



2024 AG AVIATION EXPO

NATIONAL AGRICULTURAL AVIATION ASSOCIATION | FORT WORTH, TEXAS

2024 Ag Aviation Expo Sponsorship Opportunities Nov. 18-20, 2024



Contact: Lindsay Barber, CMP, Director of Communications & Marketing
1440 Duke Street, Alexandria, VA 22314
Phone: (202) 794-9012 • Email: Lbarber@agaviation.org



Think Outside the Booth!

NAAA offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibition hall.

By becoming a sponsor, buyers will:

- Remember your company, services and products
- See you as a supporter of the ag aviation industry
- Recognize your brand
- See you as a partner and industry visionary
- Hold you above others in purchasing decisions

About NAAA's Ag Aviation Expo

National Agricultural Aviation Association (NAAA) represents nearly 1,500 members in 46 states. NAAA represents the interests of small business owners and pilots licensed as commercial applicators that use aircraft to enhance food, fiber and biofuel production, protect forestry and control health-threatening pests. Furthermore, through its affiliation with the National Agricultural Aviation Research & Education Foundation (NAAREF), the NAAA contributes to research and educational programs focused on enhancing the efficacy, security and safety of aerial application.

We are expecting a large audience of around 1,500 aerial applicators in Fort Worth at our annual Ag Aviation Expo. In a recent post-Ag Aviation Expo survey, 75% of attendees reported that they are 'very likely' to use the products and services of Ag Aviation Expo sponsors.

Branding at the Ag Aviation Expo is a great opportunity for you to get your message in front of the agricultural aviation industry and reach a targeted and nationwide audience of aerial applicators in North America; an audience that is responsible for applying 28% of crop protection products to commercial cropland in the U.S.

Top 5 Reasons to Become an Ag Aviation Expo Sponsor

1

Increase brand awareness by sponsoring attendee favorites and must-attend events.

2

Stand out in the crowd and be seen as a power player in Fort Worth.

3

Sponsorship enhances your company's credibility and rapport.

4

You can drive attendees to your booth and message through your sponsorship.

5

You will generate new sales and/or leads and potential business partnerships.



Receptions and Food & Beverage Sponsorships

Kickoff Breakfast **SOLD**

This ticketed breakfast is one of the heaviest attended events and we always have a large crowd! Besides our featured speaker Kevin Humphreys, the breakfast also honors Ag Wings of Tomorrow Scholarship winners. It's a great way to kick off your participation and get your company's name in front of this alert and captivated audience. **\$22,000**

Welcome Reception **SOLD**

Your company's hospitality will be front and center welcoming attendees to the heavily attended Monday evening reception. **\$22,000**

Auction Reception **SOLD**

Sponsor the anticipated Tuesday evening Live Auction Reception – a centerpiece of the Ag Aviation Expo! **\$22,000**



Coffee Breaks

Sponsor the coffee breaks! Two daily sponsorships on Mon., Tues., Wed.; choose morning or afternoon. (Includes signage and beverages).
 Sunday (all day) **\$1,650**
 Monday (AM or PM) **\$1,950 AM Sold**
 Tuesday (AM or PM) **\$1,950 AM Sold**
 Wednesday (AM or PM) **\$1,950**

Water Hydration Stations on Trade Show Floor
 Sponsor a water station on the trade show floor. (Includes sponsor signage next to a hydration station.) Tuesday: **\$660 SOLD**
 Wednesday: **\$660**

Monday "Regiception" Registration Bar & Welcome Sponsorship on Monday Sponsor the "Welcome to the Ag Aviation Expo" Bar in the NAAA Registration area on Monday, Nov. 18. Each attendee on Sunday and Monday who pick up their badge or register onsite will receive one ticket for a complimentary soda or beer on Monday from 12 – 5 p.m. (Attendees only!). Get your name in front of everyone in the registration area. Tickets good for one soda or beer. The bar will feature a tall meter sign with your logo and the drink ticket will include your company name (if confirmed by early Sept.) **\$12,500**

Wednesday Farewell Reception

Operators, pilots and allied companies come together one last time for socializing and wishing each other well before the holiday season. Don't miss this last opportunity to get your company logo in front of attendees. 30-minute reception. **\$2,750**



Excellence in Ag Aviation Banquet & Grand Finale
 Showcase your industry support by sponsoring the prestigious Wednesday evening Awards Banquet honoring our industry's best and brightest! **\$20,000**

Ag Aviation Expo Educational Sessions

Tuesday General Session: Co-Sponsorship Available
 Insurance mock trial and H2A Program presentation. **\$22,000**

