

**Air Force Association**  
**Air Warfare Symposium**  
**and Technology Exposition**

**February 26-27, 2009**

*Rosen Shingle Creek Hotel*  
*Orlando, Florida*

Sponsorship • Marketing • Promotional Opportunities

We appreciate your participation in our event and want to offer special sponsorship and marketing opportunities to those who support AFA efforts. Many of these options are available to you on a first come first served basis, so we encourage everyone to decide early.



# Marketing, Promotional & Sponsorship Benefits

- Enhanced visibility and networking opportunities with top US Air Force and DoD leadership, aerospace industry leaders and representatives from air forces around the globe
  
- Special sponsor signage throughout the Symposium and Technology Exposition
  
- Special mention in the official Symposium program, including your corporate logo
  
- Your company name and logo posted on the Symposium web site

**NOTE:** All designs, logos, and marketing text for the special opportunities listed for the 2009 Air Warfare Symposium and Technology Exposition must be approved in advance and in writing by the Air Force Association.

For more information on any of the marketing and sponsorship opportunities listed here, or to secure an opportunity, please contact:

Mary Ellen Dobrowolski  
Director of Programs and Industry Relations  
Phone: (703) 247-5823  
[MDobrowolski@AFA.org](mailto:MDobrowolski@AFA.org)



## Marketing, Promotional and Sponsorship Opportunities

### Hotel Room Keys

**EADS North America**

Have your company's name, logo and corporate message on the hotel room keys for our attendees. Sponsor is responsible for all costs associated with the production of the keys, and any fees charged by the Rosen Shingle Creek Hotel for the use of the keys.

### Attendee Registration Bags

**\$20,000**

Your corporate logo will be displayed with the conference logo on all the official conference attendee bags. Production costs are included.

### Official Event Pens & Pads

**\$5,000**

Sponsor to provide 2500 pens and pads to be distributed and made available at attendee registration. Pads to feature the Air Warfare Symposium and Technology Exposition logo, along with the logo of the sponsoring company with acknowledgement for their sponsorship of this item. Sponsor may provide pens with their logo. Sponsor is responsible for production and delivery of pens and pads to the event.

### Booth Locator Displays

**\$5,000**

Have your company's name and logo prominently displayed on the booth locator displays at the Exposition Hall entrances.

### Aisle Signs

**ATK**

Have your company's name and logo prominently displayed on the aisle signs within the Exposition Hall.

### Cyber Café

**DRS Technologies**

AFA wishes to provide a Cyber Café at the event and is seeking sponsors to make this happen. This sponsorship can involve financial support and possibly loaned equipment. Sponsors to be recognized by name and logo on signage posted throughout the exhibit areas, in the Cyber Café, and in the conference program. Please contact Mary Ellen Dobrowolski at AFA for additional details.



## Thursday, February 26, 2009

### Attendee Lunch Buffet on the Exhibit Floor

Lunch Stations \$38,000

Beverage and Cookie Stations

#### **Cobham, Selex, Ultra Electronics**

The Air Warfare Symposium and Technology Exposition opens with a Lunch Buffet for all attendees to be held on the exhibit floor on Thursday, February 26<sup>th</sup>. Sponsors to be recognized by name and logo on signage posted throughout the exhibit areas. Sponsors may provide napkins and/or cups with their corporate logo to be used at the lunch.

### Conference Coffee Break **L-3 Communications**

Sponsor may provide cups and napkins for this coffee break. Sponsors to be recognized by name and logo on signage posted throughout the break areas.

### Reception on the Exhibit Floor

Reception Bar \$25,000

Reception Beer Bar \$15,000

Reception Food \$75,000

Reception Dessert \$35,000

Sponsors may provide napkins and/or cups with their company name and logo, where applicable. Sponsors to be recognized by name and logo on signage posted throughout the event.



## Friday, February 27, 2009

### Attendee Continental Breakfast on the Exhibit Floor

\$18,000

Sponsors to be recognized by name and logo on signage posted throughout the breakfast areas. Sponsors may provide napkins and cups with their corporate logo.

### Conference Coffee Break

### **L-3 Communications**

Sponsor may provide cups and napkins for this coffee break. Sponsors to be recognized by name and logo on signage posted throughout the break areas.

All sponsors underwriting a food or beverage function will be acknowledged with signage, listed in the conference program, and mentioned on the Air Warfare Symposium and Technology Exposition website.

All sponsors underwriting a food or beverage function are invited to provide cups, plates, cup sleeves, napkins with their name and logo (any or all of these as is applicable to the function).

All designs, logos, and marketing text for the special opportunities listed for the 2009 Air Warfare Symposium and Technology Exposition must be approved in advance and in writing by the Air Force Association.



# Air Force Association Supporting Partners

For those who sponsor any of the items listed above, we will total your sponsorship contributions in this area, along with any of the opportunities listed above and give you additional recognition as our partners.

In addition to the sponsorship opportunities listed on the previous pages, the Air Force Association would like to offer you the opportunity to become one of our Supporting Partners. A contribution in this category will recognize you for your overall support of the 2009 Air Warfare Symposium and Technology Exposition. We will acknowledge your contributions that highlight your partnership with the Air Force Association in supporting Air Force Airpower and in supporting your United States Air Force.

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|--|----------------------|
| <input type="checkbox"/> Strategic Partner | \$25,000 or more     |
| <input type="checkbox"/> Platinum Partner  | \$15,000 to \$24,000 |
| <input type="checkbox"/> Gold Partner      | \$10,000 to \$14,000 |
| <input type="checkbox"/> Silver Partner    | \$4,000 to \$9,000   |

Being an Air Force Association Supporting Partner will entitle your company to be listed with your level of sponsorship in the Symposium Program. In addition, your partnership will be featured on signage/banners throughout the event.

## Thank you for your support!

