITALITY SUITE (one night per sponsorship)	3	\$500	Includes table tents and underwriting, on first come basis. Hospitality Suite Sunday, Monday, or Tuesday night; may sponsor more than one night (\$500 per night). Call for more information.	COPPER



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CONTRIBUTOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS
BANQUET WINE/CORKAGE	1	@COST	Value applied towards tier status. Sponsor to provide wine labels.
WELCOME RECEPTION TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
MONDAY NIGHT SOCIAL EVENT TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
BANQUET TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
WI-FI HOST	1	\$2,500	Value applied towards tier status and logo recognition.
CONFERENCE LOGO PINS	1	@COST	Pin to include conference logo. Minimum BRONZE Sponsorship required. (+cost)
LANYARDS	1	@COST	Lanyard may include sponsor logo. Minimum BRONZE Sponsorship required. (+cost)
PRINTING/BOARDS	1	@COST	Value applied towards tier status. Recognition throughout the conference as design contributor.
SPONSOR BANNER	OPEN	@COST	May be a Banner or Banner Stand, location will be decided by Conference Chair. Minimum BRONZE Sponsorship required. (+cost)

EXHIBITOR OPPORTUNITIES

EXHIBIT BOOTH | \$1,400

BENEFITS:

- In-person exhibit space (6' table)
 - Exhibit space includes refreshment breaks and breakfast tables, allowing for exposure to maximum traffic throughout the conference (**breaks are longer this year!**). Attendee giveaways are also hosted in the exhibit space.
- Virtual exhibit booth with chat feature for virtual networking
- Lead generation via the conference app
- One complimentary in-person full conference registration

VIRTUAL EXHIBIT BOOTH | \$500

BENEFITS:

- Virtual exhibit booth with chat feature for virtual networking, including the opportunity to network with in-person attendees
- Designated breakout room to video network with attendees during conference breaks
- Lead generation via the conference app
- One complimentary virtual full conference registration



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EXHIBIT FLOORPLAN

