



62nd Annual
Conference
and Exposition
ATCA



**market.
sponsor.
promote.
advertise.**

opportunities.

october 15 - 18, 2017 • www.atca.org/62annual

promotional opportunities

Beverage Break <i>(must also purchase beverages)</i>	\$1,000
Table Drops in General Sessions	\$1,000
Bag Inserts <i>(without other sponsorships)</i>	\$1,500
Directional Signs with Sponsor Logo	\$3,000
Conference Delegate Tote Bags with ATCA & Sponsor Logo	\$6,000
Conference Leather Portfolio (6x9) with ATCA & Sponsor Logo	\$6,000
Conference Pocket Schedule	\$6,000
Conference Lanyards with ATCA & Sponsor Logo	\$7,000
Hall Visitor & Exhibitor Bags with ATCA & Sponsor Logo	\$8,000
Hotel Key Cards	\$8,500
Networking Lounge <i>(2 available outside General Session)</i>	\$8,500
Registration Sponsorship	\$15,000
<i>(Signage at registration area, company logo on registration site and in email confirmation)</i>	
Premier Hanging Banner	\$23,000
<i>(Located above Exhibit entrance; does not include banner production)</i>	
Web Banner on ATCA Annual Website	\$650

exhibitor exclusives

Color Logo Added to profile in Exhibition Guide	\$250
E-mail blast (Exhibitor provides content)	\$650
Premier Column Wraps in Exhibit Hall <i>(6 available on main aisle)</i>	\$3,000
Additional Column Wraps in Exhibit Hall	\$2,500
Aisle Signs in Exhibit Hall	\$3,500
Exhibit Hall Lounge Branding <i>(1 available)</i>	\$6,000
Mini Theatre	\$8,000
Presentation Theater in Exhibit Hall <i>(1 available)</i>	\$10,000

2017 deadlines

- | | |
|---------------------|--|
| October 4 | Confirmation of use AND Name of Complimentary Table(s) at Glen A. Gilbert Memorial Award Dinner or Awards Lunch* |
| October 6 | Deadline to complete complimentary marketing registrations. |
| October 6 | Receipt of all marketing bag inserts and items at ATCA. Direct delivery to hotel will be at expense of sponsor. |
| September 20 | Advertising or print materials including banners, signage, and conference guide content. |

**Must have names in advance of conference to participate in Gilbert ticket exchange.*

monday

Welcome Coffee	\$4,500
Coffee Mugs	\$1,000
Welcome Snacks	\$4,500
Speaker Ready Room	\$1,000
Morning Break: Coffee	\$4,500
Morning Break: Snacks	\$4,500
Awards Luncheon	\$39,000
Afternoon Break: Coffee	\$4,500

Afternoon Break: Snacks	\$4,500
Reception with Exhibitors	\$30,000
<i>5 - 7 p.m. Exhibit Hall</i>	

tuesday

ATCA Membership Meeting	
Networking Breakfast	\$5,000
Welcome Coffee	\$4,500
Welcome Snacks	\$4,500
Speaker Ready Room	\$1,000
AM Break Coffee	\$4,500
AM Break Snacks	\$4,500

Networking Luncheon	\$39,000
<i>Maryland Ballroom A</i>	
Afternoon Ice Cream Break	\$7,500

wednesday

Welcome Coffee	\$3,500
Welcome Snacks	\$3,500
Speaker Ready Room	\$500
Morning Break: Coffee	\$3,500
Morning Break: Snacks	\$3,500
Luncheon with Exhibitors	\$39,000

glen a. gilbert

Awards Dinner	\$65,000
Pre-Banquet Reception	\$16,000
Entertainment	\$10,000
Flowers/Table Centerpieces	\$3,500
Printed Dinner Program	\$2,300
After Party Dessert & Drinks	\$20,000



**promotional
opportunities.**

advertise with atca.

