



GRAND RAPIDS 2024

AIRPORTS COUNCIL INTERNATIONAL - NORTH AMERICA
ANNUAL CONFERENCE AND EXHIBITION
SEPTEMBER 7 – 10, 2024

EXHIBITOR AND SPONSOR PROSPECTUS



CONNECT WITH AIRPORT INDUSTRY LEADERS: ALL IN ONE PLACE AT THE SAME TIME

Engage Directly with airport decision-makers at the industry's premier annual conference and exhibition.

Take part in the ACI-NA Annual Conference and Exhibition, the industry's leading event of the year, offering you unparalleled access in front of a uniquely qualified audience that represents more than 98% of the passenger and cargo traffic traveling throughout North America. You'll meet airport directors, CEOs, VPs, senior managers, consultants, and other decision-makers – all in one place at one time!

Our exhibit hall is designed to ensure quality one-on-one time with industry leaders. This is your opportunity to forge and enhance relationships, elevate your brand awareness, and receive immediate feedback from the market. Seize the chance to influence and inspire within an exceptionally qualified audience, only at the ACI-NA Annual Conference and Exhibition.



Questions?

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Karynna Baresel

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2024 ACI-NA ANNUAL CONFERENCE & EXHIBITION

SEPTEMBER 7 - 10, 2024

DeVos Place

Grand Rapids, MI

Exhibit Hours

Sunday, September 8, 2024	3:30 PM – 6:00 PM
Monday, September 9, 2024	8:00 AM – 1:00 PM 4:00 PM – 6:00 PM
Tuesday, September 10, 2024	8:00 AM – 1:00 PM

Includes a higher-than-ever 14.5 hours of exhibits across three days, offering increased opportunities to interact with our airport decision-makers and showcase your products and services.

All exhibitors are encouraged to join all educational sessions (unless noted as invited-only) to stay informed with industry changes and better learn where their services may be needed.

Exhibit Fees

By March 1, 2024

\$4,900 per 10' x 10' booth for ACI Members
\$6,900 per 10' x 10' booth for Non-Members

After March 1, 2024

\$5,400 per 10' x 10' booth for ACI Members
\$7,200 per 10' x 10' booth for Non-Members

A discount of \$650 per booth is available for ACI-NA/ACI Members who purchase four or more 10' x 10' booths.

ACI-NA offers a wide range of sponsorship opportunities to help increase your visibility at the event and gain exposure to the airport industry's top leaders.



REACH THE RIGHT PEOPLE WHO NEED YOUR PRODUCTS AND SERVICES

Our members and attendees view this event as a vital resource for finding the newest products, services, and technologies they need. They are searching for:

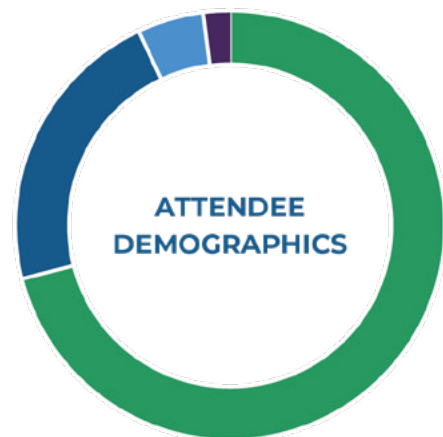


These decision-makers need your solutions and expertise.

How much would it cost you to meet face-to-face with that many qualified, engaged airport executives in a non-exhibition setting?

By choosing to exhibit and network with us, you can meet more airport industry leaders in three days than you could over several months of sales calls and meetings.

Leverage our platform, and let the right connections come to you.



- 68% **Executive Level**
Directors, Presidents, CEOs, VPs, etc.
- 20% **Managerial Level**
IT, Safety, Environment, Security, etc.
- 8% **Consultants**
Often representing multiple airports
- 4% **Other**
Engineers, Local Government Leaders, etc.



SPONSORSHIPS

MAKE A DIFFERENCE

Sponsorship means exposure,
networking, and standing out
as an industry leader.

Thought Leadership

Networking Events

Attendee Experiences

Branding Opportunities

Our uniquely created sponsorship packages are designed to enhance your engagement with the ACI-NA community and beyond. These opportunities offer a robust platform to establish connections, distinguish your business, and make a significant impact.

Seize this opportunity to differentiate your business from competitors and build lasting relationships with new and existing customers. With exclusive recognition offered in our packages, they are on a first-come, first-served basis. Act now and ensure your company stands out in the ACI-NA community.

Choose any combination of à la carte offerings to reach your desired sponsorship level.

Executive Sponsor status is limited to 8 companies and can be attained by choosing any combination of à la carte sponsorship offerings ranging from \$20,000 and above.

