



Nasao

2019 CONVENTION + TRADESHOW

September 7-11, 2019 | St. Paul, Minnesota

NASAO 

National Association of State Aviation Officials

PROSPECTUS

partnerships at work.

88TH ANNUAL CONVENTION & TRADESHOW

INTERCONTINENTAL ST. PAUL RIVERFRONT

ST. PAUL, MINNESOTA | SEPTEMBER 7-10, 2019





NASAO
2019 CONVENTION + TRADESHOW
September 7-11, 2019 | St. Paul, Minnesota

RESERVE YOUR EXHIBIT SPACE TODAY!
202.868.6753 MEETINGS@NASAO.ORG WWW.NASAO.ORG

Our vision is to be the nationally-recognized voice for the public interest and states on aviation and the national aviation system.

PROFILE

Founded in 1931, NASAO is one of the oldest and continuously active aviation advocates in the United States, even predating the Federal Aviation Administration (formerly the Civil Aeronautics Authority).

The states initially established NASAO to ensure uniformity of safety measures, to standardize airport regulations and to develop a truly national air transportation system responsive to local, state, and regional needs.

Since the beginning, NASAO has been unique among aviation advocates in that it does not speak only for a single type of aeronautical activity or a narrow band of the rich spectrum of the American aviation community. Rather, NASAO represents the men and women, in state government aviation agencies, who serve the public interest in all 50 states, Guam and Puerto Rico. These highly skilled professionals are full partners with the Federal Government in the development and maintenance of the safest and most efficient aviation system in the world.

CONVENTION

The NASAO Convention & Tradeshow will be held at the **Intercontinental St. Paul Riverfront**, 11 East Kellogg Boulevard, St. Paul, Minnesota, 55101

HOTEL

Intercontinental St. Paul Riverfront,
Guest Room Rate: \$199.00, plus tax
Reservation cut-off date August 9th, 2019
Phone-651-292-1900

WHO ATTENDS

Decision makers and influencers from the aviation marketplace make the NASAO Annual Convention & Tradeshow a must-attend event every year. These highly accomplished professionals explore the tradeshow floor looking for the latest advances and solutions in the aviation industry.

How will your organization benefit?

- » Network and connect with key decision makers
- » Identify new prospects
- » Increase brand awareness and visibility
- » Have relevant dialogue to close more business
- » Strengthen current client relationships
- » Education opportunities



NASAO 
National Association of State Aviation Officials

“The NASAO Annual Convention provided educational sessions that were unbelievably informative and very helpful to me, as a new administrator. It was also a great opportunity to network and engage with my fellow state directors as well as aviation professionals on the most pressing issues facing the industry today.”

-Tim Conway, Administrator, Aeronautics Division, Montana Department of Transportation



NASAO Convention Attendees Include High-Level Professionals such as:

- » Aviation Leaders
- » State Aviation Leaders
- » Airport Planners
- » FAA officials
- » Engineers
- » President & CEOs
- » Airport Consultants
- » Airport Managers and Inspectors
- » Directors of Transportation
- » Business Development & Sales Professionals
- » Directors of UAS
- » Deputy Commissioners



“Each year I look forward to the NASAO annual convention. The opportunities to connect with people in the industry and discuss pressing concerns, the friendships that I have gained over the years, and the enjoyment of getting to visit different locations throughout the US are some of the most appealing things about NASAO and the convention. This year will be my 25th annual convention and I greatly value each one that I have been a part of.”

- Kyle M. Potvin, P.E., Program Director, Applied Pavement Technology, Inc.



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70%

OF ALL ATTENDEES COME TO TRADESHOWS TO SHOP

WHO EXHIBITS

Industry suppliers like you know the NASAO Annual Convention & Tradeshow is the place to connect with your current and prospective customers, gain valuable industry knowledge and increase your visibility to remain competitive in the marketplace.

Attendees are looking for you. They're looking to see new technology, keep pace with industry trends, and have conversations with product experts like you.

Build on existing relationships with highly qualified aviation professionals who matter to your business.

With a ratio of five attendees to one exhibitor, you will have maximum exposure to those attendees who are looking for your products and services.

