SPONSORS, EXHIBITORS, AND CONTRIBUTORS

We look forward to seeing you at the SWAAAE Airport Management Short Course in beautiful Monterey, CA. This year, the Association will celebrate 60 years of bringing Airport Professionals together with sponsors and exhibitors. This conference continually attracts a diverse group of innovative thinkers from across the region to discuss the ongoing transformation of airports and their professionals. The conference committee has developed a program with interactive topics using roundtable discussions involving current events, challenges, and opportunities in our industry.

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 Prospectus has opportunities for everyone and the conference committee is committed to CLEARING your support FOR SUCCESS! 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 networking and interaction with attendees

**JANUARY 26-29 2020**

**OPPORTUNITIES**

- UNDERWRITING OF HIGHER ATTENDED EVENTS
- TIERED SPONSOR BENEFITS
- IN-KIND DONATIONS AND MATERIALS
- EXHIBITOR SPACES
- GOLF TOURNAMENT

Please see the attached Benefits and Opportunities Package for more information.
<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, CONFERENCE EMAIL BLASTS**
  - PLATINUM: LOGO
  - GOLD: LOGO
  - SILVER: LOGO
  - BRONZE: LOGO
  - COPPER: LOGO

- **ELIGIBLE CONFERENCE BAG INSERT**
  - LOGO
  - BROCHURE AND GIVEAWAY
  - GIVEAWAY
  - GIVEAWAY
  - GIVEAWAY

- **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 IN ADVANCE
  - 14 DAYS IN ADVANCE
  - 10 DAYS IN ADVANCE
  - 7 DAYS IN ADVANCE
  - 4 DAYS IN ADVANCE

- **PRESIDENT’S BANQUET**
  - MENTION
  - MENTION
  - MENTION
  - MENTION
  - MENTION

- **BOARD MEETING AND DINNER TABLE TENTS**
  - LOGO | MENTION
  - LOGO | MENTION
  - LOGO | MENTION

- **POST BANQUET RECEPTION**
  - LOGO
  - LOGO
  - LOGO

- **COMPLIMENTARY REGISTRATION**
  - 1
  - 1

- **GENERAL MEMBERSHIP MEETING**
  - LOGO | MENTION
  - LOGO | MENTION

- **PRESIDENT’S BANQUET COCKTAIL RECEPTION**
  - LOGO

**CONTACT:**

Matt Quick
mquick@coffmanassociates.com
(602) 993.6999

**MONTEREY | JANUARY 26-29**
# EVENT SPONSOR OPPORTUNITIES

<table>
<thead>
<tr>
<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>$4,000</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>
</tr>
<tr>
<td>WELCOME RECEPTION BAR HOST</td>
<td>1</td>
<td>$1,500</td>
<td>Includes table tent display and underwriting, on first come basis, can be a team of sponsors. Call for more information.</td>
</tr>
<tr>
<td>MONDAY NIGHT EVENT</td>
<td>1</td>
<td>$7,000</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.</td>
</tr>
<tr>
<td>PRESIDENT’S BANQUET COCKTAIL RECEPTION</td>
<td>1</td>
<td>$3,500</td>
<td>Includes digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.</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>
</tr>
<tr>
<td>POST BANQUET RECEPTION</td>
<td>1</td>
<td>$1,500</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>
</tr>
<tr>
<td>SPONSORED MORNING OR AFTERNOON REFRESHMENTS</td>
<td>4</td>
<td>$1,500</td>
<td>Includes printed table top tent.</td>
</tr>
</tbody>
</table>

# CONTRIBUTOR OPPORTUNITIES

<table>
<thead>
<tr>
<th>AVAILABLE</th>
<th>COST</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANQUET WINE/CORKAGE</td>
<td>1</td>
<td>@COST</td>
</tr>
<tr>
<td>WELCOME RECEPTION TABLE CENTERPIECES</td>
<td>1</td>
<td>IN-KIND</td>
</tr>
<tr>
<td>MONDAY NIGHT EVENT TABLE CENTERPIECES</td>
<td>1</td>
<td>IN-KIND</td>
</tr>
<tr>
<td>BANQUET TABLE CENTERPIECES</td>
<td>1</td>
<td>IN-KIND</td>
</tr>
<tr>
<td>WIFI HOST</td>
<td>1</td>
<td>$2,000</td>
</tr>
<tr>
<td>CONFERENCE BAG</td>
<td>1</td>
<td>$1,000</td>
</tr>
<tr>
<td>LANYARDS</td>
<td>1</td>
<td>@COST</td>
</tr>
<tr>
<td>PRINTING/BOARDS</td>
<td>1</td>
<td>@COST</td>
</tr>
<tr>
<td>SPONSOR BANNER</td>
<td>N/A</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
CONTRIBUTORS

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
Contact: Courtney Johnson
comjohnson@co.slo.ca.us

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 220 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.

GOLF

<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</td>
<td>IN-KIND @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</td>
<td>IN-KIND @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</td>
<td>CASH $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</td>
<td>CASH $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</td>
<td>CASH $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</td>
<td>CASH $150</td>
<td>first come, first served choose a single hole</td>
<td>logo sign board at individual hole</td>
</tr>
<tr>
<td>BOX LUNCH</td>
<td>1</td>
<td>CASH $750</td>
<td></td>
<td>logo sticker on boxed lunch</td>
</tr>
<tr>
<td>BEVERAGES</td>
<td>1</td>
<td>CASH $1000</td>
<td></td>
<td>logo on drink tickets</td>
</tr>
</tbody>
</table>

EXHIBITORS

Contact: Liliana Valle
lvalle@rivco.org

The exhibit hall 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.

See attached exhibit hall map for locations and attached layout.

* GOLF SPONSORSHIPS OVER $500 COUNT TOWARDS CONFERENCE SPONSORSHIP TIER STATUS.