

**SPONSOR & EXHIBITOR PROSPECTUS**



**2019**  
**ANNUAL AIRPORTS**  
**CONFERENCE**  
**NORTHEAST CHAPTER**  
**NEC**  
**AAAE**

**MARCH 27-29, 2019 | HERSHEY, PA**

# EXPAND YOUR REACH!

The Airports Conference is an opportunity to diversify your network by interacting with government officials, airport owners and managers, consultants, contractors, and material testing laboratories personnel. The conference provides discourse on airport programs and policies as well as offering practical learning by experts in the airport industry.

Topics at the conference have included airport planning, design, finance, management, safety, environmental issues, engineering, and field lighting. The conference will focus on the leadership skills necessary to plan, develop and execute a safe and efficient regional airport system that satisfies the needs of its constituents with due consideration for economics, environmental compatibility, local property rights, and safeguarding the public investment.

## EVENT LOCATION & HOTEL RESERVATIONS

The Hershey Lodge and Function Center is located in Central Pennsylvania, just 20 minutes outside of the capital city of Harrisburg. Dubbed, “the town that chocolate built,” Hershey has a plethora of local attractions! You’ll want to book your hotel early as the Lodge is one of the official resorts of Hersheypark! How’s that for a sweet perk?

A block of rooms for conference participants has been reserved from Wednesday, March 27 to Friday, March 29, at a rate of \$165 per night plus applicable taxes. Space is limited, so we recommend making your reservations early – no later than March 5, 2019. **Reservations can be made by calling (717) 533-3311 or (800) 437-7439;** a dedicated website for conference participants will also be available. Reservation requests received after the block has been filled, or after the March 5th deadline, will be accepted on a space-available basis.

With advanced notification, the Lodge provides airport transportation to and from Harrisburg International Airport; please contact (717) 533-3311 or (800) 437-7439 to schedule. If you are driving, there is ample parking available at Hershey Lodge for no additional fee.

# SPONSORSHIP PACKAGES



Demonstrate your commitment to professional development, leading to safe and efficient regional airport systems while increasing your brand recognition and reputation by investing in a 2019 Annual Airports Conference sponsorship. The depth and breadth of options ensure there are opportunities to get exposure to an engaged, senior-level, decision-making audience at any budget.

## PLATINUM - \$10,000

- ✈ Includes four total registrations
- ✈ Booth space included: choice of premium 8x10 booth space
- ✈ Company logo listed in conference program as a sponsor
- ✈ Logo placement on the conference website
- ✈ Company brochure inserted into the official conference attendee bags
- ✈ Logo placed on signage at conference
- ✈ Logo placed on e-communication
- ✈ Logo listed on table tents for various events as conference sponsor
- ✈ Full page advertisement in conference program
- ✈ Reserved table at all meal functions
- ✈ Speaking opportunity during opening remarks
- ✈ 200 word company profile on the website and in the conference program

## GOLD - \$7,500

- ✈ Includes three total registrations
- ✈ Booth space included: choice of premium 8x10 booth space
- ✈ Company logo listed in conference program as a sponsor
- ✈ Logo placement on the conference website
- ✈ Company brochure inserted into the official conference attendee bags
- ✈ Logo placed on signage at conference
- ✈ Logo placed on e-communication
- ✈ Logo listed on table tents for various events as conference sponsor
- ✈ Half-page advertisement in conference program

## SILVER - \$5,000

- ✈ Includes two total registrations
- ✈ 50% discount on exhibit space
- ✈ Company logo listed in conference program as sponsor
- ✈ Logo placement on the conference website
- ✈ Company brochure inserted into the official conference attendee bag
- ✈ Logo placed on signage at conference
- ✈ Logo placed on e-communications
- ✈ Logo listed on table tents for various events as conference sponsor
- ✈ Quarter-page advertisement in conference program

## BRONZE - \$2,500

- ✈ Company name listed in the conference program as a sponsor
- ✈ Company name listed on the conference website
- ✈ Company brochure inserted into the official conference attendee bags
- ✈ Company name listed on signage at conference
- ✈ Company name placed on e-communications
- ✈ Company name listed on signage and table tents

## ANGEL - \$1,000

- ✈ Company name listed in conference program as a sponsor
- ✈ Company name listed on the conference website
- ✈ Company name listed on signage and table tents

## SPONSOR A STUDENT - \$500

In 2019 NEC/AAE is offering the option for attendees to sponsor a student! If you select this option, your sponsorship will pay for a student to attend the 2019 Airports Conference!

