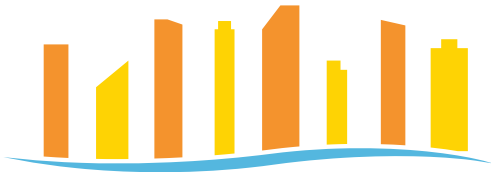


AIRPORT BUSINESS DIVERSITY CONFERENCE



2013

June 8 - June 11



SAN DIEGO
INTERNATIONAL
AIRPORT

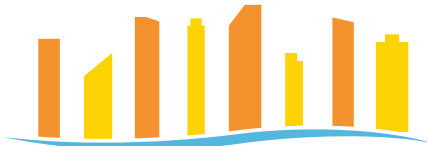
Sponsorship Handbook



SAN DIEGO

Networking Paradise

AIRPORT BUSINESS DIVERSITY CONFERENCE



2013

SAN DIEGO

About Us

The Airport Minority Advisory Council (AMAC) is the only national, non-profit, trade association dedicated to promoting the full participation of minority-owned, women-owned and disadvantaged business enterprises (M/W/DBEs) in airport contracting and the inclusion of minorities and women in employment. We have two primary goals: to eliminate the barriers to minority and women participation in the airport industry and to capitalize on the opportunities available in the multi-billion dollar industry.

Our Conference

The Airport Minority Advisory Council (AMAC) Business Diversity Conference offers airports, the federal government, corporations and entrepreneurs the opportunity to cultivate new relationships and expand their national presence through four days of engaging and relevant educational and networking events. Proceeds from the conference go toward advancing AMAC's goal to increase diversity and eliminate barriers facing minority-owned, woman-owned, and disadvantaged business in the aviation industry through advocacy, business and professional development, and education.

Sheraton San Diego Hotel & Marina

1380 Harbor Island Drive San Diego, CA 92101



This year's conference will be held in San Diego at the beautiful **Sheraton San Diego Hotel & Marina**. Nestled at the edge of spectacular San Diego Bay, the Sheraton San Diego Hotel & Marina enjoys panoramic views of the bay and the city skyline yet is just 10 minutes from renowned attractions including the San Diego Zoo, Old Town and Balboa Park. Guest rooms and suites are located in two towers and feature bold naval hues.

www.sheratonsandiegohotel.com



Sponsorship Opportunities

Special Thanks
to Our Host and
Presenting Sponsor



**SAN DIEGO
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AMAC Partner \$50,000

- CEO welcome with photograph in the Program Book*
- Complimentary full-page color ad in the Program Book*
- Ten (10) registrations
- Ten (10) VIP ticketed events
- One (1) junior suite at host hotel for key executive
- One reserved VIP table during meal functions
- One (1) Corporate promotional item in registration package *
- Prominent Ad, logo or video through conference branding
- 20 x 20 booth in Exhibit Expo
- Six (6) player participants in golf outing
- :60 second DVD commercial slot during meal function, or
:90 second speaking role for one key executive
- Link from 2013 Conference website to sponsor website

Diamond \$25,000

- Full-page color ad in the Program Book*
- Ten (10) registrations
- Ten (10) VIP ticketed events
- One reserved VIP table of eight (8) during meal functions
- One (1) Corporate promotional item in registration package
- Prominent Ad, logo or video through conference branding
- 20 x 20 booth in Exhibit Expo
- Four (4) player participants in golf outing
- :60 second DVD commercial slot during meal function, or
:60 second speaking role for one key executive
- Link from 2013 Conference website to sponsor website

Platinum \$20,000

- Full-page color ad in the Program Book*
- Eight (8) registrations
- Access for eight (8) VIP ticketed events
- One reserved VIP table of eight (8) during meal functions
- :60 second DVD commercial slot during meal function, or
:60 second speaking role for one key executive
- Prominent Ad, logo or video through conference branding
- Link from 2013 Conference website to sponsor website
- 10 x 10 booth in Exhibit Expo
- Two (2) player participants in golf outing

Gold \$15,000

- Half-page color ad in the 2013 Conference Program Book*
- Five (5) registrations
- Access for five (5) VIP ticketed events
- One reserved VIP table during meal functions
- Prominent Ad, logo or video through conference branding
- 10 x 10 booth in Exhibit Expo
- Two (2) player participants in golf outing

Silver \$10,000

- Quarter-page color ad in the Program Book*
- Three (3) registrations
- Access for three (3) VIP ticketed events
- Prominent logo placement through conference branding
- 10 x 10 booth in Exhibit Expo

Bronze \$5,000

- Recognition in the Program Book*
- Three (3) registrations
- Prominent logo placement through conference branding
- 10 x 10 booth in Exhibit Expo

