




'23

**YOU CAN FLY | HIGH SCHOOL
AVIATION
STEM SYMPOSIUM**

Presented by Boeing

November 12-14

Orlando, FL

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

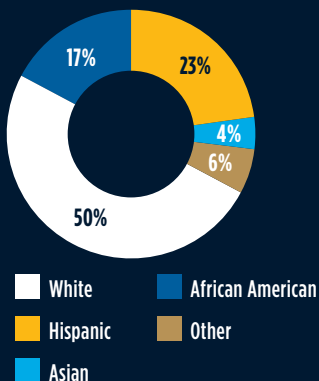
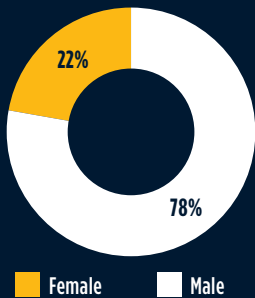
WHEN & WHERE

NOV. 12-14, 2023

HYATT REGENCY
Orlando, FL

- Showcase your organization's expertise to high schools that are searching for resources
- Demonstrate your leadership at the only event with national reach specific to aviation education
- Brand your organization as a thought leader and highlight your commitment to introducing young people to careers in aviation
- Connect with aviation STEM education decision makers—hundreds of teachers, administrators, and other education leaders from around the country will be in attendance

