



100+ ATTENDEES

DATES

JUN 10 2019 → JUN 11 2019

DESTINATION

BELLEVUE, WA → 47°36'57.3"N 122°12'02.7"W

**SPONSORSHIP PROSPECTUS**

# SECURITY CONFERENCE

We invite you to join NBAA as a sponsoring partner for the 2019 Security Conference, being held in Bellevue, Washington this June. The conference focuses on sharing best practices for business aviation security through scenario-based problem solving and provides real-life content from experienced operators and security experts. Session topics will include briefings from TSA officials, risk assessment training, and guidance for combating complacency and insider threats.

## PLATINUM SPONSOR: \$5,000+

Choose one or more items from the below inventory!

Sponsorship level is commensurate with total value of commitment.

- Two (2) complimentary registrations for the Security Conference (\$1,990 value)
- One (1) 22" x 28" logo sign on a cocktail or hi-boy literature table to place your marketing materials on
- Opt-in attendees list provided pre-conference and post conference and once upon request (excluding email addresses)
- Website display ad on conference pages (300 x 500; max 40k) on rotation once artwork & payment have been received
- Opportunity to provide a promotional item to attendees; NBAA will place the item at each attendee's seat on Monday

## GOLD SPONSOR: \$3,500 - \$4,999

Choose one or more items from the below inventory!

Sponsorship level is commensurate with total value of commitment.

- One (1) complimentary registration for the Security Conference (\$995 value)
- One (1) 11" x 17" logo sign on a shared literature table to place your marketing materials on
- Opt-in attendees list provided pre-conference, post-conference (excluding email addresses)
- Mobile app banner ad (300 x 50; max 100kb) on rotation once artwork/payment have been received

## SILVER SPONSOR: \$2,000 - \$3,499

Choose one or more items from the below inventory!

Sponsorship level is commensurate with total value of commitment.

- One (1) complimentary registration for the Security Conference (\$995 value)
- 50% off one (1) additional badge (\$497.50 value)
- Ability to place your company's marketing materials on a shared literature table

## BRONZE SPONSOR: \$1,250 - \$1,999

Choose one or more items from the below inventory!

Sponsorship level is commensurate with total value of commitment.

- \$250.00 off one (1) Security Conference registration
- Ability to place your company's marketing materials on a shared literature table

## ALL SPONSORS RECEIVE: (IN ADDITION TO THE ITEMS LISTED ABOVE)

- Brand alignment, highlighting your company's support of leading educational opportunities
- Logo listing in marketing material, (.eps or .ai file) on the website and mobile app (.jpeg or .gif file)
- Signage and verbal recognition at the meeting (.eps or .ai file required)
- Additional tangible and intangible benefits apply, as outlined in the offered inventory listing
- *Sponsor must provide logo by May 14 to be included in print locations. New agreements or logos received after this deadline will only be featured in digital locations (NBAA's website and mobile app)*

JUN 10 2019 → JUN 11 2019 | BELLEVUE, WA | 47°36'57.3"N 122°12'02.7"W

# SECURITY CONFERENCE

**SPONSORSHIP  
OPPORTUNITIES**

## BUNDLE OPPORTUNITIES AND INCREASE BENEFITS/EXPOSURE

Bundle multiple opportunities together and receive an elevated sponsorship status. *Sponsor level and associated benefits received will be commensurate with the total financial sponsorship commitment made.*

For example: Sponsor the hotel key cards (\$3,500) and the pocket agenda (\$1,600) and receive Platinum level benefits.

## SPONSORSHIP INVENTORY



### Badge Stock Sponsorship

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"x3" badge.

**\$2,500 - 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"x4" badge.

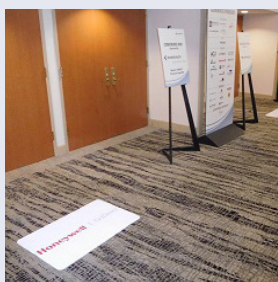
**\$3,500 - ON HOLD**



### Ballroom Entry Floor Graphics

Capture attention with two high-visibility 36"x36" graphics for the duration of the conference.