AMAC Partner Sponsorships (DBE and SBE's Only)

Jewel \$3,000

- Recognition in the Program Book*
- Two (2) registrations
- Prominent logo placement through conference branding
- 10 x 10 booth in Exhibit Expo

AMAC Star \$2,000

- Recognition in the Program Book*
- One (1) registration
- Prominent logo placement through conference branding

**Program inclusion deadline is April 30, 2013 by 5:00 PM ET to meet the publishing deadline for the 2013 Conference Program Book.*



Sponsorship Branding Opportunities

Our branding opportunities allow sponsors to choose specific areas of impact that support their company goals and interests. They create the perfect avenue for brand exposure and awareness. Take advantage of these opportunities to make a big splash and reach a diverse audience of airport administrators, government agencies, procurement officers, entrepreneurs and corporate leaders.

Opportunity	Cost	Quantity Available	Status
Conference AV and Technology	\$25,000	3	
Conference Attendee Polo Shirts	\$20,500	1	
Keynote Luncheon	\$20,000	4	
Conference with Keynote	\$20,000	4	
AMAC Awards & Scholarship Luncheon	\$20,000	3	
Hotel Room Key	\$10,000	1	
Ipad/Android Conference App	\$10,000	3	
Partners Breakfast	\$5,000	1	
Attendee Breakfast/Exhibit Expo	\$5,000	1	
AMAC After Dark Fundraiser	\$5,000	5	
AMAC Awards Sponsor	\$5,000	3	
Shuttle Transportation	\$5,000	2	
Green Room Sponsorship	\$5,000	1	
Cyber Café	\$5,000	1	
Conference Schedule At-A-Glance (on mobile app)	\$5,000	1	
Badges & Lanyards	\$5,000	1	
Business Connections	\$5,000	1	
:60 Second Commercial	\$5,000	4	
Full Page Ad/Conference Brochure	\$4,500	1	
:30 Second Commercial	\$3,000	4	
VIP Transportation	\$3,000	1	
AMAC Education & Scholarship Fundraising (Project lift)	\$2,500	3	
AMAC PAC Breakfast	\$2,000	5	
Celebrating Women in Aviation Breakfast	\$1,000	3	
Conference Volunteer Shirts	\$1,000	1	
Tote Bag Stuffer Item	\$500	10	
AMACESP Student Conference Sponsorships (tax deductible)	\$500	20	

Bill Walker Memorial Golf Tournament



Join us for the 2013 Bill Walker Memorial Golf Tournament on Saturday, June 8 at the beautiful Sycuan Golf & Tennis Resort in San Diego, CA. This exciting event benefits the AMACESP Student Scholarship Program.

Sponsorship Opportunities

Title Sponsor \$15,000

As the Title Sponsor of our golf tournament you will achieve the highest grade of visibility during the event. The package includes the benefit of having your company name displayed on all golf carts, a company representative at the tournament and awards luncheon, your company name and logo on awards luncheon signage and a complimentary foursome.

19th Hole (Awards Luncheon) \$5,500

This package includes the benefit of having your company logo on all tables at the awards luncheon, a company representative at the awards luncheon, and a complimentary foursome.

Polo Shirts Sponsor \$5,000

Enhance your brand visibility with this sponsorship which includes your company logo on all polo shirts and a complimentary foursome for the event.

Early Bird (Breakfast) \$3,500

Get a head start on visibility with this sponsorship which includes the benefit of signage, a company representative at breakfast and two players.

Refreshment Station \$3,000 (4)

Showcase your company at a refreshment station (four available) with a representative or logo at your chosen station (includes two players).

All golf sponsorship packages include these great benefits! See the descriptions below for even more benefits associated with specific packages.

giveaway or promotional item in players' gift bags*

Company logo at tournament registration, on GPS in golf carts, and on tournament banner*

Recognition during tournament welcome and awards luncheon

**all logos must be received upon confirmation of sponsorship and no later than March 30, 2013. All promotional items must be provided by sponsor and sent to 1380 Harbor Island Drive San Diego, CA 92101 to the attention of Steven Meneffee, Golf Tournament by June 1, 2013.*

Circle of Scholars \$3,000 (5)

Show your support for our student scholarship program and gain two complimentary players and a company representative at the tournament (five sponsorships available)

Hole-in-One \$2,000 (2)

Get recognition at this exciting contest with your company name in the title and on signage at the tee box of the contest hole. (two available - hole #6 or #18)

Premium Tee (Contests) \$1,500 (5)

Sponsor one of our five contests and receive a complimentary player and your company name displayed at the contest. Contests include the following: Men's Longest Drive (Hole #17), Women's Longest Drive (Hole #8), Closest to the Pin (Hole #9 and #12), Straightest Drive (Hole #13)

Tee \$1,000 (7)

Sponsor a tee and gain the benefit of one complimentary player and your company name displayed at the tee box of your choice.

