ATTENTION POTENTIAL SPONSORS, EXHIBITORS, AND CONTRIBUTORS

The conference committee is looking forward to seeing you at this year’s 73rd Annual Summer Conference. We’ve outlined a program with interactive topics using roundtable discussions involving current events, challenges, and opportunities in our industry. This conference will bring together a diverse group of innovative thinkers from across the region, to discuss the ongoing transformation of airports and their professionals. As you know, it takes amazing Sponsors like you to help make this conference a reality. The sooner we have your commitment, the earlier and longer your logo will be displayed on the conference website. Our opportunities have something for everyone and we look forward to your support in making this year’s conference a success! Benefits include:

- **BRAND VISIBILITY**
- **ACCESS TO INDUSTRY PROFESSIONALS**
- **FLEXIBILITY**
- **PREMIER EXHIBITOR PLACEMENT**
<table>
<thead>
<tr>
<th>SPONSOR TIER</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>COPPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINIMUM</td>
<td>$3,300+</td>
<td>$2,300+</td>
<td>$1,300+</td>
<td>$750+</td>
<td>$250+</td>
</tr>
</tbody>
</table>

- **WEBSITE, MASTER DIGITAL DISPLAY, CONFERENCE PROGRAM, POWERPOINT, SWAAAE ALERTS**
  - PLATINUM: LOGO
  - GOLD: LOGO
  - SILVER: LOGO
  - BRONZE: LOGO
  - COPPER: LOGO

- **ELIGIBLE CONFERENCE BAG INSERT**
  - PLATINUM: BROCHURE AND GIVEAWAY
  - GOLD: BROCHURE AND GIVEAWAY
  - SILVER: GIVEAWAY
  - BRONZE: GIVEAWAY
  - COPPER: GIVEAWAY

- **CONFERENCE OPENING REMARKS**
  - All tiers: MENTION

- **PROFESSIONAL SESSIONS**
  - PLATINUM: LOGO
  - GOLD: LOGO
  - SILVER: MENTION AT 1 SESSION
  - BRONZE: MENTION AT 1 SESSION
  - COPPER: MENTION AT 1 SESSION

- **RECEIVE CONFERENCE ROSTER**
  - PLATINUM: 21 DAYS IN ADVANCE
  - GOLD: 14 DAYS IN ADVANCE
  - SILVER: 10 DAYS IN ADVANCE
  - BRONZE: 7 DAYS IN ADVANCE
  - COPPER: 4 DAYS IN ADVANCE

- **PRESIDENT’S BANQUET**
  - All tiers: MENTION

- **BOARD MEETING AND DINNER TABLE TENTS**
  - PLATINUM: LOGO | MENTION
  - GOLD: LOGO | MENTION
  - SILVER: LOGO | MENTION

- **POST BANQUET RECEPTION**
  - PLATINUM: LOGO
  - GOLD: LOGO
  - SILVER: LOGO

- **COMPLIMENTARY REGISTRATION**
  - PLATINUM: 1
  - GOLD: 1

- **GENERAL MEMBERSHIP MEETING**
  - PLATINUM: LOGO | MENTION
  - GOLD: LOGO | MENTION

- **PRESIDENT’S BANQUET COCKTAIL RECEPTION**
  - PLATINUM: LOGO
  - GOLD: LOGO
  - SILVER: LOGO
  - BRONZE: LOGO
  - COPPER: LOGO

**CONTACT:**
Matt Quick
mquick@coffmanassociates.com
(602) 993.6999

**TUCSON | JULY 28-31**
<table>
<thead>
<tr>
<th>AVAILABLE</th>
<th>TYPE</th>
<th>COST</th>
<th>DETAILS</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WELCOME BAG</td>
<td>1 IN-KIND</td>
<td>@COST</td>
<td>SUSTAINABLE/REUSABLE TOTE WITH OR WITHOUT GOLF KIT</td>
<td>LOGO ON BAG</td>
</tr>
<tr>
<td>GOLF KIT</td>
<td>1 IN-KIND</td>
<td>@COST</td>
<td>SHOULD INCLUDE: SLEEVE OF GOLF BALLS, SUNSCREEN, TEES, BALL MARKERS, ETC.</td>
<td>LOGO ON GOLF CART</td>
</tr>
<tr>
<td>LONGEST DRIVE COMPETITION</td>
<td>1 CASH</td>
<td>$200</td>
<td>PRIZE FOR MALE AND FEMALE WINNER</td>
<td>LOGO SIGN BOARD ON TEE BOX</td>
</tr>
<tr>
<td>LONGEST PUTT COMPETITION</td>
<td>2 CASH</td>
<td>$200</td>
<td>COMPETITION ON COURSE LONGEST GREEN DURING NORMAL PLAY</td>
<td>LOGO SIGN BOARD ON GREEN</td>
</tr>
<tr>
<td>CLOSEST TO PIN COMPETITION</td>
<td>4 CASH</td>
<td>$200</td>
<td>PRIZE FOR MALE AND FEMALE WINNER</td>
<td>LOGO SIGN BOARD ON GREEN</td>
</tr>
<tr>
<td>INDIVIDUAL HOLE</td>
<td>18 CASH</td>
<td>$150</td>
<td>FIRST COME FIRST SERVE CHOOSE A SINGLE HOLE</td>
<td>LOGO SIGN BOARD AT INDIVIDUAL HOLE</td>
</tr>
<tr>
<td>BREAKFAST BURRITO BOXES</td>
<td>1 CASH</td>
<td>$750</td>
<td></td>
<td>LOGO STICKER ON BOXED BREAKFAST</td>
</tr>
<tr>
<td>BEVERAGES</td>
<td>1 CASH</td>
<td>$400</td>
<td></td>
<td>LOGO ON DRINK TICKETS</td>
</tr>
</tbody>
</table>

