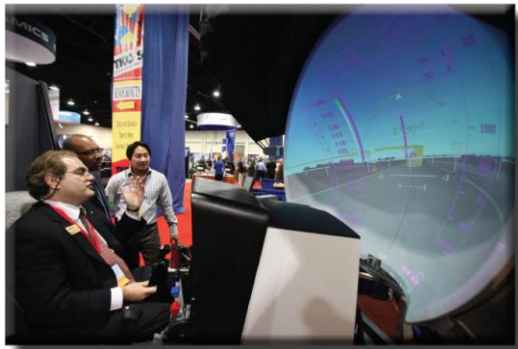




# 56<sup>th</sup> ATCA Annual Conference & Exposition October 2 – 5, 2011 Gaylord National Resort & Convention Center

## Sponsorship Program 2011

Spotlight your company via the special recognition and enhanced corporate identity that comes from sponsoring an event at the Annual Conference, the largest ATC conference in North America. Your products, services, message and brand will be prominently displayed before thousands of attendees including key policymakers and corporate decision-makers. ATCA has developed a variety of sponsorship opportunities to meet specific budgetary and promotional objectives and to maximize recognition of your support. Should you have an idea for a sponsorship that is not listed, please contact ATCA staff and we will work closely with you to design a sponsorship that meets your objectives. We ask that you read the options carefully and if you have questions please ask.



### 2011 Grand Benefactors (as of September 12, 2011)

The Boeing Company, Booz Allen Hamilton, Harris Corporation, ITT, Lockheed Martin, Midwest ATC, Raytheon, SRA, Thales

**Benefactors** -CSC, General Dynamics

**Supporters** – Brandon Technologies, NATS, Serco

**Contributor** – Mitre, RVA, SAIC

**Mentor** – Infina, Sunhillo

<b>Sponsorship Benefits</b>	<b>Grand Benefactor *\$20,000</b>	<b>Benefactor *\$15,000</b>	<b>Supporter *\$10,000</b>	<b>Contributor *\$5000</b>	<b>Patron *\$2500</b>	<b>Mentor *\$1000</b>
<i>Complimentary Conference Registrations</i>	3	2	1			
<i>Advertisement in New Exhibition Guide</i>	full page	1/2 page	1/4 page			
<i>Table signage recognizing company at Gilbert Memorial Award Banquet</i>	1 table of 10	1 table of 10	1 table of 10			
<i>Extra tickets for non conference attendees at Glen A Gilbert Memorial Award Banquet**</i>	Up to 5	Up to 5		2 tickets	1 ticket	
<i>Sponsor Recognition in Conference Guide</i>	x	x	x	x	X	X
<i>Pre and Post Conference Recognition in ATCA Printed and electronic communications</i>	x	x	x			
<i>Prominent visual and verbal recognition during Conference</i>	x	x	x	x		
<i>Special Signage for Grand Benefactor on site</i>	x					
<i>Pre and Post Conference Recognition on conference webpage</i>	x	x	x			
<i>Weblink on Conference Website</i>	X	X	X	X	X	X
<i>Promotional Items in conference bags</i>	x	x	x			
<i>1/2 Hour slot in Exhibit Hall presentation area</i>	x					
<i>Prominent Recognition at the conference</i>	X	X	X	X	X	X

*\*On category sponsorships – a 10% member discount & 5% exhibitor discount apply  
Please note: ATCA must receive registrations and advertising in a timely basis to ensure all production deadlines are met.*

**August 19, 2011** - Advertising or print materials to include banners, signage, conference guide

**September 2, 2011** - Registrations for comp allotments

**September 16, 2011** - Confirmation of use of Complimentary Tables at Gilbert Award Dinner

**September 29, 2011** - Confirmation of Names for Complimentary Tables at Gilbert Award Dinner

**September 29, 2011** - Receipt of all sponsorship bag inserts and items at ATCA

**\*\*Must have names in advance of conference to participate in the Gilbert banquet ticket exchange**

Thank you!

## INDIVIDUAL & EVENT SPONSORSHIPS

**Still Available!**

**5% discount off prices for members 10% for exhibitors**

<b>Audience Polling in the General Session</b>	\$4,000	
<b>Column Wraps in Exhibit Hall (limited)</b>	\$2,000	(available to exhibitors only one left)
<b>Hotel Key Cards:</b>	\$8,000	Sold!
<b>Aisle Signs in Exhibit Hall</b>	\$3,500	Sold!
<b>Exhibit Hall Lounge Branding</b>	\$6,000	Sold!
<b>Internet Café</b>	\$12,000	(plus cost for internet)
<b>Directional Signs w/sponsor logo</b>	\$3,000	Sold!
<b>Conference Roster w/sponsor logo</b>	\$4,000	
<b>Conference Pocket Schedule</b>	\$4,000	Sold!
<b>Conference Lanyards w/ATCA and sponsor logo</b>	\$6,000	Sold!
<b>Conference totes w/ATCA and sponsor logo</b>	\$15,000	
<b>Exhibition Guide with Logo front and full page ad</b>	\$8,000	Only available until Friday, Sept. 16
<b>ATCA Today Newspaper Logo and back cover</b>	\$10,000	
<b>Speaker Bios with logo</b>	\$2,000	Sold!
<b>Bag Inserts (without other sponsorship)</b>	\$1,500	Included with Grand Benefactor, Benefactor, and Supporter
<b>Table Drops in General Sessions</b>	\$1,000	One sold 5 more available (plus cost of item or printing)