Putting Contest \$1,000

Sponsor this contest with the included benefit of one complimentary player and the display of your company name at the contest.

Register Online

www.regonline.com/AMAC2013BusinessConferenceSponsors

AIRPORT BUSINESS DIVERSITY CONFERENCE



2013 SAN DIEGO

Create Your Sponsorship Package

Choose from the items below to establish how you will support the 2013 Airport Business Diversity Conference! Check all that apply.

Sponsorship Opportunities:

- ☐ **AMAC Partner \$50,000**
- ☐ **Silver \$10,000**
- ☐ **Diamond \$25,000**
- ☐ **Bronze \$5,000**
- ☐ **Platinum \$20,000**
- ☐ **AMAC Partner Sponsorships (DBE & SBE's Only)**
- ☐ **Gold \$15,000**
- ☐ **Jewel \$3,000**
- ☐ **AMAC Star \$2,000**

Sponsorship Branding Opportunities:

- ☐ A/V & Technology \$25,000 (3 available)
- ☐ Conference Attendees Polo Shirts \$20,500
- ☐ Keynote Luncheon \$20,000 (4 available)
- ☐ Conference with Keynote \$20,000 (4 available)
- ☐ Awards/Scholarship Luncheon \$20,000 (3 available)
- ☐ Hotel Room Key \$10,000
- ☐ Conference App \$10,000 (3 available)
- ☐ Partners Breakfast \$5,000
- ☐ Attendee Breakfast -Exhibitors Expo \$5,000
- ☐ AMAC After Dark Fundraiser \$5,000 (5 available)
- ☐ AMAC Awards Sponsor \$5,000 (3 available)
- ☐ Shuttle Transportation \$5,000 (2 available)
- ☐ Green Room Sponsorship \$5,000
- ☐ Cyber Café \$5,000
- ☐ Conference Schedule At-A-Glance (On Mobile App) \$5,000
- ☐ Badges/Lanyards \$5,000
- ☐ Business Connections \$5,000
- ☐ :60 Second Commercial \$5,000 (4 available)
- ☐ Full Page Ad (Inside Back Cover) \$4,500
- ☐ :30 Second Commercial \$3,000 (4 available)
- ☐ VIP Transportation \$3,000
- ☐ AMAC Education & Scholarship Fundraising: Project Lift \$2,500 (3 available)
- ☐ AMAC PAC Breakfast \$2,000 (5 available)
- ☐ Celebrating Women in Aviation Breakfast \$1,000 (3 available)
- ☐ Conference Volunteer Shirts \$1,000
- ☐ Tote Bag Stuffer Item \$500 (10 available)
- ☐ AMACESP Student Conference Sponsorships (*tax deductible) \$500 (20 available)

Golf Tournament Sponsorship Opportunities:

- ☐ Title Sponsor \$15,000
- ☐ Tee \$1,000 (7)
- ☐ Premium Tee (Contests) \$1,500 (5 listed below)
- ☐ 19th Hole (Awards Luncheon) \$5,500
- ☐ Putting Contest \$1,000
- ☐ Men's Longest Drive (Hole #17)
- ☐ Polo Shirts Sponsor \$5,000
- ☐ Hole-in-One \$2,000 (2 listed below)
- ☐ Women's Longest Drive (Hole #8)
- ☐ Early Bird (Breakfast) \$3,500
- ☐ Hole #6
- ☐ Closest to the Pin (Hole #9 and #12)
- ☐ Refreshment Station \$3,000 (4)
- ☐ Hole #18
- ☐ Straightest Drive (Hole #13)
- ☐ Circle of Scholars \$3,000 (5)

AIRPORT BUSINESS DIVERSITY CONFERENCE



2013 SAN DIEGO

Full payment for sponsorship is due to AMAC on or before **Wednesday, May 15, 2013**. American Express, MasterCard, and Visa are all accepted for both online and on-site registration.

If you chose to pay by check, please make checks payable to AMAC .

Please send checks to:
Airport Minority Advisory Council
c/o Airport Business Diversity Conference
2001 Jefferson Davis Highway, Suite 500
Arlington, VA 22202

Cancellation/Refund Policy
All sponsorship sales are final and nonrefundable. By signing this document the undersigned agrees to all terms and conditions.