PAST EXHIBITORS PRODUCTS & SERVICES:

Airport Surface Detection Equipment	Flight Procedure Training	Runway Status Lighting
Aircraft Maintenance & Repair	Air Traffic Control & ATC Communications & Engineering	Safety Management Systems
Aviation Consulting & Software	Lighting Solutions	Surveillance Solutions
Solar Airfield Lighting Equipment	Environmental Services	Weather Information Systems
Enterprise Information Management	Pavement Testing & Engineering	Field Maintenance Services



EXHIBIT SPACE RATES:

	ON OR BEFORE, MARCH 29, 2019	ON OR BEFORE, JUNE 26, 2019	AFTER JUNE 26, 2019
One Exhibit Booth	\$1,570	\$1,770	\$1,970
Additional Booth	\$975	\$1,070	\$1,080
Additional Booth Personnel	\$400	\$450	\$500
Optional Half Page Ad	\$300	\$350	\$400

BECOME AN EXHIBITOR

The Exhibit Hall Floor is on track to sell out – Reserve your space today!

The NASAO 88th Annual Convention & Tradeshow is the place to make connections, showcase your business and increase your visibility in the aviation marketplace.

Reserve your space today to make sure your products and services are seen by state aviation officials, their senior staff, airport leaders, FBO owners and managers, business operators, media, and other members of the general aviation industry.

INCLUDED WITH YOUR 8X10 BOOTH SPACE:

- » One complimentary convention registration per booth
- » Admission to all forums, luncheons, and annual awards dinner
- » Convention Guide listing with logo and 50 word description
- » 7x44 Identification sign
- » One 6' draped table and two chairs with carpeted flooring and one wastebasket
- » After-hour security service
- » 50% off half-page ad in the Convention Guide (optional)
- » Complimentary wireless Internet
- » Conference pre-registration list

CHOOSE YOUR BOOTH TODAY:

- » Booth choices are made on a first-come, first-granted basis.
- » Payment must accompany agreement.
- » Final booth assignment is determined by Show Management and subject to change.

Please see the Exhibit Hall Floor Plan on the following page to view the layout and make your booth preference selections.

EXHIBIT HALL HOURS:

SUNDAY, SEPTEMBER 8, 2019

Noon – 5:00pm	Exhibitor Move-in
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5:30pm – 7:00pm	Exhibit Hall Open
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MONDAY, SEPTEMBER 9, 2019

8:00am – 5:00pm	Exhibit Hall Open
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TUESDAY, SEPTEMBER 10, 2019

7:45am – 1:45pm	Exhibit Hall Open
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2:00pm – 4:00pm	Exhibitor Move-out
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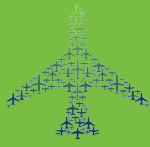
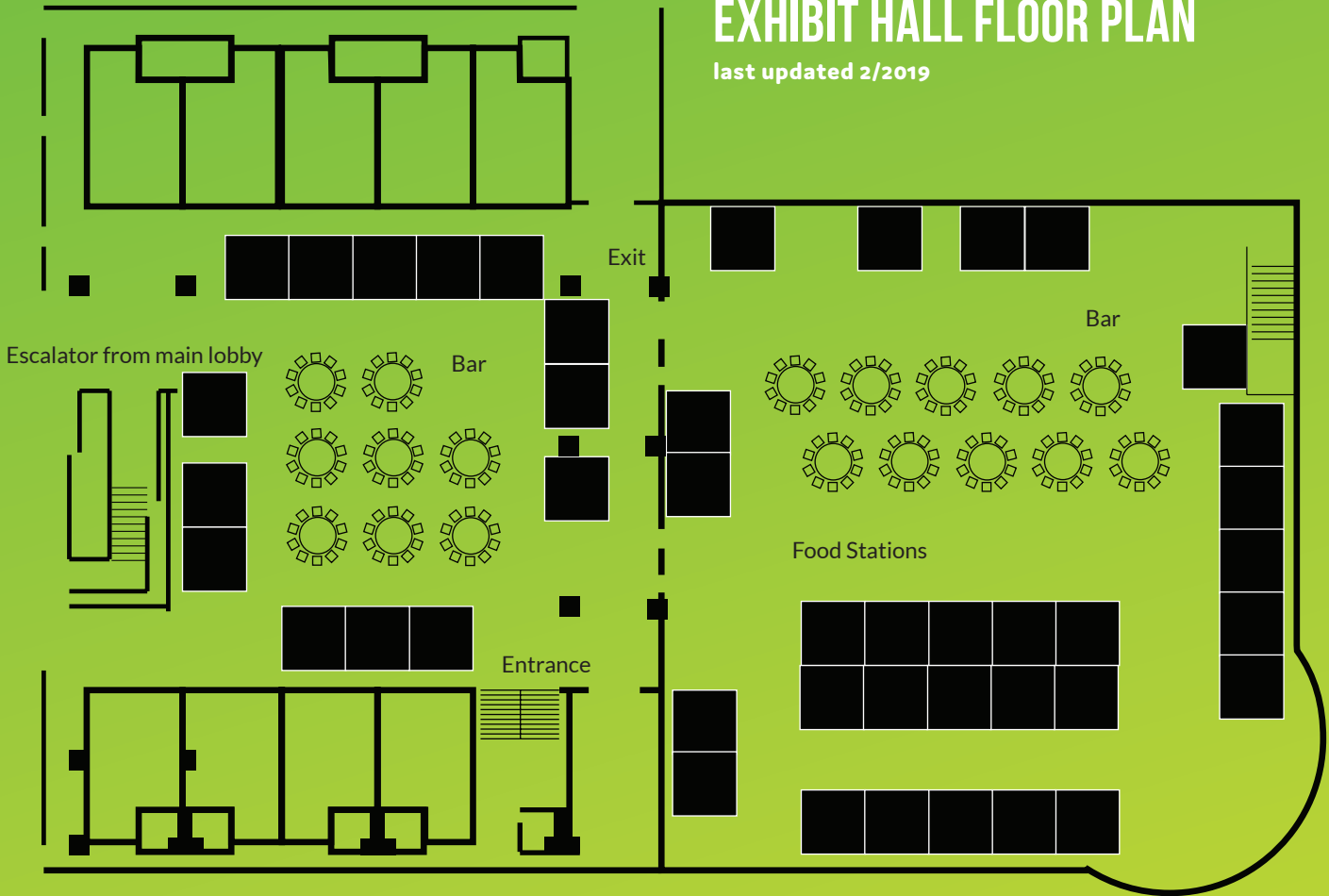


