



2021

EVENT PROSPECTUS





Aviation Colleagues,

To say 2020 was a challenging year for all of us is an understatement. Among those challenges, ever-changing public health regulations on the national, state, and local levels forced AOPA to drastically change our event plans and strategy. And, as these guidelines are having some lasting impact, it's still vital that we continue to interact with our important business associates in the best way possible. Nothing beats seeing each other in person.

We've talked to many of you and we've done a lot of thinking about what makes sense for the coming year, and how we can successfully work with our exhibitors and sponsors through a smart and safe event strategy. It's vital that we give you the best possible means to showcase your valued products and services.

To that end, the team here has developed a unique plan for AOPA events in 2021 to meet these primary objectives: enabling the important connection the industry has with pilots and aircraft owners, and celebrating the community of general aviation—the special people and experiences that make flying so much a part of our lives.

By taking this approach, we hope to provide you with an opportunity to effectively interact with the aviation community, and do so in a way that keeps everyone safe.

Yes, this is a new direction, but one we're excited about. Come join us!

Blue Skies,

**Mark Baker**  
*President, AOPA*





INTRODUCING



# AVIATOR SHOWCASES





# AVIATOR SHOWCASES

The Aviator Showcases are single-day, focused sales events designed to connect the general aviation industry with “in-the-market” pilots, current aircraft owners, and prospective buyers.

AOPA will host two Aviator Showcase events at airports in major markets easily accessible by both car and air. Each event will be organized around a large central on-ramp Exhibit Hall with an adjacent, attractive outdoor Aircraft Display. A single-track of high-quality seminars will offer content exclusively related to aircraft ownership, technology demonstrations, and product presentations from event sponsors.

The Aviator Showcase events will be marketed to a uniquely qualified audience of the most engaged pilots. By promoting the Aviator Showcase events to those most likely to buy, we will offer a safe and effective onsite marketplace that is easily scalable to meet the realities and opportunities in the year ahead. All attendees will pay a \$20 entrance fee and will come expecting a high-quality in-person buying experience with the industry’s leading subject matter experts.



**2 single-day events**



**Face-to-face interaction with a uniquely qualified audience**



**Major metro markets**



**1,000 attendees\***

*\*Scalable based on state and local allowances at time of show*





SUPPORT  
SOMETHING  
THEY CARE  
DEEPLY  
ABOUT – THE  
FREEDOM  
TO FLY!

# SPONSORSHIP OPPORTUNITIES

As an official sponsor, you will receive the benefit of AOPA's extensive pre- and post-marketing efforts, letting our highly engaged audience of nearly 700,000 monthly online visitors know you support something they care deeply about—the freedom to fly!

The 2021 AOPA events will enjoy wall-to-wall editorial coverage, email marketing, social media outreach, and more creating top-of-mind awareness among the world's largest pilot community.

Explore our menu of sponsorship offerings, attractively priced for the 2021 aviation event season. If you don't see an opportunity that captures all of your needs, please contact our team to discuss options for a customized sponsorship package.



# PACKAGES | AVIATOR SHOWCASES

## SHOWCASE PLATINUM PACKAGE | \$7,500 per Showcase

At our highest level, Platinum sponsorship includes premium exhibitor benefits, seminar speaking opportunities, and prominent brand exposure throughout pre- and post-event marketing campaigns as well as on-site branding on lanyards, bottled water, program guides, and more. As an added benefit for 2021, you will also receive AOPA Media digital advertising benefits!

### PREMIUM BENEFITS

- Unlimited aircraft on display
- Up to a 10x20 Exhibit Hall Booth
- Seminar speaking opportunity
- Pre-event marketing through editorial, email, and social media campaigns
- Prominent on-site brand exposure and logo placement
- Full-page ad in the event program guide
- Activation opportunities for lead generation
- Assistance with coordination of off-site customer events (optional)

### PRE-EVENT AND ON-SITE BENEFITS

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo on event banners, program guide, volunteer t-shirts
- Banner-ups or bowheads in seminar area or main gate

### AOPA MEDIA DIGITAL ADVERTISING BENEFITS\*

- AOPA Travel Pilot eNewsletter (728x90 body leaderboard) | **2 insertions**
- AOPA.org (300x250 banner) | **1 month | 30,000 impressions**
- AOPA App (320x50 in-line banner & 728x90 persistent footer) | **1 month | 10,000 impressions**
- AOPA Airport Directory (728x90 in-line banner) | **1 year**

*\*AOPA Media digital advertising benefits can be exercised anytime in 2021*



## SHOWCASE GOLD PACKAGE | \$5,000 per Showcase

Gold sponsorship includes premium exhibitor benefits, prominent brand exposure throughout pre-event marketing campaigns, as well as on-site recognition through signage, program guides, and more. As an added benefit for 2021, you will also receive AOPA Media digital advertising benefits!