Aerial Application Research Technology Session Sold
 Operators and pilots attending Monday's Aerial Application Research Technology Session will see your logo on signage when entering and exiting the room. You'll also receive a thank you from the speakers. We expect high attendance since operators and pilots are eligible to receive CEU's. **\$3,300**

Helicopter Concurrent Session **SOLD**

A roundtable discussion of helicopter issues. **\$825**

Low-Altitude Session **SOLD**

A panel of professionals will discuss a variety of issues related to low altitude aviation ranging from FAA tower and drone policies designed to make the national airspace system safer for low-flying manned aircraft to field scouting. *Session may change based on speakers available and industry topics.* **\$825**

“Ask The Expert” Speed Mentoring: Monday **SOLD**

The “Ask the Expert” session brings together new and low time pilots with experienced pilots, operators, ag schools and insurance companies in a small setting allowing for direct and personal interactions between the mentors and mentees. The session provides attendees with a quick 360-degree overview of what’s required and what it takes to work as a pilot in the agricultural aviation industry. **\$1,650**

Compass Rose: Sunday **SOLD**

The Compass Rose session is specifically for pilots NEW to the aerial application industry. This discussion session is an open forum for newbies to ask their questions and participate in discussions with other new pilots and selected, experienced and well respected aerial application operators that wish to serve as mentors to new pilots. **\$825**

Relationship Drift **SOLD**

Relationship Drift looks at how personal relationships affect pilot decision-making and safety. This session is designed to facilitate relations between operator/ pilots and their spouses and/or support staff at operations in the interest of pilot safety and everyone's general welfare. **\$825**

Wire Avoidance Course **SOLD**

Flying in the Wire & Obstruction Environment Course will be taught on Saturday, Nov. 16. **\$5,000**

Signage & Display Sponsorships

Banners, Window Clings and Column Wraps

There are many window cling, banners and floor decal sponsor opportunities in Fort Worth. View signage opportunities beginning on page 6. Contact Lindsay Barber lbarber@agaviation.org for further details. Pricing includes the printing and labor to install the item. Sponsor is responsible for providing the artwork.



Registration Floor Signage **SOLD**

Five exclusive one meter signs in the NAAA Registration area. **\$2,750**

Aisle Signs **SOLD**

Your logo to appear on the aisle signs at the Trade Show. **\$4,500**

Floor Decals – Two Options and Several

Available Show off your brand with these floor decals, which will be placed on the trade show floor.

24” x 24” (square) **\$305 each**

48” x 48” (square) **\$690 each**

Ag Aviation Expo Schedule At A Glance Signage

When attendees are reviewing the expo schedule signs throughout the hotel and the convention center, they will also see your logo. **\$3,800 **SOLD****

Attendee External Battery Charger Provider **SOLD**

Attendees are always looking for a power source to charge their devices. New this year is a charging provider sponsorship that offers attendees the opportunity to 'check out' a complimentary external battery pack to charge their device while they attend the Ag Aviation Expo. Available Monday-Wednesday. Sponsorship includes the charging station, battery packs, digital signage for your sponsorship and a print sign displaying your sponsorship with rental details of batteries. **\$3,000**



Ag Aviation Expo Program & App

NAAA Ag Aviation Expo App (Two Options)

Advertise your products and services and/or direct attendees to your booth through the App.

Splash Page Sponsor: Your ad will appear on the splash page, which all attendees will see each time they enter the App. Your company will also receive a banner ad at the top of all pages. **\$6,500**

Banner Ad Sponsor: Your ad will scroll at the top of all pages of the Ag Aviation Expo App. **\$600**

Printed Ag Aviation Expo Program

Advertise your products and services, and direct attendees to your booth or website with an ad in the printed Ag Aviation Expo Program that will be received by each and every attendee at the expo.

Outside Back Cover **\$3,850 SOLD**

Inside Front Cover **\$3,300**

Inside Back Cover **\$2,750**

Inside Pages **\$1,100**



Registration & Hotel Sponsorships

Attendee Bags **On hold**

Sponsor logo placement co-branded with NAAA on each bag for all attendees. Includes company promo insert in each bag. (Includes shopping bag style)

..... **\$7,700** (potential add. fee based on multiple colors)

Attendee Bag Item – Several Available

Have your promotional material inserted into each attendee's registration bag. Provide an item that will have the attendee thanking you! And thinking of you!
..... **\$385**

Hotel Key Cards **SOLD**

Sponsoring your logo or artwork on expo hotel key cards puts your company in attendees' hands multiple times throughout the event. Key cards only for specific hotels; NAAA will share details with sponsor. Sponsor responsible for supplying artwork by early September. **\$6,500**

Expo Badge Holders or Lanyards **SOLD**

Sponsor logo is placed on a premium badge holder or lanyard! (Includes cost of up to 1,000 pieces and production) **\$3,800**

And More!

