



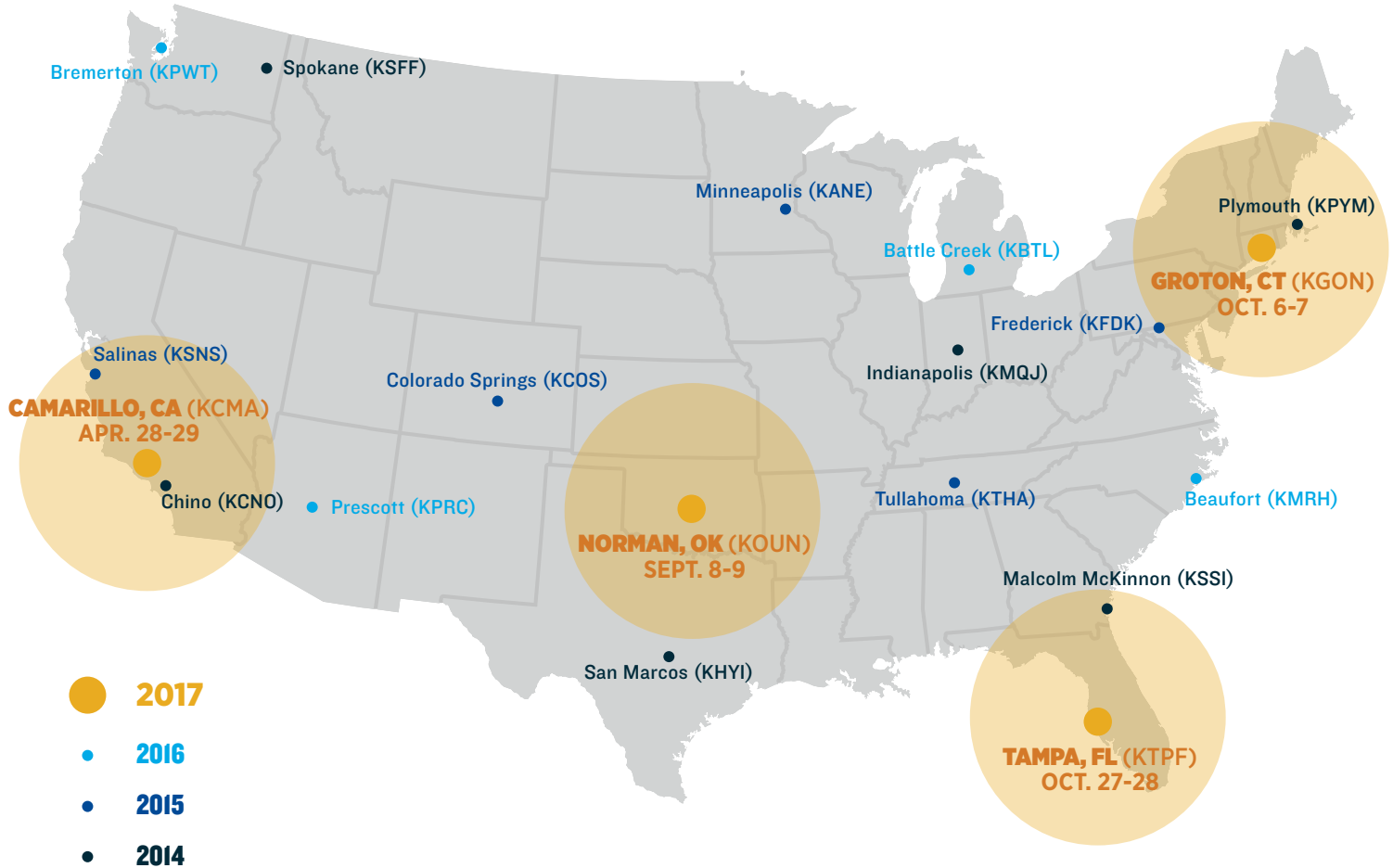
# 2017 FLY-INS

EXHIBITOR & SPONSORSHIP  
PROSPECTUS

TWO DAYS TO CONNECT WITH  
YOUR CUSTOMERS IN THEIR  
FAVORITE ENVIRONMENT



# 2017 FLY-IN LOCATIONS



# WHY YOU WANT TO BE AN AOPA FLY-IN EXHIBITOR

Thousands of attendees who represent your target market.