### PREMIUM BENEFITS

- Up to 3 spaces in the Aircraft Display
- 10x10 Exhibit Hall Booth
- Pre-event marketing through editorial mentions and email campaigns
- Half-page ad in event program guide
- Assistance with coordination of off-site customer events (optional)

### PRE-EVENT AND ON-SITE BENEFITS

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo placement on event banners, program guide, volunteer t-shirts
- Banner-ups or bowheads in seminar area or main gate

### AOPA MEDIA DIGITAL ADVERTISING BENEFITS\*

- AOPA.org (300x250 banner) **1 month | 20,000 impressions**
- AOPA App (320x50 in-line banner & 728x90 persistent footer) **1 month | 7,500 impressions**
- AOPA Airport Directory (728x90 in-line banner) **1 year**

*\*AOPA Media digital advertising benefits can be exercised anytime in 2021*

## SHOWCASE SILVER PACKAGE | \$3,500 per Showcase

Silver-level sponsors will receive aircraft display exhibit options, brand exposure through pre-event marketing campaigns, and on-site recognition through signage, program guides, and more. As an added benefit for 2021, you will also receive select digital advertising benefits!

### PREMIUM BENEFITS

- Up to 2 spaces in the Aircraft Display
- Quarter-page ad in event program guide

### PRE-EVENT AND ON-SITE BENEFITS

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo placement on event banners, program guide, volunteer t-shirts

### AOPA MEDIA DIGITAL ADVERTISING BENEFITS\*

- AOPA App (320x50 in-line banner & 728x90 persistent footer) **1 month | 5,000 impressions**
- AOPA Airport Directory (728x90 in-line banner) **1 year**

*\*AOPA Media digital advertising benefits can be exercised anytime in 2021*



## SHOWCASE BRONZE PACKAGE | \$1,500 per Showcase

Bronze-level sponsorship will provide an opportunity for added brand exposure through a combination of pre-event marketing, on-site recognition, and select AOPA Media digital advertising benefits.

### PRE-EVENT AND ON-SITE BENEFITS

- Inclusion in pre-event marketing messaging
- Logo placement on event signage
- Company name in program guide and on volunteer t-shirt

### AOPA MEDIA DIGITAL ADVERTISING BENEFITS\*

- AOPA Airport Directory (728x90 in-line banner) | 1 year

*\*AOPA Media digital advertising benefits can be exercised anytime in 2021*





# SPONSORSHIP BENEFITS | AVIATOR SHOWCASE

## EXHIBIT OPPORTUNITY

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
Aircraft on Display	Unlimited	3	2	
Indoor Exhibit Hall Booth	10'x20'	10'x10'		

## PRE-EVENT MARKETING

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
Showcase Promotion Email Campaign: Company Logo / hotlink	x			
Social Media Showcase Posting: Company Mention	x			
Editorial: Logo in <i>AOPA Pilot</i> Magazine / eMedia Stories on Showcase	x			
Editorial: Company Mention in print and eMedia articles on Showcase	x	x		
AOPA 2021 Event Website: Company logo / hotlink	x	x	x	
Showcase Promotion Email Campaign: Company mention	x	x	x	x
AOPA 2021 Event Website: Company Mention	x	x	x	x

## ON SITE BENEFITS

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
Brand on Event Lanyard @ Showcase	x			
Logo on bottled water @ Showcase	x			
Video commercial on stage (sponsor supplied)	x			
Seminar speaking opportunity	x			
Advance lead-generation attendee contact information	x	x		
Banner ups in seminar space (sponsor supplied)	x	x		
Bowheads at main gate (sponsor supplied)	x	x		
Assistance with coordination of off-site hosted social events	x	x		
Ad in Program Guide	Full Page (5x8)	1/2 Page (5x4)	1/4 Page (2.45x4)	
Logo on Volunteer T-Shirt	x	x	x	
Logo in Program Guide / Flyer	x	x	x	
Logo in Sponsor Group on screen	x	x	x	x
Logo in Sponsor Group on banners	x	x	x	x
Show special info on Program Guide & Signage	x	x	x	x
Name on Volunteer T-shirt				x
Name on Logo soup on screen				x
Name on logo soup banner				x
Name in Program Guide / Flyer				x