Wi-Fi Sponsor

Sponsor will provide Wi-Fi on Tues. & Wed. on the NAAA Trade Show Floor. Price includes Wi-Fi, signage and naming the Wi-Fi network with your company name. **\$9,500**

Live Auction Paddles **SOLD**

Attendees can use these auction paddles to bid on items during the Live Auction. Up to 400 paddles will have a number and will be branded with your logo. Paddles will be provided to attendees before the Live Auction begins on Tuesday evening. **\$1,650**

Ag Aviation Expo Passport (5 Available)

Attendees love this game and it's a great opportunity to increase traffic to your booth. Attendees receive an Ag Aviation Expo Passport and are asked to visit each sponsor's booth and receive a stamp. They must collect all participating booth stamps to be included in the drawing for the Passport Prize, which is two full 2025 expo registrations. Prize is for attendees only! 10 stamps available. **\$600/sponsor**

For Sale By Owner Area

Sponsor this high traffic For Sale By Owner bulletin board, where operators and pilots place postings for jobs, equipment for sale and more! Includes board and sponsor signage; located in the NAAA Registration area for everyone to see. **\$1,200**

Ag Aviation Expo Keepsake Pins **SOLD**

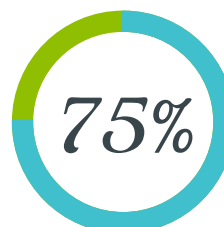
Attendees will receive a ticket for a free expo keepsake pin; they must bring the ticket to your booth to claim the pin. The pin will depict this year's Ag Aviation Expo logo, which will drive attendees to your booth for pick up. **\$5,000**

Museum Booth

The museum booth sponsorship offers name recognition and association with learning and celebrating our industry. TBD if the NAA Museum from Jackson, MS will be in attendance or if a video will be shown. Includes one day keg of beer. **\$3,000**

Family Room

Our family room allows families with young children to congregate, let the little ones run around and allow spouses and children to meet other families traveling with their ag pilots. Sponsorship includes signage, tv and DVD player for movies (NAAA will provide movies). **\$3,500**



Attendees reported they are "very likely" to use the products & services of an Ag Aviation Expo sponsor.

All signage opportunities below are at the Fort Worth Convention Center

Door Clings **SOLD OUT**

Location: at the exhibit hall entrance

Dimensions: 2'w x 2' h (single-sided)

Price: \$400 each cling



Fort Worth Convention Center

SKU

FWCC-DC-1

Door Clings

Escalator Glass Cling 1

Location: between exhibit hall entrance and NAAA Registration Area

Dimensions: 80 1/4" w x 22 3/4" h (single-sided)

Price: \$1,250

1 Available



Fort Worth Convention Center

SKU

FWCC-ESGD-1

Escalator Glass Decal C1

Escalator Glass Cling 2

Location: faces out into exhibit hall entrance lobby

Dimensions: 80 1/4" w x 22 3/4" h (single-sided)

Price: \$1,250

1 Available



Fort Worth Convention Center

SKU

FWCC-ESGD-2

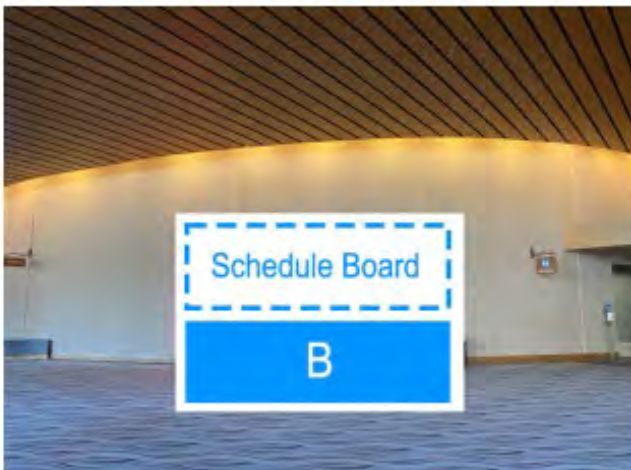
Escalator Glass Decal C2

Schedule Board (also listed on pg. 4) SOLD

Location: NAAA registration area; your company's logo will appear at the top of the schedule board

