

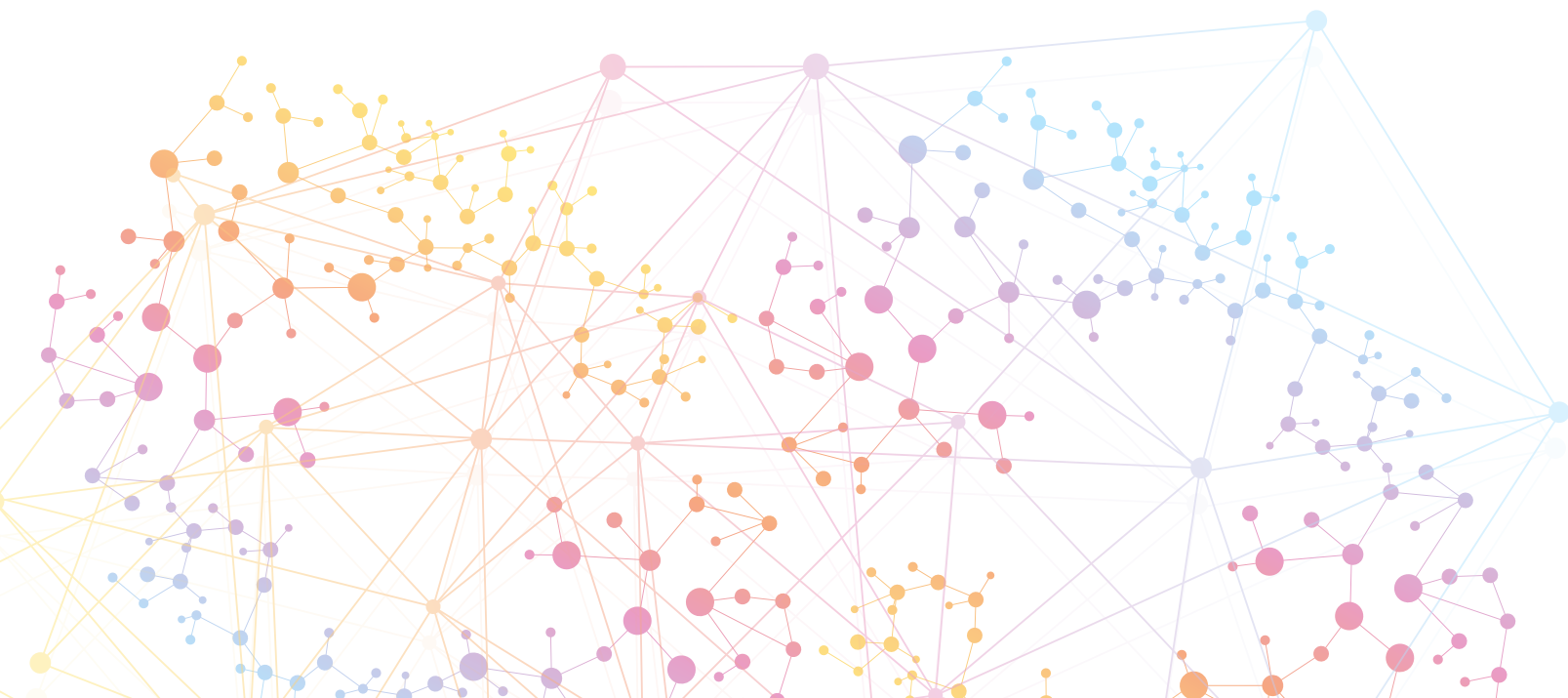
sponsorship OPPORTUNITIES



ATCA global

conference & expo
november 1-3, 2023

**The largest Air Traffic Management
event in the Americas**



Walter E. Washington Convention Center • Washington, D.C.

ATCA GLOBAL TIERED SPONSORSHIPS

Grand Benefactor

\$25,000

15-Second Digital Display Ad with Ticker Tape Scroll Listing at ATCA Global

One Page Interview with Sponsor Company CEO in Global Bulletin Preview or Global Bulletin Highlights

Complimentary E-mail Blast to Registration List

Two items of digital content for virtual conference bag. (sponsor provides links/content titles)

40% discount off a session sponsorship

Recognition on Global Website as a Grand Benefactor Sponsor

One Reserved Company Table at ATCA Awards Lunch. Table seats 10, tickets extra.