EXHIBIT HALL FLOOR PLAN

last updated 2/2019



EXHIBITOR LIST

Booth #	Exhibitor Name	Booth #	Exhibitor Name	Booth #	Exhibitor Name
2		18		34	
3		19		35	
4		20		36	
5		21		37	
6		22		38	
7		23		39	
8		24		40	
9		25		41	
10		26		42	
11		27		43	
12		28		44	
13		29			
14		30			
15		31			
16		32			
17		33			

BECOME A SPONSOR

Increase your exposure before, during, and after the Convention & Tradeshow.

The key to your organization's success is maximum exposure to attendees. Whether your goal is to enhance brand awareness, generate qualified leads, increase market visibility or all three, you want to encourage attendees to visit your booth. NASAO's prime sponsorship packages and opportunities are designed to increase your exposure and help you meet or exceed your goals. We look forward to working with you to achieve those goals. Or, if you have a sponsorship idea of your own, please contact:

Tracy MacDonald

tmacdonald@nasao.org or 202-868-6753.

To increase your visibility, choose your Sponsorship Opportunity today.

AS A SPONSOR YOU WILL RECEIVE:

- » Recognition on NASAO's website
- » Recognition in the Convention Guide for each event you sponsor
- » Verbal recognition during each event you sponsor
- » Signage with your company name and logo at sponsored event

Sponsorships are sold on a first-come, first-granted basis





DIAMOND SPONSORSHIPS - \$10,000-\$9,000

Monday Evening Sponsorship-\$10,000

Hosted by MnDOT Aeronautics, this event will feature some midwestern style fun. As a sponsor your company name and logo will be featured on-site.



SPONSORSHIP INCLUDES:

- » Reserved table for 10 at Monday evening event
- » On-stage recognition
- » Opportunity for your company representative to make brief remarks on stage
- » One (1) Complimentary 8' x 10' Booth Package*
- » Three (3) Additional Convention Registration
- » Logo on the front cover of the 2019 Convention brochure
- » Acknowledgement of your sponsorship on NASAO's website home page and social media pages
- » Four-color, full page ad in the onsite conference program guide
- » Convention Bag Insert
- » Sponsorship Recognition in NASAO convention mobile app

Annual Awards Dinner --\$9,000

NASAO's Annual Awards Dinner is the culminating event of the Convention where achievements in aviation are acknowledged. As the sole sponsor of this prestigious dinner, your company will increase brand awareness, expand marketing efforts, and increase visibility in the Aviation industry.

