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## 2018 AOPA FLY-INS SPONSORSHIP & EXHIBITOR PROSPECTUS

Two days to connect with  
your customers in their  
favorite environment

# 2018 Fly-In Locations



## WHY YOU SHOULD BE AN AOPA FLY-IN EXHIBITOR

**THOUSANDS OF ATTENDEES WHO REPRESENT YOUR TARGET MARKET**

**6,234 AVERAGE ATTENDANCE**  
at 2017 AOPA Fly-Ins

**54% GROWTH**  
in average daily attendance  
since the 2014 launch of  
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

**85% OF GA AIRPLANES**  
are owned by AOPA Members

**64% OF ATTENDEES**  
made an onsite purchase or plan  
to purchase from an AOPA Fly-In  
exhibitor

**NEW LOCATIONS EVERY YEAR MEANS REACHING PREVIOUSLY UNTAPPED MARKETS**

**74% OF ATTENDEES**  
said that an AOPA Fly-In was their first  
national aviation event with AOPA

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## SPONSORSHIP OPPORTUNITIES ..... PAGE 3-5

### 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
\$15,000	Barnstormers Party Sponsor – <b>SOLD FOR 2018</b>
\$5,000	Pavilion Title Sponsor Aircraft Sellers Corral Sponsor – <b>SOLD FOR 2018</b> Exhibit Hall Happy Hour Sponsor
\$3,000	Charging Stations Sponsor Welcome Tent Sponsor Camping Hospitality Tent Sponsor Volunteer Hospitality Tent Sponsor Kids Zone Sponsor Exhibitor Hospitality Suite Sponsor
\$2,000	Program Guide Sponsor Ice Cream Social Sponsor Passport Contest Sponsor Farthest Flight Contest Sponsor Sling Tote Bag Sponsor Pilot Information Packet Sponsor Ground Transportation / Golf Cart Sponsor Auto Dealer Showcase Sponsor
\$1,000 - \$250	Hometown Sponsor

## INDOOR EXHIBITS ..... PAGE 6

Indoor, convention-style pipe and drape booths, located in a hangar or large structure tent (location dependent):

10' X 20' BOOTH	\$1,700 (before 1/15/18) \$1,600
(non-profit, government agency, academic institution)	\$950 (before 1/15/18) \$850
10' X 10' BOOTH	\$900 (before 1/15/18) \$850
(non-profit, government agency, academic institution)	\$500 (before 1/15/18) \$450

## OUTDOOR EXHIBITS ..... PAGE 7

### Aircraft Display

Show off your aircraft as the focus or backdrop of an outdoor exhibit space, located in prime show site area on the airport ramp:

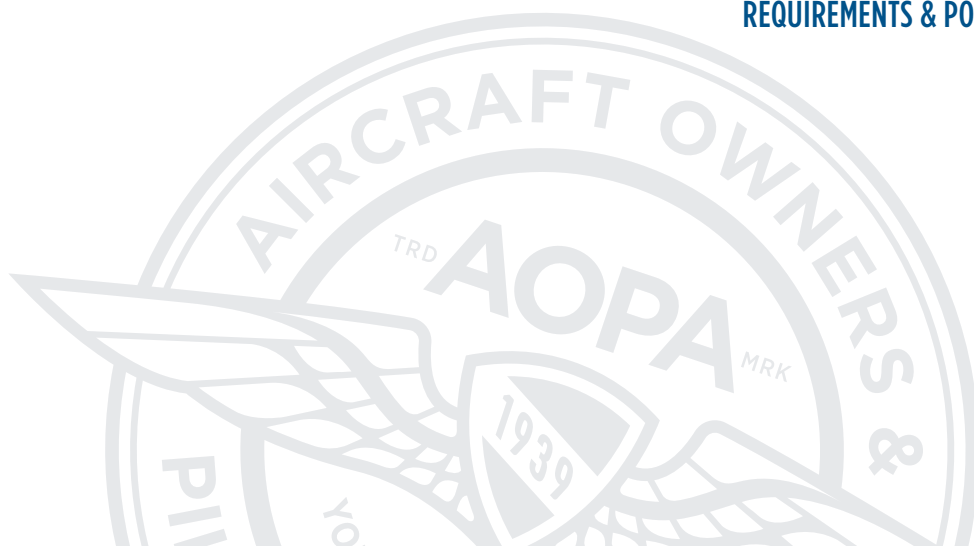
\$625	multi-engine aircraft
\$550	single-engine aircraft
\$400	light-sport category aircraft
\$275	non-profit, government agency, academic institution aircraft