### QUESTIONS?

Call or email us, anytime!

info@necaaae.org or 518-313-1141

## ELITE TREATS: PROMO SPONSORSHIPS

### WIFI - \$7,500

Ensure all Conference attendees are “Connected” directly through you with this Sponsorship; including a custom wireless network name and custom login/splash page.

### COFFEE STATION - \$5,000

What’s the biggest difference between Starbucks® and Dunkin’ Donuts®? The label. Make sure that yours is front and center on the coffee cups here and you’ll grow brand recognition regardless of flavor preferences.

### PADFOLIO - \$5,000

Benjamin Franklin once said that you should “Write something worth reading or do something worth writing.” Give attendees a place to begin both with a padfolio with your company name and logo on it.

### HOTEL KEY CARDS - \$4,000

Your company will get noticed as the signature logo on the hotel key cards given to every conference guest that stays at the lodge.

### PORTABLE CHARGER – \$3,000

Whether it’s at the conference or sometime in the future, eventually, we all need a boost. Get your company logo on individual custom portable chargers that can go anywhere the attendees go.

### LANYARDS - \$2,000

This sponsorship has incredible visibility; all attendees will see and be seen wearing your logo.

**SOLD**

## COMPLETE TREATS: EVENT SPONSORSHIPS

### ICE BREAKER RECEPTION - \$5,000

The sponsorships allows for a company to have sole promotional material at the Wednesday Welcome Reception with sponsors. This material includes cocktail napkins with company logo, signage at the bar, event signage and recognition in the conference program. This is the first official receptions where all conference members have the chance to network.

### THURSDAY RECEPTION - \$5,000

This is the final large-scale event of the conference. Similar to Wednesday’s Icebreaker, this reception will provide promotional material for cocktail napkins with company logo, signage at the bar, even signage and recognition in the conference program. Leave everyone at the conference with a great impression and strong brand recognition.

### BREAKFAST OR LUNCH (THURSDAY OR FRIDAY) - \$3,500 (PER MEAL)

Hershey may be known as the town chocolate built, but sponsor one of the meals and provide your fellow attendees with the sustenance they need to take advantage of the conference you helped build. Your companies name and logo will be on cocktail napkins, signage on break tables, regular event signage and you will be listed in the conference program.

### BREAKS (3) WITH EXHIBITORS – OVER TWO DAYS - \$3,500

Variety is the spice of life and sometimes you need a bit of a break which is why sponsoring these breaks is a great way to get your company, prominently displayed on signage, cocktail napkins and within the conference brochure, noticed.

### 5K RUN - \$1,000

Hershey Lodge assures us that we’ll never run out of things to do. Take this opportunity to memorialize that by sponsoring a 5k run through the beautiful resort. Each participant will receive a t-shirt with your company logo as the primary sponsor of this event with all other conference sponsors also displayed to wear long after the smell of chocolate has faded.

# TENTATIVE SCHEDULE

## Wednesday, March 27th

|                  |                    |
|------------------|--------------------|
| 9:00am - 7:00pm  | Registration       |
| 10:00am          | Exhibit Hall Opens |
| 11:30am - 1:30pm | Lunch On Your Own  |
| 1:30pm - 3:00pm  | Concurrent Session |
| 3:00pm - 3:30pm  | Break              |
| 3:30pm - 5:00pm  | Concurrent Session |
| 5:00pm - 7:00pm  | Reception          |

