

2019 AOPA FLY-INS



SPONSORSHIP & EXHIBITOR PROSPECTUS

Two days to connect with your customers
in their favorite environment

2019 AOPA Fly-Ins

In celebration of its 80th Anniversary, AOPA will host three grand two-day fly-ins for 2019.

Be a part of the event series that delivers exhibitors and sponsors to the backyards of thousands of pilots and aircraft owners who are eager to see, learn, and buy. Building on five years of record-setting success, the 2019 AOPA Fly-Ins will feature expanded exhibit hours, seminars, special events, and sponsorship opportunities. Don't miss these opportunities to reach the buyers and joiners that are looking to meet with you.



WHY YOU SHOULD BE AN AOPA FLY-IN EXHIBITOR

THOUSANDS OF ATTENDEES WHO REPRESENT YOUR TARGET MARKET

NEARLY 6,000 AVERAGE ATTENDANCE at 2018 AOPA Fly-Ins

HIGHLY QUALIFIED AUDIENCE – OUR ATTENDEES ARE PILOTS AND OWNERS WHO ARE EAGER TO LEARN AND BUY

2/3 OF PRIVATE PILOTS in the US are AOPA Members

\$1.6M AVERAGE NET WORTH of AOPA Members

86% OF GA AIRPLANES are owned by AOPA Members

OVER 70% OF ATTENDEES made an onsite purchase or plan to purchase from an AOPA Fly-In exhibitor

OUR ATTENDEES WANT TO SPEAK WITH YOU

NEARLY 70% OF ATTENDEES

engaged in a helpful discussion with an exhibitor and left with literature

Sponsorship Opportunities

More Than 10 Million Impressions

AOPA supports the fly-in series with wall-to-wall editorial coverage, paid media, email marketing, social media outreach, and more. The result is top-of-mind awareness among the world's largest association of pilots. As an official sponsor, you can be assured that you will receive the benefit of AOPA's extensive marketing efforts, letting our highly engaged audience know you support something they care deeply about – the freedom to fly!

AVAILABLE SPONSORSHIPS:

\$25,000

Fly-In Presenting Sponsor

Our highest-profile opportunity, the presenting sponsor will receive unrivaled on-site presence, customized activation opportunities to meet your objectives, and nationwide recognition including editorial coverage, social media promotion, online advertising, event signage, and Sponsor's logo on the cover of AOPA Pilot magazine's regional edition.

\$15,000

Barnstormers Party Presenting Sponsor – SOLD FOR 2019

Exclusive opportunity to be presenting sponsor of the largest attended fly-in component

\$10,000

STOL Invitational Presenting Sponsor – NEW!!!

Exclusive opportunity to be presenting sponsor of crowd favorite STOL demonstration and related seminars, includes highest level of pre- & post-event coverage and onsite signage, and option to provide aircraft/pilot for STOL demonstration, sales demo flights, and aircraft display

\$5,000

STOL Invitational Supporting Sponsor – NEW!!!

High-visibility opportunity for onsite STOL demonstration signage and option to participate with aircraft/pilot in STOL demonstration, sales demo flights, and aircraft display

Pavilion Title Sponsor

Education programming will be presented within large anchor pavilions. Each major pavilion will be a central organizing feature, housing large-format sessions throughout two full days of continuous programming

Aircraft Sellers Corral – SOLD FOR 2019

Exclusive opportunity to be title sponsor of the Aircraft Sellers Corral

Exhibit Hall Happy Hour

Exclusive opportunity to be title sponsor of the high-profile Friday Exhibit Hall opening

\$3,000

Charging Stations

Exclusive opportunity to provide high-visibility cell phone charging for attendees

Welcome Tent

Exclusive opportunity to host show entry points to greet all fly-in attendees

Camping Hospitality Tent

Exclusive opportunity to host high-visibility hospitality tent for on-field camping areas as provider of resources, including private seating, electrical hook-ups, and food and refreshments for campers

Volunteer Hospitality Tent

Exclusive opportunity to host volunteers as provider of volunteer support resources, including private seating, electrical hook-ups, and food and refreshments for volunteers

Kids Zone

Exclusive opportunity to host a high-visibility children's programming area

Exhibitor Hospitality Suite

Exclusive opportunity to host exhibitors as provider of exhibitor support resources, including private seating/lounge, electrical hook-ups, private restrooms, and food and refreshments for exhibitors

