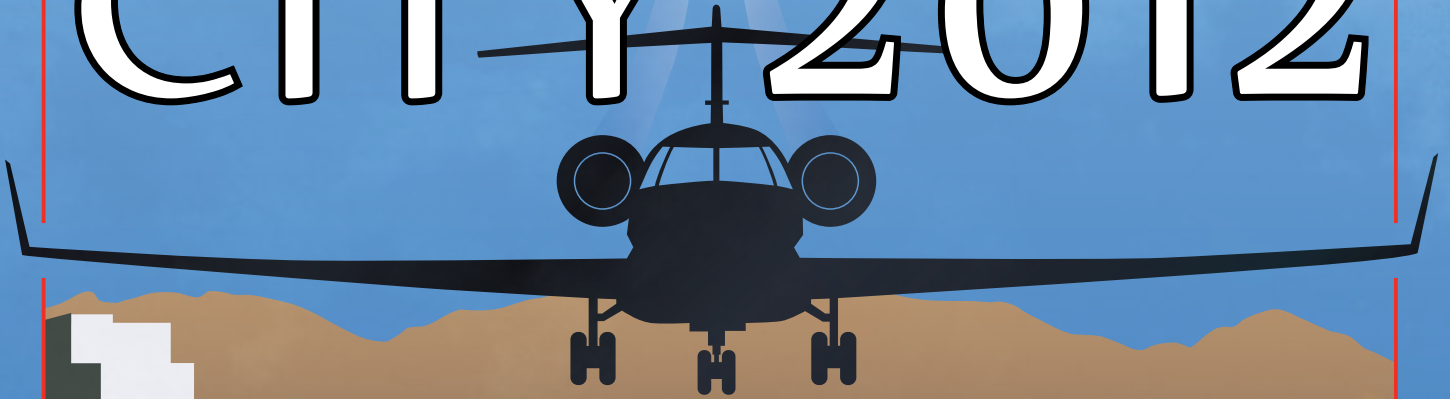


SALT LAKE CITY 2012



81st NASAO Annual Convention

SEPTEMBER 9 - 11

1931 **NASAO** 2012

National Association of State Aviation Officials

➤ exhibitor & sponsorship

81st NASAO ANNUAL CONVENTION AND TRADESHOW

“Serving the Public Interest in Aviation”

Most of the members and alumni of the National Association of State Aviation Officials (NASAO) will be in Salt Lake City this September 9 – 11. They will be meeting with their federal counterparts. They will be joining representatives of the broad spectrum of the aviation community in discussions about best practices, the present state of our national transportation system and its infrastructure needs. They will try to predict what the future may hold for the airline, general aviation and airports industry. They will be meeting with vendors and consultants to learn about the newest developments in airport products and services. They will be briefed by experts on the latest hot topics, the climate in Washington and the prospects for growth. They will receive in-depth assessments of current regulatory and legislative issues. For a day and a half, they will participate in forums with senior government officials and industry leaders. They will gather data on how to best serve their constituents' interest in the safest, most secure and most efficient aviation system in the world. Will you join them? If not, why not?

NASAO 2012. SALT LAKE CITY. SEPTEMBER.
THE OPPORTUNITIES. THE LESSONS LEARNED. THE NETWORKING. THE EDUCATION.
SIMPLY PRICELESS. REGISTER NOW!

About NASAO

The National Association of State Aviation Officials is one of the most senior aviation organizations in the United States. It represents the men and women, in state government aviation agencies, who serve the public interest in the states, Guam and Puerto Rico. These highly skilled professionals are full partners with the federal government in development and maintenance of the best aviation system in the world. Each year NASAO members along with consultants, federal government agencies and other aviation professionals gather to discuss current aviation issues and preview the latest products and services.

Who Should Attend?

State aviation officials, senior staff, aviation consultants, state legislators, airport leaders including managers and airport commissioners and board members, students, press, and other members of the aviation industry do not want to miss this opportunity to understand the current state of the system and what is in store for the future.

The Location

All meeting sessions take place at the Salt Lake Marriott Downtown at City Creek. The rate for attendees is \$159.00 for single and double occupancy plus tax of 12.72%. Hotel reservations can be made calling (888) 236-2427 or locally (801) 531-0800. All guests should identify themselves as an attendee with the National Association of State Aviation Officials (NASAO) Annual Convention and Tradeshow to receive the discount rate.

Reservations must be made by **Friday, August 17, 2012**. After August 17, 2012 reservations will be made on a space availability basis and the discount rate is not guaranteed.