YOU CAN FLY CURRICULUM SCHOOLS | GENDER AND ETHNICITY

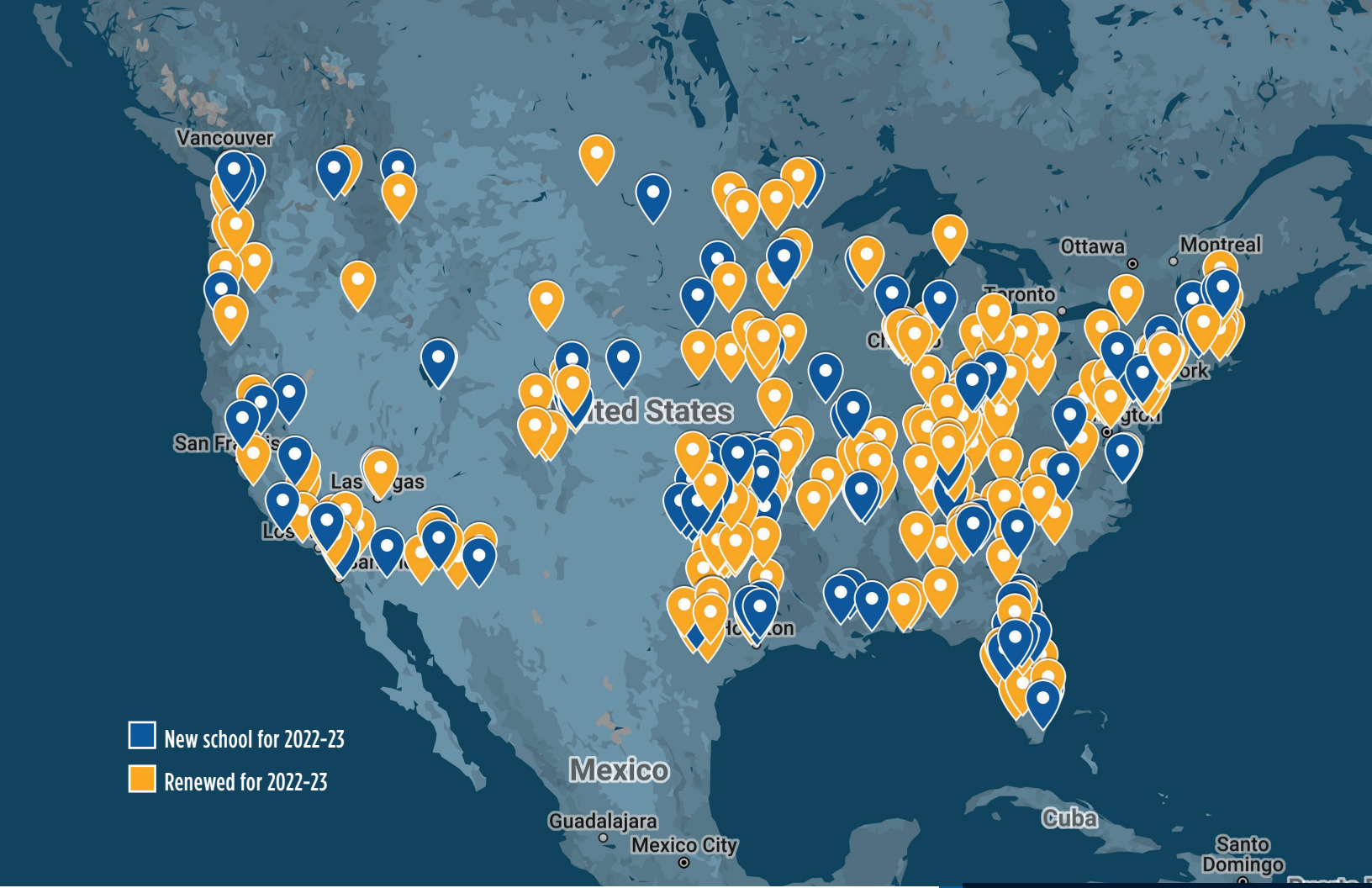


BE A SPONSOR OR EXHIBITOR

Be part of the only event that brings together current and prospective high school aviation and aerospace educators. Exhibitors and sponsors at the 2023 You Can Fly High School Aviation STEM Symposium have the opportunity to interact with high school teachers, principals, and district leaders who are excited and eager to learn about aviation and aerospace careers, programs, and opportunities.

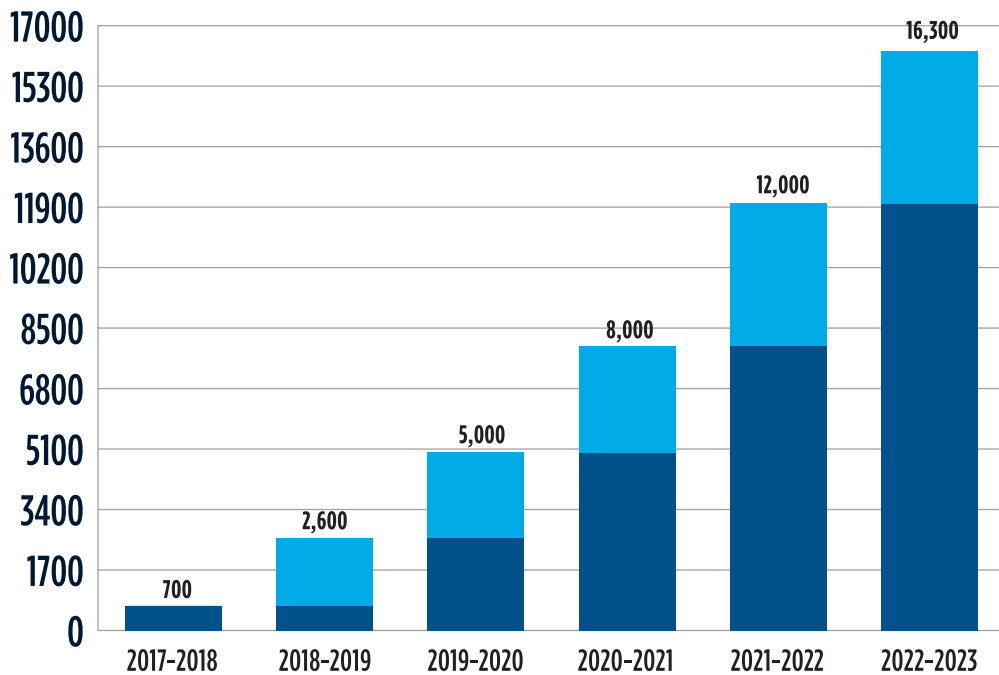
Each year our attendance grows, and we expect more than 500 participants in 2023 as schools implement all four years of the You Can Fly High School Aviation STEM Curriculum.