Highly qualified audience - our attendees are pilots and owners who are eager to learn and buy.

New locations every year means reaching previously untapped markets.



## 2017 FLY-INS

### NEW for 2017 - EXPANDED TO TWO DAYS

You told us you wanted more opportunities to connect with AOPA Fly-In attendees - we listened.

#### New! Friday Workshops and Exhibits Open

Capitalize on the energy of participants from the all-day workshops and everyone arriving for the fly-in, as they gather to relax and enjoy our Exhibit Hall Happy Hour. Then, continue the conversation at our ever popular Barnstormers Party and build lasting relationships with them.

#### New! Saturday Hours

We want to maximize your opportunities to connect with attendees and make the best use of your time, while minimizing competition from high-draw events and speakers. With that in mind, the Exhibit Hall will open bright and early and remain open until shortly before the Pilot Town Hall with AOPA President Mark Baker. This allows you to focus on those peak times with attendees and then pack up to get home Saturday night.

Join us for two days of opportunities to connect your business with the right audience.

### What are people saying about the AOPA Fly-In?

Exhibitors claim they do more business at AOPA Fly-Ins than they do at other fly-in events.

78%

of attendees picked up literature from an AOPA Fly-In exhibitor

74%

of attendees attended an AOPA event for the first time

70%

of attendees engaged in helpful discussion with an AOPA Fly-In exhibitor

64%

of attendees made an on-site purchase or plan to purchase from an AOPA Fly-In Exhibitor

54%

growth in average daily attendance since the 2014 launch of the AOPA Fly-Ins

**“These shows are pretty easy to manage and provide great contact with clients and potential customers who we wouldn’t normally reach out to.”**

**“We were 3 deep at times with interested pilot/owners...it was a smashing success!”**

# EXHIBITOR OPPORTUNITIES



The AOPA Fly-Ins showcase three effective exhibit models to meet up with thousands of attendees who are looking to talk to you.

## 1) EXHIBIT HALL

Indoor, convention center-style pipe and drape booths, located in a hangar or large structure tent depending on fly-in location.

### EACH 10' X 10' BOOTH INCLUDES, AT NO ADDITIONAL COST:

- 6' or 8' covered table (two for 10' x 20' booth).
- Two chairs (four for 10' x 20' booth).
- One 115v-15amp electrical connection (two for 10' x 20' booth).
- Trash can (two for 10' x 20' booth).
- Customized exhibitor name placard.
- Wireless internet access - complimentary internet access will be provided to exhibitors in the Exhibit Hall at locations with network infrastructure adequate to construct a wireless network.
- Exhibiting organization name and web link listed on AOPA.org event page.<sup>1</sup>
- Exhibiting organization, name, description, and web link on AOPA.org event page floor plan.<sup>1</sup>
- Exhibiting organization name on floor plan map, located in the Exhibit Hall.<sup>1</sup>
- Exhibiting organization name listed in program guide.<sup>2</sup>

**10' X 10' BOOTH ..... \$850**

*\$450 Non-Profit, Government, Academic\**

**10' X 20' BOOTH ..... \$1,600**

*\$850 Non-Profit, Government, Academic\**

### SET-UP

**Friday** 9:00 a.m. to 4:00 p.m.

**Saturday** 6:30 a.m. to 8:30 a.m.

### EXHIBIT HALL HOURS

**Friday** 4:00 p.m. to 7:00 p.m.

**Saturday** 9:00 a.m. to 2:00 p.m.

### TEAR-DOWN

**Saturday** 2:00 p.m. to 4:00 p.m.

*Tear-down prior to 2:00 p.m. will not be permitted.*

### EXHIBIT HALL BOOTH REQUIREMENTS

- Booth furnishings, displays, equipment, etc. must fit within the lateral confines of the booth space, not exceed 10' in height, and may not interfere with adjacent booth spaces.
- Sounds may not be louder than a conversational level.
- Booths may not be sublet or shared.

