



SPONSORSHIP REFERENCE GUIDE

Description	Page #	Onsite Location	Price	Status	Sponsor
YoPro Network Reception Co-Sponsor (multiple)	1	OCCC - Exhibit Floor	\$ 775.00	Available	[CAE, EPIC]
NBAA-BACE Mobile App Banner Ads (multiple)	1	Online APP	\$ 995.00	Available	[Prime SOLD : EPIC]
Free-Standing Banner in Lobby (multiple)	1	OCCC - Lobby	\$ 1,250.00	SOLD	[Shell, GenTex, Plane Mover, UTC]
Interior Lobby Column Wrap Sponsor (multiple)	2	OCCC - Lobby	\$ 2,100.00	NA/ NB Available	[SA/SB SOLD : UTC]
Exterior Column Wraps in Bus Area Sponsor (multiple)	4	OCCC - Exterior	\$ 2,100.00	NA/ NB Available	[SA/SB SOLD : UTC]
Exterior Window Clings (multiple)	3	OCCC - Exterior	\$ 2,175.00	Available	
Product Showcase Sponsor (multiple)	1	OCCC - Lobby	\$ 3,500.00	Available	
Educational Session Sponsor (multiple)	5	OCCC - Level 3	\$ 3,500.00	Available	
Exterior Entrance Column Banner Sponsor (24x)	3	OCCC - Exterior	\$ 3,850.00	NA/ NB Available	[E1-04SA1, SA2,SA3 SOLD (6x): Textron] [E1-04SB1, SB2,SB3 SOLD (6x): Textron] [E1-04NB1 SOLD (1x): NetJets]
Interior Railing Banner Sponsor (6x)	2	OCCC - Level 3	\$ 4,500.00	On Hold	
Exterior Banner Bus Overhang Sponsor (4x)	3	OCCC - Exterior	\$ 4,900.00	NA/ NB Available	[SA/SB SOLD : UTC]
Interior Window Banner Sponsor (2x)	4	OCCC - Lobby	\$ 4,900.00	Available	
NBAA TV Advertiser (title sponsor / multiple)	4	OCCC - Exhibit Floor	\$ 5,000.00	Available	
NBAA Coffee Social Sponsor (exclusive)	5	OCCC - Exhibit Floor	\$ 6,500.00	On Hold	
Hotel Room Drop Sponsor (day 1 / day 2)	5	Orlando Hotels	\$ 6,500.00	Available	
Digital Screen Network (multiple)	1	OCCC - Lobby	\$ 6,850.00	Available	[FLX, GenTex, NetJets]
Hotel Shuttle Bus Sponsor (multiple)	4	OCCC - Exterior	\$ 7,500.00	Available	
Static Relax & Recharge Area Sponsor (exclusive)	6	OEA - Static Display	\$ 7,500.00	SOLD	Universal Weather
Static Water Bottle Sponsor (exclusive)	6	OEA - Static Display	\$ 8,900.00	SOLD	TacAir
Large Floor Graphic Sponsor (4x)	2	OCCC - Lobby	\$ 9,000.00	2 Available	[SA- SOLD (1x): Phillips] SB On Hold
Exterior Door Cling Sponsor (multiple)	3	OCCC - Exterior	\$ 9,500.00	Available	
Bathroom Mirror Cling Sponsor (exclusive)	5	OCCC - Exhibit Floor	\$ 9,800.00	Available	
Rotating Kiosk Sponsor (3x)	2	OCCC - Exhibit Floor	\$ 10,200.00	Available	