## DIGITAL ADVERTISING BENEFITS WITH AOPA

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
2 Insertions Advertisement in AOPA Travel Pilot 728x90	\$700 value			
1 Month Advertisement on AOPA.org 300x250	\$1,080 value	\$720 value		
1 Month Advertisement AOPA App 320x50 & 728x90	\$500 value	\$375 value	\$250 value	
1 Year Advertisement in AOPA Airport Directory 728x90	\$500 value	\$500 value	\$500 value	\$500 value





CONNECT  
WITH AN  
AUDIENCE  
OF HIGHLY  
QUALIFIED  
ATTENDEES

# EXHIBIT OPPORTUNITIES

## AVIATOR SHOWCASES

Showcase exhibitors will connect with an audience of highly qualified attendees in an airport environment with convention style, pipe-and-drape booths in a large hangar with aircraft conveniently displayed nearby on a prime location of the ramp.

## AIRCRAFT DISPLAY

SINGLE ENGINE	MULTI-ENGINE	TURBINE	MOBILE DISPLAY UNIT
\$600	\$700	\$800	\$1,100

## AIRCRAFT AND MOBILE DISPLAY ADD-ONS

POWER CONNECTION AIRCRAFT AND MOBILE DISPLAY*	10x10 POP-UP TENT	HIGH-TOP COCKTAIL ROUND TABLE	STOOLS
\$150	\$125	\$35	\$20

*115v-15amp connection; one aircraft or mobile unit per connection*

## EXHIBIT HALL

Each booth includes one 6-foot or 8-foot covered table, two chairs, and one 115v-15amp electrical connection. All exhibitors will be listed on the event website, interactive floorplan, and Program Guide.

For inclusion in exhibitor listings, spaces must be confirmed at least 1 week prior to event for inclusion in website lists, and 3 weeks prior to event for Program Guide.

5x10* BOOTH	10x10 BOOTH	5x20* BOOTH	10x20 BOOTH
\$600	\$1,000	\$1,100	\$1,800

*\*5x10 and 5x20 Booths are 5 feet in depth and either 10 or 20 feet wide and will be placed along perimeter wall(s) of the Exhibit Hall. Availability will be limited based on individual floorplans.*

## EXHIBIT HALL ADD-ONS | Additional Table (6' or 8'): \$35

## MATERIAL HANDLING

Secure and schedule delivery and/or pick-up with your carrier of choice during specified timeframes and we'll take care of the rest! Inbound shipments will be placed in your display area prior to set-up, and outbound shipments will be taken from your display area after tear-down.

PALLET	LOOSE SHIPMENT
\$195	\$95

*\*One loose shipment is less than a pallet-sized collection of loose boxes, cases, etc.*



**SET-UP/ARRIVALS | Thursday 9 am-4 pm**

**EXHIBIT HOURS | Friday 9 am-4 pm**

**TEAR-DOWN/DEPARTURES | Friday after 4 pm**

### **EXHIBITOR PLACEMENT**

- Exhibitor placement requests will be accommodated as able, although final placement will be at the discretion of the event staff.
- In cases where multiple aircraft intend to be placed together, please coordinate arrivals to the display ramp at the same time.
- Aircraft arriving outside of published arrival times should contact the FBO to be parked on their ramp, and then tugged or taxied to the Aircraft Display during scheduled arrival times.

### **EXHIBIT REQUIREMENTS**

- Ala carte exhibit options are only available at Showcase events.
- Booth furnishings, displays, equipment, etc. must fit within the lateral confines of your booth or designated ramp area, and may not interfere with adjacent booth spaces.

### **CANCELLATION POLICIES**

- If an Aviator Showcase is cancelled due to COVID-19 conditions, then applicable exhibitor or sponsorship fees will be fully refunded, with no cancellation fees.
- A 25% cancellation fee will be charged for cancellations received 30 days or more prior to the event date.
- No refunds will be provided for cancellations received within 30 days of the respective event, unless the cancelled space is resold. If resold, a 25% cancellation fee and the difference between the original sale price and resold sale price will be charged.
- All cancellations are required to be made in writing for any applicable refund to be processed.



## CONTACT US:

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