The Program

SATURDAY, SEPTEMBER 8, 2012

12:30 pm – 5:00 pm Registration
1:00 pm – 5:00 pm NASAO Member Only Meetings

SUNDAY, SEPTEMBER 9, 2012

9:00 am – 5:00 pm Registration
10:00 am – 2:30 pm Utah Tour and Lunch
5:30 pm – 7:00 pm Welcome Reception with Exhibitors

MONDAY, SEPTEMBER 10, 2012

8:00 am – 8:45 am Continental Breakfast with Exhibitors
8:00 am – 5:00 pm Registration
9:00 am – 10:00 am Utah Welcome You!
10:30 am – 11:30 am Forums
Noon – 1:45 pm Lunch
2:00 pm – 4:00 pm Forums
4:00 pm – 5:00 pm NASAO Association Update
6:30 pm – 9:00 pm Monday Evening Event

TUESDAY, SEPTEMBER 11, 2012

8:00 am – 8:45 am Continental Breakfast with Exhibitors
9:00 am – Noon Forums
Noon – 1:45 pm Lunch with Exhibitors
2:00 pm – 5:00 pm NASAO Member Only Annual Meeting and Roundtable
6:00 pm – 7:00 pm Reception
7:00 pm – 9:00 pm NASAO Annual Awards Dinner

WEDNESDAY, SEPTEMBER 12, 2012

8:00 am – 10:00 am AASHTO Standing Committee on Aviation
10:00 am – Noon 2013 NASAO Board of Directors Meeting

Exhibitor Opportunities

Make your presence known to everyone attending the NASAO Annual Convention and Tradeshow which includes state aviation officials and their senior staff, airport leaders, FBO owners and managers, business operators, students, media, and other members of the general aviation industry. The exhibit hall, co-located with the opening reception, breakfasts, and refreshment breaks, is a great opportunity for you to showcase your products and services.

Exhibitor Information

The fee for each booth includes:

- 8' x 8' booth
- One complimentary convention registration per booth
- Pre-show welcome reception
- Admission to all forums, luncheons, and annual awards dinner
- Convention Guide listing with logo and 50 word description
- 8' high draped back wall and 3' side wall
- One 7" x 44" exhibitor identification sign
- One 6' x 30" draped table and two chairs
- After-hour security service and daily aisle maintenance
- Optional half-price on half-page ad in the Convention Guide

Electricity, internet and other services may be ordered following instructions in the exhibitor packet.

Exhibit Booth Fees

| | On or Before Friday, 6/29 | After Friday, 6/29 |
|----------------------------|------------------------------|-----------------------|
| One exhibit booth | \$1,070.00 | \$1,175.00 |
| Additional booth personnel | \$350.00 | \$400.00 |
| Additional booth | \$450.00 | \$550.00 |

Exhibit Hall Hours

Sunday, September 9

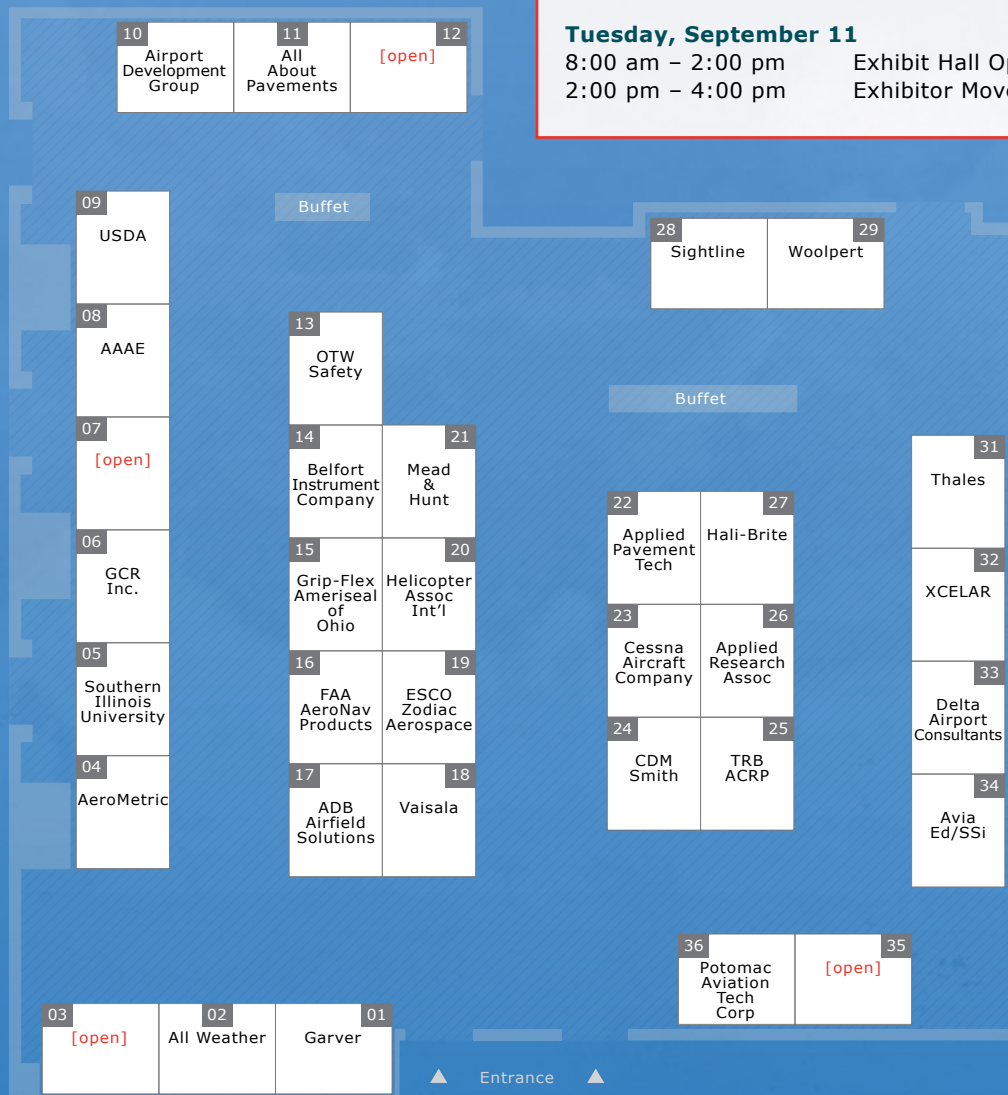
Noon – 5:00 pm Exhibitor Move-in
5:30 pm – 7:00 pm Exhibit Hall Open