**DISCOUNT: Exhibit at all four AOPA Fly-Ins and get 50% off your booth or aircraft display space at the last fly-in, October 27-28, in Tampa, FL (KTPF).**

<sup>1</sup> For exhibit spaces confirmed at least 1 week prior to the event.

<sup>2</sup> For exhibit spaces confirmed at least 3 weeks prior to the event.

\* To qualify for non-profit, government, and academic rates, proof of tax-exempt status may be required.

\*\* Includes inbound and outbound services.

# EXHIBITOR OPPORTUNITIES



## 2) AIRCRAFT DISPLAY

Show off your aircraft or display unit as the focus or backdrop of an outdoor exhibit space, located in a prime show site area on the airport ramp.

### EACH EXHIBITING ORGANIZATION INCLUDES:

- Exhibiting organization name and web link listed on AOPA.org event page.<sup>1</sup>
- Exhibiting organization name listed in program guide.<sup>2</sup>

### SINGLE ENGINE ..... \$550

\$400 *Light Sport Category*  
\$275 *Non-Profit, Government, Academic\**

### MULTI-ENGINE ..... \$625

\$275 *Non-Profit, Government, Academic\**

### DEMONSTRATION AIRCRAFT

With each paid display aircraft, exhibitors are allowed one demonstration aircraft at no charge. Demonstration aircraft are located separately from the Aircraft Display ramp for flights with qualified buyers. Display aircraft cannot be used as demonstration aircraft.

### FURNITURE SET RENTAL.....\$100

Includes patio-style, round table, umbrella, and four chairs.

### AIRCRAFT POWER CONNECTION .....\$100

115v-15amp connection; one aircraft connection; Friday arrival required.

### AIRCRAFT ARRIVAL

**Thursday:** 12:00 p.m. to sundown

**Friday:** 9:00 a.m. to 3:30 p.m.

- Aircraft arriving after 3:30 p.m. on Friday will be required to park overnight at the FBO or other designated ramp area and taxi to the Aircraft Display before 8:00 a.m. Saturday to be placed in the show.

**Saturday:** Before 8:00 a.m.

### AIRCRAFT DISPLAY HOURS OPEN

**Friday:** 4:00 p.m. to 7:00 p.m.

**Saturday:** 9:00 a.m. to 3:00 p.m.

### AIRCRAFT DEPARTURE

**Saturday:** after 3:00 p.m.

**Sunday:** before 1:00 p.m.

### AIRCRAFT PLACEMENT

The Aircraft Display will be built as aircraft arrive. Placement within the Aircraft Display will be determined by event staff. Multiple aircraft intended to be displayed together must arrive at the Aircraft Display ramp at the same time.

### AIRCRAFT DISPLAY REQUIREMENTS

- Booth furnishings, displays, demo equipment, etc. must fit reasonably within the lateral confines of the aircraft footprint and may not interfere with adjacent display spaces.
- Sounds may not be louder than a conversational level.
- Displays may not be sublet or shared.

## 3) MOBILE DISPLAY UNIT

General Aviation manufacturer, retailer, or service-related mobile sales truck or trailer, located on the border of the Aircraft Display ramp. Includes one 115v, 15amp power connection. Friday arrival required.

### MOBILE DISPLAY UNIT ..... \$1,000

\$700 *Non-Profit, Government, Academic\**

<sup>1</sup> For exhibit spaces confirmed at least 1 week prior to the event.

<sup>2</sup> For exhibit spaces confirmed at least 3 weeks prior to the event.

\* To qualify for non-profit, government, and academic rates, proof of tax-exempt status may be required.

\*\* Includes inbound and outbound services.



# ADDITIONAL SERVICES & INFO

## MATERIAL HANDLING

For exhibitors shipping materials to or from a fly-in, we can help. Here's how it works:

1. Exhibitors secure and schedule delivery and/or pick-up during specified timeframes with carrier of choice.
2. Our services include:
  - Pre-event material receiving and storage.
  - Materials delivered to exhibit space prior to set-up.
  - Materials picked up from exhibit space after tear-down.
  - Post-event holding and storage for pick up.