### Monday, October 3

#### **Welcome Reception "Happy Hour" 4:30 to 6:00 pm**

<b>Entire reception</b>	\$30,000	(exclusive)
<b>Bar/Beverages</b>	\$11,000	(sponsor logo on drink tickets)
<b>Food</b>	\$22,000	(co-sponsorships avail. call if interested)

#### **For the Scholarship/Membership Lunch**

<b>Welcome Coffee</b>	\$4,000	
<b>Welcome Snacks</b>	\$3,500	
<b>Speaker Ready Room</b>	\$1,000	Sold!
<b>AM Break Coffee &amp; Snacks</b>	\$5,500	
<b>AM Break Snacks</b>	\$3,500	
<b>Coffee Mugs</b>	\$1,000	(plus cost of mugs)
<b>Awards Luncheon</b>	\$39,000	
<b>PM Coffee Break &amp; Snacks</b>	\$5,000	
<b>PM Coffee Break Snacks</b>	\$3,500	

## Tuesday, October 4

<b>Welcome Coffee and Donuts</b>	\$7,000 – Sold!
<b>Speaker Ready Room</b>	\$1,000 – Sold!
<b>AM Coffee Break</b>	\$3,500
<b>AM Coffee Break Snacks</b>	\$2,700
<b>Luncheon</b>	\$39,000 Sold!
<b>PM Beverage Break</b>	\$3,500
<b>PM Ice Cream Break</b>	\$7,000 Sold!

## Wednesday, October 5

<b>Welcome Coffee and Snacks exclusive</b>	\$6,000 – Sold!
<b>Speaker Ready Room</b>	\$1,000
<b>AM Coffee Break</b>	\$3,500 – Sold!
<b>AM Coffee Break Snacks</b>	\$2,000
<b>Networking Luncheon</b>	\$39,000
<b>Glen A. Gilbert Memorial Award</b>	\$61,000 <b>Sold!</b>
Reception	\$16,000 Sold!
Program	\$2,000 Sold!
Flowers/table centerpieces	\$3,000 Sold!
Dinner	\$40,000 Sold!
Entertainment	\$10,000 Sold!

## Additional Benefits for Individual and Event Sponsorships

- Recognition on the ATCA Conference Website
- Inclusion in On-Site signage and slides in General Session
- Verbal recognition at conference
- Recognition as a sponsor in the Event Guide
- Listing as Sponsor in other ATCA Publications

### Added Bonus!

- Up to a 15% discount off the listed Sponsorship Rates
  1. A member benefit- All members of ATCA will receive a 5% discount off the list sponsorship pricing.
  2. Additional Discounts-In recognition of the support and participation of exhibitors at our Annual Conference, ATCA is providing a package deal of a 10% discount off the list sponsorship pricing to all 2011 exhibitors who also sponsor at the Annual Conference.

## Sponsorship Rules and Regulations and Tips

### ***ATCA cannot publish your name or post you as a sponsor until payment has been received.***

- The attributes of each sponsorship are listed. Tiered Sponsorships (Grand Benefactor, Benefactor, Support, etc.) are stand alone sponsorships. They can not realized by compiling the attributes of multiple smaller sponsorships. If you have questions please ask.
- Please provide a high resolution copy of your logo. Logos often change. If you do not provide a new version the proper logo can't be guaranteed or may be omitted.

- If you have complimentary registrations included in your sponsorship they must be identified by Wednesday, Sept 21, 2011. Your organization's show lead needs to identify who receives the comps.
- Please check the attributes of each sponsorship carefully. If you have questions please ask.
- Please provide a copy of your current or preferred logo in EPS and jpeg/gif formats with the contract. Often logos change and this is the only way we can be sure we use the proper version.
- Tiered sponsorships include the opportunity to place an item or publication in the conference bag. That item can not be something that is already available for sponsorship (like a padfolio or a lanyard) and must be approved by ATCA before it is placed in the bag. Distribution of items received late and or without prior approval from ATCA can not be guaranteed.
- Some benefits of sponsorship are time sensitive. All Sponsorship artwork for ads and signage must be submitted no later than COB, **Friday, August 19, 2011**. If advertising artwork is not provided by published deadlines or if logo is not available in proper format, some benefits will be lost.
- Table reservation for the Glen A. Gilbert Banquet and usage must be submitted and confirmed by 5:00 p.m., Friday, Sept 16th. If we receive no names by this date no table will be reserved and seats will be released to other attendees.
- **ATCA requires a banquet ticket exchange for your guests at the Gilbert Banquet. Please designate a table liaison to gather your guest's dinner tickets and exchange them as one group at the banquet ticket exchange desk near registration.**
- Some sponsorship's include complementary registrations. Registration forms need to be completed by the sponsor for the persons receiving this benefit and need to be identified in advance. Mark the payment section complementary and fax or mail to ATCA. Unfortunately refunds for previous paid registrations will incur an administrative fee of 10%. Name changes are always welcome. Unfortunately complementary registrations can not be made on-line.
- Reserved tables at the Keynote Membership Luncheon and Awards Luncheon are available for the luncheon sponsors, the Grand Benefactors and the Benefactors in advance by request. Other tables can be reserved for a fee. All requests are due by 5:00 p.m., Thursday, September 29, 2011. **If not requested in advance a table will not be reserved.** It is the responsibility of the person reserving the table to ensure the table is full. **If seats are not full ATCA reserves the right to seat others at your table.**

## **Contact**

For additional information or to answer any questions you may have please contact Claire Rusk 703-299-2430 (ext 309) or Ken Carlisle (ext. 310).

### **Air Traffic Control Association**

1101 King Street • Suite 300 • Alexandria, Virginia • 22314

**P** • +1 703/299-2430

**F** • +1 703/299-2437