Platinum Sponsor status can be attained by choosing any combination of à la sponsorship offerings ranging from \$10,000 to \$19,999.

Club Sponsor status can be attained by choosing any combination of à la sponsorship offerings up to \$9,999.

For every additional \$10,000 spent, a sponsor receives an additional full-conference complimentary registration.

Get in Touch!

For information on sponsorship availability or to secure your sponsorship, contact Karynna Baresel at karynna@showmgmt.com.

Sponsorship Level	Executive	Platinum	Club
Investment	\$20,000 and above	\$10,000 - \$19,999	Up to \$9,999

Access & Passes

Full-conference complimentary registrations	3	2	
Advanced and final attendee list in Excel format <i>2 weeks prior to the event and 1 week after</i> <i>Only sponsors and exhibitors will receive attendee email addresses</i>	✓	✓	
Two invites for the VIP leadership reception	✓		

Digital Recognition

Conference website	✓	✓	✓
Select conference emails	✓	✓	✓
Conference mobile app	✓	✓	✓
Press release with company description	✓		

Onsite Recognition

Logo on signage in high traffic areas	✓	✓	✓
Logo on transition slides for educational sessions	✓	✓	✓
Sponsor recognition at General Session	✓		

Thought Leadership

Blog post featured on ACI-NA's website	✓		
Priority speaking opportunities <i>limited availability; if purchased by April</i>	✓		

THOUGHT LEADERSHIP



Opening Keynote

\$20,000

Exclusive

This exclusive sponsorship provides exposure at the single most highly-attended event of the entire conference. In addition to signage, your sponsorship includes a two-minute introduction and VIP reserved seating for four members of your organization.

Closing Keynote

\$20,000

Exclusive

Get noticed with this exclusive sponsorship, which in addition to signage, includes a two-minute introduction and VIP reserved seating for four members of your organization.

Sponsored Educational Session

\$15,000

Limited to 3 sponsors

When you sponsor an education session, you align your company with that subject matter. Benefits include: logo on signage at the session, logo on transition slides at session, ability for a member of your organization to be a moderator, and ability to distribute either a handout or brochure at the session.

Committee Workshop

\$10,000

Limited to 1 sponsor per committee. Select from: Business Information Technology Committee, Finance Committee, Environmental Affairs Committee, Legal Affairs Committee, OPSID Committee

Be a thought leader within the airport industry and sponsor a committee workshop. Your company will capture the attention of attendees. Benefits include a two-minute intro at the start of the committee workshop; your logo prominently displayed in the meeting room; ability to distribute a handout or brochure at the workshop.

Solutions Showcase

\$3,000

Limited to 10 sponsors

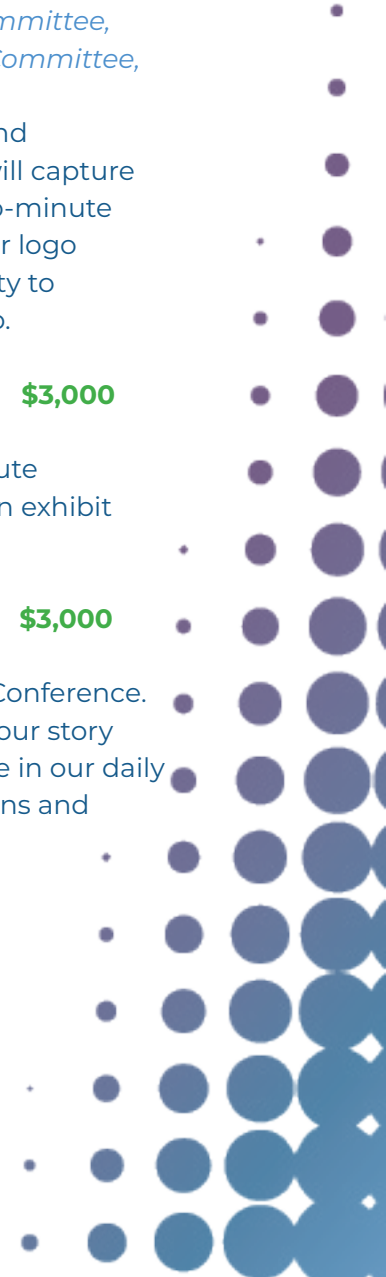
Your opportunity to deliver an interactive 30-minute presentation directly to your target audience in an exhibit hall classroom.

Centerlines Circle

\$3,000

Limited to 12 sponsors

Boost your brand visibility at the ACI-NA Annual Conference. Enjoy logo placement, the opportunity to share your story through a featured blog post, and prime exposure in our daily Centerlines LIVE e-newsletters. Ignite conversations and solidify your presence in the industry.



