



**55<sup>th</sup> ATCA Annual Conference & Exposition**  
**Gaylord National Resort & Convention Center**  
**October 24-27, 2010**

**SPONSORSHIP APPLICATION AND CONTRACT**

**INSTRUCTIONS: Please print or type all information requested.**

- Complete and sign this application form and e-mail, mail, or fax with FULL payment to **Claire Rusk** at:  
 Air Traffic Control Association, 1101 King Street, Suite 300, Alexandria, VA 22314  
 Fax: (703) 299-2437 E-Mail: ken.carlisle@atca.org  
**Note: Payment in US funds drawn on US banks only.**

**Sponsorship Selection**

	List Sponsorship	Amount
I wish to sponsor the following: _____		List price \$ _____
		Less discounts:
		10% exhibitor \$ _____
		5% member \$ _____
		<b>Final Price</b> \$ _____

**Bag Inserts**

- Yes, I will be sending material to be stuffed into attendee's registration bags.\*
  - No, I will not be providing any material to be stuffed in attendee's registration bags.
- \* Shipping information will be provided at a future date. To insure enough material to stuff in all the registration and exhibit hall bags, please plan on shipping at least 3000 quantity of each item you want stuffed.

**Sponsorship Contact Information**

Organization (as it should appear in Meeting Program/Signage):

First Name		Last Name		
Organization (if different from above)		Title	Department	
Address				
City		State/Province	Zip	Country
Telephone	Fax	E-mail		

**Sponsorship Checklist**

**Have you sent to ATCA the following?**

- Completed, signed & returned application and contract w/ payment
- Your company Logo in eps format and Link for posting on ATCA's website
- Read the sponsorship rules and regulations

**Payment Information**

<input type="checkbox"/> Check Enclosed	Sponsorships are not publicized until paid.		
<input type="checkbox"/> Please Invoice Me	Credit Card: <input type="checkbox"/> VISA/MC <input type="checkbox"/> AMEX		
Cardholder Name (print):			
Card Number:	Exp Date:	CVV #	
Signature	Date:		

Payment and Cancellation Policies: Payment due with application. No cancellations allowed once sponsorship information is processed and placed on ATCA's website.



# 55th ATCA Annual Conference & Exposition

## October 24-27, 2010

### Gaylord National Resort & Convention Center

## Sponsorship Program 2010

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.

### Signage and Banners in the Hotel and Harbor Area

A limited number of additional advertising and signage opportunities in the Gaylord and the National Harbor Area are available as well. To discuss these opportunities please contact Claire Rusk, directly at 703-299-2430 ext. 309

## Conference-Wide Sponsorships

### GRAND BENEFACTOR - \$20,000

**(Member cost \$19,000, exhibitor cost \$18,000, exhibitor & member \$17,000)**

- Three full conference registrations. **Must provide names in advance of the conference. To be designated by the show administrative contact. In order to have your complimentary registrations properly registered and badges made and included in the Conference Roster this must be done NO LATER than Wednesday, October 20.**
- Full page black & white ad in the conference guide (upgrade to color available for an additional fee) To be arranged with YGS representative Marshall Boomer.
- Seating for one at one of the Awards Luncheon Head Tables
- Reserved and Signed table at Keynote Membership Lunch and/or Awards Lunch (by advance request). **Names due to ATCA by Wednesday, October 20.**
- Two tickets and preferred seating at the Glen A. Gilbert Memorial Award Banquet
- One complimentary reserved table for 10 at the Glen A. Gilbert Memorial Award Banquet. (includes tickets for up to 5 non-conference attendees upon request) **You must notify ATCA by Wednesday, October 20 if you are using table. Names for the table are also due to ATCA by Wednesday, October 20.**
- Recognition as a Grand Benefactor in the Conference Guide.
- Pre and Post conference recognition in ATCA printed and electronic communications.
- Prominent visual and verbal recognition at the conference.
- Special Grand Benefactor Signage with sponsor customized graphics displayed onsite. **Organization needs to provide artwork by Wednesday, September 1 for production.**
- Pre and Post conference recognition on the conference webpage with link and in *The Journal* and *Bulletin*
- Promotional items in conference bags (must be approved and items may not be otherwise available for sponsorship). **To be stuffed in bags items must arrive at ATCA by Wednesday, October 20.**
- 1/2 hour slot in exhibit hall presentation area (limited number available first come first serve)
- Note that promotion of the sponsorship does not begin until payment is arranged. Delay in contracting or in payment may result in loss of some benefits.
- The Grand Benefactor is a stand alone sponsorship in addition to the other opportunities listed. It is not achieved by compiling the value of other sponsorships.

