

# SFO24 MARCOM

2024 MARKETING AND COMMUNICATIONS CONFERENCE

October 28 - 30, 2024 // San Francisco, CA

Hosted by



## OPPORTUNITIES

*Become recognized as an airport industry market leader.*

As a sponsor, you can showcase your company's value to attendees while they learn and network.

Sponsoring at ACI-NA meetings and events provides your company with a prime opportunity to connect with existing clients and present your goods and services to potential customers within your target market. Our conferences draw top aviation professionals from the U.S. and Canada. By leveraging this exposure, you have an active role in shaping industry discussions and positioning your company as a major contributor.

Making the case for proactive airport marketing, communications and customer experience has never been more important. The 2024 ACI-NA Marketing & Communications Conference will be your chance to explore emerging challenges and solutions in airport marketing, communications and customer experience to position yourself and others in your field ahead of the curve. You will have greater opportunities for brand awareness by sponsoring.



## 2024 MARKETING AND COMMUNICATIONS CONFERENCE SPONSORSHIP MENU

Sponsorship Benefits	Diamond	Gold	Silver
<b>Access</b>			
<b>Full conference complimentary registrations</b>	2	1	0
Advanced and final attendee list in Excel format 2 weeks prior to the event and 1 week after the event Only sponsors will receive attendee email addresses	✓	✓	
<b>Networking</b>			
Optional tabletop display in high-traffic area	✓	✓	
<b>Logo Positioning</b>			
Conference website	✓	✓	✓
Select conference emails	✓	✓	✓
Signage in high-traffic areas	✓	✓	✓
Display screens during conference	✓	✓	✓
<b>Onsite Recognition</b>			
Sponsor designation on company attendee badges	✓	✓	✓
Verbal recognition during opening general session	✓	✓	✓
<b>Thought Leadership</b>			
Blog post featured on ACI-NA's website	✓	✓	
<b>Exclusive Opportunities (choice of one)</b>			
<b>Opening Keynote</b> <i>Introduce ACI-NA's Marketing &amp; Communications Conference Keynote, ability to provide an attendee gift and opening video</i>	✓		
<b>Lanyards</b> <i>Logo-branded lanyards distributed to attendees at registration</i>	✓		
<b>Wi-Fi</b> <i>Ability to choose wi-fi name or password used by all attendees</i>	✓		
<b>Hotel Drink Tickets</b> <i>Logo-branded hotel lobby bar drink tickets for all attendees</i>	✓		
<b>Hotel Key Cards</b> <i>Logo-branded keycards distributed to all attendees in the hotel block</i>	✓		
<b>Awards Gala Reception and Dinner</b> <i>Ability to provide an attendee gift and opening video at sponsored event. Work with ACI-NA on other customized options.</i>	✓		
<b>Networking Breakfast (exclusive to one per day)</b> <i>Work with ACI-NA on customized options for breakfast</i>		✓	
<b>Networking Lunch (exclusive to one per day)</b> <i>Work with ACI-NA on customized options for lunch</i>		✓	
<b>Networking Breaks (AM &amp; PM) (exclusive to one per day)</b> <i>Work with ACI-NA on customized options for break</i>		✓	
<b>Investment</b>	<b>\$8,000</b>	<b>\$4,000</b>	<b>\$2,500</b>

## 2024 MARKETING AND COMMUNICATIONS CONFERENCE SPONSORSHIP MENU

### Why Sponsor?

- Amplify your brand and product visibility
- Leverage your position within the airport community
- Enhance your corporate profile
- Connect with airport leaders

### Attendee Demographics

More than 120 North American airports were represented at the ACI-NA 2023 Marketing & Communications Conference. The list of professionals ready to meet industry leaders includes:

- Marketing & Communications Professionals
- Public Affairs/Public Relations Officers
- Customer Experience Professionals

### Learn More About ACI-NA Sponsorship Opportunities

Contact Karynna Baresel at [sponsorship@airportscouncil.org](mailto:sponsorship@airportscouncil.org) to secure your sponsorship and/or to discuss additional opportunities.

### Customization Options

Looking for something different? Customization is always an option.

Contact Karynna Baresel at [sponsorship@airportscouncil.org](mailto:sponsorship@airportscouncil.org) to start the conversation.



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