## Thursday, March 28th

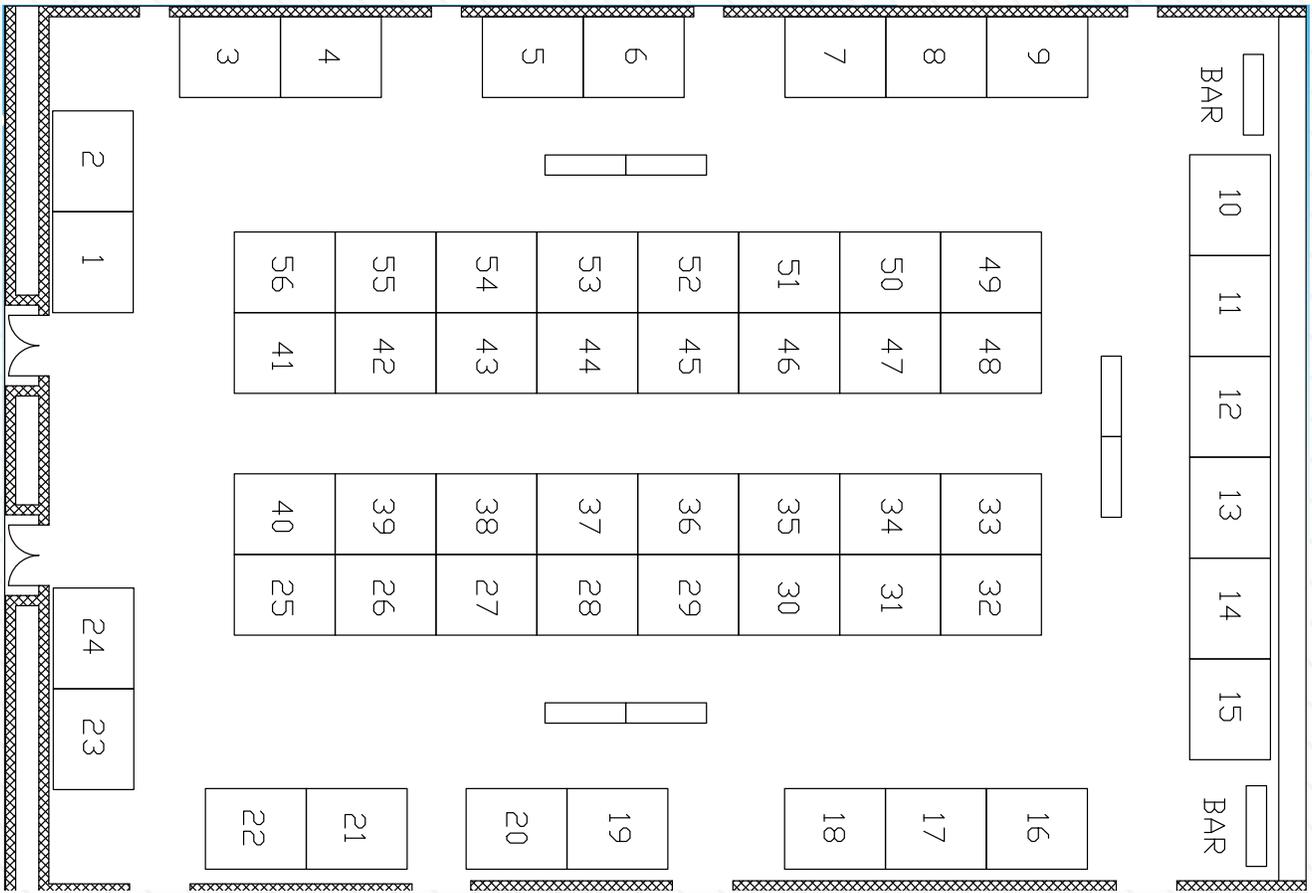
|                   |                      |
|-------------------|----------------------|
| 7:00am - 6:45pm   | Registration         |
| 7:00am - 8:00am   | Breakfast            |
| 8:00am - 8:30am   | Opening Session      |
| 8:00am - 6:45pm   | Exhibit Hall Open    |
| 8:30am - 10:00am  | Concurrent Session   |
| 10:00am - 10:30am | Break/Exhibit Hall   |
| 10:30am - 12:00pm | Concurrent Session   |
| 12:00pm - 1:30pm  | Lunch                |
| 1:30pm - 3:00pm   | Concurrent Session   |
| 3:00pm - 3:30pm   | Break/Exhibit Hall   |
| 3:30pm - 5:00pm   | Concurrent Session   |
| 5:15pm - 6:45pm   | Reception & Cash Bar |
| 7:00pm - 9:00pm   | Dinner               |

