

SWAAAE Annual Conference

July 21-24, 2024 | 78th Annual Summer Conference

We look forward to seeing you at SWAAAE's 78th Annual Summer Conference in Sacramento, CA. This year, SWAAAE will celebrate 78 years of bringing a diverse group of innovative airport professionals together to discuss current events, challenges and opportunities in our industry. As you know, it takes amazing sponsors and exhibitors like you to help make this conference a reality. Our prospectus has opportunities for everyone, and we can't wait to see you in Sacramento where we **THEME HERE!**

Benefits include:

BRAND VISIBILITY

Exposure to more than 200 airport executives, industry professionals, & decision-makers attending the event

ACCESS

The largest and best network of airport professionals in the region

STAY UPDATED

Keep up with the latest trends, developments, & regulatory changes in the airport industry

PREMIER EXHIBITOR PLACEMENT

Valuable face-to-face and virtual networking and interaction with attendees

REGISTRATION

Register online at www.swaaae.org

SPONSOR QUESTIONS? CONTACT:

Laura O'Donnell
laura@swaaae.org
(480) 403-4604

EXHIBITOR QUESTIONS? CONTACT:

Natalee Mann
natalee@swaaae.org
(480) 403-4604



Please see the attached benefits and opportunities package for more information.

SWAAAE CONFERENCE STATS

Airport Attendees Include:

- **Managers**
- **Directors**
- **Operations**
- **Finance and Administration**
- **Planning and Development**
- **Environmental**
- **Information Technology**
- **Engineering**
- **Customer Service**
- **Ground Transportation**



220+

**Airport & Aviation
Professionals**



35+

**Airports in attendance,
along with members of
the FAA**

Survey Results Are In:

Networking is the top incentive for attendance for over 70% of conference attendees.

Over 80% of attendees plan to attend future SWAAAE Conferences year after year.



15+

Exhibitors

What does sponsoring mean to you?



In addition to a lot of great times, the main thing I get out of SWAAAE, and participating in the organization is a better understanding of the constraints, pressure, and Airport Authority's perspective on their needs so we can continue to support their projects and growth effectively.

-Michael D. Hill, Project Director

SPONSOR TIERS

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SPONSOR TIER	PLATINUM	GOLD	SILVER	BRONZE	COPPER
MINIMUM	\$3,500+	\$2,500+	\$1,250+	\$950+	\$450+
WEBSITE, MASTER DIGITAL DISPLAY AND POWERPOINT TEMPLATE, EMAIL BLASTS	LOGO	LOGO	LOGO	LOGO	LOGO
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 PRIOR + FINAL ROSTER POST CONFERENCE	14 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	12 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	7 DAYS PRIOR + FINAL ROSTER POST CONFERENCE	FINAL ROSTER POST CONFERENCE
PRESIDENT'S BANQUET	MENTION	MENTION	MENTION	MENTION	
BOARD MEETING AND DINNER	LOGO & MENTION	LOGO & MENTION	LOGO & MENTION		
POST BANQUET RECEPTION	LOGO	LOGO	LOGO		
CONFERENCE APP	LOGO	LOGO	LOGO		
COMPLIMENTARY REGISTRATION (IN PERSON OR VIRTUAL)	2	1			
AD IN MONTHLY MEMBER NEWSLETTER/ALERT	2	1			
GENERAL MEMBERSHIP MEETING	LOGO & MENTION	LOGO & MENTION			
60-SECOND VIDEO AD PLAYED DURING THE CONFERENCE AND UPLOADED TO APP	1	1			

GOLF OPPORTUNITIES

	AVAILABLE	TYPE	COST	DETAILS	BENEFITS
WELCOME BAG	1	IN-KIND	@COST	Sustainable/reusable tote with or without golf kit	Logo on bag
GOLF KIT	1	IN-KIND	@COST	Should Include: Sleeve of golf balls, sunscreen, tees, ball markers, etc.	Logo on kit
LONGEST DRIVE COMPETITION	1	CASH	\$225	Prize for male and female winner	Logo sign board on tee box
LONGEST PUTT COMPETITION	1	CASH	\$225	Competition on course: Longest green during normal play	Logo sign board on green
CLOSEST TO PIN COMPETITION	4	CASH	\$225	Prize for male and female winner	Logo sign board on green
INDIVIDUAL HOLE	18	CASH	\$175	First come, first served; choose a single hole	Logo sign board at individual hole
SNACK BOXES	1	CASH	\$800		Logo sticker on snack box
BEVERAGES	1	CASH	\$850		Logo on drink tickets

Golf sponsorships count towards conference tier sponsorship.

