



# 2024

## NATCA CFS Sponsorship Prospectus

September 16-18, 2024  
Horseshoe Las Vegas



*Where Aviation Leaders Come Together*



National Air Traffic Controllers Association | [www.natca.org](http://www.natca.org) | [facebook.com/NATCAfamily](https://facebook.com/NATCAfamily) | [twitter.com/natca](https://twitter.com/natca)

# Communicating for Safety 2024 Sponsorship Prospectus Preview

Since its inception in 1999, Communicating for Safety has brought aviation professionals worldwide together to discuss shared challenges. Twenty-five years later, this event has become the premier aviation safety conference globally. Over a thousand safety professionals from multiple continents and industries gather yearly to discuss and promote aviation safety.

The CFS exhibition hall highlights both emerging technologies and ongoing modernization projects as well as insights into the current and future capabilities that will undoubtedly influence the trajectory of aviation safety.

## All Sponsorship Levels receive:

- Exhibit Space
- Registration Benefits
- Web site Recognition
- Archie League Award Benefits
- An ad in the 2024 CFS conference publication
- Recognition on 2024 CFS conference signage
- Logo recognition on Main Stage Screen warmers
- Logo recognition in the 2024 CFS printed or digital book
- Right of first refusal for the following year
- Mobile App recognition
- Recognition in 2025 Sponsorship Prospectus

*All complimentary registrations include full access to the main conference hall, exhibit space, and banquets.  
Note that emails and print ads will need NATCA approval before publishing.  
Exhibit and Sponsorship Opportunities Close on Monday, August 5, 2024.*



# Sponsorship Opportunities

## Grand Benefactor \$20,000

(4 opportunities available)

- Up to a 10x40 or 20x20 exhibit space
- 10 full conference registrations
- 50% off one a la carte sponsorship opportunity
- Premium signage in conference space and exhibit hall
- 45-second promotional video to be played on a monitor in a high-traffic area
- Verbal Recognition from the Main Stage
- Logo recognition on Main Stage Screen warmers
- One promotional e-mail exclusively dedicated to your company leading up to the event (150-word limit)
- One full-page ad in the CFS conference publications (printed or electronic)
- Reserved seating for 10 people at the Archie League Medal of Safety Awards Banquet
- Post-Conference e-mail thank you recognition
- One mobile app promotional push notification during the event

If you would like to be a Grand Benefactor and do not wish to exhibit, you will receive a 10% discount off the Grand Benefactor Sponsorship.



# Sponsorship Opportunities

## Diamond \$17,500

(4 opportunities available)

- Up to 10 x 20' exhibit space
- 8 full conference registrations
- 30% off one a la carte sponsorship opportunity
- Recognition on signage in conference space and exhibit hall
- 30-second promotional video to be played on a monitor in a high-traffic area
- Logo recognition on Main Stage Screen warmers
- One promotional e-mail exclusively dedicated to all Diamond Sponsors leading up to the event (100-word limit)
- One full-page ad in the CFS conference publication (printed or electronic)
- Reserved seating for 8 people at the Archie League Medal of Safety Awards Banquet

If you would like to be a Diamond Level Sponsor and do not wish to exhibit, you will receive a 10% discount off the Platinum Level Sponsorship.

## Platinum \$14,000

(no limit to opportunities available)

- Up to 10 x 20' exhibit space
- 6 full conference registrations
- 20% off one a la carte sponsorship opportunity
- Recognition on signage in conference space and exhibit hall
- 15-second promotional video to be played on a monitor in a high-traffic area
- Logo recognition on Main Stage Screen warmers
- Recognition in advanced marketing email
- Half-page ad in the CFS conference publication (printed or electronic)
- Reserved seating for 6 people at the Archie League Medal of Safety Awards Banquet

If you would like to be a Platinum Level Sponsor and do not wish to exhibit, you will receive a 10% discount off the Platinum Level Sponsorship.



# Sponsorship Opportunities

## Gold \$10,000

(no limit to opportunities available)

- 10 x 10' exhibit space
- 5 full conference registrations
- 15% off one a la carte sponsorship opportunity
- Logo recognition on Main Stage Screen warmers
- Recognition on signage in conference space and exhibit hall
- Half-page ad in the CFS conference publication (printed or electronic)
- Reserved seating for 5 people at the Archie League Medal of Safety Awards Banquet

If you would like to be a Gold Level Sponsor and do not wish to exhibit, you will receive a 5% discount off the Gold Level Sponsorship.

## Silver \$8,000

(no limit to opportunities available)

- 10 x 10' exhibit space
- 4 full conference registrations
- 10% off one a la carte sponsorship opportunity
- Logo recognition on Main Stage Screen warmers
- Recognition on signage in conference space and exhibit hall
- Half-page ad in the CFS conference publication (printed or electronic)
- Reserved seating for 4 people at the Archie League Medal of Safety Awards Banquet

If you would like to be a Silver Level Sponsor and do not wish to exhibit, you will receive a 5% discount off the Silver Level Sponsorship.



# Sponsorship Opportunities

## Bronze \$5,000

(no limit to opportunities available)

- 10 x 10' exhibit space
- 2 full conference registrations
- Logo recognition on Main Stage Screen warmers
- Recognition on signage in conference space and exhibit hall
- Quarter-page in the CFS conference publication (printed or electronic)
- Reserved seating for 2 people at the Archie League Medal of Safety Awards Banquet

If you would like to be a **Bronze Level Sponsor** and do not wish to exhibit, you will receive a **5% discount** off the **Platinum Level Sponsorship**.



