

# AVIATOR SHOWCASE

Event  
Prospectus



## 9.8-9.9.2023 FREDERICK, MD | KFDK

The Aviator Showcase is designed to connect the general aviation industry with “in-the-market” pilots, current aircraft owners, and prospective buyers.

AOPA will host this year’s Aviator Showcase at our headquarters in Frederick, MD! High-quality seminars will offer content exclusively related to aircraft ownership, technology, services, and product presentations from event sponsors. The Aviator Showcase will be marketed to a uniquely qualified audience of the most engaged pilots. By promoting the event to those most likely to buy, we will offer an effective onsite marketplace that allows for meaningful interaction with past, current, and prospective customers. All attendees will come expecting a high-quality in-person buying experience with the industry’s leading subject matter experts.

### Qualified & Engaged



**86%** of all GA aircraft in the US are owned by **AOPA members**



**62%** are looking to **invest in upgrades** in the next 24 months



**40%** plan to **increase their flight activity** in the next year

### New This Year



#### Show Schedule

Friday: Noon - 7pm  
Saturday: 9am - 3pm



Friday evening **Happy Hour**  
5pm - 7pm



Hosted at **AOPA Headquarters**



# Exhibit Opportunities

Interact with an audience of highly qualified attendees in an airport environment with a mix of convention style pipe-and-drape booths inside a large hangar complemented by a nearby aircraft display.

## Aircraft Display

*\*pricing for aircraft is based on Max Takeoff Weight*

MTOW Less than 1,320 lbs	\$600.00
1,320 - 5,999 lbs	\$750.00
6,000 - 12,499 lbs	\$900.00
12,500 lbs and above	\$1,000.00
Mobile Sales Trailer	\$1,100.00

## Aircraft and Mobile Display Additional Options

Aircraft Power Connection	\$195.00
10x10 Pop-Up Tent	\$165.00
Table (6' or 8') + 2 Chairs	\$45.00
High Top Table	\$45.00
Stools	\$25.00

## Exhibit Hall

5x10 Booth	\$650.00
10x10 Booth	\$1,050.00
10x10 Booth (non-profit/gov't)	\$650.00
10x20 Booth	\$1,900.00
10x20 Booth (non-profit/gov't)	\$1,150.00
5x20 Booth	\$1,150.00

### Included with Exhibit Hall booths:

- One (1) 6-foot or 8-foot table (per 10-foot space)
- Two (2) chairs
- One 115v-15 amp electrical connection
- Inclusion on\*:
  - Event Website
  - Interactive Floorplan
  - Event Program Guide

*\*\*Spaces must be confirmed at least 1 week prior to the event for inclusion in Exhibitor lists on web listing and 4 weeks prior for print listings.*

### Exhibit Hall Additional Options

Table (6' or 8') + 2 Chairs	\$45.00
High Top Table	\$45.00
Stools	\$25.00

## Material Handling

Secure and schedule delivery and/or pick-up with your carrier of choice during specified time frames and we'll take care of the rest! Inbound shipments will be placed in your display area prior to set-up, and outbound shipments will be taken from your display area after tear-down.

Loose Shipment	\$110.00
Pallet	\$195.00

## Exhibitor Timeline

### SET-UP/ARRIVALS

Thursday 9:00am – 5:00pm

Friday 8:00am – 10:30am

### EXHIBIT HOURS

Friday 12:00pm – 7:00pm

Saturday 9:00am – 3:00pm

### TEAR-DOWN/DEPARTURES

Saturday after 3 pm

## Exhibitor Placement

- Exhibitor placement requests will be accommodated as able, although final placement will be at the discretion of the event staff.
- In cases where multiple aircraft intend to be placed together, please coordinate arrivals to the display ramp at the same time.
- Aircraft arriving outside of published arrival times should contact the FBO to be parked on their ramp, and then tugged or taxied to the Aircraft Display during scheduled arrival times.

## Exhibit Requirements

- Booth furnishings, displays, equipment, etc. must fit within the lateral confines of your booth or designated ramp area and may not interfere with adjacent booth spaces.
- Contracted exhibit space must be staffed during published exhibit hours. Late arrivals and early departures cannot be accommodated.

## Cancellation Policies

- A 25% cancellation fee will be charged for cancellations received 30 days or more prior to the event date.
- No refunds will be provided for cancellations received within 30 days of the respective event, unless the cancelled space is resold. If resold, a 25% cancellation fee and the difference between the original sale price and resold sale price will be charged.
- All cancellations are required to be made in writing for any applicable refund to be processed.



**AVIATOR**  
SHOWCASE

# Sponsorship Opportunities

**Support something all pilots care about - the Freedom to Fly!**

The AOPA Aviator Showcase will enjoy wall-to-wall editorial coverage, email marketing, social media outreach, and more creating top-of-mind awareness among the world's largest pilot community.

Explore our menu of sponsorship offerings to find the right fit for your company. Most levels of sponsorship include exhibit space as well as additional pre-event and on-site brand exposure offering the best value and maximizing your presence at the Aviator Showcase. If you do not see an opportunity that captures all of your needs, please contact our team to discuss options for a customized sponsorship package.

# Sponsorship Opportunities

## Presenting \$15,000

This is an exclusive sponsorship opportunity to include all premium sponsor benefits in addition to being named host of Friday evening's happy hour, company logo on all event lanyards and passes, editorial highlights as the event's "Presenting Sponsor", and more.

