

**Sponsorship Levels**



up to \$9,999



\$10,000 to \$49,999



\$50,000 to \$99,999



\$100,000 to \$199,999



\$200,000 or more

**Marketing and Promotional Opportunities**

**Conference Registration Sponsor**

Your company will be recognized as the online conference registration and on-site registration sponsor.

**SOLD: BAE Systems**

**Conference Attendee Bags**

Featuring your company logo with the conference logo. Production costs are included.

**SOLD: L-3 Communications**

**Conference Note Pads & Pens**

**\$7,500**

Sponsor to provide the suggested quantity of pads with your logo, the AFA logo, and the conference logo. Sponsor may provide pens with your logo as well. **Sponsor is responsible for production, cost of production, and delivery of pads (and pens) to AFA by the specified deadline.**

**Attendee Portfolios**

**\$15,000**

Featuring your company logo and the conference logo. Production costs are included.

**Lanyards**

**SOLD: IBM**

Featuring your company logo and the AFA logo. Production costs are included.

**Hotel Room Keys**

**SOLD: Lockheed Martin**

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 for the use of the keys.**

**Speaker Ready Room**

**\$5,000**

Sponsor may provide cups and napkins with your company logo.

**AFA Heritage Panels**

Each year at AFA's Air & Space Conference Heritage panels are featured. In previous years, the panels were Doolittle Raiders, Women's Airforce Service Pilots (WASP), three Medal of Honor recipients, and in 2011, WWII Bomber Crewmen and Vietnam Misty Pilots. These presentations receive some of the highest marks in our post conference surveys. Your sponsorship 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.

Tuesday **\$5,000**  
Wednesday **\$5,000**



**Press Room**

**SOLD: Aurora Flight Sciences**

Sponsor may provide cups and/or napkins with your company logo and will be recognized by name and logo on signage inside and outside the room.

**Exhibit Guide**

**\$18,000**

This stand alone piece will provide the sponsor with a full page in the exhibit guide. Production costs are included.

**Daily Agenda Stations**

**\$10,000**

For the exclusive sponsorship, have your company’s name and logo prominently displayed on the three-sided daily agenda station column.

**Mini Maps**

**\$22,000**

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. Sponsor booths will be highlighted on the floor plan. This can be yours 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.)

**Highlighted exhibitors in the Mini Map.**

**There are 12 opportunities at \$1,500 each.**

AFA must have either a minimum of six highlighted sponsors or an exclusive sponsor for the mini maps to be produced.

**Mini Maps Back Cover**

**\$12,500**

**Aisle Signs**

**SOLD: Pratt & Whitney**

For the exclusive sponsorship, have your company’s name and logo prominently displayed on 16 aisle signs in the exhibit hall. Each aisle sign can be sold individually.

**There are 16 opportunities at \$1,500 each.**

**You Are Here/Booth Locator Stations**

**\$10,000**

For the exclusive sponsorship, have your company logo featured on four displays at the exhibit hall entrance and in the exhibit hall. **Each station can be sold individually.**

**There are four opportunities at \$3,500 each.**

**Cyber Café**

**\$25,000**

For the exclusive sponsorship, AFA will place three five-station cyber cafés in the exhibit hall. This sponsor will receive recognition in each of your sponsored cyber cafés and may provide a screensaver and corporate URL to your 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 cafés.

**Each café with five stations can be sold individually.**

**There are three opportunities at \$9,000 each.**

**Exhibit Hall Banners**

**\$5,000**

Spotlight your company with this sponsorship in the exhibit hall, with a 15’ x 15’ banner. The cost includes production and installation. Multiple opportunities available at \$5,000 each. **SOLD: TASC**

**Attendee Continental Breakfasts**

There will be a continental breakfast each day of the conference. Sponsor may provide napkins and/or cups with your company logo.