Sponsorship Pledge Form

If possible please register online at
www.regonline.com/AMAC2013BusinessConferenceSponsors

Company Name _____
Telephone Number _____
Address _____
City _____ State _____ Zip _____
Contact Name _____ Title _____
E-mail (Primary contact for sponsor benefits) _____

Payment _____

Total amount to charge \$ _____
Card Type (circle one): Visa Master Card American Express check
Card No. _____ Expiration Date _____
Security Code _____ Cardholder's Name _____
Cardholders Signature _____
Billing Address _____
City _____ State _____ Zip _____

For questions call us at (301) 596-6031 or email us at admin@asballiance.com

Sponsor Registration

Sponsorship Package Registration can be done online www.regonline.com/AMAC2013BusinessConferenceSponsors or over the phone with Julia Pagan, Corporate Development Director, at 703-414-2622 Ext. 3, email: julia.pagan@amac-org.com.

The deadline to register attendees associated with each package, and to make changes online, is May 15, 2013. All registrants must be submitted by this time to avoid waiting at on-site registration. For questions on registering your attendees, make changes to your names after June 1, please contact ASBA at (301) 596-6031.

Ticketing

Name badges, passes and prepaid event tickets will be distributed at general registration during the Conference (see registration times in Schedule at a Glance). Passes and tickets will not be available before this time. Lost tickets will be re-charged at on-site rate.

Conference Attire

Participants are encouraged to wear business attire or business casual, as appropriate.

Responsible Drinking Policy

All AMAC-sponsored receptions offer soft drinks, in addition to alcoholic beverages. No alcohol will be served to anyone under the age of 21. If you choose to consume alcohol, please drink responsibly.

Sponsor Signature _____ **Date:** _____

Please complete and return to the AMAC Office via fax at (703) 414-2686 or via mail to:
Airport Minority Advisory Council 2001 Jefferson Davis Highway, Suite 500 Arlington, VA 22202

Tax Deductions: A portion of your contribution is tax deductible. Tax deduction information will go out at the end of the fiscal year. For your information the following are the tax id numbers: **AMAC Trade** (for all general sponsorships) 62-1398266, **AMAC Educations & Scholarship** (for golf tournament sponsorships) 54-1873905

Sponsor Guidelines and Deadlines

AMAC will need the following information to move forward with event marketing efforts and materials

High Resolution Company Logos

Deadline: Upon Confirmation of Sponsorship

Submit to: acook@asballiance.com

Specifications:

- Your company logo and all applicable information for designers in terms of placement rules and regulations, etc. (if applicable)
- Your company contact for approval of logo usage in marketing materials
- All logos must be high resolution (300dpi) and provided in one of the following formats: EPS is preferred, JPEG & TIFF in CMYK will be accepted

Speaker Name, Official Title & Headshot

Deadline: April 30, 2013 at 5:00pm ET

Submit to: acook@asballiance.com

Specifications:

- Full Name & Official Title
- Professional Bio (limited to 100 words in Word or text file attachment)
- Personal On-site Contact Information (For planning purposes only)
- High Resolution Headshot Photo (300 dpi, JPEG, CMYK format, size no smaller than 4" x 6")

DVD Commercials (for applicable sponsorship benefits only)

Deadline: May 15, 2013 at 5:00pm ET

Submit to: Please mail commercials to the following address:

Airport Minority Advisory Council
c/o AMAC 2013 Business Diversity Conference
2001 Jefferson Davis Highway, Suite 500
Arlington, VA 22202

Specifications:

- The commercial must be produced by the sponsor
- The commercial can & should promote a product/service of your company
- Company can choose the speaker in the commercial
- The commercial cannot contain political or comparative messages
- The commercial must be approved by AMAC in advance
- The commercial must be provided in a DVD format and does not need to be in loop format

Promotional Items

If your benefits include promotional items for inclusion in the 2013 Conference bags, please keep in mind that all promotional items will need to be received in San Diego, CA by June 1, 2013.

Materials Should be Addressed as Follows:

Sheraton San Diego Hotel and Marina
1380 Harbor Island Drive
San Diego, Ca 92101
619-692-2282

Name of Conference:
Hold for Guest Name:
1 of 2, 2 of 2, etc.

