

# Air Force Association

# 2011 Sponsorship Program

The Air Force Association would like to present our 2011 Sponsorship Program. We appreciate your participation in our events and offer special sponsorship and marketing opportunities to those companies who support AFA efforts. Many options are exclusive opportunities that will disappear quickly. Sponsorships are only available to companies who are AFA Corporate Members and exhibitors in good standing.

The AFA Conferences, Symposia and Technology Expositions continuously attract attendees from industry, government, and military sectors, from across the country and around the world. Your participation as an exhibitor and sponsor provides your company the extraordinary opportunity to reach this lucrative audience with unique marketing opportunities at a variety of price points.

## Sponsorship, Marketing & Promotional Benefits

Following are some of the benefits you will receive by partnering with the AFA as a sponsor:

- Enhanced visibility and networking opportunities to increase awareness of your brand with top US Air Force and DoD leadership, influential aerospace industry leaders and members of air forces from around the globe
- Special signage placed throughout our events and in your booth identifying you as a sponsor
- Special mention in the official event program and in the Technology Exposition Exhibitors Guide, including your corporate logo
- Recognition on the AFA web site
- Special recognition in the AFA Annual Report acknowledging your support
- An invitation for you to provide one insert no larger than 8½” x 11” to be distributed to Conference attendees

**For more information 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)



# Air Force Association Air & Space Conference and Technology Exposition

September 19-21, 2011

Gaylord National Resort and Convention Center  
Washington, DC

## Sponsorship Levels

- |  |                        |
|--|------------------------|
| <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          |

- Your company logo and recognition as a sponsor on the AFA web site, in the official event program and on signage placed in your booth and at the event.
- Special recognition in the Technology Exposition Exhibitors Guide
- Special recognition in the AFA Annual Report acknowledging your support
- An invitation to provide one insert no larger than 8½" x 11" to be distributed to Conference attendees at any event where your company is a sponsor

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# Air & Space Conference and Technology Exposition

## Marketing and Promotional Opportunities

- Conference Registration Sponsor      **SOLD: Alenia North America**  
Your company will be recognized on the conference registration website as well as at the event in the registration area.
  
- Hotel Room Keys      **SOLD: Boeing**  
With your company's name, logo and corporate message along with the AFA logo and the conference logo. **Sponsor is responsible for all costs associated with the production of the keys and any fees charged by the Gaylord National Resort and Convention Center for the use of the keys.**
  
- Conference Attendee Bags      **SOLD: Northrup Grumman**  
Featuring your corporate logo with the conference logo. **Production costs are included.**
  
- Attendee Portfolio      \$15,000  
Featuring your corporate logo with the conference logo. **Production costs are included.**
  
- Event Note Pads & Pens      **SOLD: Alaska Structures**  
Sponsor to provide 2500 (suggested amount) pads to be distributed to all attendees and made available at attendee registration. Pads to feature the AFA logo, the event logo, along with the logo of the sponsoring company. Sponsor may provide pens with their logo as well. **Sponsor is responsible for production, cost of production, and delivery of pads (and pens) to the event.**
  
- Lanyards      **SOLD: IBM**  
Featuring your corporate logo along with the AFA. **Production costs are included.**
  
- Exhibit Guide      **SOLD: BAE Systems**  
This stand alone piece will provide the sponsor with a full page in the exhibit guide. **Production costs are included.**



Aisle Signs

**SOLD: Pratt & Whitney**

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

Cyber Café

**SOLD: EADS North America**

AFA will place three five-station cyber cafes on the exhibit floor. 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 may be available in the form of a reduced price for sponsors who wish to demonstrate their own product by supplying the equipment for use in the cyber cafes.

You Are Here/Booth Locator Stations

Four Opportunities at \$3,500 each

Or all Four Opportunities for \$10,000

Have your company logo featured on these displays at the exposition hall entrance and in the exhibit hall.

Daily Agenda Stations

One Opportunity at \$10,000 each

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

Mini Maps

Exclusive Sponsor at \$22,000

Back Cover Sponsor at \$12,500

Twelve Highlighted Exhibitor Opportunities at \$1,500 each

Mini maps will provide 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 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.)



