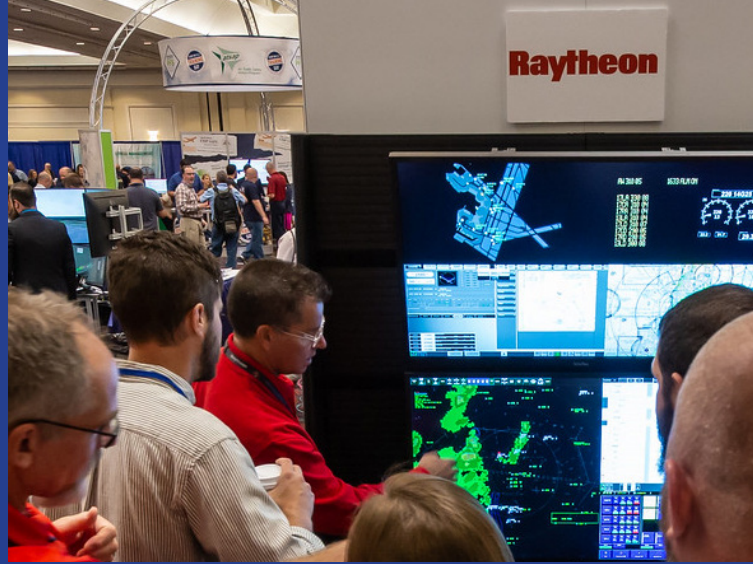




2020 NATCA CFS SPONSORSHIP PROSPECTUS

NOVEMBER 16 - 18, 2020
BALLY'S LAS VEGAS

 **COMMUNICATING FOR**
SAFETY
NATIONAL AIR TRAFFIC CONTROLLERS ASSOCIATION
Where Aviation Leaders Come Together



SPONSORSHIP LEVELS

FIND THE OPTION THAT MAXIMIZES YOUR EXPERIENCE AT COMMUNICATING FOR SAFETY. ALL LEVELS MAY BE SUPPLEMENTED WITH A LA CARTE OPTIONS.

GRAND BENEFACTOR \$20,000

- Fully customized exhibit space
- 10 full conference registrations
- Premium brand signage
- Exhibit hall sponsor
- Promotional videos during all breaks
- Promotional story in advanced marketing email
- Article in official NATCA membership publication
- Full-page ads in all conference publications (printed or electronic) with premium placement
- Badge sponsor
- Evening exhibitor reception sponsor
- Mobile app banner
- Reserved table at Archie League Medal of Safety Awards Banquet
- Number of registrations = Number of Archie League tickets

NOTE: All Sponsorship level rates will increase 10% in 2021.

All complimentary registrations include full access to main conference hall, exhibit space, and banquets.

DIAMOND

\$17,500

- Minimum size 10 x 20' exhibit space (additional customized space based on availability)
- 8 full conference registrations
- Company logo on event signage
- Lunch Sponsor*
- Promotional videos during all breaks
- Promotional story in advanced marketing email
- Full-page ads in all conference publications (printed or electronic)



- Mobile app banner
- Reserved table at Archie League Medal of Safety Awards Banquet
- Number of registrations = Number of Archie League tickets



PLATINUM

\$14,000

- 10 x 20' exhibit space
- 6 full conference registrations
- Company logo on event signage
- Breakfast Sponsor*
- Promotional videos 2x per day
- Recognition in advanced marketing email



- Half-page ads in all conference publications (printed or electronic)
- Reserved seating at Archie League Medal of Safety Awards Banquet
- Number of registrations = Number of Archie League tickets

**Meal sponsorships may vary depending on the number of sponsorships at each level.*

NOTE: All Sponsorship level rates will increase 10% in 2021.

GOLD \$10,000

- 10 x 10' exhibit space
- 5 full conference registrations
- Company logo on event signage
- Break Sponsor*
- Half-page ads in conference

- publications (printed or electronic)
- Reserved seating at Archie League Medal of Safety Awards Banquet
- Number of registrations = Number of Archie League tickets



SILVER \$8,000

- 10 x 10' exhibit space
- 4 full conference registrations
- Company logo on event signage
- Breakfast co-sponsor*
- One half-page ad in conference publication (printed or electronic)

- Reserved seating at Archie League Medal of Safety Awards Banquet
- Number of registrations = Number of Archie League tickets

Additional Archie League tickets and reserved tables are available for \$150 per seat.

BRONZE \$5,000

- 10 x 10' exhibit space
- 2 full conference registrations
- Company logo on event signage
- Breakfast co-sponsor*
- One quarter-page ad in conference publication (printed or electronic)
- Reserved seating at Archie League Medal of Safety Awards Banquet
- Number of registrations = Number of Archie League tickets

NOTE: All Sponsorship level rates will increase 10% in 2021.

A LA CARTE OPTIONS

A LA CARTE OPTIONS MAY BE PURCHASED IN
CONJUNCTION WITH A SPONSORSHIP PACKAGE
OR AS A STAND ALONE PURCHASE

EXCLUSIVE CONFERENCE OPPORTUNITIES

Exhibit Booth

\$4,000

- 10 x 10' exhibit space
- 2 full conference registrations

Tote Bag Sponsor

\$5,000

Prominent advertising
on all conference
attendee tote bags.

Stamp Game Sponsor

\$5,000

Add your logo to the new
stamp game introduced at
CFS 2018. The game drives
attendees to booths for a
chance to win big!

TRADITIONAL ADVERTISING

TYPE	PRICE	DETAILS
Advanced Marketing Email	\$1,000	Up to 500 words
Full-Page Conference Publication Ad	\$1,250	Printed or electronic, specs TBD
Half-Page Conference Publication Ad	\$750	Printed or electronic, specs TBD
Quarter-Page Conference Publication Ad	\$500	Printed or electronic, specs TBD
Mobile App Banner Ad	\$500	Contact for details
Promo Video	\$750	Up to 1 minute video provided by company

ONLINE OPPORTUNITIES

Mobile App Sponsor

\$10,000

Includes all primary opportunities: splash screen, banner ads, push notifications, and a custom icon in the app.

Live Streaming Sponsor

\$10,000

Display your logo directly to NATCA members and others live streaming the conference remotely.



PHOTOS & SOCIAL OPPORTUNITIES

Evening Exhibitor Reception Photo Booth

\$2,000

Attendees will remember the evening with branded photos printed on-site.

Archie League Awards Banquet Photo Booth

\$2,000

Attendees will remember the evening with branded photos printed on-site.

Branded Snapchat Geofilter

\$2,000

Add a branded, location-specific official CFS filter to Snapchat. Filters can be customized to promote your booth or products and increase interaction with conference attendees.

THE CONVERSATION STARTS NOW

WITH

YOUR INCLUSIVE SPONSORSHIP PACKAGE

All sponsorship and exhibitor opportunities include full access to main conference hall, exhibit space, and banquets.

WEBSITE LISTING

All sponsors are listed by level on the CFS website and mobile app. Listings include company name, logo, and a link to your website.

PROMOTION

All sponsors may provide promotional items to be included in CFS attendee bags.*

ACCESS

All sponsorships include exhibit space to interact with conference attendees: air traffic controllers, government officials, and industry insiders.



**Use of the NATCA or CFS logo must be approved in writing by NATCA.*

Contact us at CFS-Sponsorship@natca.org with questions regarding exhibiting and sponsorships.