AIRPORT
BUSINESS
DIVERSITY
CONFERENCE



2013
SAN DIEGO

Many sponsorship packages also include additional registrations and VIP tickets. The deadline to register attendees associated with each package and to make changes is **May 15, 2013**. All registrants must be submitted by this time. Submit name, company, email, and phone for each attendee to

ktowers@asballiance.com

Expo Booths

(if applicable)

All Booth Packages Include:

- Booth (size per sponsorship benefits) with 6' draped table and two chairs
 - 7" x 44" company identification sign (black & white)
- Carpeting of booth area
- Listing in Exhibitor Directory (on mobile app)
- One (1) Full Conference Admission (excludes all add-on and By Invitation Only events)
- Two (2) Exhibitor Day Passes

Ad Specifications

Sponsorship Levels include an ad as specified below:

AMAC Partner \$50,000	One Full-Page Ad
Diamond \$25,000	One Full-Page Ad
Platinum \$20,000	One Full-Page Ad
Gold \$15,000	One Half-Page Ad
Silver \$10,000	One Quarter-Page Ad
Bronze \$5,000	No ad included
Jewel \$3,000	No ad included
Star \$2,000	No ad included

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CONFERENCE



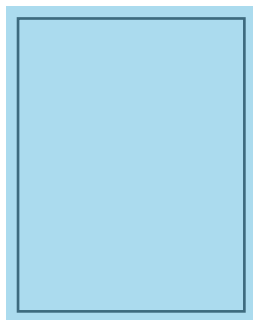
2013
SAN DIEGO

For questions contact us at: (301) 596-6031 or admin@asballiance.com

Full Page Ad

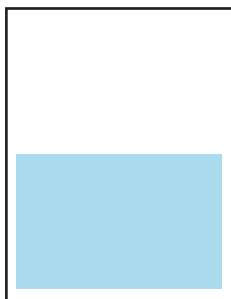
8.5"x11"

(8.75"x11.25"
with bleeds)



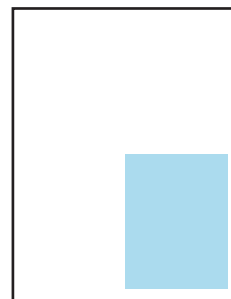
Half Page Ad

7.5"x4.583"



Quarter Page Ad

3.667"x4.583"



Purchase an Ad: Full Page \$875 | Half Page \$675 | Quarter Page \$475

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode is not accepted and if supplied, will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

Deadline for ad submissions is April 30, 2013 at 5:00pm ET.
email ad submissions to: acook@asballiance.com

Quick Guide

Sponsor Guidelines and Deadlines Quick View

Please see previous pages for more details

Failure to meet deadlines may result in loss of benefits associated with your sponsorship package.

Please contact us with any questions regarding your specific package at (301) 596-6031.

Item	Due Date	Send to
Full Payment	5/15/2013	Based on Payment Method
Company Logos	Upon Confirmation of Sponsorship	acook@asballiance.com
Program Book Ads*	Upon Confirmation of Sponsorship	acook@asballiance.com
DVD Commercial <i>(if applicable)</i>	5/15/2013	AMAC
Promotional Items	6/1/2013	Host Hotel
Speaker Info <i>(if applicable)</i>	6/1/2013	acook@asballiance.com
Additional registrant info	5/15/2013	ktowers@asballiance.com
Complimentary VIP info	5/15/2013	ktowers@asballiance.com
Complimentary Golf player(s) info	5/8/2013	ktowers@asballiance.com

Sponsorship package registration closes on June 6, 2013

Company & Executive Branding

AMAC recognition and sponsorship policy states that the AMAC brand maintains title position in all of its special events or show logos. For the Airport Business Diversity Conference, marketing collateral and materials feature the sponsors in relationship to the show logo. For both collateral marketing materials and on-site visibility, sponsors company logos are featured consistently with the title logo.

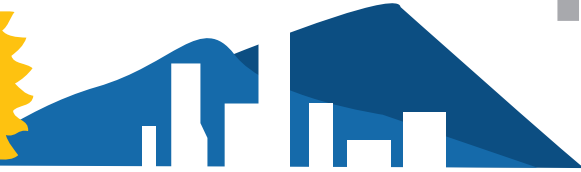
*Deadline for print ads is April 30, 2013. Sponsorship packages purchased after this date will not include this benefit.

Note: AMAC cannot guarantee Program Book recognition unless deadlines are met.

Thank you for your sponsorship of the
29th AMAC Annual Airport Business Diversity Conference!

Join us for 2014

30th
AMAC
Annual



Airport Business
Diversity Conference

DENVER
colorado



For more information visit:

www.amac-org.com

Airport Minority Advisory Council

2001 Jefferson Davis Highway,
Suite 500
Arlington, VA 22202
Phone: 703-414-2622
Fax: 703-414-2686

Contacts:

For information or questions regarding
sponsorship opportunities please contact the
following individuals:

AMAC

Julia Pagan, Corporate Development Director
703-414-2622 Ext. 3
julia.pagan@amac-org.com