


96<sup>th</sup>

**Annual AAAE  
Conference & Exposition**

APRIL 28 - MAY 1, 2024  NASHVILLE, TN

*TAKING FLIGHT TOWARDS  
A NEW HORIZON*

# PROSPECTUS



**2 EXHIBITOR  
REGISTRATIONS  
PER 100 SQ. FT.**



**LARGEST VARIETY  
OF 250+ AIRPORTS  
UNDER ONE ROOF**



**PICK 3 PROGRAM  
WE'LL BRING AIRPORTS  
TO YOU**



*In addition to the numerous networking opportunities, the 95th Annual AAAE Conference was among the most meaningful, educational, and best-attended conferences. We had the highest number of attendees and the best exhibitor ratio in the history of the show.*

# WELCOME TO THE 96<sup>TH</sup> ANNUAL AAAE CONFERENCE & EXPOSITION



As North America's largest aviation-focused conference & exposition, AAAE is proud to convene the industry to learn, network, discover new technologies and solutions, forge partnerships, and close deals. Nowhere else offers exposure to meet and reconnect with airport professionals who bring their team of qualified buyers and decision-makers.

The Annual AAAE Exposition showcases the entire spectrum of products and services the industry has to offer— from consultative services, sustainability solutions, and security, to IT and communications, safety solutions, and airport revenue products—we have it all!

With an expanding base of industry experts, influencers, and prospective buyers from every sector of the market, there is no event more essential to the airport business than the Annual AAAE Conference & Exposition.





# DEMOGRAPHICS

**250+ airports of all sizes attend, along with members of FAA, DHS, and TSA.**

The Annual AAAE Conference & Exposition offers unparalleled opportunities to brand your company as the elite in your field. Your company will be seen by 2,200+ airport and aviation professionals in attendance, plus pre- and post-conference coverage reaches airport professionals at 900 large, medium, and small hub airports; FAA/DHS/TSA personnel; and policy makers on Capitol Hill!

## AIRPORT ATTENDEE TITLES INCLUDE:

Management  
Operations  
Security/Safety  
Concessions

Customer Service  
Environmental  
Finance  
Legal

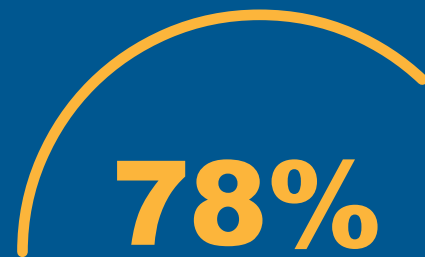
Marketing  
Facilities/Maintenance  
Terminal Manager  
Airport Planning  
& Development

*"I will always be thankful to my former boss for sending me as young professional to my first AAAE Annual over 15 years ago. The AAAE Annual Conference has remained a must-attend event on my calendar every year ever since. The quality of the educational material at the AAAE Annual is always outstanding, the exhibition hall is impressive, and the networking opportunities are second to none."*

Terry Blue, A.A.E.  
Memphis International Airport Executive Vice President, Operations/COO



Of Attendees Come to Find Business Solutions



Of Attendees Hold C-Level Positions



## OUR EXPERIENCE SPEAKS FOR ITSELF



of attendees hold C-Level positions



of exhibit attendees who make purchasing decisions



are purchasing decision-maker

**2,200+** North American Airport and Aviation Professionals

**250+** Airports in Attendance

**200+** Exhibitors



# EXHIBIT SPACE & CORPORATE MEMBERSHIP



## RATES

Corporate members receive discounted exhibitor rates. Your entire company's staff can take advantage of these amazing benefits by joining at a nominal rate of \$850 per year to gain access to AAAE Corporate Membership. To learn more, contact Jennifer Richards at 703.575.2479 or [Jennifer.Richards@aaae.org](mailto:Jennifer.Richards@aaae.org).

	STANDARD
On or After 9/30/23	
MEMBER	\$5,469
NON MEMBER	\$7,269

## EXHIBIT RATES

Each 10'x10' booth or 100 sq. ft. will receive two (2) complimentary exhibitor personnel registrations that allow access to all educational sessions, meals, and receptions taking place Sunday through Tuesday of the conference. Booths also include standard drapery and an identification sign. Discounts may be available for spaces 300 sq. ft. or larger.

## CONNECT WITH AIRPORT VIPS THROUGH THE PICK 3 PROGRAM

This is an exclusive exhibitor benefit that is only available at the Annual AAAE Conference & Exposition! Each year, the conference attracts airport VIPs from across the country. The Pick 3 Program offers exhibitors the opportunity to request that 3 of these airport VIPs visit their booth during the conference. AAAE works with the VIPs to arrange visits and provide them with other exhibitor information as needed.

