



Sponsorship **Packages**



— 2021 —

AAPA Annual Convention & Expo

THE AAPA ANNUAL CONVENTION & EXPO: THE SEAPORT INDUSTRY'S MAIN EVENT

The AAPA Annual Convention and Expo connects, informs and empowers seaport leaders and maritime professionals from across the Western Hemisphere. As the seaport industry's main event, it provides access to top decision makers, professionals and experts through invaluable networking, technical and policy sessions. It is AAPA's largest membership meeting of the year, allowing port professionals, transportation leaders and maritime industry innovators to explore trends and discover solutions that empower ports, people and businesses.

SPONSORSHIP: CONNECT, DISCOVER AND TRANSFORM

As the seaport industry reconvenes in Austin, Texas in September 2021, don't miss this exclusive opportunity to elevate your company at the AAPA Annual Convention & Expo. Connect your organization with leaders in trade and transportation in and around Western Hemisphere ports. Discover the critical issues and needs of the industry and transform your business by elevating your organization's visibility as one of the maritime industry's leading solution providers.

ABOUT AAPA: ESSENTIAL.RESILIENT.UNITED.

AAPA is the unified voice of the seaport industry in the Americas, representing more than 130 public port authorities in the U.S., Canada, the Caribbean and Latin America. For more than a century, AAPA has empowered port authorities and their maritime industry partners to serve global customers and create economic and social value for their communities. AAPA events, resources and partnerships essential for connecting, informing and unifying seaport leaders and maritime professionals who deliver prosperity around the Western Hemisphere.

AAPA 2021 Sponsorship Opportunities

\$50,000 DIAMOND SPONSOR (Limited to 2 AAPA Premier Fleet Sponsors and 2 Additional Companies)	
Thought Leadership	<p>Deliver welcome remarks during September 28 Opening Ceremonies</p> <p>Serve as moderator of one (1) Networking Salon on September 28</p>
Access	<p>AAPA-facilitated appointments with port CEOs during September 28 & 29</p> <p>Exhibitor Appointment Hours</p> <p>Presentation opportunity at September 27 Port CEOs Session</p>
Visibility	<p>Recognition as Official Presenter of the Convention from AAPA President & CEO and AAPA Chairman of the Board during September 28 Opening Ceremonies</p> <p>Sponsor's logo on all official printed materials and convention website</p> <p>Opportunity to provide literature or promotional item at the Registration Desk (item provided by sponsor upon AAPA approval)</p> <p>One (1) premium placement full-page color ad in convention program*</p> <p>Sponsor's logo projected on large screens before plenary sessions</p> <p>Sponsor's logo on signage in event registration area (high-visibility zone)</p> <p>Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval)</p> <p>Banner ad in mobile app</p> <p>Banner ad in each Convention Daily email sent to all participants September 26-29</p>
Hospitality	<p>One (1) reserved cabana during September 26 Opening Reception on JW Marriott Austin pool deck</p> <p>Two (2) reserved tables during each networking luncheon (September 28 & 29)</p> <p>One (1) reserved private viewing area (tables, chairs, curtained dividers) during September 29 closing reception at Austin City Limits Live at The Moody Theater</p> <p>Customized e-invitations featuring sponsor's logo to send to clients and prospects</p>
Participation	<p>One (1) Premium Exhibitor Booth</p> <p>Six (6) complimentary individual registrations to the convention</p>

*Sponsor artwork must be approved by Convention Management

\$40,000 PLATINUM SPONSOR

(Limited to 2 AAPA Premier Navigator Sponsors and 2 Additional Companies)

Thought Leadership	Serve as moderator of one (1) Networking Salon on September 29
Access	AAPA-facilitated appointments with port CEOs during September 28 & 29 Exhibitor Appointment Hours
Visibility	Recognition from AAPA President & CEO and AAPA Chairman of the Board during September 28 Opening Ceremonies Sponsor's logo on all official printed materials and convention website One (1) half-page color ad in convention program* Sponsor's logo projected on large screens before plenary sessions Sponsor's logo on signage in event registration area (high-visibility zone) Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval) Banner ad in mobile app Banner ad in each Convention Daily email sent to all participants September 26-29
Hospitality	One (1) reserved cabana during September 26 Opening Reception on JW Marriott Austin pool deck Two (2) reserved tables during each networking luncheon (September 28 & 29) Customized e-invitations featuring sponsor's logo to send to clients and prospects
Participation	One (1) Exhibitor Booth Four (4) complimentary individual registrations to the convention