## Friday, March 29th

|                   |                       |
|-------------------|-----------------------|
| 7:00am            | 5k Fun-Run/Walk       |
| 7:00am - 12:00pm  | Registration Open     |
| 7:00am - 8:30am   | Continental Breakfast |
| 8:30am - 10:00am  | Concurrent Session    |
| 10:00am - 10:30am | Break                 |
| 10:30am - 12:00pm | Concurrent Session    |
| 12:00pm - 1:00pm  | Lunch                 |
| 1:00pm            | Conference Concludes  |



QUESTIONS? CALL OR EMAIL US  
[INFO@NECAA.E.ORG](mailto:INFO@NECAA.E.ORG)  
OR 518-313-1141



## EXHIBITORS

### WHY EXHIBIT?

The NEC/AAAE, Annual Airports Conference, **brings together more than 500 airport professionals with diverse geographical and experiential backgrounds**; ranging from government officials to private consultants, large hubs, and small businesses.

The 2019 Annual NEC/AAAE Airports Conference provides the opportunity to **showcase your company's unique vantage point and one-of-a kind offerings**. Don't miss the opportunity to improve your visibility with this exclusive audience.

### EXHIBITOR INFORMATION & REGISTRATION

To Register, you can either pay by mailing the form attached (with a check, money order, purchase order, letter of authorization, or credit card information) or by visiting the online registration form.

### COST

**\$925** per exhibitor | **\$445** per additional person

# EXHIBITOR INFORMATION & REGISTRATION

The exhibitor fee is **\$925** (one exhibitor per booth) with each additional exhibitor registration at **\$445**. Exhibitor fee covers all instruction, program materials, refreshment breaks, two breakfast and lunch buffets and two receptions in the exhibit hall. Registrants are responsible for all other meals and lodging.

NAME (AS TO APPEAR ON YOUR NAME BADGE)

COMPANY NAME

ADDRESS

CITY STATE ZIP CODE

PHONE

EMAIL

2ND REGISTRANT'S NAME (AS TO APPEAR ON YOUR NAME BADGE)

3RD REGISTRANT'S NAME (AS TO APPEAR ON YOUR NAME BADGE)

4TH REGISTRANT'S NAME (AS TO APPEAR ON YOUR NAME BADGE)

# SPONSORSHIP OPPORTUNITIES

- Platinum Package..... \$10,000
- Gold Package .....\$7,500
- Silver Package .....\$5,000
- Bronze Package .....\$2,500
- Angel Package .....\$1,000
- Lanyards .....\$2,500
- Hotel Key Cards .....\$4,000
- Padfolio .....\$5,000
- Portable Charger .....\$3,000
- WiFi .....\$10,000
- Coffee Station .....\$5,000
- Sponsor A Student .....\$500

# EVENT SPONSORSHIP OPPORTUNITIES

- Ice Breaker Reception ..... \$5,000
- Thursday Reception .....\$5,000
- Breaks (3) w/Exhibitors - Over 2 Days ..... \$3,500
- Breakfast and Lunch (Thursday & Friday) .....\$3,500 per meal
- 5k Run .....\$1,000

# CHOOSE YOUR BOOTH

- Exhibitors - **\$925.00** for (1) exhibitor/attendee
- Additional exhibitors registration - **\$425**

Please rank your booth choices:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Booth location requests will be considered on a first come, first paid basis.

# PAYMENT INFORMATION

Your reservation is only guaranteed once full payment is received. All payments are due prior to the start of the conference

CREDIT CARD NUMBER

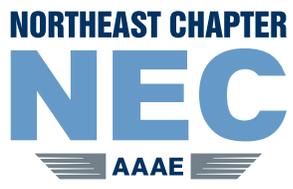
EXP. DATE SECURITY CODE

NAME ON CARD

BILLING ADDRESS

CITY STATE ZIP CODE

Please return your payments to:  
230 Washington Ave Ext, Suite 101, Albany, NY 12203  
Questions? Contact us at 518-313-1141





**NORTHEAST CHAPTER**

**NEC**