**\$2,500**



### Branded Hotel Room Key Card

Attendees will be reminded of your company each time they enter their hotel room. Key Cards will only be given to attendees staying within the conference block at the Westin Bellevue.

**\$3,500**



### Conference Notepads

Your logo can't be missed as attendees take down important session notes! Each notepad page will feature your logo.

**\$1,500**

### Custom Logo Pens

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

**\$750**



JUN 10 2019 → JUN 11 2019 | BELLEVUE, WA | 47°36'57.3"N 122°12'02.7"W

# SECURITY CONFERENCE

**SPONSORSHIP  
OPPORTUNITIES**



## SPONSORSHIP INVENTORY CONTINUED



### Badge Lanyards

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

**\$2,500 - HOLD**

### Pocket Agenda

Have your logo displayed on the front cover of the pocket agenda. This opportunity will also feature a full panel ad.

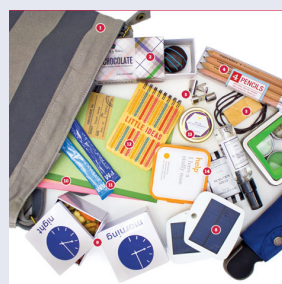
**\$1,600**



### Power Charging Packs

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 this opportunity.

**\$3,800**



### Attendee Seat Drop<sup>^</sup> - Day Two

Be sure to reach each attendee by including your companies marketing collateral on attendee chairs on Tuesday.

*Must be a Silver level sponsor or above to take advantage of this offering.*

**\$600**



### Tote Bags

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

*Includes one in-bag item*

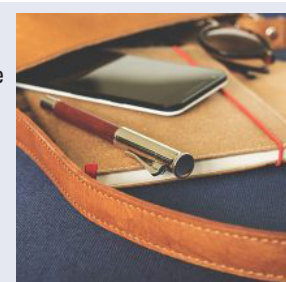
**\$3,500**

### In-Bag Flyer<sup>^</sup> - up to 8.5"x11"

Place a single page or small brochure in the tote bag! Sponsoring company will be responsible for providing the item.

*Must be a Bronze level sponsor or above to take advantage of this offering.*

**\$300**



### In-Bag Item<sup>^</sup> - larger than 8.5"x11"

Place a catalog, magazine or gift item in the tote bag. Sponsoring company will be responsible for providing the item.

*Must be a Bronze level sponsor or above to take advantage of this offering.*

**\$500**



### Event App Advertising

A variety of sponsorships are available on our mobile events app including a splash page (\$1,295) and rotating banner ads (\$295).

**\$295-\$1,295**

JUN 10 2019 → JUN 11 2019 | BELLEVUE, WA | 47°36'57.3"N 122°12'02.7"W

# SECURITY CONFERENCE

**SPONSORSHIP  
OPPORTUNITIES**

## SPONSORSHIP INVENTORY CONTINUED

### Monday Welcome Reception

The Welcome 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 provide branded napkins.*

**\$7,500**

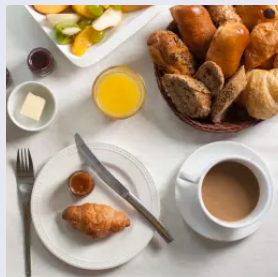


### Tuesday Continental Breakfast

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

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

**\$3,000**



### Tuesday Morning Break

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 provide branded napkins.*

**\$1,800**



### Tuesday Lunch

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.*

**\$5,000**



### 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 provide branded napkins.*

Available: Monday, Tuesday

**\$2,200**



## QUESTIONS? WE'RE HERE TO HELP!

If you have any questions or would like to start the process of securing a sponsorship opportunity, please contact our team!

*\*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.*

*^ Item must be approved prior to being distributed to avoid duplication.*

*All inventory is subject to availability.*

JUN 10 2019 → JUN 11 2019 | BELLEVUE, WA | 47°36'57.3"N 122°12'02.7"W

# SECURITY CONFERENCE

**SPONSORSHIP  
OPPORTUNITIES**