**Speaker Ready Room** **\$5,000**

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: Aurora Flight Sciences**

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.

**Air Command and Staff College** **\$250,000**

Financial support to help AFA underwrite the participation of the Air Command and Staff College students to attend the Air & Space Conference and Technology Exposition.

**Shuttle Buses** **SOLD: Northrop Grumman**

Attendees who ride the AFA shuttle buses will see your company name but so will untold numbers of others at the pick up points that include the Pentagon, Bolling AFB, and Andrews AFB. Your sponsorship includes having your company logo on signage on buses. In addition your company logo will be featured on bus schedule signage posted at bus pick up points and at the Gaylord. We will also display your company logo on the transportation desk at the hotel.

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

Each day of the conference, there will be a continental breakfast. Sponsors may provide napkins and/or cups with their corporate logo.

**Coffee Breaks** **SOLD: L-3 Communications**

Monday	September 13	PM Breaks
Tuesday	September 14	AM and PM Breaks
Wednesday	September 15	AM and PM Breaks

Sponsor may provide cups and/or napkins for daily coffee breaks throughout the conference.

**Technology Exposition Lunches** **\$120,000 per day, three days available**

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). Sponsor may provide cups and napkins with their logo.



**OR**

Lunch Buffets Four Opportunities each day at \$22,000

Dessert Stations \$20,000 per day

Sponsor may provide napkins with their logo.

Beverage Stations \$15,000 per day

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 Outstanding Airmen of the Year (OAY) Program. Sponsor to be recognized at the Outstanding Airmen of the Year dinner from the podium, on signage posted throughout conference, in the OAY Hospitality Suite, and in the OAY dinner program. This sponsor will also receive two tables (12 seats) at the OAY dinner. Sponsor may address the 12 Outstanding Airmen during one of their private gatherings. Sponsor may provide cups and/or 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 glassware and/or napkins to be used at the Reception to be held on the exhibition floor on Monday evening.

AFA's Air Force Anniversary Reception **SOLD: Lockheed Martin**

Sponsor may provide glassware and/or napkins to be used at the AFA Air Force Anniversary Reception being held on the exhibition floor on Wednesday evening.

AFA's Air Force Anniversary Dinner Entertainment \$10,000

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: Lockheed Martin**

This invitation only reception will be held on Wednesday evening, immediately following the AFA Air Force Anniversary Dinner in our Chairman's Suite. Sponsor may provide napkins and/or glassware to be used at the Reception.

**AFA Heritage Panel** **\$5,000 each, two available**

Each year at the AFA Air & Space Conference Heritage panels are featured. In 2009 it was Doolittle Raiders. In 2010 it was Women's Air Force Service Pilots (WASP) and, in a separate panel, three Medal of Honor recipients. These presentations receive some of the highest marks in our post conference surveys. Your sponsorship of \$5,000 will help defray expenses for these speakers to come to our event. In return, your company logo will be featured on screen during the presentation. Your company will also be thanked by name from the podium during the presentation.

**Device Charging Station - NEW!**

**Four Opportunities at \$5,000 each**

Be the first to sponsor our Event Charging Stations at the 2011 Air & Space Conference and Technology! Provide attendees with a convenient way to charge their mobile devices without leaving the conference area or show floor. In return, you will receive a creative way to capture the attendee's attention. Each kiosk has 16 charging tips for the most popular cell phones and portable devices including iPhone, Android, Blackberry and iPads too! The LCD monitor provides the opportunity for customized content and the billboard area provides high visibility for your message. Take all four opportunities for just \$18,000

**Conference Information Center – NEW!** **\$5,000**

Be the first to sponsor our Conference Information Center at the 2011 Air & Space Conference and Technology! This information center will be in the middle of it all. Located near the registration desk, the information center, with your brand, will be an ideal landmark for attendees. Your organization will be recognized on the Conference Information Center graphics. AFA will staff the information center.

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All sponsors of 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 for sponsor produced items for the 2011 Air & Space Conference and Technology Exposition must be approved in advance and in writing by the Air Force Association.

