

The logo features the text "AIR & SPACE" in a large, gold, serif font with a slight shadow effect. Below it, "CONFERENCE" is written in a smaller, black, serif font, and "AND TECHNOLOGY EXPOSITION" is in an even smaller, black, serif font. At the bottom, the year "2009" is displayed in a large, black, serif font with small gold dots between the digits. The background of the logo is a light gray with several vertical, curved lines of varying heights and colors (gray and gold) that resemble stylized aircraft or space-related elements.

AIR & SPACE
CONFERENCE
AND TECHNOLOGY EXPOSITION
2009

Sponsorship Program

The Air Force Association is very excited about the 2009 Air & Space Conference and Technology Exposition. We appreciate your participation in our event and offer special sponsorship and marketing opportunities to those who support AFA efforts. Many options are exclusive opportunities that will disappear quickly. Sponsorships are only available to exhibitors in good standing.

The Air & Space Conference and Technology Exposition continuously attracts both repeat attendees as well as more first-time attendees from industry, government, and military sectors, from across the country and around the world. Your participation as an exhibitor and a sponsor gives you the extraordinary opportunity to reach this lucrative audience with unique marketing opportunities at all price points.



For more information contact Mary Ellen Dobrowolski at mdobrowolski@afa.org or 703 247-5823 • or visit www.afa.org

Sponsorship Benefits

The following are just a few of the benefits you will receive by partnering with the Air Force Association as a sponsor at the 2009 Air & Space Conference and Technology Exposition:

- Enhanced visibility to increase brand awareness with top US Air Force and DoD leadership, influential aerospace industry leaders and members of air forces from around the globe
- Special sponsor signage throughout the Conference and Exposition
- Special signage for your booth identifying you as a sponsor
- Special mention in the official Conference program, including your corporate logo
- Recognition on the Conference web site
- Special recognition in the Technology Exposition Exhibitors Guide
- Special recognition in the AFA Annual Report acknowledging your support
- An invitation for you to provide one 8½" x 11" insert to be placed in each Conference registration bag distributed to conference attendees

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

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



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Air Force Association Supporting Partners

In addition to the benefits listed on these pages, the Air Force Association would like to recognize you for your overall support of the 2009 Air & Space Conference and Technology Exposition. Your contributions show that you partner with the Air Force Association in supporting Air Force Airpower and in supporting your United States Air Force. We will total your sponsorship contributions and give you additional recognition as our partner in one of the categories below.

Strategic Partner \$200,000 or more



Four Star Partners \$100,000 to \$199,999



Three Star Partners \$50,000 to \$99,999



Two Star Partners \$10,000 to \$49,999



One Star Partner up to \$9,999



Thank you for your support!



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Marketing and Promotional Opportunities

- Conference Attendee Bags** SOLD: **Northrop Grumman**
Your corporate logo will be displayed with the conference logo on all the official conference attendee bags. Production costs are included.

- Attendee Portfolio** \$15,000
Your corporate logo will be displayed with the conference logo on all the official conference portfolios. These portfolios are used by the attendees long after the event is over. Production costs are included.

- Event Pens & Pads** SOLD: **Pratt & Whitney**
Sponsor to provide a minimum of 5000 note pads to be inserted in each registration bag and made available at attendee registration. Pads to feature the Air & Space Conference and Technology Exposition logo, along with the logo of the sponsoring company. Sponsor may provide pens with their logo. Sponsor is responsible for production and delivery of pens and pads to the event. All designs, logos, and marketing text for the special opportunities listed for the 2009 Air & Space Conference and Technology Exposition must be approved in advance and in writing by the Air Force Association.

- Hotel Room Keys** SOLD: **KBR**
Have your company's name, logo and corporate message, as well as the event logo on the hotel room keys for our attendees. Sponsor to provide 3000 room keys to be distributed to our attendees at the Hotel Registration desk when they check-in. Sponsor is responsible for all costs associated with the production, delivery, and any fees charged by the Gaylord National Resort and Convention Center for the use of the keys. All designs, logos, and marketing text for the special opportunities listed for the 2009 Air & Space Conference and Technology Exposition must be approved in advance and in writing by the Air Force Association.