DON'T MISS THIS UNIQUE OPPORTUNITY TO REACH THE LEADERS AND INFLUENCERS WHO ARE GUIDING TODAY'S HIGH SCHOOL STUDENTS TO CAREERS IN AVIATION AND AEROSPACE

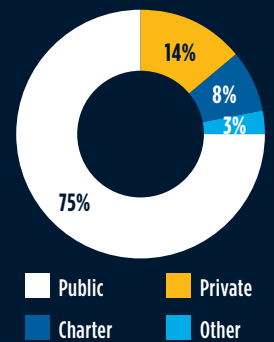
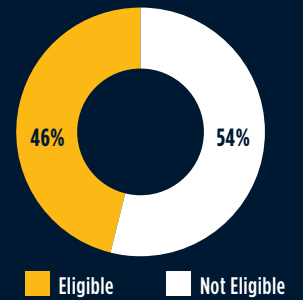


High School By The Numbers

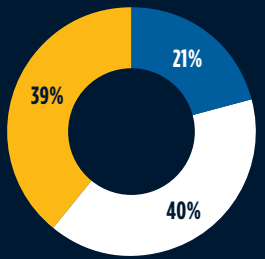
HIGH SCHOOL STUDENT GROWTH



YOU CAN FLY CURRICULUM TITLE ONE STATUS AND SCHOOL TYPE

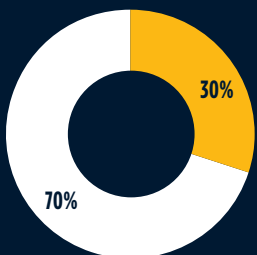


YOU CAN FLY CURRICULUM SCHOOL LOCATION



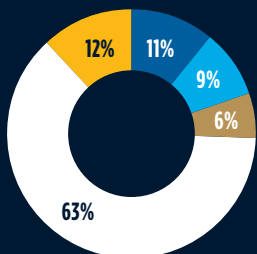
■ Rural
 ■ Suburban
 ■ Urban

YOU CAN FLY CURRICULUM CAREER INTENTIONS



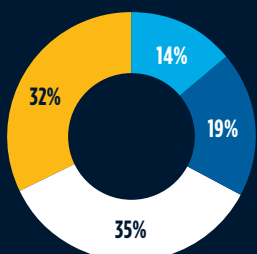
■ Aviation
 ■ Other

YOU CAN FLY CURRICULUM POSTSECONDARY INTENTIONS



■ College
 ■ Trade/Tech
 ■ Work
 ■ Military
 ■ Other

CAREER INTENTIONS AVIATION GRADUATES



■ Pilots
 ■ Engineers
 ■ Maintenance
 ■ Other Aerospace

SPONSORSHIP OPPORTUNITIES OVERVIEW

The 2023 You Can Fly High School Aviation STEM Symposium offers many opportunities to reach an actively engaged education audience. Be a part of this exceptional marketing opportunity, supported by prominent coverage in AOPA's leading communication channels and within education circles.



	PROMINENT LOGO/NAME	WELCOME VIDEO OPPORTUNITY	10 SECOND VIDEO OPPORTUNITY	WELCOME ADDRESS SPEAKING OPPORTUNITY	ON-STAGE RECOGNITION	CHOICE OF GIVEAWAY ITEM	COMPLIMENTARY REGISTRATIONS(S)	COLOR AD IN PROGRAM GUIDE	COMPLIMENTARY EXHIBIT BOOTH	WELCOME BAG OPPORTUNITY	LOGO ON EVENT SIGNAGE	LOGO & COMPANY PROFILE IN PROGRAM GUIDE AND ON SYMPOSIUM WEBSITE
TITLE	Title \$40,000	X	X	X	X	X	4	FULL	X	X	X	X
PRESENTING	Presenting \$30,000	X	SOLD	X	X	X	3	FULL	X	SOLD	X	X
SIGNATURE	Monday Evening Reception \$20,000	X	X		X		3	FULL	X	X	X	X
PREMIER	Transportation \$10,000	X			X		2	1/2	X	X	X	X
	Exhibit Area \$10,000				X		2	1/2	X	X	X	X
MAJOR	Breakfast \$8,000				X		1	1/2	X	X	X	X
	Lunch \$8,000				X		1	1/2	X	X	X	X
	Coffee Breaks \$8,000				X		1	1/2	X	X	X	X
	Breakout Rooms \$8,000				X		1	1/2	X	X	X	X
AMBASSADOR	Wi-Fi \$5,000				X		1	1/3		X	X	X
	Selfie Station \$5,000	X			X		1	1/3		X	X	X
	Lanyard \$5,000						1	1/3		X	X	X
	Sunday Networking Reception \$5,000				X		1	1/3		X	X	X
	Program Guide \$5,000						1	1/3		X	X	X
PATRON	Giveaways \$2,500					X					X	X

*Chart above is meant to give a general benefit overview of sponsorship levels. Please refer to details regarding specific sponsorship level benefits in the pages to follow.

