

Air Force Association's

Air & Space Conference and Technology Exposition

September 15 -17, 2008

The Marriott Wardman Park Hotel ■ Washington, DC

Sponsorship, Marketing & Promotional Opportunities

We at the Air Force Association are very excited about the 2008 Air & Space Conference and Technology Exposition. Last year we had more than 6,600 attendees and we are expecting even higher attendance for 2008. Invitations have been extended to the Secretary of the Air Force, all four-star general officers, members of the Secretariat and Air Staff, foreign attaches based in Washington DC and many other airpower leaders. In addition, students from the Air Command and Staff College will be invited for the fourth year.

With 137 exhibitors in 2007, we greatly appreciate your participation in our exposition and want to offer special sponsorship and marketing opportunities to those who support AFA efforts. Many of these options are available to you on a first come first served basis, so we encourage everyone to decide early.

Marketing, Promotional & Sponsorship Benefits

- Enhanced visibility and networking opportunities with top aerospace industry leaders and representatives from air forces around the globe
- Special signage acknowledging sponsors throughout the Conference and Technology Exposition
- Special mention in the official Conference program, including your corporate logo
- Your company name and description posted on the Conference web site
- An invitation for you to provide one 8½" x 11" insert to be placed in each Conference registration bag

NOTE: All designs, logos, videos and marketing text for the special marketing and sponsorship opportunities listed for the 2008 Air & Space Conference and Technology Exposition must be approved in advance and in writing by the Air Force Association.

For more information on any of the marketing and sponsorship opportunities within, or to secure an opportunity, please contact:

Mary Ellen Dobrowolski
Director of Programs and Industry Relations
MDobrowolski@AFA.org



Marketing and Promotional Opportunities

Attendee Registration Bags

SOLD EADS

Your corporate logo will be displayed with the conference logo on all the official conference attendee bags. Production costs are included.

Official Event Pens & Pads

SOLD Northrop Grumman

Sponsor to provide 8000 pens and note pads to be inserted in each registration bag and made available at attendee registration. The pads will feature the Air & Space Conference and Technology Exposition logo and the logo of the sponsoring company with acknowledgement for their sponsorship of this item. Sponsor may provide pens with their logo; Sponsor is responsible for production and delivery of pens and pads to the event.

Booth Locator Stations \$5,000 (two remaining)

Have your company's name and logo prominently displayed on the booth locator displays at the exposition hall entrances.

Daily Agenda Stations \$5,000 three opportunities

Have your company's name and logo prominently displayed on the daily agenda displays throughout the hotel.

Jumbotron Advertising \$2,500 multiple opportunities

Display your corporate 15-second commercial or static advertisement on multiple large screen displays. A continuous loop will play throughout the three days and will also include special AFA schedules and messages. A great opportunity to showcase your video or logo to all of the attendees as they walk the second level concourse and also as they visit the exhibit floor.

Official Event Room Keys **SOLD KBR**

Have your company's name, logo and corporate message on the hotel room keys for the entire event.

Speaker Ready Room Sponsorship **SOLD IBM**

All speakers and moderators for the Air & Space Conference will gather prior to their presentations. Sponsor may provide cups and napkins with their corporate logo and will be recognized by name and logo on signage inside and outside the room.

Speaker Sponsorship \$20,000 and up

Sponsors would introduce select (non-government) speakers during the conference. Sponsor would also have signage before and during to include the corporate logo on the video screen.



Event Sponsorship Opportunities

Attendee Continental Breakfasts \$40,000 per day

Monday	September 15	\$40,000
Tuesday	September 16	\$40,000
Wednesday	September 15	\$40,000

Each day of the conference, there will be a continental breakfast for all those attending the Air & Space Conference and Technology Exposition. Sponsors to be recognized by name and logo on signage posted throughout the breakfast areas. Sponsors may provide napkins with their corporate logo.

Conference Coffee Breaks **SOLD L-3**

Monday	September 15	PM Break
Tuesday	September 16	AM Break
Tuesday	September 16	PM Break
Wednesday	September 17	AM Break
Wednesday	September 17	PM Break

Sponsor may provide cups and napkins for daily coffee breaks throughout the conference. Sponsors to be recognized by name and logo on signage posted throughout the break areas.

Technology Exposition Lunches

Monday	September 15	\$115,000	per day
Tuesday	September 16	\$115,000	per day
Wednesday	September 17	\$100,000	per day

Each day of the conference, lunch will be served for all conference attendees on the exposition floor. This sponsorship is for the entire lunch (food, beverages and dessert). Sponsors to be recognized by name and logo on signage posted throughout the lunch areas. Sponsor may provide cups and napkins with their logo.

OR

Ice Cream Stations At lunch \$18,500 per day

Each day of the conference, ice cream will be served at lunch for all conference attendees on the exposition floor. Sponsors to be recognized by name and logo on signage posted on all ice cream stations throughout the lunch areas. Sponsor may provide napkins with their logo.

