

# SPONSORSHIP OPPORTUNITIES



Sponsoring an item or service during the **AEA International Convention & Trade Show** is a smart, economical way to market and promote your brand to your dealer network. As you work on your marketing plan, consider a highly visible sponsorship at this four-day event in Las Vegas, March 26-29, 2018. Sponsorships are first-come, first-served.

**Contact Linda Adams at 816-347-8400 or [lindaa@aea.net](mailto:lindaa@aea.net) to become a sponsor.**

**March 26-29, 2018**

## **FIRST-NIGHTER PARTY - \$1,900 -**

All First-Nighter Party sponsorships include your company logo on the back of the convention T-shirt and one complimentary First-Nighter Party ticket.

This sponsorship is a multi-company sponsorship that not only promotes your company during the party but on T-shirts that are worn continuously.



## **LET'S DO LUNCH - \$9,500 -**

This sponsorship provides a box lunch for repair station attendees immediately following the New Product Introductions and prior to the afternoon training sessions on Monday, March 26. It includes your company logo on the box lunch, signage at the luncheon and an opportunity for your staff to network with the repair station attendees on the first day of the convention, which gives you a captive audience with them before the Exhibit Hall opens the following day. It's a win-win sponsorship!



**AIRCRAFT ELECTRONICS**  
ASSOCIATION

**2018 AEA INTERNATIONAL CONVENTION & TRADE SHOW**

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## OPENING CEREMONY/AEA AWARDS/NEW PRODUCT INTRODUCTIONS - \$4,000 -

This sponsorship is for the Opening Ceremony, AEA Awards and the New Product Introductions on Monday, March 26. It is the most-attended event of the AEA Convention. The sponsorship includes signage at the opening session, recognition from the podium, and an opportunity for a representative from your company to speak directly to the attendees prior to the beginning of the New Product Introductions.



## SIGNAGE OPPORTUNITIES AT THE MGM GRAND -

Prime location in the MGM Grand Convention Center for your company's message to be on display. Your company can submit four images per day that will be displayed approximately four times an hour for 30 seconds. We need the file with the images, in PowerPoint, by March 1. Changes to the images cannot be made on-site. Images will only be viewed on the days you choose. If your company chooses to secure all five days, you can submit 20 images. Some suggestions for your images include - date of the training sessions your company is presenting, booth number in the exhibit hall, a new product that your company is introducing, etc. Be creative! The sponsorship fees are as follows:

- All five days - \$2,000
- Sunday - \$750
- Monday - \$750
- Tuesday - \$300
- Wednesday - \$300
- Thursday - \$300

## AEA SPECIALTY DECK OF CARDS -

Every attendee will receive a deck of cards in their convention bag. Your company logo or artwork will appear on the face card of your choice - first-come, first-served. The following cards are available:

- Ace - \$1,000
- Queen - \$900
- Jack - \$800
- 10 - \$750
- 9 - 2 - \$500



All sponsorships include publicity on the AEA's website, in all printed materials and signage throughout the convention.

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