Title Sponsor | \$40,000

Highest-profile opportunity that delivers the maximum visibility possible and provides seamless promotional exposure across the entire event. The title sponsor's name and/or logo will appear first when the event is mentioned online, in advertising, social media, and signage.



Example:

"The 2023 <TITLE SPONSOR NAME> You Can Fly High School Aviation STEM Symposium presented by <PRESENTING SPONSOR NAME>"

Benefits:

- Name and/or logo appears first in all symposium title mentions in pre-event, on-site, and post-event marketing and promotions
- Opportunity to create a welcome video to be played during the opening general session
- **On-stage speaking opportunity during the opening general session**
- On-stage recognition
- Choice of giveaway item with company name/logo included in all attendee welcome bags
- Company name/logo placed on the attendee welcome bag
- Four complimentary symposium registrations
- Full-page color advertisement in the Program Guide with premium placement
- Complimentary 10' x 10' exhibit booth
- Logo/name most prominently placed on all event signage
- Logo and company profile most prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags

~~SOLD~~ Presenting Sponsor | \$30,000

A major sponsorship which gives your brand full exposure before, during and after the symposium. The presenting sponsor's name and/or logo will appear whenever the event is mentioned online, in advertising, social media, and signage.



Example:

"The 2023 <TITLE SPONSOR NAME> You Can Fly High School Aviation STEM Symposium presented by <PRESENTING SPONSOR NAME>"

Benefits:

- Name and/or logo included in pre-event, on-site, and post-event marketing and promotions
- **On-stage speaking opportunity during the first day of the symposium**
- On-stage recognition
- Choice of giveaway item with company name/logo included in all attendee welcome bags
- Three complimentary symposium registrations
- Full-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Logo/name prominently placed on all event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



FEDEX AOPA FOUNDATION HIGH SCHOOL

22

AVIATION

SYMPOSIUM

presented by Boeing

RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis. To reserve your sponsorship or to learn more, contact Karla Smith at Karla.Smith@aopa.org



Monday Evening Reception Sponsor \$20,000

Don't miss this opportunity to partner with AOPA and provide a truly unique networking experience for attendees at one of the most well-attended events during the symposium!

Benefits:

- Opportunity during Monday's general session closing to invite attendees to the evening reception
- **Speaking opportunity during evening reception**
- On-stage recognition
- Prominent on-site signage during evening reception
- Logo placed on commemorative drink glass (one provided to each attendee)
- Three complimentary symposium registrations
- Full-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



Transportation Sponsor \$10,000

Exclusive opportunity to be the transportation sponsor at this year's symposium. This sponsorship will put your brand on multiple assets that all symposium attendees will view.

Benefits:

- **Speaking opportunity during evening reception**
- On-stage recognition
- Two complimentary symposium registrations
- Half-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on bus schedule printed materials
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



Exhibit Area Sponsor \$10,000

The Exhibit Area is by far one of the most popular places during every symposium—don't miss this high-visibility branding opportunity.

Benefits:

- **Speaking opportunity in the Exhibit Area during the Monday night reception**
- Prominent signage in Exhibit Area for all three days (Exhibit Area opens on Sunday evening)
- On-stage recognition
- Two complimentary symposium registrations
- Half-page color advertisement in the Program Guide
- Complimentary 10 x 20 exhibit booth in prime location in the Exhibit Hall
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



Breakfast Sponsor \$8,000 Each Meal

Start the day off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of our conference attendees.