Price: \$3,800

1 Available



Fort Worth Convention Center

SKU

FWCC-SB-1

Schedule Board

Large Banner 1 SOLD

Location: Banner faces exhibit hall entrance lobby

Dimensions: 8'w x 4' h

Price: \$5,000

1 Available



Fort Worth Convention Center

SKU

FWCC-VB-1

Single Sided Vinyl Banner,
Entrance

Large Banner 2 SOLD

Location: Banner faces NAAA Registration Area – faces Banner #3

Dimensions: 10'w x 4' h

Price: \$5,000

1 Available



Fort Worth Convention Center

SKU

FWCC-VB-2

Single Sided Vinyl Banner,
Registration

Large Banner 3

Location: Banner faces NAAA Registration Area – faces Banner #2

Dimensions: 10'w x 4' h

Price: \$5,000

1 Available



Fort Worth Convention Center

SKU

FWCC-BNR-1

Vinyl Banner, Single Sided

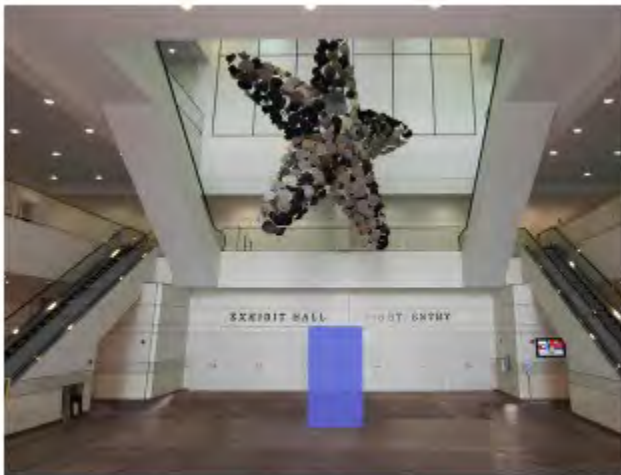
Lobby Column SOLD

Location: Exhibit hall entrance lobby

Dimensions: Custom and will be sent to sponsor

Price: \$5,500

1 Available



Fort Worth Convention Center

SKU

FWCC-SC-1

Sponsor Column

Second floor: 1 set of 5 Tall Signs SOLD

Location: Second Floor outside Ballrooms where Welcome Reception, Pratt & Whitney Canada Reception, General Session and Various Education Sessions will take place.

Dimensions: 38" w x 89" h (single-sided)

Price: \$2,750 total for five

1 set Available



Fort Worth Convention Center

SKU

FWCC-SA-2

Standalone Signs, Hallway 2

Second Floor Window Clings Set 1

Location: Second Floor outside of education session meeting rooms

Dimensions: 2' w x 4' h (single-sided)

Price: \$400 each cling

4 clings available in this set of windows



Fort Worth Convention Center

SKU

FWCC-WC-1

Window Cling 1

Second Floor Window Clings Set 2

Location: Second Floor outside of education session meeting rooms

Dimensions: 2' w x 4' h (single-sided)

Price: \$400 each cling

4 clings available in this set of windows



Fort Worth Convention Center

SKU

FWCC-WC-2

Window Cling 2

Second Floor Window Clings Set 3

Location: Second Floor outside of education session meeting rooms

Dimensions: 2' w x 4' h (single-sided)

Price: \$400 each cling

4 clings available in this set of windows



Fort Worth Convention Center

SKU

FWCC-WC-3

Window Cling 3

Second Floor Window Clings Set 4

Location: Second Floor outside of education session meeting rooms

Dimensions: 2' w x 4' h (single-sided)

Price: \$400 each cling

4 clings available in this set of windows



Fort Worth Convention Center

SKU

FWCC-WC-4

Window Cling 4

AG AVIATION EXPO SPONSORSHIP BENEFITS

\$20,000+

Diamond

- All items under Gold, but Six Full Registrations
- Early Booth Choice Selection
- Opportunity to distribute item in attendee bag
- Full-page ad in *Fall 2024 Agricultural Aviation*
- Sponsor invited to say a few words at agreed upon event.

\$12,000 -
\$19,999

Platinum

- All items under Gold, but Four Full Registrations
- Early Booth Choice Selection
- Opportunity to distribute item in attendee bag
- Half-page ad in *Fall 2024 Agricultural Aviation*

\$5,000 -
\$11,999

Gold

- Your logo in onsite signage, website and in NAAA publications
- Two Full Registrations
- Opportunity to distribute item in attendee bag

\$1,000 -
\$4,999

Silver

- Your logo in onsite signage, website and in NAAA publications
- Four (4) Breakfast & Banquet Tickets
- Opportunity to distribute item in attendee bag

up to
\$999

Bronze

- Your logo in onsite signage, website and in NAAA publications