

Sea AirSpace



The Premiere Exposition for U.S. Sea Services



SPONSORSHIP OPPORTUNITIES

2012

Gaylord National Resort and Convention Center
National Harbor, Maryland

April 16-18, 2012

www.seaairspace.org

A Program of the Navy League of the United States



CUSTOM STAIRCASE AD



FOYER BANNERS



SECRETARY OF THE NAVY LUNCHEON



REGISTRATION BAGS

Sea-Air-Space Sponsorships

SPECIAL PACKAGES



\$15,000

(FIVE AVAILABLE)

2-Star Sponsor Benefits:

- \$7,000 worth of sponsorship items from the à la carte menu
- Your company logo on:
 - Thank you ad in the May issue of Seapower magazine (85,000 impressions)
 - Thank you e-mail to all registered attendees (12,000 impressions)
 - The Navy League of the United States Annual Report (65,000 impressions)
 - Sea-Air-Space website through May 1, 2012 (36,000 impressions)
 - Prominent onsite banner: Potomac Ballroom Foyer (12,000 impressions)
- Your company name on all Sea-Air-Space Press Releases (15–20 per year)
- 1 free ticket to the International Maritime Reception
- 1 reserved, priority placed table at each luncheon (includes 8 tickets for guests)
- 10 Priority Points



\$25,000

(THREE AVAILABLE)

3-Star Sponsor Benefits include all benefits available to 2-Star Sponsors, PLUS:

- An additional \$3,000 worth of sponsorship items from the à la carte menu (\$10,000 total)
- Your company logo on:
 - All Sea-Air-Space collateral material for Navy League flag visits (50 conducted annually)
 - Sea-Air-Space posters and marketing materials placed at key military commands and metro stations (10,000 distributed annually)
- 1 additional free ticket to the International Maritime Reception (2 total)
- 3 complimentary parking passes per day (9 total)



\$35,000

(TWO AVAILABLE)

4-Star Sponsor Benefits include all benefits available to 3-Star Sponsors, PLUS:

- An additional \$7,000 worth of sponsorship items from the à la carte menu (\$17,000 total)
- Your company name on general Sea-Air-Space e-mail marketing (30,000+ impressions)
- 2 additional free tickets to the International Maritime Reception (4 total)
- 1 free press briefing at Sea-Air-Space
- 3 additional complimentary parking passes per day (18 total)
- 10 additional Priority Points (20 total)

Special Events

OPENING CEREMONY RECEPTION AND BREAKFAST

\$8,000 each

Limited to 4 Sponsors or Exclusive Opportunity: Single Sponsor for \$36,000

- Recognition of the sponsor from the podium (7,000 attendees)
- Your logo on prominent signage near ceremony and breakfast

Additional Options for Exclusive Sponsor:

- Opportunity to provide your own personalized cups, napkins, plates
- Your custom stair case advertisement (production and installation included in fee)

PROFESSIONAL DEVELOPMENT SESSIONS (15 TOTAL)

\$10,000 each

Limited to 4 Sponsors or Exclusive Opportunity: Single Sponsor for \$50,000

- Your logo included in the presentation slides shown inside the room (400 attendees per session)
- Your name on seminar signage at the door

SEA-AIR-SPACE BANQUET

\$15,000 each

Limited to 6 sponsors or Exclusive Opportunity: Single Sponsor for \$100,000

- Priority placement for one purchased dinner table
- Preferred placement for additional purchased dinner tables
- Recognition of the sponsor from the podium (1100 attendees)
- Your logo on signage at the banquet door
- Your logo included in the presentation slides before and after the banquet
- Your logo in the banquet program

NEW SEA-AIR-SPACE SALUTE

\$8,000 each

Limited to 15 sponsors or Exclusive Opportunity: Single Sponsor for \$90,000

- Recognition from the stage
- Your logo on prominent Sea-Air-Space Salute signage

The Sea-Air-Space Salute is a concert held in support of the wounded sailors, coast guardsmen and marines of the Navy Safe Harbor Program and the Marine Corps Wounded Warrior Regiment. All funds raised beyond the cost of the event will be donated to the Safe Harbor Foundation and Wounded Warrior Regiment.