### Mobile Display Unit

General aviation manufacturer, retailer, or service-related mobile sales truck or trailer, located on the Aircraft Display ramp:

\$1,000	mobile display unit
\$700	non-profit, government agency, academic institution mobile display unit

## ADDITIONAL EXHIBITOR SERVICES, REQUIREMENTS & POLICIES ..... PAGE 8



# Sponsorship Opportunities

## FLY-IN SPONSORSHIP OPPORTUNITIES

The 2018 AOPA Fly-In season offers many opportunities to reach an actively engaged aviation audience. Be a part of this exceptional marketing opportunity, supported by prominent coverage in AOPA's leading communication channels and within aviation circles.

### FLY-IN PRESENTING SPONSOR | **\$25,000** per fly-in

**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 logo on the cover of AOPA Pilot magazine's regional edition:**

- Naming rights as event presenting sponsor
- High-profile speaking opportunity during the Pilot Town Hall
- Sponsor logo included in pre-event, on-site, and post-event marketing and promotions
- Sponsor logo and company profile prominently placed in the Program Guide and on fly-in webpages on AOPA.org
- Complimentary 10' x 10' exhibit booth (*pending space availability*)
- Sponsor logo on significant event signage throughout show center, including Main Stage signage
- Opportunity to place promotional items in the attendee welcome bags
- Opportunity for Sponsor-provided video/commercial/slide between Main Stage sessions
- Sponsor logo on Welcome Tent signage
- Six complimentary tickets for breakfast, lunch, and dinner; preferred seating at sponsor-logoed table
- Sponsor logo on fly-in volunteer t-shirt

### BARNSTORMERS PARTY PRESENTING SPONSOR | **\$15,000** per fly-in **SOLD FOR 2018**

**Exclusive opportunity to be presenting sponsor of the fly-in kick-off event, the largest attended fly-in component:**

- Sponsor name integrated with the event name
- Sponsor name in pre-event, on-site, and post-event marketing
- Brief speaking opportunity at Friday evening event
- Opportunity for Sponsor-provided video/commercial/slide during event where applicable
- Signage at Barnstormers Party

### PAVILION TITLE SPONSOR | **\$5,000** per fly-in

**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:**

- Naming rights as pavilion title sponsor
- Sponsor name in pre-event, on-site, and post-event marketing and promotions
- Opportunity to host the many breakout events that will occur within your pavilion
- Inclusion in hands-on workshops during Friday programming
- Opportunity for Sponsor-provided video/commercial/slide between sessions
- Signage around venue/stage
- Option to have pop-up display, catalog, and collateral in the pavilion
- Option to have onsite sales or promotional offers in the pavilion (*Friday only*)
- Sponsor logo on workshop notebook and attendee credentials
- Venue seating for up to 250



# Sponsorship Opportunities

## AIRCRAFT SELLERS CORRAL | **\$5,000** per fly-in **SOLD FOR 2018**

**Exclusive opportunity to be Title Sponsor of the Aircraft Sellers Corral:**

- Sponsor name in pre-event, on-site, and post-event marketing, and editorial/eMedia coverage
- Sponsor logo and hyperlink on website
- Sponsor logo on Aircraft Sellers Corral signage
- Sponsor name on event Program Guide map

## EXHIBIT HALL HAPPY HOUR | **\$5,000** per fly-in

**Exclusive opportunity to be Title Sponsor of the high-profile Friday Exhibit Hall opening:**

- Sponsor branded bar at Exhibit Hall
- Signage at Happy Hour
- Sponsor name in pre-event and onsite marketing