OR

Beverage Stations At lunch \$12,000 per day

Each day of the conference, iced tea, lemonade and bottled water will be served at lunch for all conference attendees on the exposition floor. Sponsors to be recognized by name and logo on signage posted on all beverage stations throughout the lunch areas. Sponsor may provide cups and napkins with their logo.



Air Command and Staff College **SOLD Boeing**

Financial Support to assist AFA in sponsoring Air Command and Staff College students to attend the Air & Space Conference and Technology Exposition.

Outstanding Airmen of the Year Activities **SOLD ATK**

Sponsor to underwrite AFA-sponsored activities occurring during the 12 Outstanding Airmen of the Year Program. Included in this are the Outstanding Airmen of the Year Hospitality Suite and five tables for the family members and guests of the Outstanding Airmen of the Year attending their dinner. Sponsors to be recognized by name at the Outstanding Airmen of the Year dinner from the podium, by name and logo on signage posted throughout conference, in the Outstanding Airmen of the Year Hospitality Suite, and in the Outstanding Airmen of the Year dinner program. This sponsor will also receive two tables at the Outstanding Airmen of the Year dinner (with 4-6 seats at each table for their company leadership). Sponsor may address the 12 Outstanding Airmen during one of their private gatherings. Sponsor may provide cups and napkins to be used in the Outstanding Airmen of the Year Hospitality Suite.

Outstanding Airmen of the Year Reception

SOLD Northrop Grumman

Sponsor may provide cups and napkins to be used at the Outstanding Airmen of the Year Reception being held on the exhibition floor on Monday, September 15, from 6:00 to 8:00 pm. Sponsors to be recognized by name and logo on signage posted throughout the reception station areas, and in the Outstanding Airmen of the Year Dinner program.

Outstanding Airmen of the Year Dinner Tables

\$3,000 per table

Each table seats ten and AFA selects four of those guests. Tables are reserved on a first-come, first-served basis by completing and returning the order form found in this book. Sponsor may nominate appropriate guests to be invited at the Outstanding Airmen of the Year Dinner being held in the Marriott Ballroom on Monday, September 15 at 8:00 pm. (Forms for the tables are in this booklet)

Tuesday Evening: **New Event!** **\$50,000**

Technology Exhibition Executive Reception

NEW! We are planning a two hour reception on the Exhibit Floor for General Officers with their staffs and other select individuals – by invitation only.



AFA's Air Force Anniversary Reception

SOLD Lockheed Martin

Sponsor may provide cups and napkins to be used at the AFA Air Force Anniversary Reception being held on the exhibition floor on Wednesday, September 17, from 6:30 to 7:45 pm. Sponsor will be recognized by name and logo on signage posted throughout the reception station areas and in the Air Force Anniversary Dinner program.

AFA's Air Force Anniversary Dinner Tables

\$3,200 per table

Each table seats ten and AFA selects four of those guests. Tables are reserved on a first-come, first-served basis by completing and returning the order form found here. Sponsor may nominate appropriate guests to be invited at the Anniversary Dinner being held in the Marriott Ballroom on Wednesday, September 17, at 8:00 pm. (Forms for the tables are in this booklet)

AFA's Air Force Anniversary Dinner Entertainment

\$10,000

The AFA Air Force Anniversary Dinner will be held on Wednesday, September 17, at 8:00 pm. This sponsor will underwrite name entertainment for the event. This year the entertainment will be singer Andy Childs. Sponsor will be recognized by name and logo on signage posted throughout the reception station areas and in the Air Force Anniversary Dinner program.

AFA's Air Force Anniversary After-Dinner Reception

Estimated cost: \$50,000

The planning and execution of this event will be handled mostly by the sponsor, in conjunction with AFA. The estimated attendance will be 500 people. Sponsor may provide napkins to be used at the AFA Air Force Anniversary After-Dinner Reception. Sponsors to be recognized by name and logo on signage posted throughout the reception station areas, and in the Air Force Anniversary Dinner program.



Air Force Association Supporting Partners

In addition to the sponsorship opportunities listed on the previous pages, the Air Force Association would like to recognize you for your overall support of the 2008 Air & Space Conference and Technology Exposition. Your contributions show that you partner with the Air Force Association in promoting Air Force Airpower and in supporting your United States Air Force. We will total your sponsorship contributions and give you additional recognition as our partners.

<input type="checkbox"/> Strategic Partner	\$300,000 or more
<input type="checkbox"/> Platinum Partner	\$200,000 to \$299,000
<input type="checkbox"/> Gold Partner	\$100,000 to \$199,000
<input type="checkbox"/> Silver Partner	\$50,000 to \$99,000
<input type="checkbox"/> Event Sponsors	\$5,000 to \$49,000

Being an Air Force Association Supporting Partner will entitle your company to be listed with your level of sponsorship in the Conference Program, the Technology Exposition guide, the dinner program for the Outstanding Airmen of the Year Dinner and the dinner program for the AFA Air Force Anniversary Dinner. In addition, your Partnership will be featured on signage/banners throughout the event.

Thank you for your support!