\$195 per pallet\*\*

\$95 per loose shipment (one loose shipment equals pallet-sized amount of loose boxes, cases, etc.)\*\*

## DOCUMENTATION REQUIREMENTS

All exhibitors will be required to provide a Certificate of Insurance, to include entities to be named additional insured, as required per each event.

## CANCELLATION POLICIES

All cancellations are required to be made in writing for any applicable refund to be processed.

## EXHIBIT HALL BOOTH SPACES

- A 25% cancellation fee will be charged for cancellations received 30 days or more prior to the respective fly-in.
- No refunds will be provided for cancellations received within 30 days of respective fly-in, unless the cancelled booth space is resold. If resold, a 25% cancellation fee and the difference between the original sale price and resold sale price will be charged.



## AIRCRAFT DISPLAYS AND MOBILE SALES UNITS

- A 25% cancellation fee will be charged for cancellations received 30 days or more prior to the respective fly-in.
- No refunds will be provided for cancellations received within 30 days, unless the cancellation is weather-related, a safety of flight issue, or due to an airspace restriction, in which case either a 25% cancellation fee will be charged or the fees to exhibit can be applied to a future 2017 AOPA Fly-In.

1 For exhibit spaces confirmed at least one week prior to the event.

2 For exhibit spaces confirmed at least three weeks prior to the event.

\* To qualify for non-profit, government, and academic rates, proof of tax-exempt status may be required.

\*\*Includes inbound and outbound services.

# SPONSORSHIP OPPORTUNITIES

AOPA Fly-Ins again drew record attendance in 2016 as pilots nationwide continued to respond with overwhelming support for AOPA's regional event series. Supported by high-profile coverage and extensive marketing in AOPA's leading communication channels, the highly anticipated 2017 season will present several opportunities to reach this actively engaged audience.

## MORE THAN 10 MILLION IMPRESSIONS

AOPA supports the fly-in series with wall-to-wall editorial coverage, paid media, email marketing, social media outreach, and more. The result is top-of-mind awareness among the world's largest association of pilots. As an official sponsor, you can be assured that you will receive the benefit of AOPA's extensive marketing efforts, letting our highly engaged audience know you support something they care deeply about – the freedom to fly!



## EDITORIAL COVERAGE OF FLY-INS

### AOPA PILOT MAGAZINE ..... 4.5 MILLION REACH

Dedicated Covers..... (4) per season  
8-page insert..... (4) per season  
6-page feature..... (2) per season  
Reminder stories..... (4) per season  
Follow-up stories..... (4) per season

### FLIGHT TRAINING..... 1 MILLION REACH

"Pre-flight" column coverage..... (4) per season  
Reminder story..... (4) per season  
Follow-up story..... (4) per season

## EMAIL MARKETING

Total emails ..... 600,000  
Multiple emails per event..... 150,000

## ONLINE MARKETING

Online ..... 4 million impressions  
Banner ads..... >1 million/imp per event  
Fly-in webpage..... 95,000 page views  
Social media ..... Facebook, Instagram

## ONSITE ENGAGEMENT

Speaking opportunities..... Video supported  
Experiential marketing..... Contests & more  
Product demos..... Seminars/Workshops  
Onsite-sales..... Exhibitor opportunity

# SPONSORSHIP OPPORTUNITIES

## 1. PRESENTING SPONSOR "AOPA FLY-IN PRESENTED BY SPONSOR" \$25,000/EVENT (\$75,000 for entire 2017 fly-in series)

Our highest-profile opportunity, presenting sponsorship represents a cost-effective way to reach not only in-person attendees, but our entire nationwide membership as well. Whether it's editorial coverage, social media promotion, online advertising, event signage, or even the cover of *AOPA Pilot* magazine, the Presenting Sponsor will appear every time the event is mentioned.