Relax & Recharge Lounge Sponsor (2x)	5	OCCC - Lobby	\$ 10,500.00	Available	
Recycle / Waste Bin Sponsor (exclusive)	1	OCCC - Exhibit Floor	\$ 11,000.00	Available	
Press Breakfast Sponsor (exclusive)	5	OCCC - Lobby	\$ 11,000.00	SOLD	Wheels Up
Interior Exhibit Hall Entrance Banner (4x)	2	OCCC - Exhibit Floor	\$ 11,845.00	Available	[S1-02-1 SB SOLD : Universal Avionics]
Exterior Building Banner Sponsor (4x)	3	OCCC - Exterior	\$ 11,900.00	Available	[E2-03-19 SB SOLD : Midcontinent]
Exterior Window Banner Sponsor (3x)	3	OCCC - Exterior	\$ 12,950.00	SOLD	[E2-15 SA: Textron] [E2-15NB: Global Jet, E2-15SB: Global Jet]
Exterior Stair Graphic Sponsor (8x)	3	OCCC - Exterior	\$ 13,500.00	Available	
Exterior Walkway #1 Signage Sponsor (12x)	4	OCCC - Hyatt	\$ 13,500.00	SOLD	West Star
Static Courtesy Golf Cart Sponsor (exclusive)	6	OEA - Static Display	\$ 14,000.00	On Hold	
Information Counter Sponsor (exclusive)	2	OCCC - Lobby	\$ 14,900.00	SOLD	Universal Avionics
Static Light Pole Banners (16x)	6	OEA - Static Display	\$ 16,000.00	Available	
Interior Lobby Banner Sponsor (4x)	2	OCCC - Lobby	\$ 16,500.00	NA/ NB Available	SA/SB On Hold
Registration Badge Sponsor (exclusive)	5	OCCC - Lobby	\$ 16,500.00	SOLD	JetEx
Exterior Walkway #2 Signage Sponsor (8x)	4	OCCC - Hilton	\$ 16,800.00	Available	
Static Truss Banner Sponsor (5x)	6	OEA - Static Display	\$ 18,000.00	SOLD	Textron
Photo Booth Sponsor (exclusive)	1	OCCC - Exhibit Floor	\$ 18,500.00	Available	
Interior Escalator Hand Rail Sponsor (3x)	2	OCCC - Lobby	\$ 18,500.00	Available	
Static Fence Banner Sponsor (3x)	6	OEA - Static Display	\$ 20,000.00	SOLD	Textron
Static Registration Hangar Banner (2x)	6	OEA - Static Display	\$ 20,000.00	On Hold	[Ramp Side SOLD : Textron]
Exterior Escalator Graphics Sponsor (4x)	4	OCCC - Exterior	\$ 21,500.00	NA/ NB Available	[SA/SB SOLD : CAE]
You Are Here Locators & Floorplan Sponsor (exclusive)	4	OCCC - Exhibit Floor	\$ 22,500.00	Available	
FIND MY WAY - Event Navigation Sponsor (exclusive)	3	OCCC - Exhibit Floor	\$ 32,500.00	Available	
Lanyard Sponsor (exclusive)	5	OCCC - Lobby	\$ 32,960.00	SOLD	JetEx
Hotel Key Card Sponsor (exclusive)	5	Orlando Hotels	\$ 37,800.00	SOLD	Textron
Static Shuttle Bus Sponsor (exclusive)	6	OEA - Static Display	\$ 79,000.00	SOLD	Textron
Convention Tote Bag Sponsor (exclusive)	5	OCCC - Lobby	\$\$\$\$\$\$	SOLD	JetEx