SPONSORSHIP INCLUDES:

- » Reserved table for 10
- » On-stage recognition
- » Opportunity for your company representative to make brief remarks on stage
- » One (1) Complimentary 8x10 Booth Package*
- » Two (2) Additional Convention Registration
- » Logo on the front cover of the 2019 Convention brochure
- » Acknowledgement of your sponsorship on NASAO's website home page and social media pages
- » Four-color, full page ad in the onsite Convention program guide
- » Convention Bag Insert



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PLATINUM SPONSORSHIPS - \$8,000

As a Platinum sponsor, your company will have high visibility and exposure, before, during and after the Convention.

SPONSORSHIP INCLUDES:

- » One (1) Complimentary 8x10 booth*
- » One (1) Additional Convention Registration
- » Full-page advertisement in our official convention guide
- » Recognition in the Convention Guide for each event your sponsor
- » Signage with your company name and logo at sponsored event
- » Logo on the back cover of the 2019 convention brochure
- » Logo on the NASAO's website homepage
- » Logo on all 2019 Convention emails
- » Convention Bag Insert
- » Inclusion in NASAO's convention mobile app

Sunday Welcome Reception -\$8,000

As a sponsoring company at this gala cocktail reception, you will be highly visible to all attendees as you assist with the ribbon cutting ceremony and raffle drawing in the Exhibit Hall Sunday evening.

Monday Speaker Luncheon -\$8,000

NASAO luncheons are an important contributor to the networking opportunities for attendees, sponsors and exhibitors. As a sponsor of the speaker luncheon on Monday, you will receive a reserved table for 10 where you will be able to enhance your visibility by inviting attendees to join you.

Escalator Sponsorship -\$8,000

Receive prime placement as your logo will be featured on the escalator, as attendees travel to the sessions rooms and the expo hall.

*8x10 booth space includes one complimentary convention registration per booth; Admission to all forums, luncheons, and Annual Awards Dinner; Convention Guide listing with logo and 50-word description; 7x44 identification sign; One 6' draped table and two chairs with carpeted flooring and one wastebasket; After-hour security service and daily aisle maintenance; Complimentary wireless Internet

GOLD SPONSORSHIPS -\$6,000.00

SPONSORSHIP INCLUDES:

- » One (1) 8x10 booth space*
- » One (1) Additional Convention Registration
- » Full-page advertisement in our official conference guide
- » Recognition in the Convention Guide for each event your sponsor
- » Signage with your company name and logo at sponsored event
- » Logo on the back cover of the 2019 convention brochure
- » Logo on the NASAO's website homepage
- » Logo on all 2019 Convention emails
- » Convention Bag Insert
- » Inclusion in NASAO's convention mobile app

Wi-Fi Sponsor - \$6,000

As the Wi-Fi convention sponsor, you will receive a unique branding opportunity as the password will be named after your company.

Monday Evening Drink Sponsor

Hosted by MnDOT Aeronautics, this event will feature western style fun. With this opportunity your company name and logo will be branded on the drink tickets handed out during this event.

Key Card Sponsor-\$6,000 (One available)

Make sure to stand out from the crowd by sponsoring the hotel keys. Your company logo will appear on each convention attendee's room key.

SILVER SPONSORSHIPS - \$4,000

SPONSORSHIP INCLUDES:

- » One (1) Complimentary 8x10 booth*
- » Full-page advertisement in our official Convention Guide
- » Recognition in the black and white Convention Guide for event you sponsor
- » Signage with your company name and logo at sponsored event
- » Logo on the back cover of the 2019 convention brochure
- » Logo on the NASAO's website homepage
- » Logo on all 2019 Convention emails
- » Convention Bag Insert
- » Inclusion in NASAO's convention mobile app

Opening Reception Beverage Station (One available)

Make sure to stand out at the opening night in the expo hall by being the beverage station sponsor! Your company logo will be displayed at the beverage station.

Monday and Tuesday Continental Breakfasts (One opportunity available)

As the sponsor of the continental breakfast, attendees will start their day by seeing your company name prominently displayed. Kick off Monday and Tuesday mornings for the attendees by sponsoring one or both continental breakfasts.

Sunday Off-Site Lunch (Two Available)

At our first off-site, you will have a chance to make a splash, as a sponsor, as we visit a local St. Paul venue.