ATTENDEE RAFFLE PRIZES



Contact: Gladys Brown
gladys@yumaairport.com

We are looking for sought after items:

- Gift Cards
- iPad
- AirPods
- Food/Wine Baskets
- GoPro
- Airline Tickets
- Local Items Showcasing Your Airport, City or State

EVENT SPONSOR OPPORTUNITIES

ALL COUNT
TOWARD TIER
SPONSORSHIP

	AVAILABLE	COST	DETAILS	ASSURED TIER
WELCOME RECEPTION	1	\$4,000	Includes printed or 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.	PLATINUM
WELCOME RECEPTION BAR HOST	1	\$2,750	Includes table tent display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information.	GOLD
MONDAY NIGHT SOCIAL EVENT	1	\$4,000	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	PLATINUM
MONDAY NIGHT SOCIAL EVENT BAR HOST	1	\$2,750	Table tents and drink tickets 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.	GOLD
PRESIDENT'S BANQUET COCKTAIL RECEPTION	1	\$3,500	Includes digital display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information.	PLATINUM
PRESIDENT'S BANQUET	1	\$4,250	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.	PLATINUM
POST BANQUET RECEPTION	1	\$2,000	Includes printed display, branded drink tickets and underwriting, on first come basis, can be a team of sponsors. Call for more information. Sponsor is eligible to provide additional displays.	SILVER
SPONSORED BREAK	4	\$1,250	Includes printed or 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.	SILVER
WINDOW CLING SIGNAGE SPONSOR	4	\$1,500	Greet attendees and advertise your company with custom branded window cling signage throughout the conference. Call for more information and photo examples.	SILVER
NEW ATTENDEE MEET AND GREET	1	\$1,000	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	BRONZE
EVENING EVENT TRANSPORTATION	1	\$2,500	Includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Call for more information.	GOLD
LEADERSHIP DEVELOPEMNT WORKSHOP	2	\$2,000	Sunday workshop, includes printed or digital display and underwriting, on first come basis, can be a team of sponsors. Includes one complimentary workshop registration Call for more information.	SILVER
PROFESSIONAL HEADSHOTS BOOTH	2	\$4,500	Located near exhibits, the headshot booth consistently attracts engaged attendee traffic (one sponsorship available per day). Booth branded with company logo; sponsor rep can network during photos. Instant headshots.	PLATINUM

CONTRIBUTOR OPPORTUNITIES

	AVAILABLE	COST	DETAILS <i>All count toward tier status.</i>
CONFERENCE WINE/CORKAGE	1	@COST	Value applied towards tier status. Sponsor to provide wine labels.
WELCOME RECEPTION TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
MONDAY NIGHT SOCIAL EVENT TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
BANQUET TABLE CENTERPIECES	1	IN-KIND	Value applied towards tier status.
WI-FI HOST	1	\$2,750	Logo recognition, branded landing page. Assured GOLD tier.
CONFERENCE APP	1	\$2,750	Named conference app sponsor; app branding. Assured GOLD tier.
LANYARDS	1	@COST	Lanyard may include sponsor logo. Minimum BRONZE Sponsorship required. (+cost)
PRINTING/BOARDS	1	@COST	Value applied towards tier status. Recognition throughout the conference as design contributor.
ATTENDEE GIFT	3	\$1,250	Logo recognition on gift given to all attendees, up to three sponsors. Single sponsor may purchase exclusive rights for \$3,600. Assured SILVER tier.
GENERAL SESSION SPONSOR	3	\$2,000	Opportunity to introduce moderator and speakers and present a one-minute elevator speech on your company. Assured SILVER tier.
SPLIT SESSION SPONSOR	8	\$1,500	Opportunity to introduce split session moderators/speakers and present a one-minute elevator speech on your company. Assured SILVER tier.

EXHIBITOR OPPORTUNITIES | \$1,500

BENEFITS:

- In-person exhibit space (6' table)
 - Exhibit space includes refreshment breaks and breakfast tables, allowing for exposure to maximum traffic throughout the conference. Attendee giveaways are also hosted in the exhibit space.
- Printed attendee roster at table
- Acknowledgement on the conference app
- Receive electronic conference roster 10 days prior and final roster post conference
- Lead generation via the conference app
- One complimentary in-person full conference registration (additional booth staff may register at a discounted rate)
- Placement on exhibitor bingo card, incentivizing attendees to visit your booth

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EXHIBIT FLOORPLAN