* GOLF SPONSORSHIPS OVER $500 COUNT TOWARDS CONFERENCE SPONSORSHIP
<table>
<thead>
<tr>
<th>EVENT OPPORTUNITIES</th>
<th>AVAILABLE</th>
<th>COST</th>
<th>DETAILS</th>
<th>ASSURED TIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WELCOME RECEPTION</td>
<td>1</td>
<td>$7,500</td>
<td>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.</td>
<td>PLATINUM</td>
</tr>
<tr>
<td>WELCOME RECEPTION BAR HOST</td>
<td>1</td>
<td>$2,500</td>
<td>Includes table tent display and underwriting, on first come basis, can be a team of sponsors. Call for more information.</td>
<td>BRONZE</td>
</tr>
<tr>
<td>MONDAY NIGHT SOCIAL</td>
<td>1</td>
<td>$6,000</td>
<td>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.</td>
<td>PLATINUM</td>
</tr>
<tr>
<td>MONDAY NIGHT SOCIAL BAR HOST</td>
<td>1</td>
<td>$2,500</td>
<td>Table tents 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.</td>
<td>PLATINUM</td>
</tr>
<tr>
<td>PRESIDENT’S BANQUET COCKTAIL RECEPTION</td>
<td>1</td>
<td>$3,300</td>
<td>Includes digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.</td>
<td>PLATINUM</td>
</tr>
<tr>
<td>PRESIDENT’S BANQUET</td>
<td>1</td>
<td>$7,500</td>
<td>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.</td>
<td>PLATINUM</td>
</tr>
<tr>
<td>POST BANQUET RECEPTION</td>
<td>1</td>
<td>$1,000</td>
<td>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.</td>
<td>SILVER</td>
</tr>
<tr>
<td>SPONSORED MORNING OR AFTERNOON REFRESHMENTS</td>
<td>4</td>
<td>$2,500</td>
<td>Includes printed table top tent.</td>
<td>SILVER</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>COST</td>
<td>DETAILS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANQUET WINE/CORKAGE</td>
<td>@cost</td>
<td>Value applied towards tier status. Sponsor to provide wine labels.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WELCOME RECEPTION TABLE CENTERPIECES</td>
<td>in-kind</td>
<td>Value applied towards tier status.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MONDAY NIGHT SOCIAL TABLE CENTERPIECES</td>
<td>in-kind</td>
<td>Value applied towards tier status.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANQUET TABLE CENTERPIECES</td>
<td>in-kind</td>
<td>Value applied towards tier status.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIFI HOST</td>
<td>$2,000</td>
<td>Value applied towards tier status and logo recognition.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONFERENCE BAG</td>
<td>$500</td>
<td>Design must include SWAAAE logo and Sponsor Logo. Minimum BRONZE sponsorship required. (+cost)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LANYARDS</td>
<td>@cost</td>
<td>Lanyard may include sponsor logo. Minimum BRONZE Sponsorship required. (+cost)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRINTING/BOARDS</td>
<td>@cost</td>
<td>Value applied towards tier status.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPONSOR BANNER</td>
<td>N/A</td>
<td>$2,000 May be a Banner or Banner Stand, location will be decided by Conference Chair. Minimum BRONZE Sponsorship required. (+cost)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CONTRIBUTOR OPPORTUNITIES**

**DOOR | RAFFLE PRIZES**

Contact: Gladys Brown  
gladys@yumaairport.com

We are looking for sought after items:
- Gift Cards
- iPad
- GoPro
- Airline Tickets

**BAG GIVEAWAYS | SOUVENIRS**

With a focus on sustainability we are strongly encouraging items that will not be left behind in the hotel room. We are offering two options for registration bags:

1. Provide approximately 200 sustainable/reusable items. Please consider items such as: stainless steel travel cups, water bottles, beach towels, travel kits, and mobile phone accessories.
2. Provide $150 donation to a pool where the committee will purchase items, this does NOT apply towards tier status.
EXHIBITOR OPPORTUNITIES

CONTACT:

Andrew Swanson
andrew.swanson@cityofpaloalto.org
(650) 329.2688

Michael Luetgens
Michael.Luetgens@cityofpaloalto.org
(650) 690.5992

Your exhibit space includes refreshment breaks and breakfast tables, allowing for exposure to maximum traffic throughout the conference.

Exhibitor rate is $1,500.

This includes one complimentary registration.