Monday, Nov. 13 or Tuesday, Nov. 14

Benefits:

- On-stage recognition before sponsored meal event
- Prominent on-site signage during breakfast
- One complimentary symposium registration
- Half-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags
- Logo branded napkin or other item TBD
- Tabletop event cards displaying company logo on buffet tables



Lunch Sponsor \$8,000 Each Meal

Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to associate your brand with great food and a positive experience.

Monday, Nov. 13 or Tuesday, Nov. 14

Benefits:

- On-stage recognition before sponsored meal event
- Prominent on-site signage during lunch
- One complimentary symposium registration
- Half-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags
- Logo branded napkin or other item TBD
- Tabletop event cards displaying company logo on buffet tables



Coffee Break Sponsor \$8,000

As the Coffee Break sponsor, you'll gain exclusive access to symposium attendees as they network, sip coffee, and reflect on the sessions they just attended. Your company logo will be exclusively displayed on buffet tables, napkins, and signage during the breaks.

Benefits:

- One complimentary symposium registration
- Half-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Prominent signage in the coffee break area for both days
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags
- Logo branded napkin or other item TBD
- Tabletop event cards displaying company logo on buffet tables

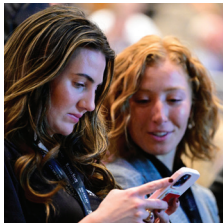


Breakout Room Sponsor | \$8,000 (4 available)

Breakout sessions provide timely, engaging content for our attendees from the industry's top leaders. Be the exclusive sponsor of one of the rooms (your choice if still available!) and have a representative from your company introduce a session within the track.

Benefits:

- One complimentary symposium registration
- On-stage recognition
- Half-page color advertisement in the Program Guide
- Complimentary 10' x 10' exhibit booth
- Prominent signage in each breakout room for both days
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



Wi-Fi Sponsor \$5,000

Reliable internet is a critical productivity tool and attendees will expect to be instantly connected to Wi-Fi. Sponsor Wi-Fi access at the symposium and everyone will know who to thank for keeping them connected.

Benefits:

- Choose a customized password that attendees will use to access the Wi-Fi
- Logo placed on Wi-Fi signage on each tabletop and on charging stations placed throughout the event space
- On-stage recognition
- One complimentary symposium registration
- One-third page color advertisement in the Program Guide
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



Selfie Booth Sponsor \$5,000 (2 available)

Wildly popular at past symposia! Your logo will be inseparable from hundreds of images generated at the symposium shared on social media, and e-mailed to friends and colleagues.

Benefits:

- Your logo displayed in the background image(s) for the selfie photos
- Prominent signage in the selfie booth area
- On-stage recognition
- One complimentary symposium registration
- One-third page color advertisement in the program guide
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags





Lanyard Sponsor \$5,000

Get all conference attendees to become a walking billboard for your company. By investing in this exclusive advertising, your brand will be constantly viewed and literally worn around the neck of every person at the event. This is one of the best ways to have your company's name viewed throughout ALL areas of the conference. Tremendous bang for your buck!

Benefits:

- Logo placed on lanyard provided to all attendees
- One complimentary symposium registration
- One-third page color advertisement in the Program Guide
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags

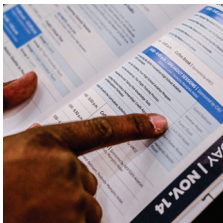


Sunday Networking Reception Sponsor \$5,000

Exclusive! Be the first to welcome symposium attendees, special guests, and fellow industry leaders to Orlando! This sponsorship allows your organization the opportunity to connect with educators from around the country and fellow exhibitors.

Benefits:

- Logo branded bar items provided to all attendees
- One complimentary symposium registration
- One-third page color advertisement in the Program Guide
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags



Program Guide Sponsor \$5,000

Be on the cover of the guide that attendees can't be without.

Benefits:

- Logo placed on the cover of the Program Guide provided to all attendees
- One complimentary symposium registration
- One-third page color advertisement in the Program Guide
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium
- Opportunity to include promotional items in all attendee welcome bags

Premium/Giveaway Sponsor \$5,000 / \$2,500

Benefits:

- Logo placed on giveaway item provided to all attendees
- Premium giveaway options may include (choose one)
 - Notepad
 - Tumbler
 - Other TBD
- Logo placed on event signage
- Logo and company profile prominently placed in the Program Guide and on the symposium webpage at aopa.org/symposium

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EXHIBITOR SPACES

NEW FOR 2023

We are excited to offer additional exhibit space for hands on activities such as simulators and drones.

