

DATES

MAY 02 2019 → MAY 03 2019

DESTINATION

MARINA DEL REY, CA → 33°59'04.1"N 118°27'02.2"W

DATES

OCT 20 2019 → OCT 21 2019

DESTINATION

LAS VEGAS, NV → 36°07'55.7"N 115°09'06.1"W

## SPONSORSHIP PROSPECTUS

# BUSINESS AVIATION TAXES SEMINAR

# TAX, REGULATORY & RISK MANAGEMENT CONFERENCE

We invite you to join NBAA as a sponsoring partner for the 2019 Business Aviation Tax Seminar (May 2019) and the Tax, Regulatory & Risk Management Conference (October 2019). These educational programs are designed to give business aviation professionals and their advisors practical knowledge to help ensure compliance with the myriad of federal, state, and local regulations and tax changes!

## ALL SPONSORS RECEIVE:

- Brand alignment, highlighting your company's support of leading educational opportunities for business aviation decision-makers
- Logo listing in marketing material(s), (.eps or .ai file) on the website(s) and mobile app(s) (.jpeg or .gif file)
- Signage and verbal recognition at the meeting(s) (.eps or .ai file required)
- Additional tangible and intangible benefits apply, as detailed below.
- *Sponsor must provide logo by April 8 to be included in print locations. Logo or new agreements received after this deadline will only have be featured in digital locations (NBAA's website and mobile app)*

## Interested in sponsoring both meetings?

Many sponsoring companies find value in the Silver, Gold, Platinum or Premier level sponsorships which include exposure at both the Tax Seminar and Tax Conference.

*Sponsor level and associated benefits received will be commensurate with the total financial sponsorship commitment made.*

## BUNDLE OPPORTUNITIES AND INCREASE BENEFITS/EXPOSURE

Bundle multiple opportunities together from one or both events and receive an elevated sponsorship status. For example:

- Sponsor a Power Charging Pack (\$3,800) and the Reception (\$5,500) and receive Premier Level benefits.
- Sponsor a Continental Breakfast at each conference (\$7,000 total) and receive Platinum Level benefits.

# TAX CONFERENCE & SEMINAR

## SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS

### PREMIER SPONSOR: \$7,500+

Choose one or more items from the below inventory!  
Sponsorship level is commensurate with total value of commitment.

- "All Sponsor" benefits as listed on Page 1
- Two (2) complimentary registrations for the Business Aviation Taxes Seminar (\$2,550 value)
- Two (2) complimentary registrations for the Tax, Regulatory and Risk Management Conference (\$3,330 value)
- One (1) \$500 discount\* on additional registration to be used at either meeting.
- One (1) 22" x 28" sign on a cocktail or hi-boy literature table to place your marketing materials at **both** meetings
- Opt-in attendees list provided pre-conference, post-conference and once upon request for **both** meetings (*excluding email addresses*)
- Ability to place a marketing piece or give-away at each attendees seat on day one at both meetings

### PLATINUM SPONSOR: \$5,500 - \$7,499

Choose one or more items from the below inventory!  
Sponsorship level is commensurate with total value of commitment.

- "All Sponsor" benefits as listed on Page 1
- Two (2) complimentary registrations for the Business Aviation Taxes Seminar (\$2,550 value)
- Two (2) complimentary registrations for the Tax, Regulatory and Risk Management Conference (\$3,330 value)
- One (1) \$250 discount\* on additional registration to be used at either meeting.
- One (1) 11" x 17" sign on a cocktail/hi-boy literature table to place your marketing materials at both meetings
- Opt-in attendees list provided pre-conference and post conference for **both** meetings (*excluding email addresses*)
- Ability to place a marketing piece or give-away at each attendees seat on day two at **both** meetings

### GOLD SPONSOR: \$4,000 - \$5,499

Choose one or more items from the below inventory!  
Sponsorship level is commensurate with total value of commitment.

- "All Sponsor" benefits as listed on Page 1
- One (1) complimentary registration for the Business Aviation Taxes Seminar (\$1,275 value)
- One (1) complimentary registration for the Tax, Regulatory and Risk Management Conference (\$1,665 value)
- One (1) 8.5" x 11" logo sign on a shared literature table to place your marketing materials at **both** meetings
- Opt-in attendees list provided pre-conference and post-conference for **both** meetings (*excluding email addresses*)

### SILVER SPONSOR: \$2,500 - \$3,999

Choose one or more items from the below inventory!  
Sponsorship level is commensurate with total value of commitment.

- "All Sponsor" benefits as listed on Page 1
- One (1) complimentary registration for either Business Aviation Taxes Seminar (\$1,275 value) or the Tax, Regulatory and Risk Management Conference (\$1,665 value)
- Ability to place your company's marketing materials on a shared literature table of the sponsored meeting(s).

### BRONZE SPONSOR: \$1,500 - \$2,499

Choose one or more items from the below inventory!  
Sponsorship level is commensurate with total value of commitment.

- "All Sponsor" benefits as listed on Page 1
- \$250.00 off conference registration for either Business Aviation Taxes Seminar **OR** the Tax, Regulatory and Risk Management Conference

# TAX CONFERENCE & SEMINAR

## SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP INVENTORY - TAXES SEMINAR

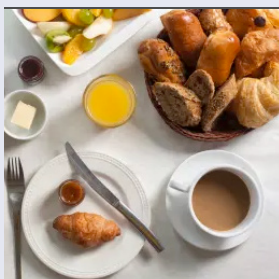
### Continental Breakfast (1 available)

The early bird catches the worm, so be prepared to take the lead. Start your day with attendees sponsor!

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the breakfast. Opportunity to provided branded napkins.*

Available: Friday

**\$3,000 - SOLD**



### Morning Break (1 available)

Attendees look forward to their morning pick me up! Your logo will be featured prominently during the morning break.