### MORE THAN 2.5 MILLION IMPRESSIONS PER EVENT

The following is a sampling of planned coverage of the Camarillo, CA event, in which **the event will always be referred to as, "AOPA Fly-In presented by Sponsor"** including on dedicated cover of *AOPA Pilot*, the world's most widely read aviation magazine.

### PRESENTING SPONSOR RECOGNITION FOR CAMARILLO, CA FLY-IN

#### AOPA PILOT MAGAZINE ..... 495K REACH/ISSUE

6-page feature..... February  
Dedicated cover.....March  
8-page insert.....March  
Reminder stories.....April  
Follow-up stories..... July

#### FLIGHT TRAINING.....141K REACH/ISSUE

"Pre-flight" column coverage.....April  
Follow-up story..... July

#### EMAIL MARKETING .....150K PER EVENT

Multiple emails prior to event ..... 150,000

#### ONLINE IMPRESSIONS ..... >1 MILLION PER EVENT

Banner ads..... Run of Site  
Fly-in webpage..... >20,000 page views  
Avg. time on page..... 3:30 seconds  
Social media ..... Facebook, Instagram

### ONSITE BENEFITS

As Presenting Sponsor, you will receive unrivaled on-site recognition and opportunities to engage attendees, including a customized activation opportunity to meet your needs.

#### Unrivaled sponsor recognition

- Main Stage signage.
- High-profile speaking opportunity.
- Opportunity for sponsor-provided video/slide between Main Stage sessions.
- Logo on official program guide: next to Main Stage event schedule.
- Logo on Welcome Tent signage.
- Logo on fly-in T-shirt.

### SAMPLE ACTIVATION

Attendees can mark the occasion with a photo in front of the event's official Step & Repeat photo wall. Your logo will be featured prominently:

- Logo on Step & Repeat photo wall.
- Photo submissions featured on AOPA social media and event webpage.



# SPONSORSHIP OPPORTUNITIES

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## 2. PAVILION TITLE SPONSOR "SPONSOR PAVILION"

**\$20,000 includes all (4) fly-ins** (*sponsorship of single event not available*)

Pilots love AOPA's in-person courses, seminars, product showcases and presentations – in fact, education is the #1 answer pilots give when asked why they attend AOPA Fly-Ins. In 2017, education programming will be presented within four large anchor pavilions. Each major pavilion will be a central organizing feature of each event, housing large-format sessions throughout two full days of continuous programming. As a Title Sponsor, your company will be recognized as an industry-leading supporter of AOPA outreach and education.

### ANCHOR PAVILLIONS

- Skills & Safety Pavilion
- Aviation Experience Pavilion
- **SOLD** Maintenance & Aircraft Pavilion (*Aircraft Spruce*)
- **SOLD** You Can Fly Pavilion (*Jeppessen*)

### BENEFITS

- Your company brand in AOPA Fly-In pre-event, on-site, post-event marketing & promotions.
- Opportunity to host the many breakout events that will occur within your pavilion.
- Inclusion in hands-on workshops during Friday programming.
- Opportunity for video/commercial/slide between sessions.
- Signage around venue/stage.
- Option to have pop-up display, catalog, and collateral in the pavilion.
- Option to have onsite sales or promotional offers in the pavilion (Friday only).
- Sponsor logo on Course Completion Certificates.
- Venue seating for up to 300.

## 3. PAVILION CO-SPONSOR

"PROGRAMS MADE POSSIBLE BY THE FOLLOWING SPONSORS"

**\$2,000/EVENT** (*\$7,500 for entire 2017 fly-In series*)

As Pavilion Co-Sponsor, this is your opportunity to provide real value to attendees with a brief educational sponsor presentation at designated breaks during the intensive 7-hour hands-on clinics and workshops. Your company's co-sponsorship will be an integral part of our expanded Friday programming and will be promoted to encourage attendee participation.

### BENEFITS

- Signage around Workshop/Clinic venue/stage.
- Tabletop display and/or literature distribution in the venue area.
- Introduction and brief presentation during Friday hands-on workshops.
- Opportunity for video/commercial/slide between sessions.
- Sponsor logo on Course Completion Certificates.