### Premium Benefits

- Unlimited aircraft on display
- Up to a 10x20 Exhibit Hall Booth
- Increased signage and logo placement throughout Friday happy hour
- Company logo on event lanyards and passes
- Company logo on pilot information packet and arrival procedures
- Full page cover ad in event program guide
- Seminar speaking opportunity
- Pre-event marketing through editorial, email, and social media campaigns
- Prominent on-site brand exposure and logo placement

### Pre-Event And On-Site Benefits

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo on event banners, program guide, volunteer t-shirts
- Banner-ups or bowheads in seminar area or main gate

## Platinum \$7,500

Platinum sponsorship premium exhibitor benefits, seminar speaking opportunities, and prominent brand exposure throughout the pre- and post-event marketing campaigns, show program guides, and more.

### Premium Benefits

- Unlimited aircraft on display
- Up to a 10x20 Exhibit Hall Booth
- Full page ad in event program guide
- Seminar speaking opportunity
- Pre-event marketing through editorial, email, and social media campaigns
- Prominent on-site brand exposure and logo placement

### Pre-Event And On-Site Benefits

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo on event banners, program guide, volunteer t-shirts
- Banner-ups or bowheads in seminar area or main gate

## Gold \$5,000

Gold sponsorship includes premium exhibitor benefits, prominent brand exposure throughout pre-event marketing campaigns, as well as on-site recognition through signage, program guides, and more.

### Premium Benefits

- Up to 3 spaces in the Aircraft Display OR 1 Aircraft and 10x10 booth in Exhibit Hall
- Pre-event marketing through editorial mentions and email campaigns
- Half-page ad in event program guide
- Assistance with coordination of off-site customer events (optional)

### Pre-Event And On-Site Benefits

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo placement on event banners, program guide, volunteer t-shirts
- Banner-ups or bowheads in seminar area or main gate

## Silver \$3,000

Silver-level sponsors will receive aircraft display exhibit options, brand exposure through pre-event marketing campaigns, and on-site recognition through signage, program guides, and more.

### Premium Benefits

- 2 spaces in the Aircraft Display OR a 5x10 booth in the Exhibit Hall.
- Quarter-page ad in event program guide

### Pre-Event And On-Site Benefits

- Logo placement on event website
- Inclusion in pre-event marketing messaging
- Logo placement on event banners, program guide, volunteer t-shirts



# Sponsorship/Marketing Packages

	Presenting: \$15,000	Platinum \$7,500	Gold \$5,000	Silver 3,000
<b>EXHIBIT OPPORTUNITY</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Complimentary Exhibit Space	Unlimited aircraft and up to 10x20 booth	Unlimited aircraft and up to 10x20 booth	3 aircraft <b>OR</b> 1 aircraft and/or 10x10 booth	2 aircraft <b>OR</b> 5x10 booth
<b>PRE-EVENT MARKETING</b>				
"Presented by" recognition in all marketing and editorial	<b>X</b>			
Showcase Promotion Email Campaign: Company Logo / hotlink	<b>X</b>	<b>X</b>		
Editorial: Logo in AOPA Pilot Magazine / eMedia Stories on Showcase	<b>X</b>	<b>X</b>		
AOPA Event Website: Company mention	<b>X</b>	<b>X</b>		
Dedicated Social Media Post	<b>X</b>	<b>X</b>		
Editorial: Company Mention in print and eMedia articles on Showcase	<b>X</b>	<b>X</b>	<b>X</b>	
AOPA 2023 Event Website: Company logo / hotlink	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Showcase Promotion Email Campaign: Company mention	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Social Media: Shared Post	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>ON SITE BENEFITS</b>				
Friday Happy Hour Host <b>OR</b> other dedicated sponsor activity as agreed upon	<b>X</b>			
Logo on Event Lanyard	<b>X</b>			
Logo on Arrival Procedures	<b>X</b>			
Seminar speaking opportunity	<b>X</b>	<b>X</b>		
Video commercial in seminars (sponsor supplied)	<b>X</b>	<b>X</b>		
Banner ups in seminar space (sponsor supplied)	<b>X</b>	<b>X</b>	<b>X</b>	
Bowheads at main gate (sponsor supplied)	<b>X</b>	<b>X</b>	<b>X</b>	
Ad in Program Guide	<b>Full Page Inside Cover</b>	<b>Full Page</b>	<b>1/2 Page</b>	<b>1/4 Page</b>
Volunteer T-Shirt	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
Program Guide Recognition	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
Seminar Slide Recognition	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
On-Site Banners/Signage	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
Show special info on Program Guide & Signage	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

# Additional Sponsorship Opportunities

Consider sponsoring these show offerings to further enhance your brand to guests throughout the event! If you are interested in adding any of these items to your sponsorship or exhibits presence, contact our team to customize a package to best fit your needs.

These opportunities all come with the following benefits in addition to a few special perks.

## Premium Benefits

- Inclusion in pre-event marketing messaging
- Name in event program guide
- Logo on signage associated with sponsored element

## Coffee Station Sponsor \$2,000

\*3 available

Keep the coffee and conversation flowing for guests at the show by providing complimentary coffee! Sponsor logos will be prominently placed alongside the coffee station (includes both Friday and Saturday).

## Shuttle Sponsor \$2,000

\*3 available

Shuttles will safely carry event guests around the airport. Sponsor logos will be prominently placed on signage at all shuttle pick-up/drop-off locations.

	Coffee Sponsor: \$2,000	Shuttle Sponsor: \$2,000
<b>PRE-EVENT MARKETING</b>		
Showcase Promotion Email Campaign: Company mention	X	X
AOPA 2023 Event Website: Company mention	X	X
Social Media: Shared Post	X	X
<b>ON SITE BENEFITS</b>		
Program Guide Recognition	Name	Name
Seminar Slide Recognition	Logo	Logo
On-Site Signage	Logo	Logo
Show special info on Program Guide & Signage	X	X
Logo on sponsored element	Coffee Stations	Shuttle Stops

## For Exhibitor Inquiries:

Exhibits Manager  
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 p: 301-695-2100

## For Sponsorship Inquiries:

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