

SPONSORSHIP OPPORTUNITIES VIRTUAL NATIONAL ASSEMBLY



How is your company engaging prospective clients in this COVID-19 world? Are you missing meeting new clients in-person? Switch to the virtual world! Promote your brand, showcase your offerings and services, meet new clients during AOPA's 2020 Virtual National Assembly. Take advantage of these sponsorship opportunities and drive traffic to your booth as well as increase engagement before, during, and after the event.

TEXT MESSAGE ALERTS

Reach attendees instantly with a text message alert! Send an alert to invite attendees to your virtual booth demonstration or remind them of your Workshop. Limits apply one per company per day, a maximum of four per day. September 2-12, 2020. Cost: \$500/per alert

BANNER ADS

Your banner ad will be placed on the Virtual Experience platform for all attendees to see. Drive attendees to your exhibit space or your website. Cost: \$3,000

BANNER VIDEO AD

Your banner video ad will be placed on the Virtual Experience platform for all attendees to see. Drive attendees to your exhibit space or your website. Cost: \$5,000

SOCIAL MEDIA PACKAGE

Two AOPA tweets and two AOPA Facebook posts with link to your company website. You select the date when posts are made. Cost \$600.00

POST SHOW CE CREDIT CONFIRMATION MAILING - *EXCLUSIVE*

Full-conference attendees will receive a certificate of attendance outlining the CE credits they have earned for attending the 2020 Virtual National Assembly. Sponsor logo and/or banner ad will be included on the confirmation. Cost: \$5,000

ASSEMBLY SESSION SPOTLIGHT SPONSOR

Bring your product to the forefront by placing a banner advertisement in the Weekly Assembly Session Spotlight. Beginning in July, an Assembly update is emailed every week to 8,500 recipients to provide valuable information about symposia, speakers and special events. Banner size 728 x 90. Cost: \$800

REGISTRATION SPONSOR -*EXCLUSIVE*

First impressions are lasting—why not make your banner advertisement the first impression attendees see as they register online for the Virtual National Assembly. Your logo will also be included on the attendee's registration confirmation. Cost: \$6,000

VIRTUAL COFFEE BREAK- MUG- *EXCLUSIVE*

Your one-color company logo along with the Assembly official hashtag will be printed on coffee mugs and mailed to the first 600 full conference attendees prior to the start of the Assembly as part of the Virtual Experience Package. Cost: \$6,000

VIRTUAL COFFEE BREAK- GIFT CARD- *EXCLUSIVE* **SOLD**

A Starbucks gift card will be included with each Coffee Mug that gets mailed to attendees. Cost: \$6,000

PROMOTIONAL INSERT IN ATTENDEE PACKAGE

This is an incredible way to reach clients. We include your supplied eye-catching brochure, flyer, card, leaflet, or promotional item into a Virtual Experience Package which will get mailed to the first 600 full conference attendees. (Size limits apply. Max size 8.5 x 11 and a four-page maximum.) Cost: \$1,200

LUNCH AND LEARN

Sponsor a lunch and learn to the specific target audience of your choice each day via Door Dash, UBER Eats etc. **Cost:** Varies-Ask for details.

VIRTUAL STEP CHALLENGE

Connect with attendees in a fun and innovative way while promoting a healthy lifestyle. The challenge webpage will provide the easy 3-step process for attendees to participate in this multi-level challenge while promoting our sponsors. Attendees will download an easy-to-use app where they can connect the tracking device of their choice (fit bit, apple watch, apple phone or android phone. Each participant will 'scan-in' at your exhibit space to receive 'step boosters', 'e-tickets' for daily raffle giveaway, etc. Cost: \$5,500 per co-sponsor (limit of two co-sponsors)



VIRTUAL EXHIBIT PASSBOOK

Drive attendees to your virtual booth by participating in our most popular traffic-building opportunity. As attendees peruse the exhibit hall, they will look for answers to questions supplied by passbook sponsors. Your logo and question will be printed in the passbook and attendees will find the question when they visit your exhibit space. You can include the answer in your description, a photo, or in the chat function. Attendees receive CE credits for completing the passbook and can win prizes, too. Cost: \$500

KEYNOTE VIDEO SPONSOR- *EXCLUSIVE* **SOLD**

Your 30 second video commercial will be played after the opening remarks and prior to the keynote speaker on Wednesday evening. Cost: \$6,000

GENERAL SESSION VIDEO SPONSOR- *EXCLUSIVE- 2 Opportunities* **SOLD**

Your 30 second video commercial will be played after the opening remarks and prior to the general sessions that take place on Thursday (Phranhardt) and Friday (Membership Meeting). Cost: \$6,000

COMMERCIAL VIDEO SPONSOR

Your 30 second video commercial will be played between education programming. Cost: \$4,000

ROUNDTABLE DISCUSSION

Host a roundtable discussion, product demonstration or topic of your choice with up to 20 attendees. AOPA will promote your discussion and add it to the schedule. Cost: \$500

AMAZON GIFT CARD

The first 100 attendees who visit your booth to say hello or ask a question will receive a \$25 gift card and a personal note from you. (This sponsorship is customizable. Ask for details) Cost: \$3,000

YOUR IDEA –

Have something in mind that you would like to sponsor? Just let us know. We are open to suggestions.