# A la Carte Sponsorship Opportunities:

## All a la carte sponsorships come with:

- Recognition on 2024 CFS conference signage
- Logo recognition on Main Stage Screen warmers
- Logo recognition in the 2024 CFS printed or digital book
- Right of first refusal for the following year
- Mobile App recognition
- Recognition in 2025 Sponsorship Prospectus

## Archie League Awards Reception and Banquet \$30,000

Co-sponsorship—Two (2) Opportunities Available

The Archie League Medal of Safety Awards exemplifies NATCA's commitment to safety. Sponsoring companies receive benefits before, during, and after this prestigious event. "Archie League Awards brought you by (your company)"!

- Pre-conference Benefits
  - Logo (with link to url) recognition with one-liner on Archie Awards pre-event emails
- On-site Benefits
  - Logo recognition on any signage recognizing the Archie League Awards
  - Verbal Recognition from Archie League Awards Stage
  - 30-second promotional video from the stage
  - Logo recognition on screen warmers during the Archie League Awards Banquet
  - Logo recognition on the seating chart
  - Full-page recognition in the official Archie League printed book
- Post-conference Benefits
  - Logo that links company url on the bottom of Archie League post-event e-mails
  - Recognition in Archie Awards post-videos



# A la Carte Sponsorship Opportunities

## Badges and Lanyards \$17,500

*Exclusive to one (1) sponsor*

Let attendees do the advertising for you as they wear name badges and lanyards co-branded with your company name.

## NATCA Lounge \$15,500

*Exclusive to one (1) sponsor*

- Get premium exposure in the most sought-after areas on the show floor.
- Premium lounge co-branding with NATCA
- Prominent branding in NATCA co-branded lounge
- Ability to distribute company-provided collateral and a company-provided branded item in the lounge

## Exhibit Hall Theater \$14,000

*Exclusive to one (1) sponsor*

- Support safety innovation by aligning your brand with thought leadership while receiving prominent brand recognition in the Exhibit Hall.
- Verbal recognition from Exhibit Hall Theater stage
- Prominent branding in exhibit hall theater signage
- Ability to display collateral in exhibit hall theater
- Branding on exhibit hall theater headset display

## Conference Bag \$12,500

*Co-sponsorship—Two (2) Opportunities Available*

Your company logo will be on continuous display during the event and live on after the event with this conference keepsake.

- Logo on NATCA branded conference bag
- Opportunity to have one company insert in the bag and one branded item in the bag (items to be provided to NATCA at company expense)

## Coffee Break \$12,500

*Exclusive to one (1) sponsor*

Give attendees a much-needed boost by sponsoring coffee breaks during the conference.

- Multiple coffee breaks
- Signage at coffee break tables
- Logoed coffee cups or sleeves and napkins
- Note: Does not include coffee served during breakfasts





# A la Carte Sponsorship Opportunities

## Registration \$10,000

*Exclusive to one (1) sponsor*

As the registration sponsor, your company will get in front of attendees from the moment they register and be one of the first they see when they get pick up their credentials on-site.

- Pre-conference Benefits
  - Logo displayed on last page of registration confirmation
  - Logo and company one-liner displayed in attendee confirmation e-mail
- On-site benefits
  - Premium signage in registration area

## Reception \$8,500

*Two (2) exclusive opportunities available*

Day 1 Reception Sponsor

- Logo on signage near reception
- Additional logo recognition built into reception

## Lunch \$7,500

*Two (2) exclusive opportunities available*

Day 1 Lunch Sponsor

Day 2 Lunch Sponsor

- Logo on signage near lunch
- Additional logo recognition built into lunch

## Mobile App \$7,500

*Exclusive to one (1) sponsor*

Put your company brand right in attendees' hands by sponsoring the conference mobile app. This one-stop portal offers attendees the ability to network and plan their conference experience. As a sponsor, your company logo will be prominently displayed every time attendees access this useful and popular tool.

- Company acknowledgement displayed on opening app screen
- Scrolling logo on bottom of mobile app

## Daily On-site E-mails \$7,500

*Exclusive to one (1) sponsor*

- Logo that links to company url and company one liner on bottom of daily conference email highlights over three days



# A la Carte Sponsorship Opportunities

## Breakfast \$6,500

*Two (2) exclusive opportunities available*

Day 1 Breakfast Sponsor

Day 2 Breakfast Sponsor

- Logo on signage near breakfast
- Additional logo recognition built into breakfast

## Live Streaming \$6,000

*Exclusive to one (1) sponsor*

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

*Note: does not include Archie Awards Live Streaming*

## Exhibit Booth ONLY \$4,000

- 10x10 exhibit space
- Two (2) full conference registrations

## Traditional Advertising Opportunities:

TYPE	PRICE	DETAILS
Advanced Marketing Email	\$4,000	Up to 250 words
Full-Page Conference Publication Ad	\$2,500	Printed or electronic, specs TBD
Half-Page Conference Publication Ad	\$1,500	Printed or electronic, specs TBD
Quarter-Page Conference Publication Ad	\$1,000	Printed or electronic, specs TBD

Contact us at [CFS-Sponsorships@natca.org](mailto:CFS-Sponsorships@natca.org)

with questions regarding exhibiting and sponsorships.

Visit [natca.org/cfs](http://natca.org/cfs) to apply for a sponsorship and/or exhibit space.



**Mindy Sorrano**  
Meeting Planning and  
Event Representative

# Thank You To Our 2023 Sponsors

Grand Benefactor	Platinum	Gold	Silver	Bronze
   	   	    	 	           
<p><b>Diamond</b></p>				
				