DAILY LUNCHEONS – MONDAY, TUESDAY, WEDNESDAY

\$7,500 each

Limited to 6 Sponsors each day or Exclusive Opportunity: Single Sponsor for each day \$55,000

- One (1) complimentary luncheon ticket for seating at the head table
- Recognition of the sponsor from the podium (1100 attendees per day)
- Your logo included in the presentation slides used inside the room
- Your logo on signage at the luncheon door
- Your logo on the table menus

CONGRESSIONAL BREAKFAST

\$3,500 each

Limited to 4 sponsors or Exclusive Opportunity: Single Sponsor for \$15,000

- Recognition of the sponsor from the podium (150 attendees)
- Your logo on signage at the door

All sponsors will have their company logo in the Sea-Air-Space program and on the Sea-Air-Space website

www.seaairspace.org



WAYFINDER KIOSK

Premium Items

LANYARDS

\$10,000 ■ Exclusive

Your logo on 10,000 lanyards distributed during registration (sponsor to produce)

REGISTRATION BAGS

\$5,000 ■ Exclusive

Your logo on 5,000 re-useable bags distributed during registration (sponsor to produce)

REGISTRATION DESK PENS

\$5,000 ■ Exclusive

Your logo on 5,000 re-useable bags distributed during registration (sponsor to produce)

Electronic Media

NEW EXPRESS PASS AND REGISTRATION HOMEPAGE	\$20,000 ■ Exclusive
<ul style="list-style-type: none">■ Your logo placed on all the attendee express pass (10,000 impressions)■ Your logo on the registration home page (20,000 impressions)■ Your logo displayed on self-registration computer screens	
NEW ELECTRONIC WAYFINDER KIOSK (STRUCTURE)	\$10,000 ■ Exclusive
Your logo on 3 Electronic Wayfinder Kiosks placed at Registration Entrance, Main Exhibit Hall Entrance and Potomac Ballroom Foyer	
NEW ELECTRONIC WAYFINDER KIOSK (SCREEN)	Multiple Sponsors
Main Sponsor	\$7,500
Your logo on all 3 screens for all pages (limited to 1 sponsor)	
Quick Find Link	\$4,000 each
Your logo logic links will be displayed on the main page of all Wayfinders; one click takes the attendee directly to your company information (limited to 8 sponsors)	
Category Sponsor	\$2,500 each
Your logo and company information displayed in your selected category (limited to 1 sponsor per category)	
NEW ELECTRONIC WAYFINDER KIOSK (ENHANCED LISTINGS)	Multiple Sponsors
“Go Green” Requests for Information	\$1,000 each
Preload all of your electronic marketing documents for attendee downloads (unlimited sponsors)	
“What’s New” Listings	\$1,000 each
Highlight your company’s new products and services in the “What’s New” section (limited to 1 sponsor per category)	
Video Spot	\$2,000 each
Your 15 second clip plays when your company is selected from search area or link on the main page (unlimited sponsors)	
NEW ONLINE EVENT PLANNER	Multiple Sponsors
Leaderboard Ads	\$3,500
Your ad featured at the top of floor plans & sessions sections of the online event planner website, also prints on attendees’ custom map (limited to 1 sponsor)	
Banner Ads	\$1,500 each
Your ad featured below the floor plans & sessions sections of the online event planner website, also prints on attendees’ custom map (limited to 6 sponsors)	
ELECTRONIC BILLBOARDS	\$5,000 each ■ Minimum of 4 Sponsors
Your video clip or advertisement will run on a loop along with the Sea-Air-Space promotional video at each of the exhibit hall entrances (12,000 impressions)	
NEW SOCIAL MEDIA WALL	\$4,500 each ■ Minimum of 6 Sponsors
Your logo on the seamless-plasma social media wall located near the main entrance	
BUS PROMOTIONAL SPONSORSHIP	Multiple Sponsors
Pentagon & Navy Annex Bus (limited to 2 sponsors, 300 impressions)	\$2,000 each
Crystal City Bus (limited to 2 sponsors, 225 impressions)	\$2,000 each
Navy Yard & Coast Guard Bus (limited to 2 sponsors, 1400 impressions)	\$5,000 each
Andrews Air Force Base (limited to 2 sponsors, 60 impressions)	\$500 each
Quantico Bus (limited to 4 sponsors, 400 impressions)	\$2,000 each
Dahlgren Bus (limited to 5 sponsors, 500 impressions)	\$2,000 each
Patuxent River Bust (limited to 6 sponsors, 1200 impressions)	\$3,000 each
Mechanicsburg Bus (limited to 6 sponsors, 400 impressions)	\$2,000 each
Norfolk Bus (limited to 6 sponsors, 1200 impressions)	\$3,000 each
<ul style="list-style-type: none">■ Your video clip or advertisement will run on a loop along with the Sea-Air-Space promotional video■ Choose a single bus route or multiple routes■ Can be paired with the Bus Headrest Sponsorship	