10' x 20' Booth - \$1,000

***\$800 non-profit, government**

10' x 10' Booth - \$600

***\$450 non-profit, government**

Each 10' x 10' booth includes:

- One individual symposium registration
 - Additional persons staffing the booth are required to register as participants for the symposium. **PLEASE NOTE: The person registering for the exhibit booth will receive the complimentary symposium registration.**
- Eight-foot covered table
- Two chairs
- One electrical connection
- Wireless internet access
- Trash can
- Customized exhibitor name placard
- Exhibiting organization's name and web link listed on aopa.org/symposium
- Exhibiting organization's name and description listed in the Program Guide
- Opportunity to include a promotional item in all attendee welcome bags
- Opportunity to offer a premium item to be given away during the final lunch

Exhibit Requirements:

Booth furnishings, displays, equipment, etc., must fit within the lateral confines of the booth space, not to exceed 10' in height, and may not interfere with adjacent booth spaces.

Set-up

Sunday, Nov. 12 | 11a.m. – 3p.m.

Hyatt Regency Orlando Airport
9300 Jeff Fuqua Boulevard
Orlando, FL, 32827

Exhibit Area Hours*

The Exhibit Area will be open during the event.

Online Exhibitor Registration

Exhibitor registration will open early March 2023 at aopa.org/symposium

Please Note Deadline!

In order to be included in the onsite program and all program signage, you must register and secure your exhibit space by **September 13, 2023.**

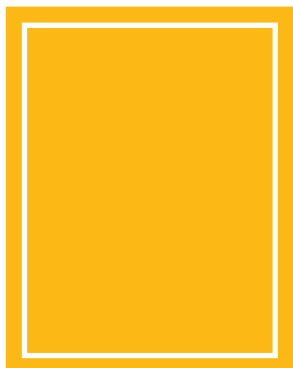
NEXT STEPS

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PROGRAM GUIDE SPECIFICATIONS

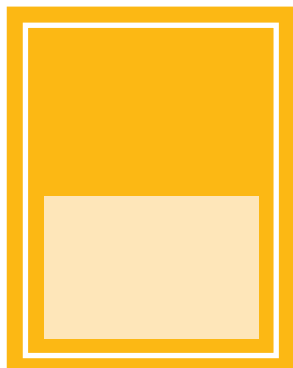


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BLEED SIZE 5.75" x 8.75"



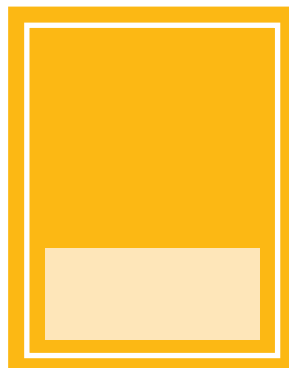
Full Page:

- 5.5" x 8.5"
- .125" bleed
- .5" safety margin



1/2 Page:

- 5.5" x 3.875"
- no bleed



1/3 Page Horizontal

- 5.5" x 2.5"
- no bleed

Program Guide Ad Deadlines:

All ads are due to AOPA by **September 13, 2023**.
 Ads not received by due date will not be guaranteed placement in the program guide.

Electronic Ad File Specifications

Preferred format: PDF/X4 is the preferred file format for submission.

Resolution: All images/files should be high resolution 300 DPI.
 Total Area or Ink Density is 300%.

Colors: Only use CMYK colors; convert spot colors to process. No RGB, LAB, or ICC profiles.

Fonts: Always embed all fonts. Do not allow font substitutions.
 Do not use True Type fonts.

Bleed: Accepted for full pages only.

Program Guide Content Specifications

Sponsor profile: Description (80 word max) in DOCX/DOC format

Logo in one of the following formats (.eps, pdf or hi-res .png or .jpg)

Exhibitor profile: Description (80 word max) in DOCX/DOC format

Submit ads and content to:

karla.smith@aopa.org
by September 13, 2023



NEXT STEPS

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