\$2,000

Program Guide

Exclusive opportunity to sponsor official resource guide for the two-day event, including map, schedule, and important information

Ice Cream Social

Exclusive opportunity to be presenting sponsor of free ice cream social at a high-profile location at the fly-in

Passport Contest

Exclusive opportunity to host a high-visibility contest drawing during Pilot Town Hall with AOPA President Mark Baker

Farthest Flight Contest

Exclusive opportunity to host a high-visibility contest during Pilot Town Hall with AOPA President Mark Baker

Sling Backpack

Exclusive opportunity to distribute a high-visibility tote bag at exhibits, AOPA Village, and welcome entry points

Pilot Information Packet

Exclusive opportunity to sponsor high-visibility official flight procedures guide for pilots attending the fly-in

Golf Carts / Ground Transportation Shuttles

Exclusive opportunity to sponsor high-visibility ground transportation vehicles for on-field shuttles

Auto Dealer Showcase

Exclusive opportunity to host an outdoor display area, up to 1,500 sq.ft., for automobile display and sales

\$1,000 - \$250

Hometown Sponsor

High-visibility opportunity to sponsor event resources as in-kind trades or cash donations

Indoor Exhibits

EXHIBIT HALL

Connect with attendees in a turnkey, convention-style, pipe and drape booth, located in a large structure tent.

EACH 10' X 10' BOOTH INCLUDES, AT NO ADDITIONAL COST:

- **6' or 8' covered table** (two for 10' x 20' booth)
- **Two chairs** (four for 10' x 20' booth)
- **One 115v-15amp electrical connection** (two for 10' x 20' booth)
- **Trash can**
- **Customized exhibitor name placard**
- **Wireless internet access** (complimentary internet access will be provided to exhibitors in the Exhibit Hall at locations with network infrastructure adequate to construct a wireless network)
- **Exhibitor name and hyperlink listed on AOPA.org event page¹**
- **Exhibitor name, description, and hyperlink on AOPA.org event page floor plan**
- **Exhibitor name on floor plan map, located in the Exhibit Hall**
- **Exhibitor name listed in Program Guide²**

10' X 10' BOOTH **\$900**
(non-profit, government agency, academic institution³) **\$500**

10' X 20' BOOTH **\$1,700**
(non-profit, government agency, academic institution³) **\$950**

PREMIUM CORNER BOOTH **ADD \$50**

SET-UP / ARRIVALS:

THU. 9:00 a.m. to 5:00 p.m.

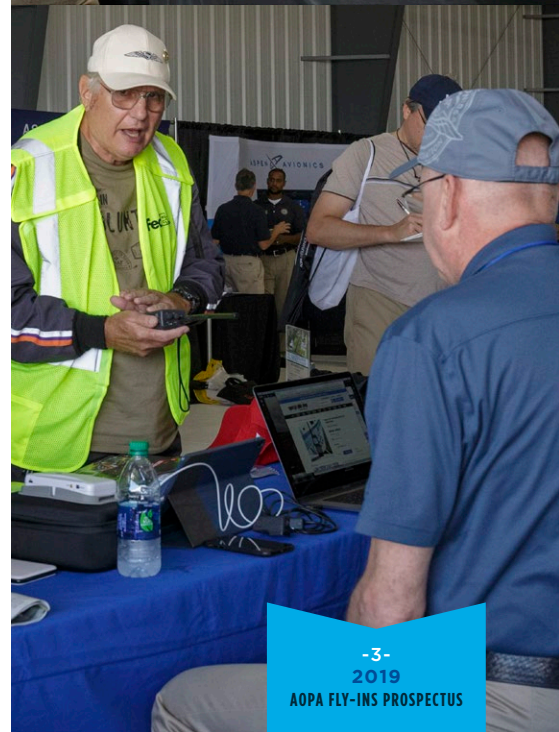
EXHIBIT HOURS:

FRI. 9:00 a.m. to 5:00 p.m.

SAT. 9:00 a.m. to 4:00 p.m.

TEAR-DOWN HOURS:

SAT. after 4:00 p.m.



¹ For exhibit spaces confirmed at least 1 week prior to the event. ² For exhibit spaces confirmed at least 3 weeks prior to the event. ³ To qualify for non-profit, government, and academic rates, proof of tax-exempt status may be required.