NETWORKING EVENTS



VIP Leadership Reception

\$10,000

Limited to 6 sponsors

Serious networking opportunity. Sponsorship includes an invite for two to this exclusive reception with the ACI-NA airport board, commissioners, and airport directors; logo recognition at the event.

Post Workshop Happy Hour

\$7,500

Limited to 4 sponsors

Invest in a new and unique opportunity on Saturday afternoon. Catapult your brand visibility and spark collaborations with colleagues alike. Indulge in refreshing beverages and scrumptious hors d'oeuvres. Open to all attendees and exhibitors and a perfect opportunity to wind down after the Saturday Workshops.



Women in Aviation Breakfast

\$3,500

Limited to 6 sponsors

Your sponsorship supports this unique program focusing on career awareness and achievements for women in the industry. Put your organization's support front and center.



ATTENDEE EXPERIENCES

• Opening Night Reception on Show Floor

\$25,000

Exclusive

Align your organization with the Opening Night Reception – a high-energy event to kick off the exhibition and provide an opportunity for attendees and exhibitors to see old friends and make new connections, along with yummy food and drinks, music, and fun.

• Attendee Experience on Show Floor

\$20,000

Exclusive

Capture attention as the exclusive sponsor for an attendee experience on the exhibit floor. This high-profile sponsorship offers a unique platform to enhance the attendee experience and showcase your brand while creating an exciting and interactive environment for attendees.

• Registration Area Lounge

\$15,000

Exclusive

Central to all the action, this lounge near registration is a place where attendees will meet up, conduct meetings, or just relax between sessions. Your logo on signage at the lounge will mark the spot as the place to be.



• Executive Room Drop

\$5,000

Exclusive

Get noticed. Exclusive sponsor of special welcome bags delivered to the ACI-NA Board of Directors, this will include the official ACI-NA name badges so they can skip the registration line.

• Grab-and-Go Snacks

\$5,000

Exclusive

Fuel the momentum of attendees by sponsoring an enticing array of grab-and-go snacks after the Closing Keynote. Your organization's logo will take center stage, featuring prominently on dedicated signage and snack tables.

• Lunch on the Show Floor (Monday PM or Tuesday PM)

\$5,000

Limited to 3 sponsors

Keep attendees nourished and energized for the rest of the day by sponsoring lunch. Your organization's logo will be prominently displayed on signage, napkins, and on the tables.

• Networking Break (Saturday AM/PM or Sunday AM)

\$4,000

Limited to 1 sponsor per break

Coffee is the fuel of conferences. Attendees enjoy a refreshment recharge and will have your company to thank. Your organization's logo will be displayed on napkins and coffee sleeves.

• Breakfast on the Show Floor (Monday AM or Tuesday AM)

\$3,500

Limited to 3 sponsors

The most important meal of the day! Help attendees get charged as they eat, caffeinate, and network over breakfast. Benefits include company logo printed on signage, napkins, coffee sleeves and on the tables.

BRANDING OPPORTUNITIES

Lanyards and Badges

\$25,000

Exclusive

This striking and memorable collateral sponsorship places your logo next to the name of each attendee – providing maximum visibility for the duration of the conference.

WI-FI

\$20,000

Exclusive

Connect with attendees in a unique and lasting way by sponsoring the conference Wi-Fi network. Your brand identity will be front and center as attendees log on using your company name as the password.

Hotel Key Cards

\$15,000

Exclusive

Your logo is literally at attendees' fingertips. Logo placement on the hotel room block key cards makes your brand visible for attendees' entire stay. You have the opportunity to design one side of the card – add your logo, booth number, coupon code, and/or custom message.

Escalator Clings

\$15,000

Exclusive

Escalators are the main egress where attendees travel between sessions, registration and the exhibition hall. Get your company's message in front of attendees by sponsoring one of these sets of escalators with this unique advertising vehicle.

Wayfinding

\$10,000

Exclusive

Navigate your way to brand recognition with wayfinding signage for attendees, your logo prominently displayed for all users to see.

Exhibition Aisle Signs

\$6,500

Exclusive

Attendees use the aisle signs to guide them through the exhibition hall. Your logo appears on every aisle sign, giving your company constant exposure to all attendees as they walk the show floor.

Water Coolers

\$3,000

Exclusive

Two branded water filling stations on the show floor, allow attendees to stay hydrated.





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JOIN US IN GRAND RAPIDS

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Operations, at
blewis@showmgmt.com

CUSTOM SPONSORSHIPS ARE AVAILABLE.

Contact Karynna Baresel at
karynna@showmgmt.com
or 856.428.0641 to discuss.