# SPONSORSHIP OPPORTUNITIES

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## **4. BARNSTORMERS PARTY** “PRESENTED BY *JEPPESEN*”

**\$15,000/EVENT** (*\$60,000 for all 2017 fly-ins*)

**SOLD FOR THE ENTIRE 2017 FLY-IN SEASON**

Friday night, we kick into high gear as the day’s seminars, courses and exhibitor happy hour culminates with the always popular Barnstormers Party, presented by Jeppesen. Many members who have never before attended an AOPA event will arrive for their first taste of an AOPA event. Expect the crowd to grow throughout the evening as we enjoy dinner, live music, and drinks.

### **INCLUDED BENEFITS**

- Sponsor brand integrated with the event name.
- Exclusive opportunity to be presenting sponsor of kick-off event for fly-in, the largest attended fly-in component.
- Your company name or brand in fly-in pre-event, on-site and post-event marketing, promotions.
- Brief speaking opportunity at Friday evening event.
  - Opportunity for sponsor provided video/ commercial/slide during event where applicable.
- Signage at Barnstormers Party.

## **5. EXHIBIT HALL HAPPY HOUR**

“HAPPY HOUR PRESENTED BY *SPONSOR*”

**\$5,000/EVENT** (*\$15,000 for all 2017 fly-ins*)

There are several new dynamics to our 2017 fly-ins that represent an evolution of these events to meet the needs of our members and exhibitors, expand the scope and impact, enhance relationships, and inspire new flying. As part of these changes, we are opening the Exhibit Hall on Friday from 4-7 p.m. During that time, the Happy Hour Sponsor will have the opportunity to host a cash bar near their booth where mingling guests can stop by for a drink.

### **INCLUDED BENEFITS**

- Exclusive opportunity to be Title Sponsor of a new Friday event.
- Branded bar with background music in Exhibit Hall.
- Opportunity to locate your exhibit booth next to the happy hour bar.
- Signage at happy hour.
- Your company name or brand in fly-in pre-event, on-site and post-event marketing, promotions.

# SPONSORSHIP OPPORTUNITIES

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## 6. PRE-OWNED AIRCRAFT MARKETPLACE

“*SPONSOR SELLERS’ CORRAL*”

**\$3,500/EVENT** (\$10,000 for all 2017 fly-ins)

As Title Sponsor of the onsite aircraft marketplace, you’ll have opportunities to meet pre-qualified buyers face to face. Located near the show center, and clearly designated with prominent signage, the *Sponsor Sellers’ Corral* will feature beautiful pre-owned aircraft for pre-buy inspections, finance discussions, test flights, and even purchases.

### INCLUDED BENEFITS

- Exclusive opportunity to be Title Sponsor
- Sponsor signage.
- Sponsor marketing and collateral material distribution point.
- Mention in fly-in pre-marketing (emails, website).

## 7. ENGAGEMENT OPPORTUNITIES

**\$3,500/EVENT** (\$10,000 for all 2017 fly-ins)

Engaging our attendees is made simple with the following high-impact activation ideas.

### PILOT TOWN HALL ICE CREAM SOCIAL PRESENTED BY SPONSOR

Announced from Main Stage by President Mark Baker during the Pilot Town Hall.

- Main Stage signage with logo.
- Logo/branding of ice cream stations.
- Your company brand in fly-in pre-event and onsite marketing.

### SPONSOR PASSPORT CONTEST

Awarded at the AOPA Pilot Town Hall with a live drawing. Contestants visit stations at the fly-in to complete the passport.

- Naming rights: Sponsor Passport.
- Visit Sponsor’s booth to complete passport and turn in entry form.
- Logo/branding on event signage.
- Sponsor provides prize.

### FARTHEST FLIGHT CONTEST PRESENTED BY SPONSOR

“Win a (sponsor prize) – awarded to the pilot who is present at the AOPA Pilot Town Hall who has flown the furthest to the event, as calculated by straight-line from the departure airport on Foreflight Mobile.”