- Lanyards** SOLD: **IBM**
Your corporate logo will be displayed, along with the AFA logo on the official conference lanyards. Production costs are included.



Conference Registration Sponsor

SOLD: [Alenia](#)

This is a unique opportunity available to just one fortunate company. Your company will be recognized on the conference registration website as well as at the event in the registration area as the sponsor for registration. This means that EVERY attendee will be exposed to your exclusive message not less than twice with no distractions.

Exhibit Guide

\$18,000

This is another unique opportunity to be recognized as a sole sponsor. The Exhibit Guide that will be put into the hands of each and every attendee. This stand alone piece will provide the sponsor with a full page ad in the exhibit guide and is sure to be kept as a desk reference after the event. Production costs are included.

Mini Maps

Exclusive Sponsor at \$22,000
Back Cover Sponsor at \$12,500

Twelve Highlighted Exhibitor Opportunities at \$1,500 each

New for this year! Mini maps will be produced and distributed to all of the attendees. The mini map will provide the attendees with a pocket sized version of the exhibit hall floor plan, the conference agenda, and information on the local area. Sponsors booths will be highlighted on the floor plan. AFA must have either a minimum of 6 highlighted sponsors', or an exclusive sponsor for the mini maps to be produced.

Or

Exclusive Sponsorship – This can be your exclusively, but only if you act fast. Receive an ad on the back cover of the mini map as well as be the sole booth on the floor plan that will be highlighted. (NOTE – all exhibiting companies will be listed around the floor plan.)

You Are Here/Booth Locator Stations

Four Opportunities at \$3,500 each
Or all Four Opportunities for \$10,000

Have your company's name and logo prominently displayed on the You Are Here/Booth Locator displays at the exposition hall entrance and in the exhibit hall itself.

Daily Agenda Stations

Four Opportunities at \$3,500 each
Or all four Opportunities for \$10,000

Have your company's name and logo prominently displayed on the three sided Agenda Station columns.



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Daily Agenda Stations

Four Opportunities at \$3,500 each
Or all four Opportunities for \$10,000

Have your company's name and logo prominently displayed on the three sided Agenda Station columns.

Aisle Signs

SOLD: **KBR**

Have your company's name and logo prominently displayed on the aisle signs in the exposition hall.

Speaker Ready Room

\$5,000

All speakers and moderators for the Air & Space Conference will gather in the Speaker Ready Room prior to their presentations. Sponsor may provide cups and napkins with their corporate logo and will be recognized by name and logo on signage inside and outside the room.

Press Room

SOLD: **EADS North America**

All press for the Air & Space Conference will gather in the Press Room to register and to file their stories. Sponsor will be recognized by name and logo on signage inside and outside the room.

Air Command and Staff College

SOLD: **Boeing**

Financial Support to assist AFA in sponsoring Air Command and Staff College students to attend the Air & Space Conference and Technology Exposition.

Shuttle Busses

SOLD: **Northrop Grumman**

No other sponsorship opportunity offers this kind of exposure. Not only will every attendee who rides the shuttle see your name but so will untold numbers of others at the pick up points that include the Pentagon, Bolling AFB and Andrews AFB. AFA runs shuttle busses throughout the Conference for daytime activities and evening events, including to the Air Force Memorial for our wreath-laying and to the Congressional Breakfast Reception. Your sponsorship includes having your company logo on signage on all busses and an opportunity for you to run your company video in all busses with video players. In addition your company logo will be featured on all bus schedule signage posted at the Pentagon, Bolling AFB, Andrews AFB and the Gaylord. We will also display your company logo on the transportation booth at the hotel.



Cyber Cafes

SOLD: [EADS North America](#)

AFA will place four, four-station cyber cafes on the exhibit floor, one in each corner of the exhibit hall. This sponsor will receive recognition in each of their sponsored cyber cafes. The sponsor may provide a screen saver and corporate URL for their home page on each of the computers. An allowance is available in the form of a reduced price for sponsors who wish to demonstrate their own product by supplying the equipment for use in their cyber cafes.

