

# 2017 AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM

Nov. 6-7, 2017

## SPONSORSHIP & EXHIBITOR OPPORTUNITIES



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### WHEN & WHERE?

NOV. 6-7, 2017

American Airlines  
C.R. Smith Museum  
Fort Worth, TX

### BE AN AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM SPONSOR OR EXHIBITOR

- Interest in aviation STEM education is growing, get to know the leaders in the field
- High schools are searching for resources, and the symposium is the first place they look
- Be part of the only event with national reach specific to aviation education
- Meet hundreds of teachers, administrators, and other education leaders from around the country

### NEW FOR 2017 - EXPANDED TO TWO DAYS

2016 participants told us they wanted more time to learn and connect. We listened!

The High School Aviation STEM Symposium is now TWO DAYS!

The 2016 symposium grew more than 25 percent from the first year, and we are expecting even more attendees this year. Each week, AOPA hears from high schools that have aviation STEM programs or are looking to start them. In many schools, these programs are still developing, and educators want to connect with companies and organizations that understand the aviation industry.

AOPA's symposium is the only high school event that specifically targets aviation and aerospace educators. These educators are leaders and advocates for their programs in their schools and communities. Their excitement about aviation and eagerness to learn from each other creates an energized atmosphere you'll find nowhere else!

### WHAT PEOPLE SAID ABOUT THE 2016 AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM:

"I am so grateful that the AOPA has taken on this mission. As an educator in a specialized field it is so easy to feel like an island. This support is so helpful to our instructor, our school, and therefore our students and community. Thank you!"

**93% of participants said the 2016 symposium met or exceeded their expectations.**

"...this was honestly an amazing experience. I wish it could have gone on for longer. I learned an incredible amount, and I am so happy that AOPA is helping us make these programs what they can be. We couldn't do it without you!"

"This conference was one of the best I have attended in my entire career. This team did an outstanding job of pulling this together... One of the biggest benefits was the chance to meet and talk to each other..."



HIGH SCHOOLS  
POWERED BY AOPA



# SPONSORSHIP OPPORTUNITIES

## 2017 AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM

The 2017 AOPA High School Aviation STEM Symposium offers many opportunities to reach an actively engaged education audience. Be a part of this exceptional marketing opportunity, supported by prominent coverage in AOPA's leading communication channels and within education circles.



### ~~1. Presenting Sponsor | \$20,000~~ *SOLD*

- Our highest-profile opportunity, the presenting sponsor's name will appear when the event is mentioned online, in advertising, in social media, on signage and more!
- Logo included in pre-event, on-site, and post-event marketing and promotions
- High-profile speaking opportunity during the opening general session
- Three complimentary symposium registrations
- Full-page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo on event signage, including table tents
- Logo and company profile prominently placed in the program guide and on symposium webpages on AOPA.org
- Opportunity to place promotional items in the attendee welcome bags

### 2. Evening Reception Sponsor | \$10,000

**Monday, Nov. 6**

- Speaking opportunity at evening reception
- Prominent onsite signage during evening reception
- Two complimentary symposium registrations
- Half-page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo and company profile prominently placed in the program guide and on symposium webpages on AOPA.org
- Opportunity to place promotional items in the attendee welcome bags
- Logo on table tent signage

### 3. Breakfast and/or Lunch Sponsor

**\$6,000 each meal event; \$10,000 for 2**

**Monday, Nov. 6 | Breakfast or ~~Lunch~~ *SOLD***

**Tuesday, Nov. 7 | Breakfast or Lunch**

- On-stage recognition before meals
- Prominent onsite signage during breakfast/lunch
- One complimentary symposium registration; two registrations if sponsoring more than one meal
- Half-page color advertisement in the program guide
- Logo and company profile prominently placed in the program guide and on symposium webpages on AOPA.org
- Opportunity to place promotional items in the attendee welcome bags
- Logo on table tent signage

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### ~~4. Breakout Room Sponsor | \$4,000~~ *SOLD*

Monday, Nov. 6 & Tuesday, Nov. 7

- Prominent signage in breakout rooms for both days
- Opportunity to place promotional items or brochures in breakout rooms
- One complimentary symposium registration
- Logo and company profile prominently placed in the program guide and on symposium webpages on AOPA.org
- Logo on table tent signage

### ~~5. Lanyard Sponsor | \$2,500~~ *SOLD*

- Logo placed on name badge lanyard provided to all attendees
- Logo and company profile placed in the program guide and on the official symposium webpages on AOPA.org
- Logo on table tent signage

### ~~6. Notepad Sponsor | \$2,500~~ *SOLD*

- Logo placed on notepad provided to all attendees
- Logo and company profile placed in the program guide and on symposium webpages on AOPA.org
- Logo on table tent signage

### ~~7. Tote Bag Sponsor | \$2,500~~ *SOLD*

- Logo placed on the tote bag provided to all attendees
- Logo and company profile placed in the program guide and on symposium webpages on AOPA.org
- Logo on table tent signage

### ~~8. Program Guide Sponsor | \$1,000~~ *SOLD*

- Logo placed on the cover of the program guide
- Logo and company profile placed in the program guide and on the official symposium webpages on AOPA.org
- Logo on table tent signage

### ~~9. Pen Sponsor | \$1,000~~ *SOLD*

- Logo placed on the pens provided to all attendees
- Logo and company profile placed in the program guide and on the official symposium webpages on AOPA.org
- Logo on table tent signage



# EXHIBITOR OPPORTUNITIES

## 2017 AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM

For the first time, AOPA is offering indoor, convention-style booths that will allow you to meet hundreds of educators in need of aviation materials and resources.

### 10'x10' Booth - \$250

**\*\$200 non-profit, government**

### Each 10'x10' booth includes:

- 8' covered table
- Two chairs
- One electrical connection
- Exhibiting organization's name and web link listed on the official symposium webpages
- Exhibiting organization's name and description listed in the program guide

### Set-up

**4:00 – 6:00 pm Sunday**

**7:00 – 9:30 am Monday**

### Exhibit Hall Hours

**Nov. 6 & Nov. 7: TBD**

### Tear-down

**After 2:00pm on Tuesday, November 7**

**\*tear-down prior to 2pm will not be permitted**

### Shipping

Exhibitors can ship their booth materials directly to Shane Melvin at the museum using the following information:

CR Smith Museum  
Attn: Shane Melvin  
HOLD for AOPA event  
4601 Hwy 360 @ FAA Road  
Ft. Worth, TX 76155

### NEXT STEPS

For more information, contact

**[hs@aopa.org](mailto:hs@aopa.org)**