

**2020 AOPA HIGH SCHOOL
AVIATION STEM SYMPOSIUM**

Nov. 15-17, 2020 | Orlando, FL

**SPONSORSHIP & EXHIBITOR
OPPORTUNITIES**



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Nov. 15-17, 2020

SPONSORSHIP & EXHIBITOR OPPORTUNITIES



WHEN & WHERE?

NOV. 15-17, 2020

Hyatt Regency Orlando Airport
9300 Jeff Fuqua Blvd.
Orlando, FL 32827

BE AN AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM SPONSOR OR EXHIBITOR

Be part of the only event that brings together aviation and aerospace educators working in high schools nationwide, as well as those considering incorporating aviation programs into their classrooms. Exhibitors and sponsors at the 2020 AOPA High School Aviation STEM Symposium will have the opportunity to interact with high school teachers, principals, and district leaders who are excited and eager to learn about aviation and aerospace careers, programs, and opportunities.

Symposium attendance has grown each year, and we expect more than 400 participants in 2020 as schools implement the ninth-grade, tenth-grade, and eleventh-grade courses in AOPA's aviation STEM curriculum.

Don't miss this unique opportunity to reach the leaders and influencers who are guiding today's high school students to careers in aviation and aerospace.

- Showcase your organization's expertise to high schools that are searching for resources
- Demonstrate your leadership at the only event with national reach specific to aviation education
- Brand your organization as a thought leader and highlight your commitment to introducing young people to careers in aviation
- Connect with aviation STEM education decision makers—hundreds of teachers, administrators, and other education leaders from around the country will be in attendance

AOPA | YOU CAN FLY
HIGH SCHOOLS

WHAT PEOPLE SAID ABOUT THE 2019 AOPA HIGH SCHOOL AVIATION STEM SYMPOSIUM:

"Great time to collaborate with peers about the curriculum and build new relationships with industry."

"This kind of symposium is very important for getting tools into the hands of teachers who see aviation as a great career opportunity for their students. I felt like that is what I get when I come and I really do use those tools immediately when I get home."

"This was a wonderful experience. As a district leader, it is important to me to continue to grow our career pathways. The aviation curriculum and program fit right into that vision. Honestly, I want to be a pilot now! Second career maybe? The speakers definitely appreciate their career choice and their passion was evident. That's what I want for my students."

"Such amazing information packed into two days of valuable professional learning."

SPONSORSHIP OPPORTUNITIES

Bring your brand to the front and center of every attendee's mind with a sponsorship. Showcase your company as one that supports the aviation STEM industry and benefit from the recognition of hundreds of symposium attendees.

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SPONSORSHIP OPPORTUNITIES

The 2020 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.



Title Sponsor | \$40,000

Highest-profile opportunity that delivers the maximum visibility possible and provides seamless promotional exposure across the entire event. The title sponsor's name and/or logo will appear first when the event is mentioned online, in advertising, in social media, on signage, and more!

Example: "The 2020 <TITLE SPONSOR NAME> AOPA High School Aviation STEM Symposium presented by <PRESENTING SPONSOR NAME>"

- Name and/or logo appears first in all symposium title mentions in pre-event, on-site, and post-event marketing and promotions
- Opportunity to create a welcome video to be played during the opening general session
- Name and/or logo included in all marketing and promotions.
- On-stage speaking opportunity during the opening general session
- On-stage recognition
- Company name/logo placed on the conference welcome bag
- Four complimentary symposium registrations
- Full-page color advertisement in the program guide with premium placement
- Complimentary 10' x 10' exhibit booth
- Logo/name most prominently placed on all event signage
- Logo and company profile most prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Presenting Sponsor | \$30,000

A major sponsorship which gives your brand full exposure before, during and after the symposium. The presenting sponsor's name and/or logo will appear whenever the event is mentioned online, in advertising, in social media, on signage and more!

Example: "The 2020 <TITLE SPONSOR NAME> AOPA High School Aviation STEM Symposium presented by <PRESENTING SPONSOR NAME>"

- Name and/or logo included in pre-event, on-site, and post-event marketing and promotions
- Name and/or logo included in all marketing and promotions.
- On-stage speaking opportunity during the first day of the symposium
- On-stage recognition
- Company name/logo placed on the conference pen included in all welcome bags
- Three complimentary symposium registrations
- Full-page color advertisement in the program guide with premium placement
- Complimentary 10' x 10' exhibit booth
- Logo/name prominently placed on all event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

SPONSORSHIP OPPORTUNITIES



Livestream Sponsor | \$25,000

Provide premium live video and access to the country's premier aviation education event—and amplify your brand in the process. Reach audiences in real-time during the event and get long-term engagement as people watch the recorded sessions online for months after the event is over!

- Logo placed on livestream screen during general sessions
- Company name and logo included in all livestream promotion
- Opportunity to include a 10-second promotional video which will be played before each livestream starts
- On-stage recognition
- Three complimentary symposium registrations
- Full-page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Evening Reception Sponsor | \$20,000 Monday, Nov. 16

Your company will be everyone's favorite as the evening reception sponsor. The best attended networking event at the symposium, this after-hours party is always a hit.

- Speaking opportunity during evening reception
- On-stage recognition
- Prominent on-site signage during evening reception
- Logo placed on commemorative drink glass (one provided to each attendee)
- Three complimentary symposium registrations
- Full-page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Wi-Fi & Charging Station Sponsor | \$10,000

Reliable internet connectivity is a critical must-have productivity tool and attendees will expect to be instantly connected to Wi-Fi. Sponsor Wi-Fi access and charging stations at the symposium and everyone will know who to thank for keeping them connected.