## CHARGING STATIONS | **\$3,000** per fly-in

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

- Sponsor logo on charging stations and associated signage
- Four charging stations in high-traffic locations

## WELCOME TENT | **\$3,000** per fly-in

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

- Sponsor logo on entry tent signage
- Sponsor logo on fly-in volunteer t-shirt
- Sponsor name on Program Guide map
- Walk-thru distribution point for:
  - Program Guides
  - Sling backpacks
  - Opportunity to include sponsor materials

## CAMPING HOSPITALITY TENT | **\$3,000** per fly-in

**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:**

- Sponsor logo on tent signage
- Sponsor logo in Pilot Information Packet
- Sponsor name and hyperlink on event website
- Sponsor name on Program Guide map
- Sponsor name in pre-event camping program marketing

## VOLUNTEER HOSPITALITY TENT | **\$3,000** per fly-in

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

- Sponsor logo on tent signage
- Sponsor logo on fly-in volunteer t-shirt
- Sponsor name in pre-event volunteer program marketing
- Sponsor name and hyperlink on volunteer website

## KIDS ZONE | **\$3,000** per fly-in

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

- Sponsor logo on Kids Zone signage
- Sponsor name in pre-event marketing
- Sponsor name and hyperlink on event website
- Sponsor logo on fly-in volunteer t-shirt
- Sponsor name on Program Guide map
- Opportunity for inclusion in children's programming and relevant collateral distribution

## EXHIBITOR HOSPITALITY SUITE | **\$3,000** per fly-in

**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:**

- Sponsor logo on Exhibitor lanyard
- Sponsor logo on tent signage
- Sponsor name and hyperlink on event website
- Sponsor name on Program Guide map
- Sponsor logo on fly-in volunteer t-shirt

# Sponsorship Opportunities

## PROGRAM GUIDE | \$2,000 per fly-in

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

- Sponsor logo on cover
- Exclusive ad in Program Guide
- Distribution up to 5,000 attendees

## ICE CREAM SOCIAL | \$2,000 per fly-in

**Exclusive opportunity to be Presenting Sponsor of free ice cream social at the high-profile closing event of the fly-in:**

- Announced from Main Stage by AOPA President Mark Baker during the Pilot Town Hall
- Signage at Main Stage with Sponsor logo
- Sponsor logo on ice cream stations
- Sponsor name in pre-event and onsite marketing

## PASSPORT CONTEST | \$2,000 per fly-in

**Exclusive opportunity to host a high-visibility contest drawing at the closing event of the fly-in:**

- Awarded at the AOPA Pilot Town Hall with a live drawing—contestants visit stations at the fly-in to complete the passport
- Naming rights: *Sponsor* Passport
- Visit *Sponsor's* booth to complete passport and turn in entry form
- Sponsor logo/branding on event signage
- Sponsor name on Program Guide
- Sponsor name in pre-event and onsite marketing
- Sponsor provides prize

## FARTHEST FLIGHT CONTEST | \$2,000 per fly-in

**Exclusive opportunity to host a high-visibility contest at the closing event of the fly-in:**

- "Win a (sponsor prize) – awarded to the pilot who is present at the AOPA Pilot Town Hall who has flown the farthest to the event, as calculated by straight-line from the departure airport on ForeFlight Mobile."
- Contest at Pilot Town Hall hosted by AOPA's Tom Haines
- Sponsor logo on Main Stage screen
- Sponsor name in pre-event and onsite marketing
- Sponsor name on Program Guide
- Sponsor Prize Giveaway

## SLING BACKPACK | \$2,000 per fly-in

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

- Distributed to the first 1,000 attendees
- Sponsor logo silkscreened in one color on AOPA Fly-In sling backpack
- Opportunity for collateral distribution

## PILOT INFORMATION PACKET | \$2,000 per fly-in

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

- Distributed online and in email marketing to up to 2,000 pilots
- Sponsor logo on cover of information packet and on-site departure briefing cards

