

Air Force Association Air & Space Conference and Technology Exposition

September 13-15, 2010

**Gaylord National Resort and Convention Center
Washington, DC**

The Air Force Association invites you to be a sponsor at the annual Air & Space Conference and Technology Exposition, the premier event for those companies who wish to do business with the US Air Force. Exhibitors at this event run the gamut from military units and government agencies to small businesses and the giants of the defense industry. The Conference and Exposition enjoy exceptional visibility among Air Force and DoD leadership as well as international air force attendees. Last year's event saw top leadership from the Air Force on the exhibit floor each of the three show days, as well as the Deputy Secretary of Defense.

Top shelf attendees expect top shelf speakers and the Air & Space Conference delivers just that. An important speech was given by Secretary of Defense Robert Gates who announced the Air Force was given sole source authority on the KC-X tanker aircraft. Chief of Staff General Norton Schwartz commended the contributions of our nation's Airmen in their expanded role in the current conflict and in the future. The Doolittle Raiders, the Tuskegee Airmen, Google's Dr. Neil Daswani and Former Chairman of the Joint Chiefs of Staff retired General Richard Myers added to the prestigious line-up of defense and aerospace experts and academics speaking at the Conference.

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

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Air Force Association Supporting Partners

Air & Space Conference and Technology Exposition

For those who sponsor any of the items listed here for the Air & Space Conference and Technology Exposition, we will total your sponsorship contributions and give you additional recognition as our Partners.

AFA will acknowledge your contributions that highlight your partnership with the Air Force Association in supporting Air Force Airpower and the United States Air Force.

- | | |
|--|------------------------|
| <input type="checkbox"/> Strategic Partner | \$200,000 or more |
| <input type="checkbox"/> Four Star Partners | \$100,000 to \$199,999 |
| <input type="checkbox"/> Three Star Partners | \$50,000 to \$99,999 |
| <input type="checkbox"/> Two Star Partners | \$10,000 to \$49,999 |
| <input type="checkbox"/> One Star Partners | up to \$9,999 |

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

Thank you for your support!

Air & Space Conference and Technology Exposition

Marketing and Promotional Opportunities

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

- Attendee Portfolio** **SOLD: Elbit Systems**
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: SES World Skies**
Sponsor to provide 3500 note pads (suggested amount) to be inserted in each attendee registration bag and made available at attendee registration. Pads to feature the AFA logo and 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 2010 Air & Space Conference and Technology Exposition must be approved in advance and in writing by the Air Force Association.

- Hotel Room Keys** **SOLD: EADS North America**
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 2010 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 North America

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 SOLD: Honeywell Aerospace

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 six 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

SOLD: Honeywell Aerospace

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

SOLD: SES World Skies

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

Aisle Signs

**Twelve Opportunities at \$1,500 each
Or all Twelve Opportunities for \$12,500**

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

\$38,000

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, Andrews AFB, and King Street Metro. 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 bus pick up points and the at Gaylord. We will also display your company logo on the transportation desk at the hotel.

Cyber Cafes **SOLD: EADS North America**

AFA will place three, three-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.

Attendee Continental Breakfasts **\$50,000 per day**

Monday September 13 \$50,000

Tuesday September 14 \$50,000

Wednesday September 15 \$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 13 PM Breaks

Tuesday September 14 AM Breaks

Tuesday September 14 PM Breaks

Wednesday September 15 AM Breaks

Wednesday September 15 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 13 \$120,000

Tuesday September 14 \$120,000

Wednesday September 15 \$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 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 (OAY) Program. Included in this are the OAY Hospitality Suite and five tables for the family members and guests of the Airmen attending the OAY 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 OAY Hospitality Suite, and in the OAY dinner program. This sponsor will also receive two tables at the OAY 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 OAY Hospitality Suite.

Outstanding Airmen of the Year Lifetime AFA Memberships

SOLD: ATK

Sponsor to underwrite an AFA Lifetime Membership for each of the twelve Outstanding Airmen of the Year.

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 13, from 6:00 to 7:45 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 15, 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

SOLD: Honeywell Aerospace

The AFA Air Force Anniversary Dinner will be held on Wednesday, September 15, at 8:00 pm. This sponsor will underwrite 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 15, immediately following the AFA Air Force Anniversary Dinner in our Chairman's Suite. Sponsor may provide napkins to be used at the Reception.

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 2010 Air Warfare Symposium and Technology Exposition must be approved in advance and in writing by the Air Force Association.