ATCA Today, the daily newspaper of the ATCA Annual

advertisement size and quantity	full page	half page	quarter page	full sponsorship of newspaper
1 day of print advertisement	\$2,800	\$2,000	\$1,400	n/a
2 days of print advertisement	\$4,300	\$3,100	\$3,000	n/a
3 days of print advertisement	\$5,600	\$3,900	\$3,000	\$17,000
print advertisement in Preview and Highlights editions	\$7,000	\$5,000	\$4,000	included
standalone digital Preview and Highlights editions (no print advertisement)	\$2,100	\$1,800	\$1,300	n/a

full sponsorship

Includes three full page print advertisements on the back page of ATCA Today, two full page ads in the Preview and Highlights editions respectively, and your organization's logo on the front page of each edition.

discounts

ATCA members receive a 5% discount.

Exhibitors receive a 10% discount.

Members who exhibit receive a combined 15% discount

Member/Exhibitors receiving ads as part of a sponsorship package: 20% discount on additional ads purchased.

sizes and specifications

Full Page: 10" x 14"

Half Page: 10" x 7"

Quarter Page: 4.75" x 7"

There are no bleed limitations on advertisements, and full color ads are encouraged.

If possible, please submit ads in CMYK mode for print ads, and RGB mode for digital ads.

contact

For deadline information or questions on ad placement or specifications, please contact kristen.knott@atca.org or call 703-299-2430



62nd ATCA Annual Conference
Gaylord National Resort & Convention Center
October 15, 2017 – October 18, 2017

SPONSORSHIP APPLICATION AND CONTRACT

**Please be certain to also read the Sponsorship Rules and Regulations which accompany this Contract*

INSTRUCTIONS: Please print or type all information requested.

Upon completion of this Contract, please sign and return by email to:

Sandra Strickland at sandra.strickland@atca.org or Fax: (703) 299-2437, ATTN: Sandra Strickland

***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 \$ _____

Final Price \$ _____

Bag Inserts

Yes*, I will be sending material to be stuffed into attendee's registration bags.

(Must be received at ATCA by COB OCTOBER 6, 2017)

No, I will not be providing any material to be stuffed in attendee's registration bags.

*Please contact ATCA for shipping information for your items. To insure enough material to stuff in all the registration and exhibit hall bags, plan on shipping a quantity of at least 3,000 of each item you want stuffed. Contact ATCA for a registration bag only number. Items must be approved in writing by ATCA for distribution.

See Rules and Regulations for other requirements.

Sponsorship Contact Information

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

Primary Contact First Name

Primary Contact Last Name

Organization Name (if different from above)

Title

Address

City

State/Province

Postal Code

Country

Telephone

Cell Number

Email

What is your objective for this Conference? Leads Brand Recognition Networking Other

Sponsorship Checklist

Have you sent to ATCA the following?

1. Completed, signed, and returned application and contract with payment.

2. Your company Logo in eps format for promotional use as applicable by ATCA (we cannot ensure proper signage or website placement for your organization if this is not submitted).

Read the Sponsorship Rules and Regulations that accompany this Contract.

Some attributes are time sensitive and benefits may be lost depending on when you commit. By signing below, you confirm you have read the rules, regulations and reviewed the attributes of your specific sponsorship.

Signature _____

Date _____

Payment Information

Sponsorships are not publicized until paid

Check Enclosed

Please Invoice Me

Email for Invoice: _____

Credit Card: VISA/MC AMEX

If paying by credit card, you must complete the attached Credit Card Authorization Form (2.5% processing fee applied)

Payment and Cancellation Policies: Payment due with application.

NO cancellations allowed once sponsorship information is processed and placed on ATCA's website.



ATCA

Air Traffic Control Association

Credit Card Authorization Form

Upon ATCA's receipt of this Credit Card Authorization Form, your card will be charged the specified amount.

Payment Options: AMEX MASTERCARD VISA

Name of Organization: _____

PRINT Name as it appears on card: _____

Credit Card #: _____

Expiration Date: Month _____ Year _____

CVV Security Code: _____

Billing Address of card: _____

City: _____ State: _____ Postal Code: _____

Country: _____ Telephone #: _____

Email address (payment receipt will be sent to this address): _____

Subtotal: \$ _____ 2.5% Credit Card Processing Fee: \$ _____

TOTAL Amount to be charged: \$ _____

Purpose of charge: _____

Authorized Signature: _____