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\$25,000 GOLD SPONSOR

(Limited to 2 AAPA Premier Anchor Sponsors and 2 Additional Companies)

Thought Leadership	Serve as a speaker at one (1) Networking Salon on September 28
Access	AAPA-facilitated appointments with port CEOs during September 28 & 29 Exhibitor Appointment Hours
Visibility	Recognition from AAPA President & CEO during September 28 Opening Ceremonies Sponsor's logo on all official printed materials and convention website One (1) half-page color ad in convention program* Sponsor's logo projected on large screens before plenary sessions Sponsor's logo on signage in event registration area (high-visibility zone) Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval) Banner ad in mobile app Banner ad in each Convention Daily email sent to all participants September 26-29
Hospitality	One (1) reserved table during each networking luncheon (September 28 & 29) Customized e-invitations featuring sponsor's logo to send to clients and prospects
Participation	One (1) Exhibitor Booth Three (3) complimentary individual registrations to the convention

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\$15,000 SILVER SPONSOR - SOLD
(Limited to 4 Companies)

Thought Leadership	Serve as a speaker at one (1) Networking Salon on September 29
Visibility	Recognition from AAPA President & CEO during September 28 Opening Ceremonies Sponsor's logo on all official printed materials and convention website One (1) half-page color ad in convention program* Sponsor's logo projected on large screens before plenary sessions Sponsor's logo on signage in event registration area (high-visibility zone) Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval) Banner ad in mobile app Banner ad in each Convention Daily email sent to all participants September 26-29
Hospitality	One (1) reserved table during each networking luncheon (September 28 & 29) Customized e-invitations featuring sponsor's logo to send to clients and prospects
Participation	50% discount on purchase of one (1) exhibitor booth Two (2) complimentary individual registrations to the convention

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Promotional Sponsorships

————— \$5,000-\$15,000 —————

Don't miss out on your opportunity to gain valuable brand exposure and visibility by utilizing our promotional sponsorships to attract the attention of our convention attendees at the show.

OPENING RECEPTION SPONSOR — \$15,000 - SOLD

- › Take advantage of this special opportunity for your company branding to be seen throughout the evening at the Opening Reception.
- › Sponsor will receive a half-page color ad in convention program*
- › One (1) complementary individual registration to the convention
- › Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval)

CLOSING RECEPTION SPONSOR — \$15,000

- › Take advantage of this special opportunity for your company branding to be seen throughout the evening at the Closing Reception.
- › Sponsor will receive a half-page color ad in convention program*
- › One (1) complementary individual registration to the convention
- › Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval)

NAME BADGE SPONSOR — \$15,000

- › Custom-printed convention name badges turn every conference attendee into your own personal billboard. Sponsor will receive a half-page color ad in convention program*
- › One (1) complementary individual registration to the convention
- › Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval)

HOTEL KEY CARD SPONSOR — \$10,000 - SOLD

- › Be seen on the most important item conference attendees have. Display your company's logo on guest room key cards at JW Marriott Austin.

BREAKFAST SPONSOR — \$10,000 (2 available)

- › Recognition during sponsored breakfast
- › Reserved seating at sponsored breakfast
- › Sponsor's logo on sponsor acknowledgment page in convention program
- › Sponsor's logo on sponsor recognition page of convention website
- › Sponsor's logo on breakfast signage
- › Opportunity to supply promotional items at breakfast (items provided by sponsor upon AAPA approval)

REGISTRATION AREA SPONSOR — \$10,000

- › Sponsor's logo on signage in registration area (high-visibility zone)
- › Sponsor's logo on sponsor acknowledgment page in convention program
- › Sponsor's logo on sponsor recognition page of convention website
- › Opportunity to supply promotional items in registration area (items provided by sponsor upon AAPA approval)