- Logo placed on Wi-Fi signage at each table top and also on charging stations scattered throughout the event space
- Attendees will enter a customized password you select to access the Wi-Fi
- On-stage recognition
- Two complimentary symposium registrations
- Half page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

SPONSORSHIP OPPORTUNITIES



Tour Sponsor | \$10,000

Our behind-the-scenes tours sell-out every year! Sponsor the wheels that will get our attendees to and from one of the most appealing parts of every symposium.

- Logo/company name placed on wraps around the buses
- On-stage recognition
- Two complimentary symposium registrations
- Half page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Exhibit Area Sponsor | \$10,000

The exhibit hall is by far one of the most popular places during every symposium—don't miss this high-vis branding opportunity.

- Speaking opportunity in the exhibit hall during the Monday night reception
- Prominent signage in exhibit area for all three days (exhibit area opens on Sunday evening)
- On-stage recognition
- Two complimentary symposium registrations
- Half page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Selfie Booth Sponsor | \$10,000

The selfie booth was wildly popular at last year's symposium! When you sponsor the selfie booth, your logo will be inseparable from hundreds of images generated at the symposium. These images are shared on Facebook, posted on Instagram, and e-mailed to friends and colleagues which means infinite visibility for your brand.

- Your logo displayed in the background image(s) for the selfie photos
- Prominent signage in the selfie booth area
- On-stage recognition
- Two complimentary symposium registrations
- Half page color advertisement in the program guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

SPONSORSHIP OPPORTUNITIES



Breakfast and/or Lunch Sponsor | \$5,000 Each Meal

Monday, Nov. 16 or Tuesday, Nov. 17 | Breakfast or Lunch

Theme a breakfast or lunch break and enjoy powerful visibility among hungry attendees. If three or four meals are sponsored, you will enjoy the benefits of a PREMIER sponsor. If two meals are sponsored, you will enjoy the benefits of a MAJOR sponsor.

- On-stage recognition before sponsored meal event
- Prominent on-site signage during breakfast/lunch
- One complimentary symposium registration
- Half-page color advertisement in the program guide
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Breakout Room Sponsor | \$5,000

Four breakout rooms—four times the exposure!

- Prominent signage in each breakout room for both days
- One complimentary symposium registration
- Half-page color advertisement in the program guide
- Prominent signage in each breakout room for both days
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Coffee Break Sponsor | \$5,000

Caffeine is essential for so many—your brand will not be missed during four coffee breaks over two days!

- Prominent signage in coffee break area for both days
- One complimentary symposium registration
- Half-page color advertisement in the program guide
- Prominent signage in coffee break area for both days
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

Lanyard Sponsor | \$5,000

Put your logo on the lanyard provided to each attendee upon check-in and watch hundreds of walking billboards roam around.

- Logo placed on lanyard provided to all attendees
- One complimentary symposium registration
- Half-page color advertisement in the program guide
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org
- Opportunity to include promotional items in the attendee welcome bags

SPONSORSHIP OPPORTUNITIES



Program Guide Sponsor | \$2,500

Be on the cover of the guide that attendees can't be without.

- Logo placed on the cover of the program guide provided to all attendees
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org

Giveaway Sponsor | \$2,500

- Logo placed on giveaway item provided to all attendees
- Giveaway item options (choose one)
 - Lunch bag
 - Notepad
 - Luggage tag
 - Pocket spray sanitizer
 - Balsa glider
 - Foam airplane flyer
- Logo placed on event signage
- Logo and company profile prominently placed in the program guide and on symposium webpage on AOPA.org

EXHIBITOR OPPORTUNITIES

Exhibiting at the AOPA High School STEM Symposium is the perfect marketing opportunity for your brand to gain awareness in this very specific area of education.

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



10' x 10' Booth - \$500

***\$450 non-profit, government**

Each 10' x 10' booth includes:

- One individual symposium registration
 - Additional persons staffing the booth are required to register as participants for the symposium. **PLEASE NOTE:** The person registering for the exhibit booth will receive the complimentary symposium registration.
- 8-foot covered table
- Two chairs
- One electrical connection (if requested)
- Exhibiting organization's name and web link listed on the symposium webpage
- Exhibiting organization's name and description listed in the program guide

Set-up

Sunday, Nov. 15 - 10:00 a.m. - 2:00 p.m. | REGENCY BALLROOM

Hyatt Regency Orlando Airport

9300 Jeff Fuqua Boulevard

Orlando, FL 32827

Exhibit Hall Hours*

Note: The exhibit area will be located in the Regency Ballroom during the times below. All breakfasts, lunches, and the Monday evening reception will take place in the exhibit area.

Sunday, Nov. 15 | 2:00 to 7:00 p.m.

Monday, Nov. 16 | 7:00 to 8:45 a.m.

12:00 to 1:00 p.m.

5:00 to 7:30 p.m.

Tuesday, Nov. 17 | 7:00 to 8:45 a.m.

Tear-down

After 1:30 p.m. on Tuesday, Nov. 17

*Tear-down before 1:30 p.m. on Tuesday will not be permitted.

Exhibitor registration will open Spring 2020 at:
aopa.org/symposium

NEXT STEPS

Sponsorships and exhibit booth spaces are limited and available on a first-come, first-served basis. To reserve your sponsorship or to learn more, contact Katie Pribyl at Katie.Pribyl@aopa.org