2018 SPONSORSHIP OPPORTUNITIES

YoPro Networking Reception – Co Sponsor

(Multiple) \$775 | **AVAILABLE**

FEATURED



- Gain greater brand recognition and exposure to over 150 future business aviation leaders. Sponsor companies have the opportunity to be viewed as a pioneer in the industry, supporting efforts that are impacting the future of the workforce and contributing to the business aviation workforce development.
- Verbal sponsor recognition at 5th annual reception
- Exposure during the 40 under 40 program
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

NBAA-BACE Mobile App Advertiser

(Multiple) \$995+ | **AVAILABLE**



- Advertise your company name and booth number in the official event mobile app, which contains an exhibitor directory, schedule of events, interactive floorplan and more. A great “pre-show” tool to help attendees prepare for a successful event
- Rotating Banner Ads: 300-50 px, under 100 kb
- Advertiser to provide artwork and URL link
- The PRIME APP advertiser position - \$6,000 | **SOLD**

Free-Standing Banner in Lobby

(Limited Qty.) \$1,250+ | **SOLD**

NEW



- Promote your brand outside of your booth. 8' tall seamless graphic panels displayed in lobby areas
- Small - Vertical: 93" high x 39" wide (s/s or d/s)
- Large - Vertical: 93" high x 9'9" wide (s/s or d/s)
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Product Showcase Sponsor

(Limited Qty.) \$3,500 | **AVAILABLE**



- Showcase your amazing product in NBAA's exclusive display case strategically placed in high traffic areas. Guide buyers to your booth with a teaser they can't resist.
- Sponsor graphic panels (4x) 26 1/2" wide x 15" high
- Visible Case Dimensions: 26" x 26" x 72" tall
- Includes (1) plexi shelf, a small sign with company name and booth number. *Sponsor to provide artwork for custom panels.*
- Sponsor is responsible for set up of case (10am – 3pm) Monday, Oct. 11
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Digital Screen Network Advertiser

(Multiple) \$6,850 per 12 second spot | **AVAILABLE**

NEW



- Broadcast your message across 22 synchronized screens located in lobby areas and visible as attendees enter / exit the convention center
- Digital Network offers over 10,000 impressions per 12 sec. ad, over the course of 4 days
- Resolution: 3840 x 540 (sq. pixels) – Ratio 64:9
- Sponsor to provide production ready files (supported filetypes: JPEG (.jpg), MOV (.mov) with H.264 encoding)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Photo Booth Sponsor

(Exclusive) \$18,500 | **AVAILABLE**

NEW



- Take advantage of this fun & interactive sponsorship opportunity right on the show floor
- (3x) branded photo booths displayed in high traffic areas for all attendees to “capture the moment” at 2018 NBAA-BACE
- Sponsor branding on photo stand, photo strip and signage
- Sponsor may provide apparel for the staff to wear when working the photo booth (hat, shirt, vest)
- Cost includes set-up, materials, labor and removal (*sponsor provides artwork file/logo for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Recycle / Waste Bin Cover Sponsor

(Exclusive) \$11,000 | **AVAILABLE**



- Get maximum exposure on the show floor with your company logo and booth number on (75) waste bin covers used in the main aisles and high traffic areas
- These 4-sided covers will help “dress up” the standard waste bins and your brand will be seen around every corner.
- Size: Vertical – 18" wide x 30" high, sponsor logo and booth number will be added to graphic on all four sides
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Official Show Guide Advertising – deadline 8/24/18

<ul style="list-style-type: none"> • Cover Positions – SOLD 	<ul style="list-style-type: none"> • Pocket Agenda – AVAILABLE
Full Page – 4/C - \$5,800	Full Page – 4/C - \$6,500
<ul style="list-style-type: none"> • TAB Positions – AVAILABLE 	<ul style="list-style-type: none"> • Final Floor Plan – AVAILABLE
Full Page – 4/C - \$4,250	Full Page – 4/C - \$8,500
<ul style="list-style-type: none"> • Full Page Ad – AVAILABLE 	<ul style="list-style-type: none"> • Static Display Map – AVAILABLE
Full Page – 4/C - \$3,025	Full Page – 4/C - \$7,500
<ul style="list-style-type: none"> • Belly Band – AVAILABLE 	<ul style="list-style-type: none"> • INCLUDED: Display ad on website and banner ad in mobile app (artwork / url to be provided)
Outside Wrap – 4/C - \$12,565	



2018 SPONSORSHIP OPPORTUNITIES

FEATURED

Interior Escalator Hand Rail Sponsor

(3 Locations) \$18,500 per location | **AVAILABLE**



- Delivering 100% viewership to attendees with an outstanding 30-60 second viewing time, making a powerful brand connection with your audience.
- (6x) escalator handrails per location
- Size: 4" wide x 6' long. Design will repeat continuously for entire length of handrail
- Cost includes production, delivery, installation and removal (*sponsor to provide artwork file by 9/7/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Large Floor Graphic Sponsor