Outdoor Exhibits

AIRCRAFT DISPLAY

Show off your aircraft as the focus or backdrop of an outdoor exhibit space, located in a prime location on the ramp.

| | |
|---|--------------|
| SINGLE-ENGINE | \$550 |
| (Light-Sport Category) | \$400 |
| (Non-Profit, Government, Academic ³)..... | \$275 |

| | |
|---|--------------|
| MULTI-ENGINE | \$625 |
| (Non-Profit, Government, Academic ³)..... | \$275 |

| | |
|-------------------------------------|-------------|
| DEMONSTRATION AIRCRAFT | FREE |
|-------------------------------------|-------------|

With each paid display aircraft, exhibitors are allowed one demonstration aircraft at no charge. Demonstration aircraft are located separately from the Aircraft Display ramp for flights with qualified buyers. Display aircraft cannot be used as demonstration aircraft.

| | |
|-----------------------------------|--------------|
| FURNITURE SET RENTAL | \$100 |
|-----------------------------------|--------------|

Includes patio-style round table, umbrella, and four chairs

| | |
|--|--------------|
| AIRCRAFT POWER CONNECTION | \$100 |
|--|--------------|

115v-15amp connection; one aircraft per connection

MOBILE DISPLAY UNIT

Place your general aviation-related mobile sales truck or trailer on the Aircraft Display ramp (includes one 115v, 15amp power connection).

| | |
|---|----------------|
| MOBILE DISPLAY UNIT | \$1,000 |
| (Non-Profit, Government, Academic ³)..... | \$700 |

AIRCRAFT DISPLAY AND MOBILE DISPLAY UNIT EXHIBITORS RECEIVE, AT NO ADDITIONAL COST:

- Exhibitor name and hyperlink listed on AOPA.org event page¹
- Exhibitor name listed in Program Guide²

SET-UP / ARRIVALS:

THU. 9:00 a.m. to 5:00 p.m.

EXHIBIT HOURS:

FRI. 9:00 a.m. to 5:00 p.m.

SAT. 9:00 a.m. to 4:00 p.m.

TEAR-DOWN / DEPARTURES:

SAT. after 4:00 p.m.

PLACEMENT

The Aircraft Display will be built as aircraft arrive. Exhibitor placement requests will be accommodated as able, though final placements will be at the discretion of the event staff. Multiple aircraft intended to be displayed together must arrive at the Aircraft Display ramp at the same time.

Aircraft arriving outside of published arrival procedures will be required to park in a designated holding area and taxied/tugged to the Aircraft Display during scheduled arrival times, per the discretion of event and/or FBO staff.



¹ For exhibit spaces confirmed at least 1 week prior to the event. ² For exhibit spaces confirmed at least 3 weeks prior to the event. ³ To qualify for non-profit, government, and academic rates, proof of tax-exempt status may be required.

Additional Exhibitor Services, Requirements & Policies

MATERIAL HANDLING

FOR EXHIBITORS SHIPPING MATERIALS TO OR FROM A FLY-IN, WE CAN HELP. HERE'S HOW IT WORKS:

1. Exhibitors secure and schedule delivery and/or pick-up during specified timeframes with carrier of choice.
2. We take care of the rest, including:
 - Pre-event material receiving and storage
 - Materials delivered to exhibit space prior to set-up
 - Materials picked up from exhibit space after tear-down
 - Post-event holding and storage for pick up

PER PALLET \$195

PER LOOSE SHIPMENT \$95

One loose shipment equals a pallet-sized amount of loose boxes, cases, etc.

DOCUMENTATION REQUIREMENTS

All aircraft exhibitors will be required to provide a Certificate of Insurance, to include entities to be named additional insured, as required per each event.

INDOOR EXHIBIT REQUIREMENTS

- Booth furnishings, displays, equipment, etc. must fit within the lateral confines of the booth space, not to exceed 10' in height, and may not interfere with adjacent booth spaces.
- Sounds may not be louder than a conversational level.
- Booths may not be sublet or shared.

OUTDOOR EXHIBIT REQUIREMENTS

- Booth furnishings, displays, demo equipment, etc. must fit reasonably within the lateral confines of the aircraft footprint and may not interfere with adjacent display spaces.
- Sounds may not be louder than a conversational level.
- Displays may not be sublet or shared.