Monday, September 10

8:00 am – 5:00 pm Exhibit Hall Open

Tuesday, September 11

8:00 am – 2:00 pm Exhibit Hall Open
2:00 pm – 4:00 pm Exhibitor Move-out



Sponsorship Opportunities

The **2012 NASAO 80th Annual Convention and Tradeshow** offers many ways to promote your company that complement and enhance your sponsorship. Being face-to-face with your existing and potential customers is an opportunity to make an immediate and lasting impression. Our staff will work with you to develop a customized marketing program that highlights the strengths of your company and increases visibility.

As a sponsor you will receive:

- Full-page advertisement in our official conference guide
- Recognition in the conference guide for each event you sponsor
- Verbal recognition during each event you sponsor
- Signage with your company name and logo at each sponsored event

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

Sponsorships Available

■ Platinum Sponsorship - \$10,000 (3 available)

Welcome Reception

All attendees are invited to a cocktail reception with exhibitors in the Exhibit Hall on Sunday evening. A sponsoring company representative assists with the ribbon cutting ceremony and a raffle drawing.

Monday Evening

It's been a long standing tradition for everyone attending the convention to gather at an off-site location for a relaxed evening to reconnect with long time friends and make new ones.

Annual Awards Dinner

The Annual Awards Dinner is the culminating event of the convention where NASAO acknowledges achievement in aviation. Your company also receives a reserved table, on-stage recognition and brief remarks by a company representative.

■ Gold Sponsorship - \$ 5,000 (4 available)

*Lunch Monday **SOLD OUT***

The luncheons during the NASAO convention are an integral part of the networking opportunities provided to sponsors, exhibitors and attendees. Lunch on Monday is in our traditional format with rounds of 10 and a speaker of local interest. As a sponsor, you receive a reserved table to invite attendees or other guests.

Lunch Tuesday With Exhibitors

You have asked for more time with the exhibitors and you have it on Tuesday. The wall between the exhibit hall and the dining area will be opened to give attendees the opportunity to enjoy the buffet lunch and spend more time with exhibitors. As sponsor, you receive a reserved table where attendees can come and go to visit with you.

Convention Guide

The official Convention Program Guide is a "must-have" for all attendees, exhibitors and sponsors. Throughout the convention attendees refer to it often for information regarding forum topics, speakers and special events. It's also a publication attendees take home and use as a reference tool throughout the year. The sponsor receives preferred choice of ad placement.

*Registration Bags **SOLD OUT***

Attending the NASAO convention is no different than attending any other convention, you end up with brochures and information to carry. The bag distributed at registration has your logo along with the NASAO logo and is carried by the attendees throughout the conference. As sponsor, you may recommend a bag style that gives you the best marketing opportunity.