(Multiple) \$9,000 | **AVAILABLE - NORTH A & B**

Hold On – South B [South A – SOLD]



- A large floor graphic is an exceptional way to lead buyers to your booth.
- Horizontal: 25' wide x 10' high - Adhesive cling
- Cost includes production, delivery, installation and removal (*sponsor to provide artwork file by 9/7/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Rotating Kiosk Sponsor

(3 Positions) \$10,200 per pkg | **AVAILABLE**



- Highlight your brand on (7x) three-sided, backlit kiosks placed in the main aisles of the exhibit hall
- Each sponsor receives one graphic panel per kiosk
- Panel Size: Vertical 46.375" wide x 67" high (visible size is 45.75" wide x 66.5" high)
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Interior Railing Banner Sponsor

(6 Locations) \$4,500 each | **ON HOLD**

(South A, South B and North B entrances)



- Promote your brand on handrail banners above the escalators leading to/from the exhibit hall floor
- Size: Horizontal – 15' wide x 7' high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Interior Lobby Banner Sponsor

(4 Positions) \$16,500 each | **AVAILABLE – North A & North B**

ON HOLD – (South A, South B)



- Build visibility, booth traffic and brand awareness with a large sponsor banner inside the main lobby
- Size: Vertical – 23' wide x 24' high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Information Counter Sponsor

(2 Locations) \$14,900 per set | **SOLD**



- Custom Information Counters branded with sponsors logo. Located in the main lobby with high visibility to all attendees.
- Cost includes production, delivery, installation and removal
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Interior Exhibit Hall Entrance Banner Sponsor

(4 Positions) \$11,845 each | **AVAILABLE – North A & B**

On Hold – South A (South B - SOLD)



- Make a BIG impression with your marketing message displayed above the entrance doors into the exhibit hall.
- Horizontal: 50' wide x 9' high
- Cost includes production, delivery, installation and removal (*sponsor to provide artwork file by 9/7/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Interior Lobby Column Wrap Sponsor

(Multiple) \$2,100 per column | **AVAILABLE (North A, North B)**

(SOLD – South B, South A)



- Your company logo won't be missed with these high-impact 16' tall column wraps, located throughout the main lobbies
- (4-9x) Columns available at each main entrance. Minimum of 4 columns per area
- Size: Vertical - 82" wide x 16' high – Fabric material with zipper
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app



2018 SPONSORSHIP OPPORTUNITIES

FEATURED

"FIND MY WAY" Event Navigation Sponsor

(Exclusive) \$32,500 | **AVAILABLE**



- **Just Ask ALEXA!** Be the exclusive sponsor of this intelligent voice service opportunity and help attendees navigate the show floor.
- Branded kiosks and Customized audio content
- Includes "these directions brought to you by (company name)". Includes special call outs and message from sponsor on text message.
- Includes a "call out" to attendee request close to sponsors booth
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Entrance Column Banner Sponsor

(24 Locations) \$3,850 per banner | **AVAILABLE - NORTH A & B**
(South A, South B - **SOLD**)



- Welcome attendees at one of the main entrance points with your company branding and booth number.
- (6x) banners installed between columns / above escalators at each location. Banners can be installed back to back (3 up / 3 down)
- Horizontal: 26'6" wide x 6' high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Window Cling Sponsor

(4 Locations) \$2,175 each | **AVAILABLE**



- Extend your marketing message beyond your exhibit booth by sponsoring large window graphics at each set of main entrance doors
- (6x) windows available at each entrance (three on the right and three on the left of doors). Minimum purchase of 4 window graphics per entrance.
- Size: Vertical: 6'4" wide x 7'-5" high – Static Cling material
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Door Cling Sponsor