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the break. Opportunity to provided branded napkins.*

Available: Friday

**\$2,000 - SOLD**



### Lunch (1 available)

Share a meal with your fellow attendees! Sponsor gets their logo prominently displayed on a menu card and an opportunity to place something at the seat of each attendee.

*Additional brand exposure with signage (22"x28" sign). One table will be reserved for your colleagues and guests.*

Available: Friday

**\$4,000 - SOLD**



### Afternoon Break (2 available)

Fuel attendees throughout their afternoon by sponsoring the afternoon break!

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the break. Opportunity to provided branded napkins.*

Available: Thursday, Friday

**\$2,250 - SOLD**



### Reception

The Evening Reception is a networking reception attendees don't miss, continuing the conversation of the first day of sessions.

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the break. Opportunity to provided branded napkins.*

**\$5,500 - SOLD**



# TAX CONFERENCE & SEMINAR

**SPONSORSHIP  
OPPORTUNITIES**



## SPONSORSHIP INVENTORY - TAX, REG. & RISK MGMT CONFERENCE

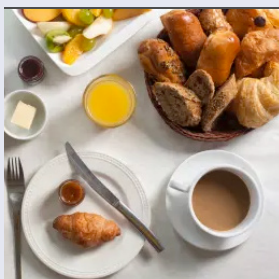
### Continental Breakfast (2 available)

The early bird catches the worm, so be prepared to take the lead. Start your day with attendees sponsor!

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the breakfast. Opportunity to provided branded napkins.*

Available: Sunday, Monday

**\$4,000 - Mon. Available**



### Morning Break (2 available)

Attendees look forward to their morning pick me up! Your logo will be featured prominently during the morning break.

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the break. Opportunity to provided branded napkins.*

Available: Sunday, Monday

**\$2,500 - Mon. Available**



### Lunch (2 available)

Share a meal with your fellow attendees! Sponsor gets their logo prominently displayed on a menu card and an opportunity to place something at the seat of each attendee.

*Additional brand exposure with signage (22"x28" sign). One table will be reserved for your colleagues and guests.*

Available: Sunday, Monday

**\$5,500 - SOLD**



### Afternoon Break (2 available)

Fuel attendees throughout their afternoon by sponsoring the afternoon break!

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the break. Opportunity to provided branded napkins.*

Available: Sunday, Monday

**\$2,500 - Mon. Available**



### Reception

The Evening Reception is a networking reception attendees don't miss, continuing the conversation of the first day of sessions.

*Additional brand exposure with signage (22"x28" sign & multiple 5"x7" signs) featured at the break. Opportunity to provided branded napkins.*

**\$7,500 - SOLD**



**TAX CONFERENCE & SEMINAR**

**SPONSORSHIP OPPORTUNITIES**

## ADDITIONAL A LA CARTE INVENTORY FOR BOTH EVENTS

### Custom Logo Pens

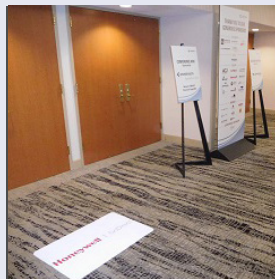
Get in the hands of every attendee by sponsoring a pen that will be placed at every seat.



**\$1,500 - BOTH SOLD**

### Ballroom Entry Floor Graphics

Capture attention and welcome attendees each morning to the ballroom with two 36" x 36" graphics.



**\$2,500 - Available**

### Tote Bags

Get in the hands and go home with every attendee! Your logo will be prominently displayed on every attendees tote bag.



**MUTLI SHOW PACKAGE SOLD**

### Conference Notebooks

Get your logo seen at every event by placing your logo on the outside of our conference notebook and a full page back cover ad.



**MUTLI SHOW PACKAGE SOLD**

### Power Charging Packs (3 available)

Have your logo displayed on a portable power bank that will keep attendees charged throughout their time at the conference. 24 power banks offered with each opportunity.

**\$3,800**



# TAX CONFERENCE & SEMINAR

**SPONSORSHIP  
OPPORTUNITIES**

## ADDITIONAL INVENTORY FOR BUS. AVIATION TAXES SEMINAR

### Badge Lanyards (Full Color Design)

Everybody wears them, and everybody sees them! Your companies brand exposure is extensive. Provided badges are required for all conference attendees.

**\$2,500 - SOLD**



### Badge Lanyards (One Color Design)

Everybody wears them, and everybody sees them! Your companies brand exposure is extensive. Provided badges are required for all conference attendees.

**\$1,500 - SOLD**



### Registration Paper Badge Stock

Imagine everyone at the conference sporting your logo! Take advantage of this sponsorship and your company logo will appear on all of the badge-stock of a 4" x 3" badge.

**\$2,000 - N/A**

### Custom Full Color Plastic Badge

Want your logo to not only be seen but also worn by every attendee? Sponsor this full color, double-sided badge and provide a full color graphic for the back side of a 6" x 4" badge.

**\$3,000 - N/A**



## IMPORTANT DEADLINES

**First Right of Refusal:** April 3, 2019

**Artwork Deadline:** April 8, 2019

## QUESTIONS? WE'RE HERE TO HELP!

If you have any questions or would like to start the process of purchasing a sponsorship opportunity, please contact [sponsorships@nbaa.org](mailto:sponsorships@nbaa.org)

*\*Complimentary Registration(s) must be used for event(s) as specified in the sponsor benefits. Discounts may not be combined (one discount coupon per paid registration). Unused benefits are considered forfeited and have no value.*

*All inventory is subject to availability.*

# TAX CONFERENCE & SEMINAR

## SPONSORSHIP OPPORTUNITIES