EXHIBITOR VALUE PACKAGE. Choose the package that’s right for you. AOPA offers you cost-effective promotional packages that work with everyone’s budget. These value packages conveniently bundle several sponsorship opportunities to save you time and money all while giving you increased visibility during the show.

	Package 1 \$950 (\$1,100 Value)	Package 2 \$1,150 (\$1,300 Value)	Package 3 \$1,750 (\$1,900 Value)
Virtual Exhibit Passbook	✓	✓	✓
Social Media (1 Tweet & 1 Facebook Post)	✓		✓
Assembly Session Spotlight Sponsor		✓	✓

Sponsorship Benefit Levels

SPONSORSHIP LEVELS Partner with the Assembly and reap more rewards. Additional benefits are available to those companies who partner with the Assembly at a higher level. See which level you qualify for.

	Diamond \$15,000	Gold \$10,000	Silver \$5,500	Supporter < \$5,000
Recognition in the Final Program	✓	✓	✓	✓
Recognition in the AOPA SmartBrief Newsletter	✓	✓	✓	✓
Recognition on PowerPoint slide (shown in all education sessions)	✓	✓	✓	✓
Additional Free Meeting Registration Passes	✓ (4 Qty)	✓ (2 Qty)	✓ (1 Qty)	
Company name mentioned during general session opening remarks and opportunity to giveaway a prize from the main stage.	✓			
Social Media network “Thank You’s” – Facebook, Twitter, and LinkedIn	✓	✓	✓	
Sponsor Ribbons for Staff Badges	✓	✓	✓	
Company Logo displayed in the Final Program Exhibitor Directory	✓	✓		
Prominent border around your Exhibitor listing in Final Program	✓			
Company Bio included with your Exhibiting Listing on AOPA Website	✓			

AOPA Assembly Sponsorship Order Form

Contact Name	
Company	
Address	
Email	Phone

Please reserve the following sponsorship items for the exhibitor outlined above.

Check if interested	Description	Qty	Price each	Total
<input type="checkbox"/>	Text Message Alerts	Limit 1 per org.	\$500.00	\$
<input type="checkbox"/>	Banner Ads		\$3,000.00	\$
<input type="checkbox"/>	Banner Video Ad		\$5,000.00	\$
<input type="checkbox"/>	Social Media Package		\$600.00	\$
<input type="checkbox"/>	Post Show Ce Credit Confirmation Mailing	Limit 1 - Exclusive	\$5,000.00	\$
<input type="checkbox"/>	Assembly Session Spotlight Sponsor		\$800.00	
<input type="checkbox"/>	Registration Sponsor- SOLD	Limit 1 - Exclusive	\$6,000.00	--
<input type="checkbox"/>	Virtual Coffee Break (Mug Sponsor) SOLD	Limit 1 - Exclusive	\$6,000.00	--
<input type="checkbox"/>	Virtual Coffee Break (Gift card Sponsor)	Limit 1 - Exclusive	\$6,000.00	\$
<input type="checkbox"/>	Promotional Insert in Attendee Package		\$1,200.00	\$
<input type="checkbox"/>	Lunch and Learn Sponsor		0.00	\$
<input type="checkbox"/>	Virtual Step Challenge	Limit 2 per Event	\$5,500.00	\$
<input type="checkbox"/>	Virtual Exhibit Passbook		\$500.00	\$
<input type="checkbox"/>	Keynote/General Session Commercial Sponsor SOLD	Limit 1 each– Exclusive	\$6,000.00	--
<input type="checkbox"/>	Commercial Video Sponsor		\$4,000.00	\$
<input type="checkbox"/>	Roundtable Discussion Host		\$500.00	\$
<input type="checkbox"/>	Amazon Gift Card to First 100 to Visit Your Booth		\$3,000.00	\$
<input type="checkbox"/>	Exhibitor Value Package #1		\$950.00	\$
<input type="checkbox"/>	Exhibitor Value Package #2		\$1,150	\$
<input type="checkbox"/>	Exhibitor Value Package #3		\$1,750	\$
	Total Due			\$

Payment Information.

Based on the order above, the total due is \$_____. Please charge my credit card accordingly. Payment Type: Credit Card Check

Name on Card	Card Type	
Card Number	Expiration Date	3-digit code
Signature	Signature date	