(4 Locations) \$9,500 per pkg | **AVAILABLE**



- Strengthen your brand awareness and drive more attendees to your booth with multiple door clings
- (14x) doors at each main entrance
- Size: Vertical - 11" wide x 17" high – Static Cling material
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Window Banner Sponsor

(4 Locations) \$12,950 each | **SOLD**



- Make a BOLD statement, to include your company's logo, booth number and product message on these large window banners above main entrance doors
- Size: Horizontal 34'9" wide x 24'5" high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Building Banner Sponsor

(Multiple) \$11,900 each | **On Hold**

(Banner E-19 - **SOLD**)



- Gain greater brand recognition and drive more attendees to your booth by sponsoring a large banner on the front of convention center
- Size: Horizontal 25' wide x 26' high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Stair Graphic Sponsor

(8 Locations) \$13,500 per location | **AVAILABLE**

NEW



- Make a BIG impression with your marketing message displayed on the stair graphics at main drop off / pick up locations
- Stairs flank each side of the main escalators
- Horizontal: 192" wide x 6'-5" high (17 risers lower, 18 risers upper level) – *price can be scaled if only one level of graphics is preferred.*
- Cost includes production, delivery, installation, and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Banner Bus Overhang Sponsor

(4 Locations) \$4,900 each | **AVAILABLE – North A & B**

(**SOLD:** South A, South B)



- Maximize the visibility of your product and drive more attendees to your booth by sponsoring a large exterior banner above the bus overhang
- Size: Horizontal - 45' wide x 4' high
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app



2018 SPONSORSHIP OPPORTUNITIES

NBAA TV Advertiser

(Exclusive) – Custom Title Sponsor \$15,000+ | **AVAILABLE**

(Multiple) – In-Booth Interviews \$5,000+ | **AVAILABLE**



- Get maximum exposure at NBAA! Reach your target audience in a “visually” compelling way through video advertising during the 3-day event.
- (8x) NBAA TV video packages, to include sponsors logo, verbal recognition, 30 second commercial, 2-minute interview, etc.
- 2-3-minute advertorial interviews can be recorded in exhibit booth, showcasing new products and features attendees MUST SEE.
- Featured prominently on multiple video channels and on-site locations (10+ onsite TV monitors, in select NBAA Hotels, NBAA newsroom website, Facebook, Twitter)

FEATURED

You Are Here Locators Sponsor

(Exclusive) \$16,500 | **AVAILABLE**



- Sponsorship includes (6x) directory units at the convention center and (2x) units at the Static Display
- Interactive iPads and staff members will be at units to assist attendees. Sponsor may provide apparel for Staff to wear (logo shirt, hat, vest)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

NEW

Interior Window Banner Sponsor

(2 Locations) \$4,900 | **AVAILABLE (South A, South B)**



- Gain greater brand recognition and drive more attendees to your booth by displaying a large banner above exit doors in the South Lobby
- Size: Horizontal - 19' wide x 11' high
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Walkway Signage Sponsor

(Exclusive) \$13,500 | **SOLD**

(Walkway to/from South A Lobby to Hyatt Regency Hotel)



- Overhead signage provides a strong platform for your company to reach current customers, and to meet new ones by driving traffic to your booth
- (6x) Back to Back Signs: 91.625" w x 14" high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Walkway #2 Signage Sponsor

(Exclusive) \$16,800 | **AVAILABLE**

(Walkway to/from South B Lobby to HILTON Hotel)



- A total of 8 double sided signs highly visible in walkway from OCC to the Hilton, NBAA's headquarter hotel.
- Size: Horizontal – 91.625" wide x 14" high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Escalator Graphics Sponsor

(4 Locations) \$21,500 each | **AVAILABLE (NA, NB)**

(SOLD - South A, South B)



- Promote your brand at one of the main entrance points with full escalator graphics.
- Includes (2x) runners and (6x) full length clings.
- Cost includes production, delivery, installation and removal (*sponsor to provide artwork file by 9/7/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Exterior Column Wraps in Bus Area Sponsor