Four Complimentary Conference Registrations

Prominent visual representation in all sessions via a slide display

Prominent recognition on group sponsor signage throughout the venue

Color logo on ATCA Global website sponsor listing

Pre- and Post-Conference Recognition in ATCA Printed / Electronic Communications

Benefactor

\$20,000

One item of digital content for virtual conference bag. (sponsor provides link/content title)

20% discount off a session sponsorship

Recognition on Global Website as a Benefactor Sponsor

One One Reserved Company Table at ATCA Awards Lunch. Table seats 10, tickets extra.

Three Complimentary Conference Registrations

Prominent visual representation in all sessions via a slide display

Prominent recognition on group sponsor signage throughout the venue

Color logo on ATCA Annual website sponsor listing

Pre- and Post-Conference Recognition in ATCA Printed / Electronic Communications

Supporter

\$15,000

Recognition on Global Website as a Benefactor Sponsor

One Reserved Company Table at ATCA Awards Lunch. Table seats 10, tickets extra.

Two Complimentary Conference Registrations

Prominent visual representation in all sessions via a slide display

Prominent recognition on group sponsor signage throughout the venue

Color logo on ATCA Global website sponsor listing

Pre- and Post-Conference Recognition in ATCA Printed / Electronic Communications

Contributor

\$7,500

One Complimentary Conference Registration

Prominent visual representation in all sessions via a slide display

Prominent recognition on group sponsor signage throughout the venue

Color logo on ATCA Global website sponsor listing

Pre- and Post-Conference Recognition in ATCA Printed / Electronic Communications

Check out our
tiered sponsorship
packages!

Questions?

Please contact Rugger Smith at
rugger.smith@atca.org

ADDITIONAL ATCA GLOBAL PROMOTIONAL OPPORTUNITIES

Keynote Theater Plaza Sponsorship (1 quantity) **\$30,000**

VIP Lounge **\$25,000**

The VIP Club provides you with a quiet location to connect with other c-Level executives and industry influencers or simply take a break and decompress from the hustle and bustle of the event. The Club will be located on the ATCA Global show floor Benefits include:

- Gated access
- Early access to show
- Comfortable lounge and work areas
- Outlets for recharging mobile devices/work on laptops, etc.
- Continental Breakfast and Lunch
- Food and Beverage Breaks
- Complimentary meeting space (reservations required)/1 hour increments/max 6 people)
- Complimentary coat/luggage check

Topical Theater Sponsorship (4 quantity) **\$20,000**

Handrail Sponsorship (2 sets available. Pricing per set) **\$17,000**

- Sponsor the highly visual handrails of the escalators leading down to or up from the ATCA Exhibition.

Registration Sponsorship **\$15,000**

Sponsorship includes your branding along with ATCA Global on:

- On-site Registration area
- Registration homepage on ATCA Global website
- All Registration confirmations

Slido (exclusive) **\$10,000**

- Your brand on ATCA Globals online audience interaction program used in all ATCA Global theaters for all Q&A sessions

Conference Lanyards with ATCA & Sponsor Logo **\$8,500**

ATCA GLOBAL DELEGATE BREAK SPONSORSHIPS

Welcome Coffee

Mon. \$10,500 (exclusive)

Tues. \$10,500 (exclusive)

Wed. \$10,500 (exclusive)

Mid-Morning Break

Mon. \$10,500 (exclusive)

Tues. \$10,500 (exclusive)

Wed. \$10,500 (exclusive)

Mid-Afternoon Ice Cream Break

Various novelty ice creams provided.

Mon. \$15,000 (exclusive)

Afternoon Welcome Reception

Located in the Exhibit Hall.

Mon. \$20,000 (exclusive)

Chairmans Reception

\$15,000 (exclusive)

This reception will be held immediately after the Glen A. Gilbert Award Banquet. An exclusive event by invitation only.

Interested in Sponsoring?

Please contact
Rugger Smith at
rugger.smith@atca.org

ATCA AWARDS LUNCH SPONSORSHIP

Gold

\$10,000

You can place 1 brand item at each seat at Awards Luncheon

Half-page Ad in Awards Program

10 Complimentary Luncheon Tickets

Your Company Logo on the Awards Program

One Reserved, Company-Named Table for Ten People at the Award Luncheon.