Tuesday Closing Reception Sponsor (One available)

As the closing reception, your company has a chance to stand out at one of the final events of the convention. The closing reception proceeds the NASAO Awards dinner. Two Available.

Tuesday Closing Reception Drink Station Sponsor

As the convention closes to a close, sponsor the drink station at our closing reception, to ensure visibility.





NASAO

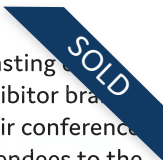
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Registration Booth

Make your first impression at the Convention a lasting one. Your logo and company name will be the first exhibitor branding every attendee will see when they pick up their conference materials. What an excellent way to welcome attendees to the Convention and to announce your presence!



*8x10 exhibitor booth space includes one complimentary convention registration per booth; Admission to all forums, luncheons, and Annual Awards Dinner; Convention Guide listing with logo and 50-word description; 7x44 identification card; One 6' draped table and two chairs with carpeted flooring and one wastebasket; After-hour security service and daily aisle maintenance; Complimentary wireless Internet

BRONZE SPONSORSHIPS - \$3,000

SPONSORSHIP INCLUDES:

- » Company name and logo on signage throughout the exhibit hall
- » On-stage recognition identifying your company as a bronze sponsor
- » Company name listed in Convention Guide as a Bronze Sponsor
- » Company name listed on NASAO's website homepage

Break (Two Sponsors Available)

All attendees visit the Exhibit Hall for coffee breaks throughout the Convention. As the sponsor of the Coffee Break, your company is recognized by Coffee Break sponsorships which are available for Monday and Tuesday during the mornings and also Monday afternoon.

Monday Evening Entertainment

Hosted by MnDOT Aeronautics, this event will feature some mid-western style fun. This sponsorship will provide you with the opportunity to sponsor the entertainment.

GENERAL CONVENTION SPONSORSHIPS - \$500-\$2,000

SPONSORSHIP INCLUDES:

- » Recognition in the convention guide for level of sponsorship
- » Signage with your company name, and at general session
- » Company logo on promotional material and on website
- » Inclusion in NASAO convention app

General Sponsorship Monday Evening Raffle - \$2,000

- » 3 Tickets for Monday Night
- » Company logo featured on signage at event
- » Company representative assists with raffle drawings.

General Sponsorship Monday Evening \$1,500

As a general sponsor for the Monday evening event, your company would receive

- » 3 Tickets for Monday Night
- » Company logo featured on signage
- » Monday evening giveaway to attendees





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General Sponsorship Monday Evening \$1,000

As a general sponsor for the Monday evening event, your company would receive

- » Two tickets to Monday evening event
- » Company logo featured on signage
- » Monday evening giveaway to attendees

App Ad Sponsor \$1,000

As an advertiser in the NASAO App, your company's logo will be displayed and you will receive a landing page.

General Sponsorship Monday Evening \$500

As a general sponsor for the Monday evening event, your company would receive

- » One ticket to Monday evening event
- » Company logo featured on signage

General Sessions Notepads and Pens \$500

As the exclusive notepad and pens sponsor for the general sessions, your branded notepads will be distributed to all attendees in the general session (Sponsor to provide notepads and pens).

Convention Bags Notepads and Pens \$500

As the exclusive notepad and pens sponsor for the registration bags, your branded notepads will be distributed to all attendees via the registration bags (Sponsor to provide notepads and pens).



Convention Bag Inserts \$500

With this opportunity, your company's literature will be included in the conference bags.

TO RESERVE YOUR SPONSORSHIP OPPORTUNITY OR FOR MORE INFORMATION, CONTACT: meetings@nasao.org | 202-868-6753