(4 Bus Areas) \$2,100 per banner | **AVAILABLE**

(SOLD: South A, South B areas)



- Make a first and lasting impression as attendees arrive at the convention center.
- (7x) column wraps located at each of the main bus areas (North B, South B, North A, South A) – minimum of 4x to be purchased
- Vertical: 6'-3.75" wide x 12'-4" high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

NEW

Hotel Shuttle Bus Sponsor

(Multiple) \$7,500 | **AVAILABLE**



- Show your Company Brand on a moving billboard.
- Two full size graphic ribbons displaying your marketing message on each side of a Hotel Shuttle Bus
- Horizontal: 32' long x 2' high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file by 9/17/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app



2018 SPONSORSHIP OPPORTUNITIES

NBAA's Coffee Social

(Exclusive) \$6,500 | **ON HOLD**



- Gain exposure during the NBAA member coffee social, where NBAA staff and exhibiting members network in the NBAA Headquarters booth.
- Sponsorship includes promotion in pre-show evites, on the web and in the Mobile App posting
- Sponsor may provide branded napkins and/or cups, sleeves
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

OSCC Relax & Recharge Lounge Sponsor

(2 Locations) \$10,500 each | **AVAILABLE**



- Sponsor the lounge area where attendees will "thank you" for the ability to charge their phones and rest their feet.
- Branded "S-Shaped" sofas, with small tables and charging cords. Sponsor logo printed on inside and outside of sofas. One seating area will be located in the South Lobby and one in the North Lobby.
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Bathroom Mirror Cling Sponsor

(Exclusive) \$9,800 | **AVAILABLE**



- Highly visible sponsorship opportunity in restrooms at the OSCC.
- (84x) horizontal graphic clings applied to top section of mirrors in all men's restrooms on exhibit hall and lobby levels. Horizontal: 22" wide x 6" high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file by 9/17/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Press Breakfast Sponsor

(Exclusive) \$11,000 | **SOLD**



- Impress the PRESS with this high exposure, brand awareness sponsorship opportunity on Press Day.
- Exclusive sponsor is recognized on all event signage and provided a table to display promotional items and marketing materials.
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Educational Session Sponsor

(Multiple) \$3,500 | **AVAILABLE**



- Opportunity to sponsor one of NBAA's 40+ Educational Sessions. A great opportunity to connect with a target market interested in your product or service category • Sponsor logo on session signage. Sponsor may provide marketing piece / promo item at session. **NO SPEAKING OPPORTUNITIES ARE INCLUDED OR ALLOWED**

Convention Tote Bag Sponsor

(Exclusive) \$\$\$\$+ Annual Sponsorship | **SOLD**



- HIGH IMPACT item touching the hands of all attendees. Bag branded with sponsor logo
- Cost includes design, production, delivery and distribution onsite
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Registration Badge Sponsor

(Exclusive) \$16,500 | **SOLD**



- Branded show badges with sponsor logo and two panels for sponsor artwork
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Lanyard Sponsor

(Exclusive) \$32,960 | **SOLD**



- Branded lanyards distributed to all convention attendees, speakers, press, etc.
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Hotel Key Card Sponsor

(Exclusive) \$37,800 | **SOLD**



- Make a first impression when attendees check in to their hotel. Custom key cards promote your message to all guests in the NBAA hotel block.
- Cost includes production & delivery (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Hotel Room Drop Sponsor

(Tues / Wed) \$6,500 /day | **AVAILABLE**



- Opportunity for sponsor to REACH ATTENDEES off of the exhibit floor and after show hours
- Sponsor is responsible for marketing piece / promo item and for any charge by hotel(s) for room to room distribution.
- NBAA will provide "Letter of Authorization" to be presented to the hotel
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app