## EXHIBITOR ADD ONS

- A one-year corporate membership  
*Member dues must be paid in full to receive member rates on booth space (\$850 annually)*
- Airport Angel Sponsorship (\$2,500)
- Exhibitor Solutions Theater Presentation (\$1,500)  
*Pending acceptance of your presentation*
- Additional booth personnel \$575 per person, up to 2 additional per 10'x10' space

PACKAGE 1 \$20,000 (\$27,000 value)	PACKAGE 2 \$15,000 (\$18,000 value)	PACKAGE 3 \$10,000 (\$12,000 value)
20'x20' booth	10'x20' booth	Corner 10'x10' booth
Full-page advertisement in annual conference issue of <i>Airport Magazine</i>	Half-page advertisement in annual conference issue of <i>Airport Magazine</i>	Half-page advertisement in annual conference issue of <i>Airport Magazine</i>
Presentation in Exhibitor Solutions Theater	One push alert in the conference mobile app	Airport Angel sponsorship



# NEW! START-UP ZONE

The AAAE Sales team is available to discuss the perfect sponsorship opportunities suited for your company.

Please contact [sales@aaae.org](mailto:sales@aaae.org) to learn more!



1

## BASIC PACKAGE: \$3,000

- 10'x10' exhibit space for the duration of the exposition
- Booth package to includes standard drapery, one identification sign, carpet, one table, two chairs, and a waste basket
- One complimentary exhibitor registration, exhibitor profile and mobile app
- Access to the attendee registration list

2

## PREMIUM PACKAGE: \$4,250

- 2 complimentary exhibitor registrations
- Airport Angel sponsor sponsorship (valued at \$2,500)

3

## START-UP SPONSOR: \$10,000+

- Eligible companies can guarantee participation in the zone through silver wings sponsorship of educational sessions
- All benefits of Premium Package + 2 additional complimentary registrations, for a total of 4 complimentary registrations
- Logo on zone signage and in promotion of zone (valued at \$2,500)



## SPONSORSHIPS

With the Annual AAAE Conference & Exposition, get the recognition your company deserves to build brand awareness, generate leads, and engage with your audience in innovative ways.



## BRAND CONNECTION

Sponsor keynotes and program sessions that resonate with your brand.



## BRAND VOICE

With event sponsorships, you can place your organization in the spotlight and increase engagement with key decision-makers. Sponsored events include breakfasts, lunches, breaks, and receptions in the exhibit hall.



## BRAND VISIBILITY

Be seen by thousands of industry professionals by reinforcing your corporate image with high visibility signage.

## SPONSORSHIP PACKAGES

Looking for a way to generate exposure in multiple ways and across several channels to connect with your audience? Select a sponsorship package that will all you to do so. Sponsorship packages range from \$2,500–\$30,000+. To learn more, visit [aaae.org/annual](http://aaae.org/annual) for a complete list of packages and benefits.

Aisle Carpet Cutout  
Carpet Adhesives/Floor  
Clings  
Digital Signage  
Column Wraps

Tote Bag Inserts  
Mobile App  
Notepads  
Escalator Clings  
Hanging Aisle Signs

Hotel Key Cards  
Lanyards  
Pens

## CUSTOM SPONSORSHIPS

For a unique brand opportunity, contact us and we will work together to build a customizable sponsorship package to deliver results, drive traffic, and achieve your goals.

# SECURE YOUR EXHIBIT AND SPONSORSHIP



## WHO TO CONTACT:

### SPONSORSHIPS AND ADVERTISING SALES



**Amy Trivette**  
Amy.Trivette@aaae.org  
703.575.2471

### EXHIBITS AND ADVERTISING SALES



**Lisa C. Williams,**  
**CMP, CEM**  
Lisa.Williams@aaae.org  
703.824.0504

### MEMBER SUPPORT



**Jennifer Richards**  
Jennifer.Richards@aaae.org  
703.575.2479

## WHY THIS TEAM:

“We have not been able to meet with clients for the last two years, so it was particularly important for us to be present at the premier conference for aviation professionals. Exhibiting at the 94th Annual AAAE Conference & Exposition not only gave us the opportunity to meet with existing and new customers, but it also showed us firsthand that business was resuming. We had a great experience and look forward to participating in next year’s conference in Denver. Hasta pronto!”

### **Lucia Kortscheff**

Kusch+Co  
Executive Business Development Manager Transport Division Americas  
A&D Senior Consultant, Iberia, Latam, USA, and the Caribbean