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VALUE PROPOSITION	DIAMOND \$10,000-\$9,000	PLATINUM \$8,000	GOLD \$6,000	SILVER \$4,000	BRONZE \$3,000
Reserved table for 10 at Annual Dinner	●	●			
On-stage recognition at Annual Dinner	●				
Company representative on stage with brief remarks	●				
Complimentary 8' x 10' Booth Package	●	●	●	●	
Additional convention registrations	●	●	●		
Logo on front cover of 2019 convention brochure	●				
Sponsorship acknowledgement on NASAO website home page and social media	●				
Four-color, full page ad in NASAO convention guide	●				
Ad in the onsite Convention Program Guide	●	●	●	●	
Signage with your company name and logo at sponsored event	●	●	●	●	●
Logo on the back cover of the convention brochure		●	●	●	●
Logo on NASAO's website homepage	●	●	●	●	●
Logo on all 2019 convention emails	●	●	●	●	●
Assist with ribbon cutting and raffle drawing (if sponsoring Sunday Welcome Reception)		●			
Reserved table for 10 during luncheon if you are a sponsor of the luncheon on Monday		●			
Signage with your company name and logo during Sunday Lunch if you are a sponsor				●	
Signage with your company name and logo during Monday and Tuesday continental breakfasts if you are a sponsor				●	
Company name and logo on Registration Bags if you are the sponsor				●	
Company name and logo displayed on the Registration Booth if you are the sponsor				●	
Signage with your company name and logo during Coffee Breaks if you are a sponsor					●
On-stage recognition identifying your company as a Bronze sponsor					●
Company name listed on the back cover of the 2019 convention brochure		●	●	●	●
Company name listed on NASAO's website homepage	●	●	●	●	●

EXHIBITOR / SPONSOR AGREEMENT



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EXHIBIT OPPORTUNITIES

	ON OR BEFORE, MARCH 29, 2019	ON OR BEFORE, JUNE 28, 2019	AFTER JUNE 28, 2019
One Exhibit Booth	\$1,570	\$1,770	\$1,970
Additional Booth	\$975	\$1,070	\$1,080
Additional Booth Personnel	\$400	\$450	\$500
Optional Half Page Ad	\$300	\$350	\$400

Exhibit Booth # Preferences: 1st _____ 2nd _____ 3rd _____

Booth choices will be made on a first-come, first-granted basis. Payment must accompany agreement. Final booth assignment is determined by Show Management and subject to change.

EXHIBITOR / SPONSOR DETAILS

Company Name

Contact Person

Title

Exhibiting Person

Additional Booth Personnel

Mailing Address

City

State

Zip Code

Phone

Fax

Contact Person Email

Exhibiting Person Email

PAYMENT DETAILS

Amount of Payment \$ _____

Check # Am Ex MasterCard Visa Security Code _____

Name on Card

Credit Card Number

Exp Date

Signature (required for credit card payments)

EXHIBITOR / SPONSOR AGREEMENT



SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIPS:

\$9,000-10,000

- Annual Awards Dinner
- SOLD** Monday Evening Dinner (One Available)

PLATINUM SPONSORSHIPS: \$8,000

- Sunday Welcome Reception
- Monday Luncheon Speaker
- Escalator Sponsorship

GOLD SPONSORSHIPS: \$6,000

- Wi-Fi Sponsor
- SOLD** Mobile App
- SOLD** Monday Drink Sponsor
- Key Card Sponsor

SILVER SPONSORSHIPS: \$4,000

- SOLD** Opening Reception Beverage Station (One Available)
- SOLD** Monday Continental Breakfast with Exhibitors (One Available)
- Tuesday Closing Reception Drink Station
- Tuesday Closing Reception (One Available)
- Sunday Off-Site Lunch (Two Available)
- SOLD** Registration Bags
- SOLD** Registration Booth

BRONZE SPONSORSHIPS: \$3,000

- Coffee Break with Exhibitors Sponsorship (Three Available)
- Monday Evening Entertainment Sponsor

GENERAL CONVENTION SPONSORSHIPS: \$500

- General Sessions Notepad and Pens
- SOLD** Conference Bags Notepad and Pens
- Conference Bag Inserts

 **BECOME A SPONSOR BEFORE IT SELLS OUT!**

GENERAL CONVENTION SPONSORSHIPS

Please send your logo, Ad and/or company profile in the formats described below. Deadline for submitting all information and artwork for inclusion in the Convention Guide is **Friday, July 12, 2019**.

Company Logo

Vector version in EPS format. If you do not have a vector version, please send a high resolution JPG of your logo no less than 300 dpi resolution and no less than 600 pixels in width.

Convention Guide Company Profile

50-word description of your business.

Convention Guide Ad

8 1/2" x 11" black and white PDF with .125" full bleed

AGREEMENT SUBMISSION

EMAIL: meetings@nasao.org
FAX: 202-280-1080
MAIL: NASAO
1420 New York Ave. NW, 5th Floor
Washington DC 20005

NASAO STAFF USE ONLY

Date Rec'd _____
Rec'd By _____
Amount Rec'd _____
Balance/Rec'd _____
Booth Assigned _____
CC Approval _____