### BENEFACTOR - \$15,000

**Member \$14,250, Exhibitor \$13,500, member& exhibitor \$12,750**

- Two full conference registrations **Must provide names in advance of the conference. To be designated by the show administrative contact. In order to have your complimentary registrations properly registered, badges made and included in the Conference Roster this must be done NO LATER than Wednesday, October 13**

- Half page black & white ad in the conference guide (upgrade to color available for an additional fee) To be arranged with YGS representative Marshall Boomer.
- Reserved and Signed table at Keynote Membership Lunch and or Awards Lunch (by advanced request) **Names due to ATCA by Wednesday, October 20.**
- One complimentary reserved table with preferred seating at the Glen A. Gilbert Memorial Award Banquet (you may get up to 5 banquet tickets for this table for non-conference registrants by advance request) **You must notify ATCA by Wednesday October 20 if you are using table. Names are also due to ATCA by Wednesday, October 20.**
- Recognition as a Benefactor in the conference guide and at the Gilbert Banquet
- Prominent visual and Verbal recognition at the conference
- Pre and Post conference recognition in ATCA printed and electronic communications.
- Pre and Post conference recognition in *The Journal* and *Bulletin*
- Option to place promotional item in conference bags (must be approved and item may not be otherwise available for sponsorship)
- Note that promotion of the sponsorship does not begin until payment is arranged. Delay in contracting or in payment may result in loss of some benefits.

### **SUPPORTER - \$10,000 \*Exhibitor and Member Discounts Apply**

- One full conference registration. **Must provide name in advance of the conference. To be designated by the show administrative contact. In order to have your complimentary registrations properly registered, badges made and included in the Conference Roster this must be done NO LATER than Wednesday, October 13**
- Quarter page black & white ad in the conference guide (upgrade to color available for an additional fee)
- Recognition as a Supporter in the conference guide
- Prominent visual and verbal recognition at the conference
- Pre and Post conference recognition in ATCA printed and electronic communications
- Pre and Post conference recognition in *The Journal* and *Bulletin*
- One complimentary reserved table with preferred seating at the Glen A. Gilbert Memorial Award Banquet for your registered attendees. Additional tickets for guests available for purchase. **You must notify ATCA by Wednesday October 20<sup>th</sup> if you intend to use this table.**
- Option to place promotional item in conference bags (must be approved and item may not be otherwise available for sponsorship)
- Note that promotion of the sponsorship does not begin until payment is arranged. Delay in contracting or in payment may result in loss of some benefits.

### **CONTRIBUTOR - \$5,000 \* Exhibitor and Member Discounts Apply**

- Two complimentary tickets to the Glen A. Gilbert Memorial Award Reception/Banquet
- Recognition as a Contributor in the conference guide
- Prominent visual recognition at the conference
- Pre and Post conference recognition on the conference webpage, in *The Journal* and *Bulletin*

### **PATRON - \$2,500 \* Exhibitor and Member Discounts Apply**

- One complimentary ticket to the Glen A. Gilbert Memorial Award Reception/Banquet
- Recognition as a Patron in the conference event guide
- Prominent visual recognition at the conference
- Pre and Post Conference recognition on the conference webpage

### **MENTOR - \$1,000 \* Exhibitor and Member Discounts Apply**

- Recognition as a Mentor in the conference event guide
- Prominent visual recognition at the conference
- Pre and Post Conference recognition on the conference webpage

\*Member and Exhibitor discounts apply to all prices

# INDIVIDUAL & EVENT SPONSORSHIPS:

**List Price** (before any discounts applied)

<b>ACM (Automated Phone PDA Charging)</b> (6 available Video production costs not included)	\$2,750	
<b>Column Wraps in Exhibit Hall (limited)</b>	\$2,000	(available to exhibitors only)
<b>Hotel Key Cards:</b> (Includes 2 color sponsor logo on key card)	\$8,000	
<b>General Session Emcee/Entertainment</b>	\$15,000	
<b>Aisle Signs in Exhibit Hall</b>	\$3,500	
<b>Exhibit Hall Lounge Branding</b>	\$6,000	(per lounge two available)
<b>Internet Café</b>	\$12,000	(plus cost for internet)
<b>Directional Signs w/sponsor logo</b>	\$3,000	
<b>Conference Roster w/sponsor logo</b>	\$4,000	
<b>Conference Pocket Schedule w/sponsor logo</b>	\$4,000	
<b>Conference Lanyards w/ATCA and sponsor logo</b>	\$6,000	
<b>Conference totes w/ATCA and sponsor logo</b>	\$22,000	
<b>Conference Guide with Logo front and full page ad</b>	\$12,000	
<b>Conf. Leather Portfolio w/ATCA and sponsor logo</b>	\$10,000	
<b>Speaker Bios with logo</b>	\$2,000	
<b>Bag Inserts</b> (without other sponsorship)	\$1,500	
<b>Table Drops in General Sessions</b>	\$1,000	