Conference registrations needed for seating at the table

Recognition in all Printed and Digital Media

Listed on group Sponsor Signage at the Global

Verbal acknowledgement of your support from podium

Silver

\$7,500

Quarter-page Ad in Awards Program

6 Complimentary Luncheon Tickets

Your Company Logo on the Awards Program

One Reserved, Company-Named Table for Ten People at the Award Luncheon.

Conference registrations needed for seating at the table

Recognition in all Printed and Digital Media

Listed on group Sponsor Signage at the Global

Verbal acknowledgement of your support from podium

Bronze

\$5,000

4 Complimentary Luncheon Tickets

Your Company Logo on the Awards Program

One Reserved, Company-Named Table for Ten People at the Award Luncheon.

Conference registrations needed for seating at the table

Recognition in all Printed and Digital Media

Listed on group Sponsor Signage at the Global

Verbal acknowledgement of your support from podium

WOMEN IN AVIATION BREAKFAST SPONSORSHIP

Champion

\$10,000

30 second video interview conducted by ATCA staff on the importance of women in aviation to the sponsor and their organization to be shown during luncheon, linked to ATCA Global website

You can place one brand item at each seat

Your logo on website and table tentcards

Verbal acknowledgment of your support from podium

Trailblazer

\$7,500

You can place one brand item at each seat

Your logo on website and table tentcards

Verbal acknowledgment of your support from podium

Leader

\$5,000

Your logo on website and table tentcards

Verbal acknowledgment of your support from podium

Sponsor logos, displayed by level are included on all signage at the Breakfast, on the Breakfast program, and in all ATCA Global printed and digital media.

GILBERT AWARD SPONSORSHIP

Platinum \$35,000

10 Complimentary
Glen A. Gilbert Banquet
Tickets

Your Company Logo on the
Event Program

Two Reserved, Company-
Named Tables, for Ten People
each at the Glen A. Gilbert
Award Banquet.
*tickets/conference registrations
needed for seating at the tables*

Recognition in all Printed
and Digital Media

Signage at the Global

Gold \$20,000

6 Complimentary
Glen A. Gilbert Banquet
Tickets

Your Company Logo on the
Event Program

One Reserved, Company-
Named Tables, for Ten People
at the Glen A. Gilbert Award
Banquet.
*tickets/conference registrations
needed for seating at the tables*

Recognition in all Printed
and Digital Media

Signage at the Global

Silver \$10,000

4 Complimentary
Glen A. Gilbert Banquet
Tickets

Your Company Logo on the
Event Program

One Reserved, Company-
Named Tables, for Ten People
at the Glen A. Gilbert Award
Banquet.
*tickets/conference registrations
needed for seating at the tables*

Recognition in all Printed
and Digital Media

Signage at the Global

Bronze \$5,000

Your Company Logo on the
Event Program

One Reserved, Company-
Named Tables, for Ten People
each at the Glen A. Gilbert
Award Banquet.
*tickets/conference registrations
needed for seating at the tables*

Recognition in all Printed
and Digital Media

Signage at the Global

All ATCA Global Sponsors receive the following benefits:

- Your hyperlinked logo sponsorship listing on the Global homepage.
- Your logo displayed in digital and printed group sponsorship listings.
- Listing in the Global Bulletin Preview Edition, which is distributed to all Global Attendees and ATCA membership.
- Sponsor listing displayed on screens in all event theatres at least twice a day, and in digital signage scroll on large screen displays at event.
- Sponsor listing in all pre and post ATCA Global Newsletters.
- Sponsorship listing in electronic Daily News highlighting the days events during live event days.
- One free full ATCA Global registration for every \$5,000 in Sponsorship spent. Registration includes hall access and all programming within the hall.

ADVERTISE AT ATCA GLOBAL

Print and Digital Opportunities for Brand Reach at ATCA Global

ATCA Headline News: Global Takeover! Your Daily Dose of ATC with ATCA Global Coverage and Highlights

One Issue per day:

Digital

Wed. 1 • Thur. 2 • Fri. 3

Distributed electronically
to participants and
ATCA members

Full Banner top 1/3 position	600x195 px	\$1,200	1 per issue
Full Banner middle position	600x195 px	\$ 900	2 per issue
1/2 Banner bottom position	250x195 px	\$ 500	4 per issue

Design Specs: No Bleed required; Use RGB for digital ads

ATCA Global Website: Banner ads and Web Page Sponsorships

Sponsor a page!