CONVENTION BAG SPONSOR — \$10,000

- › Custom-printed convention bags turn every conference attendee into your own personal billboard. These bags are distributed at registration to every convention attendee. Your company message will be seen throughout the entire convention. Sponsor will be able to include one (1) promotional item in convention bag. (Sponsor will select from AAPA-approved bag options, and item provided by sponsor must be approved by AAPA)

LUNCHEON SPONSOR — \$10,000 (2 available)

- › Recognition during sponsored luncheon
- › Reserved seating at sponsored luncheon
- › Sponsor's logo on sponsor acknowledgment page in convention program
- › Sponsor's logo on sponsor recognition page of convention website
- › Sponsor's logo on luncheon signage
- › Opportunity to supply promotional items at luncheon (item provided by sponsor upon AAPA approval)

COFFEE BREAK SPONSOR — \$8,500 (4 available)

- › Sponsor's logo on sponsor acknowledgment page in convention program
- › Sponsor's logo on sponsor recognition page of convention website
- › Opportunity to supply promotional items during coffee break (items provided by sponsor upon AAPA approval)

CHARGING STATION SPONSOR — \$8,000

- › Sponsor's logo on charging stations
- › Sponsor's logo on sponsor acknowledgment page in convention program
- › Sponsor's logo on sponsor recognition page of convention website

WIFI SPONSOR — \$8,000

- › Sponsor will be advertised as the exclusive sponsor of internet connection in the exhibit hall
- › Sponsor's logo on sponsor acknowledgment page in convention program
- › Sponsor's logo on sponsor recognition page of convention website

GUEST PROGRAM SPONSOR — \$7,500

- › The Guest Program features events offered over two days at the Convention. Receive special recognition for sponsorship of these popular guest events and achieve company recognition throughout the convention with your logo on the Guest Program tickets, accompanying signage, and all Guest Program descriptions in the convention program.

NAME BADGE LANYARD SPONSOR — \$7,500 - SOLD

- › Captivate the minds of hundreds, as attendees wear your name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each attendee as they pick up their badge.
- › Sponsor will be able to include one (1) promotional item in convention bag (item provided by sponsor upon AAPA approval).

GUEST PROGRAM BAG SPONSOR — \$5,000 - SOLD

- › Custom-printed Guest Program bags are distributed at registration to every guest accompanying a registered attendee. Your company message will be seen throughout the entire convention. Sponsor will be able to include one (1) promotional item in guest bag. (Sponsor will select from AAPA-approved bag options, and item provided by sponsor must be approved by AAPA)

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Conference Sponsorship & Exhibition Request Form

To reserve a sponsorship opportunity at the 2021 AAPA Annual Convention, please fill out this form and send it to Kevin Traver, Vice President of Membership and Sponsorship, at ktraver@aapa-ports.org.

PREMIER SPONSORSHIPS

SOLD OUT
FOR OFFICE
USE ONLY

SELECT
ONE

- \$50,000 Diamond
- \$40,000 Platinum
- \$25,000 Gold
- \$15,000 Silver

PROMOTIONAL SPONSORSHIPS

SOLD OUT
FOR OFFICE
USE ONLY

SELECT
ONE

- \$15,000 Opening Reception Sponsor
- \$15,000 Closing Reception Sponsor
- \$15,000 Name Badge Sponsor
- \$10,000 Hotel Key Card Sponsor
- \$10,000 Breakfast Sponsor (2 available)
- \$10,000 Registration Area Sponsor
- \$10,000 Convention Bag Sponsor
- \$10,000 Luncheon Sponsor (2 available)
- \$8,500 Coffee Break Sponsor (4 available)
- \$8,000 Charging Station Sponsor
- \$8,000 Wifi Sponsor
- \$7,500 Guest Program Sponsor
- \$7,500 Name Badge Lanyard Sponsor
- \$5,000 Guest Program Bag Sponsor

CONTACT INFORMATION

Organization

Address

Street

City Province/State

Country Postal Code/Zip code

Name of the contact person

Email

Phone Number

AUTHORIZATION

Signature Date

First Name Last Name

Title

Terms: Full payment is due within 60 days of signing your sponsorship agreement. This contract is binding once signed. Applications not signed will NOT be processed. Any cancellations requests must be submitted in writing.

I have read and understood this agreement, and serve as an authorized agent for the applicant company.