- “presented by *Sponsor*”.
- Contest at Pilot Town Hall.
- Hosted by AOPA’s Tom Haines.
- Logo on Main Stage screen.
- Sponsor Prize Giveaway.

### BEST-IN-SHOW CONTEST PRESENTED BY SPONSOR

Sponsor prize awarded to the owner of the aircraft voted best in show.

- Awarded at Pilot Town Hall.
- Sponsor Prize Giveaway to Winner.

# SPONSORSHIP OPPORTUNITIES

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## 8. HOSPITALITY

**\$3,000/EVENT** (\$10,000 for all 2017 fly-ins)

Provide service and hospitality at special areas designated for that very purpose.

### WELCOME TENT

- Logo on tent signage.
- Logo on event T-shirt.
- Walk-thru distribution point for:
  - Program guides
  - Sling tote bags
  - Opportunity to include sponsor materials

### VOLUNTEER HOSPITALITY TENT

- Logo on tent signage.
- Logo on event T-shirt.
- Private seating.
  - Electrical hookups
  - Secured storage space
- Refreshments.

### KID ZONE PRESENTED BY SPONSOR

- Logo on event T-shirt.
- Logo on zone signage.
- Face painting.
- Inflatables.
- Coloring station.

### EXHIBITORS HOSPITALITY SUITE

- Logo on exhibitor lanyard.
- Logo on tent signage.
- Logo on event T-shirt.
- Private seating/lounge.
  - Electrical hookups
  - Secured storage space
  - Air conditioning
- Private restroom.

## 9. USER EXPERIENCE

**\$2,000/EVENT** (\$7,500 for all 2017 fly-ins)

These are a few of the high-touch, very useful ways that you can provide real value to the thousands of pilots and their families who gather to celebrate the freedom to fly.

### PROGRAM GUIDE

Official resource for the two-day event, including map, schedule, and important information.

- Sponsor logo on cover.
- Exclusive ad in program guide.
- *Only one sponsor per event available.*

### SLING TOTE BAG

**Distributed to the first 1,000 attendees**

- Your company brand silkscreened in one-color on AOPA Fly-In Sling Tote Bag.
- *Only one sponsor per event available.*

### CHARGING STATIONS — SOLD

**(not sold separately; must sponsor all 4 shows)**

- “Charging Stations provided by *Sponsor*”.
- Logo/branding on charging station.
- Four charging stations.

### PILOT INFORMATION PACKET

Official guide for pilots flying in and out of the airport during the show.

- “Packet provided by *Sponsor*”.
- Sponsor logo on cover.

# SPONSORSHIP OPPORTUNITIES

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## 10. HOMETOWN SPONSOR

### **\$250-\$1,500 EVENT** *(Cash or in-kind trade)*

As a Hometown Sponsor, you will be supporting your community, your local airport, and showing appreciation for flight. That's something our attendees care deeply about.

#### **PLATINUM \$1,000**

- Large company logo on volunteer T-shirt.
- Company logo in program guide.

#### **GOLD \$500**

- Medium company logo on volunteer T-shirt.
- Company logo in program guide.

#### **SILVER \$250**

- Company name listed on the volunteer T-shirt.
- Company name in program guide.

AOPA has additional year-round opportunities that leverage the many events, initiatives and nationwide programming our members enjoy. Let AOPA develop unique and creative ways to link your brand to compelling aviation experiences, including corporate sponsorship programs. Our wide range of customizable opportunities include live and online educational seminars and regional events, as well as online apps, products and other features.

**For more information about these and other opportunities, please contact:**

#### **DAN JUSTMAN**

Sr. Aviation Event Manager

**p:** 301.695.2182

**dan.justman@aopa.org**



## FLY-INS

### CONTACT INFORMATION

The online exhibit space request system will open in February 2017. Email [exhibits@aopa.org](mailto:exhibits@aopa.org) to request an email notification when registration opens.

For questions or more information regarding AOPA Fly-In exhibits or sponsorships, please call **301-695-2100** or email [exhibits@aopa.org](mailto:exhibits@aopa.org).