Advertise on
ATCA.org/annual

Contact rugger.smith@atca.org to discuss customized web advertising opportunities. Tell us your goals. We'll work with you to develop the right opportunity! Investment ranges are from \$800 - \$2,000 depending on the digital real estate you would like to contract!

Design Specs: 728x90 px; Use RGB for digital ads

Discounts

There are no discounts or negotiated rates on ATCA Global advertising opportunities

Specifications

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 alana.suitor@atca.org.

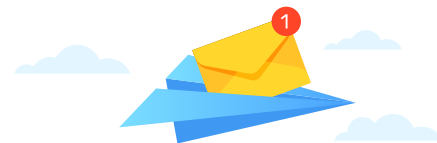


Additional Digital Advertising Opportunities

Pre-Show e-Blast (up to 3 for purchase, limit 2 per sponsor)

\$925 each

- Sent out on behalf of ATCA to our ATCA Global attendees
- Craft your own HTML Code and host on your website, or provide your headline, text and header graphic
- The e-Blast will be sent to the prior year's opt in registrants along with the current year's opt in registrants
- The schedule of availability can be found at www.atca.org/sponsor-advertise-at-atca-global



Social Media Takeover (up to 3 for purchase, limit 1 per sponsor)

\$1,850 /per week



- Reach ATCA's followers on Twitter, LinkedIn, and Facebook, includes two posts per business day
- Content must be provided for posting two weeks prior to sponsored week

E-Newsletter (Exclusive to one sponsor, eight Issues)

\$2,500



Your Logo will be featured exclusively at the top of each ATCA Global e-Newsletter each issue distributed to more than 2,500 Qualified Stakeholders plus new registrants to the ATCA Global

Do you have an idea for sponsorship/advertising that is not listed here?

Are you interested in a custom sponsorship opportunity?

We are always looking for new and inventive ways to help promote you.

Contact **Rugger Smith** to discuss.

1-703.299.2430 ext. 318 • rugger.smith@atca.org

Digital Display Ads

\$4,000 each

Technology and our relocation in the Convention Center allows ATCA to provide Sponsors/Exhibitors with a new advertising option.

Digital Ads

Sponsor would produce and provide to ATCA a maximum 15-second static or video ad (no audio). Ads will be placed along with organizer content into video loops. The video loops will play on large digital signage located at the main entrance to exhibit hall and other prominent locations at ATCA Global, allowing for over 300 opportunities per day for viewing by attendees throughout ATCA Global.



Digital Ad Specs

QuickTime using H.264, between 4-9 megabits for video bit rate, resolution 1920px (w)x 512px (h)

PowerPoint - widescreen (16:9) format, resolution 1280px X 720px.

We suggest using the 5/5/5 rule: no more than five words per line of text, five lines of text per slide, or five text-heavy slides in a row.

Ad receipt deadline: September 22, 2023.

HOW TO SUBMIT A CONTRACT

Only electronically submitted contracts are accepted by ATCA Global. To submit a Sponsorship Contract please visit: <https://myworldofexpo.com/atca2023/SponsorshipContract.aspx>

Contract Submittal and Confirmation Process

Once you have completed the required fields on the electronic Sponsorship Contract and have clicked the submit button, you will receive an e-mail confirmation from ATCA acknowledging receipt of your contract. Your contract will be reviewed by ATCA Global staff for approval. Once approved, ATCA Global will generate and submit an invoice to the sponsor. Once payment has been made, ATCA Global will commence sponsor's benefits.

Payment Methods*

Option 1: Payment by Credit Card

(VISA, American Express, or MasterCard, 3.75 percent credit card processing fee applies).

Option 2: Payment by Check

Please make check payable to Air Traffic Control Association.

Option 3: Bank Transfer

Should you wish to make a bank transfer, please contact Ashley Haskins at Ashley.Haskins@atca.org or call +1 703 299 2430 ext. 395 for bank transfer information.

*No processing fees will apply to payments made by check or bank transfer.

Payment Schedule

All payments are due upon receipt of invoice. Sponsor benefits will not commence until the completed contract and payment are received.



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2023 DEADLINES

September 22

All digital and printed material being produced by sponsors for their sponsorship such as digital advertising, banners, signage, ads in programs, etc. **Must be received by September 22, 2023.**

October 20

Deadline to complete complementary sponsorship registrations, table assignments, etc. marketing registrations. See full terms and conditions at www.atca.org/sponsor-advertise-at-atca-global