Event Sponsorship Opportunities

Attendee Continental Breakfasts

\$50,000 per day

Monday	September 14	SOLD: Northrop Grumman
Tuesday	September 15	\$50,000
Wednesday	September 16	\$50,000

Each day of the conference, there will be a continental breakfast for all those attending the Air & Space Conference and Technology Exposition. Sponsors to be recognized by name and logo on signage posted throughout the breakfast areas. Sponsors may provide napkins with their corporate logo.

Conference Coffee Breaks

SOLD: [L-3 Communications](#)

Monday	September 14	PM Breaks
Tuesday	September 15	AM Breaks
Tuesday	September 15	PM Breaks
Wednesday	September 16	AM Breaks
Wednesday	September 16	PM Breaks

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



Technology Exposition Lunches \$120,000 per day

Monday September 14 \$120,000

Tuesday September 15 \$120,000

Wednesday September 16 \$120,000

Each day of the conference, lunch will be served for all conference attendees in the exposition hall. This sponsorship is for the entire lunch (food, beverages and dessert). Sponsors to be recognized by name and logo on signage posted throughout the lunch areas. Sponsor may provide cups and napkins with their logo.

OR

Lunch Entrée Buffets

Four Opportunities each day at \$22,000

Dessert Stations At Lunch

\$20,000 per day

Each day of the conference, dessert will be served at lunch on the exhibit floor for all conference attendees. Sponsors to be recognized by name and logo on signage posted on all dessert stations throughout the lunch areas. Sponsor may provide napkins with their logo.

Beverage Stations At Lunch

\$15,000 per day

Each day of the conference, iced tea, lemonade and bottled water will be served at lunch for all conference attendees on the exposition floor. Sponsors to be recognized by name and logo on signage posted on all beverage stations throughout the lunch areas. Sponsor may provide cups and napkins with their logo.

Outstanding Airmen of the Year Activities SOLD: **ATK**

Sponsor to underwrite AFA-sponsored activities occurring during the 12 Outstanding Airmen of the Year Program. Included in this are the Outstanding Airmen of the Year Hospitality Suite and five tables for the family members and guests attending the Outstanding Airmen of the year Dinner. Sponsor to be recognized by name at the Outstanding Airmen of the Year dinner from the podium, by name and logo on signage posted throughout conference, in the Outstanding Airmen of the Year Hospitality Suite, and in the Outstanding Airmen of the Year dinner program. This sponsor will also receive two tables at the Outstanding Airmen of the Year dinner (with 4-6 seats at each table for their company leadership). Sponsor may address the 12 Outstanding Airmen during one of their private gatherings. Sponsor may provide cups and napkins to be used in the Outstanding Airmen of the Year Hospitality Suite.

AFA Lifetime Memberships for Outstanding Airmen of the Year SOLD: **ATK**

Sponsor to underwrite AFA Lifetime Memberships for each of the 12 Outstanding Airmen.



Outstanding Airmen of the Year Reception SOLD: [Northrop Grumman](#)

Sponsor may provide cups and napkins to be used at the Outstanding Airmen of the Year Reception being held on the exhibition floor on Monday, September 14, from 6:00 to 8:00 pm. Sponsors to be recognized by name and logo on signage posted throughout the reception station areas, and in the Outstanding Airmen of the Year Dinner program.

AFA's Air Force Anniversary Reception SOLD: [Lockheed Martin](#)

Sponsor may provide cups and napkins to be used at the AFA Air Force Anniversary Reception being held on the exhibition floor on Wednesday, September 16, from 6:30 to 7:45 pm. Sponsor will be recognized by name and logo on signage posted throughout the reception station areas and in the Air Force Anniversary Dinner program.

AFA's Air Force Anniversary Dinner Entertainment \$5,000

The AFA Air Force Anniversary Dinner will be held on Wednesday, September 16, at 8:00 pm. This sponsor will underwrite name entertainment, to be determined, appropriate for our audience. Sponsor will be recognized by name and logo in the Air Force Anniversary Dinner program.

AFA's Chairman's VIP Reception SOLD: [Bombardier](#)

This invitation only reception will be held on Wednesday, September 16, immediately following the AFA Air Force Anniversary Dinner in our Chairman's Suite. Sponsor may provide napkins to be used at the AFA Air Force Anniversary After-Dinner Reception.