■ Silver Sponsorship - \$3,500 (5 opportunities)

Sunday Tour and Lunch

Attendees will gather Sunday morning for a trip to Snowbird Ski and Summer Resort. This is an opportunity to highlight your company name and logo during the first off-site event of the convention.

Continental Breakfast with Exhibitors

Breakfast is considered the most important meal of the day and by sponsoring the daily continental breakfast, your company demonstrates its importance too! Sponsorship is available Monday and Tuesday mornings.

Registration Booth

First impressions are lasting impressions! When attendees arrive to pick-up their conference materials, your company name and logo will be the first they see. This is an excellent way to welcome attendees to the convention and announce your presence.

Annual Awards Dinner Entertainment

The awards dinner is a special evening made even more so when there is welcoming and dinner music provided by local musicians.

■ Bronze Sponsorship - \$2,500 (7 opportunities)

Coffee Break with Exhibitors

Attendees are invited to a coffee break in the exhibit hall throughout the convention. Your company is recognized as the sponsor of the Coffee Break in each of these instances. Sponsorship is available Monday and Tuesday during the mornings and Monday afternoon.

Spouse and Guest Tours

Spouses and guests play a vital role in our attendee's satisfaction. With our Spouse and Guest Tours, attendees are able to attend the educational forums while ensuring that their guests are being entertained by local hosts. Sponsorship is available Monday and Tuesday.

Event Transportation

Your company name and logo can be featured as all attendees travel from the hotel to off-site event. Signs are prominently displayed in the window of the shuttle bus throughout the duration of the off-site event. Sponsorship is available for Sunday's Luncheon and Tour.

■ Contributors - \$500 (unlimited)

Contributors receive a half page black and white ad in the program guide.

For More Information

Contact Bridgette Bailey at
bbailey@nasao.org or 703-417-1883

81st NASAO ANNUAL CONVENTION AND TRADESHOW

Exhibitor/Sponsor Agreement

Exhibit Opportunities

QTY On or Before Friday, June 29, 2012

| | |
|----------------------------------|---------|
| _____ One Exhibit Booth | \$1,070 |
| _____ Additional Booth Personnel | \$350 |
| _____ Additional Booth | \$450 |
| _____ Optional Half Page Ad | \$250 |

QTY After Friday, June 29, 2012

| | |
|----------------------------------|---------|
| _____ One Exhibit Booth | \$1,175 |
| _____ Additional Booth Personnel | \$400 |
| _____ Additional Booth | \$550 |
| _____ Optional Half Page Ad | \$250 |

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

Mailing Address

City State Zip Code

Phone Fax

Email Website

Amount of Payment \$ _____ Check# _____

Am Ex Mastercard Visa Security Code _____

Credit Card Number Exp Date

Signature (required for credit card payments)

For NASAO Staff Use Only

Date Rec'd _____ Rec'd By _____ Amount Rec'd _____

Balance/Rec'd _____ Booth Assigned _____ CC Approval _____

Sponsorship Opportunities

Platinum Sponsorship - \$10,000 (3 available, choose 1)

- Welcome Reception with Exhibitors
- Monday Evening
- Annual Awards Dinner

Gold Sponsorship - \$5,000 (4 available, choose 1)

- Lunch Monday
- Lunch Tuesday with Exhibitors
- Convention Guide
- Registration Bags

Silver Sponsorship - \$3,500 (5 opportunities, choose 1)

- Sunday Tour and Lunch
- Continental Breakfast Monday with Exhibitors
- Continental Breakfast Tuesday with Exhibitors
- Registration Booth
- Annual Awards Dinner Entertainment

Bronze Sponsorship - \$2,500 (7 opportunities, choose 1)

- Coffee Break with Exhibitors Monday Morning
- Coffee Break with Exhibitors Monday Afternoon
- Coffee Break with Exhibitors Tuesday Morning
- Spouse and Guest Tour Monday
- Spouse and Guest Tour Tuesday
- Event Transportation Sunday Evening
- Event Transportation Monday Evening

Contributors - \$500 (unlimited)

- Half-page Black and White Ad in Convention Guide

Convention Guide

Company Logo

Please send us a vector version of your logo in .EPS or .AI 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. Deadline for submitting artwork is August 2, 2012.

Convention Guide Ad

Sponsors

Please provide an 8.5" x 11" black and white, camera-ready ad for inclusion in the Convention Guide in .PDF or .JPG format by August 2, 2012.

Contributors and Exhibitors

Please provide an 8.5" x 5.5" or 4.24 x 11" black and white, camera-ready ad in .PDF or .JPG format by August 2, 2012.

Convention Guide Description

Please send a 50 word description of your business for publication in the Conference Guide by August 2, 2012.