CANCELLATION POLICIES

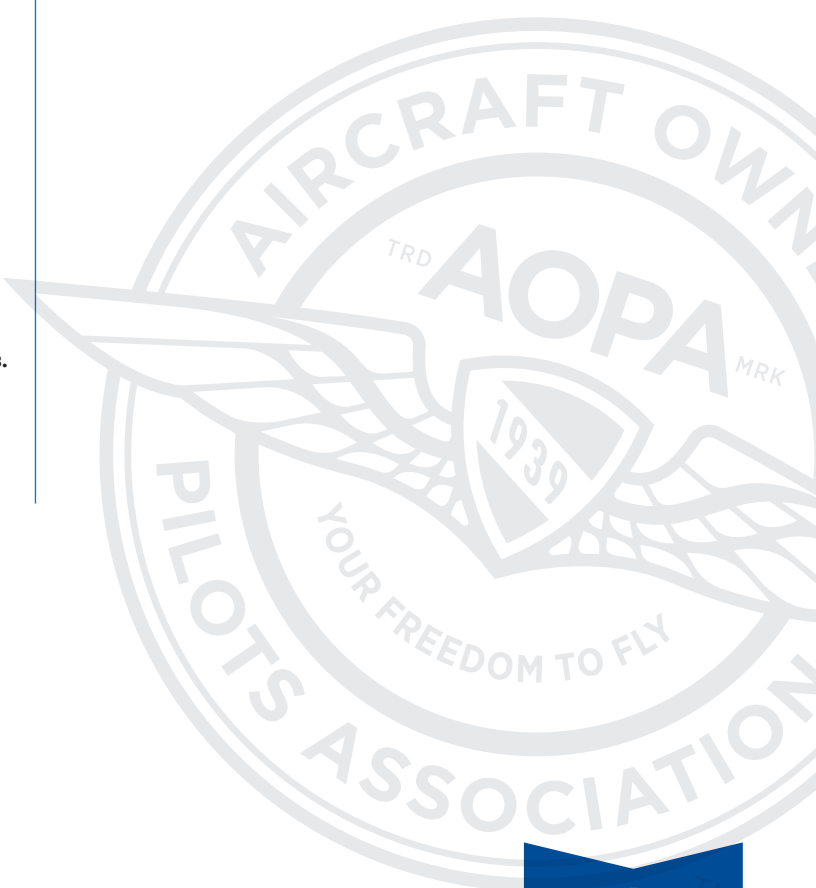
ALL CANCELLATIONS ARE REQUIRED TO BE MADE IN WRITING FOR ANY APPLICABLE REFUND TO BE PROCESSED.

INDOOR EXHIBITS

- A 25% cancellation fee will be charged for cancellations received 30 days or more prior to the respective fly-in.
- No refunds will be provided for cancellations received within 30 days of respective fly-in, unless the cancelled booth space is resold. If resold, a 25% cancellation fee and the difference between the original sale price and resold sale price will be charged.

OUTDOOR EXHIBITS

- A 25% cancellation fee will be charged for cancellations received 30 days or more prior to the respective fly-in.
- No refunds will be provided for cancellations received within 30 days, unless the cancellation is due to a safety of flight issue or an airspace restriction, in which case either a 25% cancellation fee will be charged or the fees to exhibit can be applied to a future 2019 AOPA Fly-In.



Put Your Marketing Plan Into Action

Turn to the experienced representatives at AOPA who can combine AOPA member research with their unique ability to integrate marketing across our array of channels. They'll take your marketing plan and put it into action you can measure.

AOPA has additional year-round opportunities that leverage the many events, initiatives, and nationwide programming our members enjoy. Let AOPA develop unique and creative ways to link your brand to compelling aviation experiences, including corporate sponsorship programs. Our wide range of customizable opportunities include live and online educational seminars and regional events, as well as online apps, products, and other features.

CONTACT

SPONSORSHIPS:

KARLA SMITH

AVIATION EVENT PLANNER

Karla.Smith@aopa.org

301-695-2161

EXHIBIT HALL BOOTHS, AIRCRAFT DISPLAYS & ADVERTISING:

DAN JUSTMAN

SR. ACCOUNT EXECUTIVE, ADVERTISING & EXHIBITS

Dan.Justman@aopa.org

301-695-2182