Print Media

NEW METRO FLOOR GRAPHICS **\$6,500 each**

Limited to 3 sponsors or Exclusive Opportunity: Single Sponsor for \$22,000
 Your logo and booth information on 1 of 3 Sea-Air-Space Floor Graphics – Navy Yard (Daily Total: 15,000), Pentagon City (Daily Total: 33,000) and Crystal City (Daily Total: 29,000)

NEW METRO BANNER ADS **\$6,000 each**

Limited to 2 sponsors or Exclusive Opportunity: Single Sponsor for \$15,000
 Your logo and booth information on 1 of 2 Sea-Air-Space Banner Ads – Franconia-Springfield (Daily Total: 20,000) or Vienna (Daily Total: 27,000)

EXPOSITION AISLE SIGNS **\$15,000 ■ Exclusive**

Your logo on every aisle sign in the exhibit hall (12,000 impressions)

NEW MAIN STAIRCASE BANNERS **\$1,500 each**

Limited to 20 Sponsors
 ■ Your logo on prominent 4'x4' sign (12,000 impressions)
 ■ Signs hanging in the Potomac Ballroom Foyer and visible from the main stairs

EXHIBIT HALL ENTRANCE BANNER **\$2,500 each**

Limited to 6 Sponsors
 Your logo on the banner at the registration entrance (12,000 impressions)

NAVIGATIONAL FLOOR STICKERS **\$2,000 each**

Limited to 4 Sponsors or Exclusive Opportunity: Single Sponsor for \$10,000
 Your logo and booth on floor stickers placed throughout the exhibit hall and foyer areas to guide attendees to your booth (12,000 impressions)

BUS HEADRESTS **Multiple Sponsors**

Pentagon & Navy Annex Bus (limited to 2 Sponsors, 300 impressions)	\$500 each
Crystal City Bus (limited to 2 Sponsors, 225 impressions)	\$500 each
Navy Yard & Coast Guard Bus (limited to 2 Sponsors, 1400 impressions)	\$500 each
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Patuxent River Bus (limited to 6 Sponsors, 1200 impressions)	\$500 each
Mechanicsburg Bus (limited to 6 Sponsors, 400 impressions)	\$500 each
Norfolk Bus (limited to 6 Sponsors, 1200 impressions)	\$500 each

- Your logo on the headrest covers in the daily shuttle buses transporting attendees between the Sea-Air-Space Exposition and major military and government locations
- Choose a single bus route or multiple routes
- Can be paired with the Bus Promotional Sponsorship

SEA-AIR-SPACE PROGRAM ADVERTISING (12,000 impressions) **Multiple Sponsors**

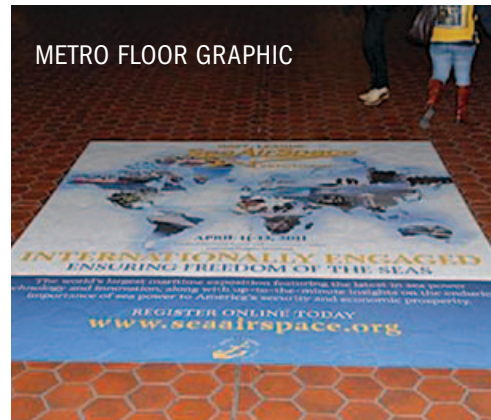
Inside Front Cover (4-color, limited to 1 sponsor)	\$5,500
Inside Back Cover (4-color, limited to 1 sponsor)	\$5,000
Outside Back Cover (4-color, limited to 1 sponsor)	\$8,000
Full Page Interior (4-color, unlimited sponsors)	\$4,500 each
Half Page Interior (4-color, unlimited sponsors)	\$3,000 each
Quarter Page Interior (4-color, unlimited sponsors)	\$2,000 each



ENTRANCE HALL BANNER



BUS HEADRESTS



METRO FLOOR GRAPHIC



EXHIBIT HALL



Contact us to secure your sponsorship!

NOTE: A 10% surcharge will be added to all orders placed after March 1st

J. Spargo & Associates, Inc.

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800-564-4220

sas@jspargo.com

As one of the largest U.S. naval shows, Sea-Air-Space provides L-3 with an invaluable opportunity to showcase our latest maritime innovations and capabilities to top defense leaders and industry professionals. L-3 is a proud member of Navy League, and Sea-Air-Space is a strategic event that targets key customers in the markets we serve.

— L-3 COMMUNICATIONS

The Navy League's Sea Air and Space Symposium provided invaluable insight to Navy, Marine Corps and US Coast Guard priorities and plans. The Symposium's discussion of world events and domestic budget dynamics, coupled with stated service priorities, validated Honeywell alignment between war fighter needs and Honeywell solutions. The Symposium was a terrific experience and a valuable use of time.

— HONEYWELL



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