



# CONFERENCE TRACK SPONSORSHIP

Align Your Company with Aerospace and Defense  
Manufacturing Professionals

# Conference Track Sponsorship

The following are all available to you as a Sponsor



## The Deck Screen Branding

Logo/message inclusion on the general session theater screen prior to and after any presentation.

## Reserved Seating

A mutually agreed upon number of reserved seats for any presentation.



## Gift Distribution

Opportunity to provide all conference session attendees with a mutually approved gift or gift bag (items can include a pen, flash drive, company brochure, etc.).



## Event Signage and Commercial

### On-Site Signage

We will provide signage for your sponsored event that will be positioned outside of the event as well as in other high-traffic areas. This signage can include event specific signage as well as directional signage to assist attendees in finding your event.

### Additional Event Signage

Opportunity to provide additional signage inside and around your sponsored event. All signage must be mutually agreed upon.

### "Thank You to Our Sponsors" Signage

In multiple high-traffic areas throughout the event there will be signage that will include the logo's of our event sponsors. Your logo will be included on all of these signs providing additional branding at the event.

### Commercial Loop

There will be several flat screen TVs that will rotate a variety of exhibitor commercials on a loop. Being a Keynote Sponsor will allow you an opportunity to play a one-minute video loop as well as have your logo to appear as the bridge between commercials.





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## Event and Website Marketing

Sponsored conference sessions will officially and exclusively include name/logo in all marketing, media, PR, social media and webpages where the sponsored conference session is mentioned.

### Inclusion in the Following Marketing Pieces:

- E-Marketing Social Media reaching a targeted LinkedIn audience of 40,000
- Conference Session promotional material (broadcast emails, newsletters, etc.)

### Event Website Inclusion

- Conference Session webpage
- Schedule-at-a-Glance
- Online Brochure
- “Thank you to our Sponsors” webpage

### Attendee List

A list of both the pre-registered and actual attendee’s of your conference session provided after the event.

The image shows two screenshots of the AeroDef Manufacturing Summit and Exposition website. The top screenshot is the registration page, featuring the AeroDef logo, navigation tabs (ATTENDEES, MISSION, MEDIA, SUMMIT), and a prominent 'REGISTER TODAY!' button. A blue callout box highlights a 'Special Offer! Limited! Use CODE EXPLUS14 w/ register!'. The bottom screenshot is a technical sessions schedule for February 26, 2014, showing various tracks like 'Composites, Metals & Advanced Materials Track' sponsored by Wisconsin Owen Corporation, 'Integrated Assembly & Robotics Track' sponsored by EPICOR, and 'Precision Machining & Tooling Track' sponsored by FANUC. It also lists session titles, times, and room numbers.

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## Registration Signage and Materials



### Conference Tote Bags

Opportunity to be included as one of the official sponsors of the registration bags at the event. Registration bags will be located on both display racks and also actively distributed by registration personal. The result will be your company's branding in the hands of thousands of event attendees as they walk the show floor. All productions costs associated with the registration bags are included in the sponsorship.

### Swag in the Bag

Opportunity to provide all conference attendees at AeroDef Conference Swag. This is a co-branded gift such as a padfolio, pen, flash drive, etc. Swag items will be distributed inside of the registration bags and actively distributed to each AeroDef conference attendee.



## Digital Upgrade

Enhance your online presence and gain additional pre-event exposure with the following upgrades to the online directory and show floor:

**Company Profile** - Up to 1,500 Characters to update your booth profile with all the relevant information and description of your company.

**Product Categories** - Select up to 15 product subcategories that prospects are likely to search in order to find you.

**New Products** - Feature up to 5 new product lines that will be introduced at the event and include both descriptions and photos.

**Press Releases** - Utilize up to 5 printable, downloadable press releases and highlight what's happening at with your company.

**Event Specials** - Feature up to 5 event specials to spotlight your deals, discounts, giveaways, sweepstakes, etc. – to keep your booth buzzing throughout the event.

**Company Logo** - Add your company logo to the digital map to highlight your company for greater brand awareness.

**Social Media Icons** - Enable your customers and prospects to find and follow you on various social media networks such as Facebook, Twitter, and LinkedIn.

The screenshot displays the AeroDef Manufacturing website interface. At the top, the AeroDef logo is visible. Below it, the event dates and location are listed: "April 20-23, 2015 | Hilton Anatole | Dallas, TX | Exhibits April 21-22". The main content area is titled "Exhibitor List Index" and features a navigation bar with letters A through Z and "Others" and "All". Below this is a table of exhibitors with columns for "ADD TO MY EXPO PLAN", "EXHIBITOR NAME", "BOOTH#", and "UPGRADED EXHIBITOR".

ADD TO MY EXPO PLAN	EXHIBITOR NAME	BOOTH#	UPGRADED EXHIBITOR
<input type="checkbox"/>	<a href="#">Abaxis Training Resources Inc</a>	442	
<input type="checkbox"/>	<a href="#">Additive Manufacturing / 3D Printing Resource Center</a>	273	
<input type="checkbox"/>	<a href="#">AJ Drille Inc</a>	342	
<input type="checkbox"/>	<a href="#">Alford-Polk Tool</a>	518	
<input type="checkbox"/>	<a href="#">AMAMCO Tool</a>	310	
<input type="checkbox"/>	<a href="#">Assembly Guidance Systems Inc</a>	419	

Below the table is a digital show floor map. The map shows various booth areas, including "PRECISION MACHINING & TOOLING", "FINISHING & COATINGS", and "QUALITY, MEASUREMENT & INSPECTION". Specific booth details for Pointe Precision Inc are highlighted: Booth 115, Size: 10 x 10, Area: 100 Sq Ft. Other areas on the map include "KEYNOTE PRESENTATIONS & PANEL DISCUSSIONS" and "AeroDef BISTRO (FOOD SERVICE)".



# Conference Track Sponsorship

To lock in your sponsorship at AeroDef and for information about other sponsorship opportunities, please contact:

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**Director Corporate Partnerships**

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