Monday	<b>\$35,000</b>
Tuesday	<b>\$35,000</b>
Wednesday	<b>\$35,000</b>

**Conference Coffee Breaks**

**\$40,000**

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



For more information or to secure an opportunity, please contact:  
Mary Ellen Dobrowolski, Director of Programs and Industry Relations  
Phone: (703) 247.5823 or email: MDobrowolski@afa.org

**Monday Attendee Lunch Buffet in the Exhibit Hall** **\$60,000**

Lunch will be served for all conference attendees in the exhibit hall. This sponsorship is for lunch (food and beverages). Sponsor may provide cups and/or napkins with your company logo.

Or sponsor specific stations during lunch:

Lunch Stations	<b>\$55,000</b>
Beverage Stations	<b>\$10,000</b>

**Tuesday Attendee Lunch Buffet in the Exhibit Hall** **\$60,000**

Lunch will be served for all conference attendees in the exhibit hall. This sponsorship is for lunch (food and beverages). Sponsor may provide cups and/or napkins with your company logo.

Or sponsor specific stations during lunch:

Lunch Stations	<b>\$55,000</b>
Beverage Stations	<b>\$10,000</b>

**Wednesday Attendee Lunch Buffet in the Exhibit Hall** **\$60,000**

Lunch will be served for all conference attendees in the exhibit hall. This sponsorship is for lunch (food and beverages). Sponsor may provide cups and/or napkins with your company logo.

Or sponsor specific stations during lunch:

Lunch Stations	<b>\$55,000</b>
Beverage Stations	<b>\$10,000</b>

**Mid-Day Break/Dessert Stations**

Sponsor may provide napkins with your company logo each day.

Monday	<b>\$12,500</b>
Tuesday	<b>\$12,500</b>
Wednesday	<b>\$12,500</b>

**AFA's Air Force Anniversary Reception** **\$50,000**

Sponsor may provide glassware and/or napkins with your company logo to be used at the AFA Air Force Anniversary Reception being held in the exhibit hall 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: Bombardier**

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 with your company logo to be used at the reception.

**Outstanding Airmen of the Year Reception** **SOLD: Northrop Grumman**

Sponsor may provide glassware and/or napkins with your company logo to be used at the reception to be held in the exhibit hall on Monday evening.

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

Sponsor to underwrite an AFA Lifetime Membership for each of the 12 Outstanding Airmen of the Year.

**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 OAY 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 with your company logo for the OAY hospitality suite.

**Shuttle Buses** **\$38,000**

Attendees who ride the AFA shuttle buses will see your company name but so will untold numbers of others at the pickup points that include the Pentagon, JB Anacostia-Bolling, and JB Andrews. 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 pickup points and at the Gaylord. We will also display your company logo on the



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transportation desk at the hotel. Custom upgrade to graphics package available.

**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.

**Atrium Banner**

**SOLD: AgustaWestland**

Spotlight your company with this sponsorship during the technology exposition. Sponsorship includes allowance for basic installation.

**West Atrium Banner**

**SOLD: SES**

Spotlight your company with this sponsorship during the technology exposition. Sponsor is responsible for production, cost of production, and delivery and installation of the escalator banner to AFA by the specified deadline.

**Parking Garage Banner**

**\$25,000**

Spotlight your company with this sponsorship as attendees arrive at the conference. Sponsor is responsible for production, cost of production, and delivery and installation of the parking garage banner to AFA by the specified deadline.

**Floor Graphics**

**SOLD: SES**

Direct the attendees to your booth with this creative sponsorship. Sponsorship does not include production of graphics or installation.

**Escalator Wraps**

**\$12,000**

Spotlight your company with this sponsorship. Grab the attendee's attention as they enter and exit the exhibit hall. Sponsorship includes production and installation. (Cost is based on a set of escalators.)

**There are two opportunities available at \$12,000 each.**

*All sponsors underwriting a food or beverage function are invited to provide cups/glassware, 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 2012 Air & Space and Technology Exposition must be approved in advance and in writing by the Air Force Association.*



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