## Monday, October 25

### **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)
<b>Table Reservation Fee</b>	\$ 200	(free to lunch sponsor)
<b>For the Scholarship/Membership Lunch</b>		
<b>Welcome Coffee</b>	\$4,000	
<b>Welcome Snacks</b>	\$3,500	
<b>Speaker Ready Room</b>	\$1,000	
<b>AM Break Coffee</b>	\$4,000	
<b>AM Break Snacks</b>	\$3,500	
<b>Coffee Mugs (must be approved by ATCA)</b>	\$1,000	(plus mugs cost)
<b>Awards Luncheon</b>	\$35,000	
<b>PM Coffee Break</b>	\$3,500	
<b>PM Coffee Break Snacks</b>	\$3,500	

## Tuesday, October 26

<b>Table Reservation Fee Awards Lunch</b>	\$ 200	(free to lunch sponsor)
<b>Networking Breakfast in General Session</b>	\$25,000	
<b>Welcome Coffee and snacks</b>	\$7,000	
<b>Welcome Coffee</b>	\$4,000	
<b>Welcome Snacks</b>	\$3,500	
<b>Speaker Ready Room</b>	\$1,000	
<b>AM Coffee Break</b>	\$3,500	
<b>AM Coffee Break Snacks</b>	\$2,700	
<b>Luncheon with keynote speaker:</b>	\$35,000	
<b>PM Beverage Break</b>	\$3,500	
<b>PM Ice Cream Break</b>	\$7,000	

## Wednesday, October 27

<b>Networking Breakfast in General Session</b>	\$25,000
<b>Welcome Coffee and Snacks exclusive</b>	\$6,000
<b>Welcome Coffee</b>	\$3,500
<b>Welcome Snacks</b>	\$3,000
<b>Speaker Ready Room</b>	\$1,000
<b>AM Coffee Break</b>	\$3,500
<b>AM Coffee Break Snacks</b>	\$2,000
<b>Networking Luncheon</b>	\$35,000
<b>Glen A. Gilbert Memorial Award</b>	\$61,000
Reception	\$16,000
Program	\$2,000
Flowers/table centerpieces	\$3,000
Dinner	\$40,000
Entertainment	\$10,000

## **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

\*Automated Phone/PDA Charging Machine (ACM) sponsorship. This affords the opportunity to run your video ad (no more than 3 minutes in length) or sponsor photo in a continuous loop with other sponsors for the duration of the conference. Two ACM machines will be at the conference. They offer a quick charge for 12 of the most popular PDAs and cell phones. Attendees can grab a charge on their device while your company videos or photos display. Videos will run whether or not someone is charging their phones. The machines will be prominently displayed in high traffic areas. Production of the video is not included in the sponsorship and must be provided in advance to be downloaded to the machines prior to shipping by the manufacturer. Don't have a video? A Jpeg photo of your logo can be converted to a 2 minute video of the logo for just \$50. To take advantage of the latest advertising technology we would need your video or jpeg of your logo/ad by Friday, October 1. There are a limited number of sponsorships available.

\*\* Due to popular demand for sponsorship of an additional meal function, we are offering a seated networking breakfast in the general session on either Tuesday or Wednesday Morning; for just \$25,000. Discounts for membership and exhibiting will also apply to this sponsorship. Once sponsorship is confirmed this event will be added to the agenda.

### Added Bonus!

- Up to a 15% discount off the listed Sponsorship Rates
  1. A new 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 2010 exhibitors who also sponsor at the Annual Conference.

## **Sponsorship Rules and Regulations and Tips**

- ATCA can not 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, October 20. 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, **Wednesday September 1, 2010**. 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, October 22<sup>nd</sup>. 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., Friday October 15th and the names by Thursday, October 20.
- **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.**
- **If you have questions please ask!**

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).