## GOLF CARTS / GROUND TRANSPORTATION SHUTTLES | \$2,000 per fly-in

**Exclusive opportunity to sponsor high-visibility ground transportation equipment for on-field shuttles:**

- Sponsor recognition in event Program Guide
- Sponsor logo on shuttle signage and vehicles

## AUTO DEALER SHOWCASE | \$2,000 per fly-in

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

- Complimentary 10' x 10' tent area with tables and chairs
- Sponsor recognition in event Program Guide
- High-visibility signage

## HOMETOWN SPONSOR

**\$1,000 (PLATINUM)**

**\$500 (GOLD)**

**\$250 (SILVER)**

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

- Sponsor recognition in event Program Guide
- High-visibility signage
- Sponsor logo on fly-in volunteer t-shirt
- Sponsor logo and verbal recognition during high-profile Pilot Town Hall

# Indoor Exhibits

## EXHIBIT HALL

Connect with attendees in a turnkey, convention-style, pipe and drape booth, located in a hangar or large structure tent (location dependent).

### 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** (*two for 10' x 20' booth*)
- **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 page<sup>1</sup>**
- **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 Guide<sup>2</sup>**

	Before 1/15/18	On & After 1/15/18
<b>10' X 20' BOOTH</b> .....	<b>\$1,600</b>	<b>\$1,700</b>
(non-profit, government agency, academic institution <sup>3</sup> ) .....	<b>\$850</b>	<b>\$950</b>
<b>10' X 10' BOOTH</b> .....	<b>\$850</b>	<b>\$900</b>
(non-profit, government agency, academic institution <sup>3</sup> ) .....	<b>\$450</b>	<b>\$500</b>

**PREMIUM CORNER BOOTH** ..... **ADD \$50**

### EXHIBIT HOURS

**FRI.** 12:00 p.m. to 6:00 p.m.

**SAT.** 9:00 a.m. to 3:00 p.m.

### SET-UP HOURS

**THU.** 12:00 p.m. to 5:00 p.m.

**FRI.** 8:00 a.m. to 12:00 p.m.

### TEAR-DOWN HOURS

**SAT.** 3:00 p.m. to 5:00 p.m.

*Tear-down prior to 3:00 p.m. will not be permitted.*

## 50% DISCOUNT:

EXHIBIT AT ALL FOUR AOPA FLY-INS AND GET **50% OFF** YOUR BOOTH OR AIRCRAFT DISPLAY SPACE AT THE LAST FLY-IN, OCTOBER 26-27, IN GULF SHORES, AL (KJKA).

<sup>1</sup> For exhibit spaces confirmed at least 1 week prior to the event. <sup>2</sup> For exhibit spaces confirmed at least 3 weeks prior to the event. <sup>3</sup> 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.

<b>SINGLE-ENGINE</b> .....	<b>\$550</b>
(Light-Sport Category) .....	<b>\$400</b>
(Non-Profit, Government, Academic <sup>3</sup> ) .....	<b>\$275</b>

<b>MULTI-ENGINE</b> .....	<b>\$625</b>
(Non-Profit, Government, Academic <sup>3</sup> ) .....	<b>\$275</b>

<b>DEMONSTRATION AIRCRAFT</b> .....	<b>FREE</b>
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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.

<b>FURNITURE SET RENTAL</b> .....	<b>\$100</b>
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Includes patio-style round table, umbrella, and four chairs

<b>AIRCRAFT POWER CONNECTION</b> .....	<b>\$100</b>
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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).

<b>MOBILE DISPLAY UNIT</b> .....	<b>\$1,000</b>
(Non-Profit, Government, Academic <sup>3</sup> ) .....	<b>\$700</b>

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

- Exhibitor name and hyperlink listed on [AOPA.org](http://AOPA.org) event page<sup>1</sup>
- Exhibitor name listed in Program Guide<sup>2</sup>

### ARRIVAL

THU. 12:00 p.m. to sundown

FRI. 7:00 a.m. to 11:00 a.m.