2018 SPONSORSHIP OPPORTUNITIES

Static Shuttle Bus Sponsor

(Exclusive) - \$79,000 | **SOLD**



- Prime Sponsor on ALL Shuttle buses transporting attendees from OCCC to the Static Display of Aircraft
- (11x) Buses with full branding options for sponsor
- Horizontal Ribbons: 32' wide x 2' high – upgrade to a Half Wrap / Full Wrap
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Courtesy Golf Cart Sponsor

(Exclusive) - \$14,000 | **ON HOLD**



- Excellent opportunity for your company to be exposed to everyone walking around the Static Display. (4x) branded passenger golf carts
- Roof top triangle signs: 36" wide x 24" tall
- Front graphics: 40" wide x 12" tall
- Side graphics: 10" square
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Fence Banner Sponsor

(16+ locations) \$1,250 each | **SOLD**



- Maximize the visibility of your product and drive more attendees to your booth static display exhibit by sponsoring a large fence banners near the entrance to registration
- Multiple sizes available in high traffic locations
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Truss Banner Sponsor

(Exclusive) \$18,000 per pkg. | **SOLD**



- Build visibility, booth traffic and brand awareness with a large truss banners located along main entrance road to/from Static registration hangar
- 5' wide x 10' high: 4 double sided units and one single sided unit
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file by 9/7/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Registration Hangar Banner Sponsor

(2 Locations) - \$20,000 per banner | **On Hold / BACKSIDE – SOLD**



- Make a BIG impression with your marketing message displayed on large banners on the front side and ramp side of the registration hangar
- Sizes: Horizontal – 23'w x 22'h / 25'w x 18'h
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file for production*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Water Bottle Sponsor

(Exclusive) - \$8,900 | **SOLD**



- Keep attendees hydrated at the outdoor Static Display with multiple branded water coolers placed throughout the Static Display
- Sponsorship includes a 20 x 20 space with tent in prominent location near main entrance, 8x water coolers, labor assistance and golf cart to restock coolers during the 3 show days.
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Relax & Recharge Area Sponsor

(Exclusive) - \$7,500 | **SOLD**



- Indoor lounge area offering attendees a place to charge their phones and rest their feet.
- Branded lounge chairs with small tables and charging cords. Sponsor logo printed on inside and outside of chairs.
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

Static Light Pole Banner Sponsor

(Exclusive) \$16,000 | **AVAILABLE**



- Static attendees will see your company logo flying high on these (16x) double sided banners along the main entrance road
- Size: Vertical – 2' wide x 5' high
- Cost includes production, delivery, installation and removal (*sponsor provides artwork file by 9/17/18*)
- Company logo & listing in Official Show Guide as Sponsor
- Logo on signage at event and on mobile app

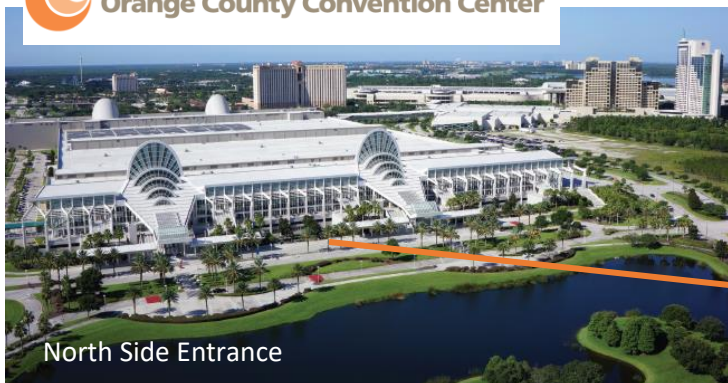


2018 SPONSORSHIP OPPORTUNITIES



Orange County Convention Center

Orlando



North Side Entrance



South Side Entrance



ORLANDO EXECUTIVE AIRPORT



2018 NBAA-BACE: Orange County Convention Center & Orlando Executive Airport

Our sponsorship team is available to help customize a package that's right for you and your budget! Contact Us: sponsorships@nbaa.org

- ❖ First Right of Refusal deadline: **August 3**
- ❖ Production File deadline: **September 7**