### EXHIBIT HOURS

FRI. 12:00 p.m. to 6:00 p.m.

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

### DEPARTURE

SAT. after 4:00 p.m.

SUN. before 1:00 p.m.

### PLACEMENT

The Aircraft Display will be built as aircraft arrive. Placement within the Aircraft Display will be determined by 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 an attendee aircraft parking area and tugged to the Aircraft Display if and/or when able, per discretion of AOPA and the FBO.

## 50% DISCOUNT:

EXHIBIT AT ALL FOUR AOPA FLY-INS AND GET 50% OFF YOUR BOOTH OR AIRCRAFT DISPLAY SPACE AT THE LAST FLY-IN, OCTOBER 26-27, IN GULF SHORES, AL (KJKA).

<sup>1</sup> For exhibit spaces confirmed at least 1 week prior to the event. <sup>2</sup> For exhibit spaces confirmed at least 3 weeks prior to the event. <sup>3</sup> 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

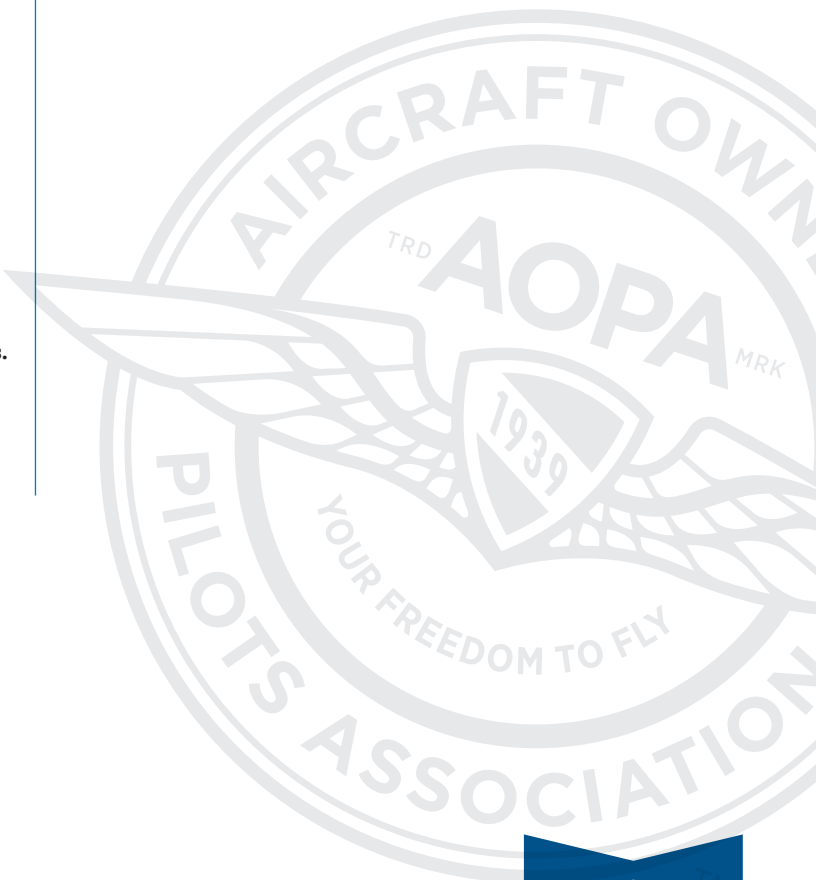
ALL CANCELLATIONS ARE REQUIRED TO BE MADE IN WRITING FOR ANY APPLICABLE REFUND TO BE PROCESSED.

### 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 a safety of flight issue or due to 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 2018 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 & CORPORATE PARTNERSHIPS:

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SR. ACCOUNT EXECUTIVE, CORPORATE PARTNERSHIPS

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### HOMETOWN SPONSORSHIPS:

**KARLA SMITH**

AVIATION EVENT PLANNER

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### INDOOR/OUTDOOR EXHIBITS & ADVERTISING:

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