

# Rochester WINGS 2012

## Sponsor and Exhibitor Packet

[www.RochesterWINGS.com](http://www.RochesterWINGS.com)

We are excited to be inviting you back to Rochester WINGS 2012! In attendance will be thousands of pilots, crews, IA's, Aviation Maintenance Technicians (previously "A&P's"), repairmen, aviation business owners, dealer representatives, and many more active members of the General Aviation Industry.

This year's event will once again be held at the newly expanded venue hosted by USAirports on the Greater Rochester International Airport (KROC) on June 8<sup>th</sup> and June 9<sup>th</sup>.

### **OUR MISSION**

**... is to be a catalyst for safety, proficiency and commerce within General Aviation and to bolster its future through exposure to aviation careers and the inspiration of new student pilots.**

Our events, seminars, and activities will continue to be centered around giving people of every demographic the opportunity to learn about careers in aviation, meet a CFI, get connected with a mentor, take a Discovery flight and start working towards a rating. There will be numerous avionics demonstrations, learning stations for students, seminars on multiple career paths, ATC simulators, flight simulators and many more hands on events.

**If you are a part of the aviation community in the Northeast then you want to be here!**

Friday, June 8<sup>th</sup>, will feature a day long event to qualify for Inspection Authorization (IA) refresher training, a new career day path for students and several other events soon to be announced. IA's, Aviation Maintenance Technicians (formerly "A&P's"), repairmen, owners, and pilots will find great value in these aircraft maintenance seminars as well as the time to come together and collaborate as a community. We are also excited to announce that the Annual Rotorcraft Safety Summit will also take place on Friday. In the evening there will be a General Aviation Community social gathering presenting a rare opportunity to get your name out in front of hundreds of Aviation Enthusiasts. There are few opportunities to get so many components of the General Aviation community together in one room to share stories, talk about products, and energize each other over the love of the airplane!

Saturday, June 9<sup>th</sup> activities will include a full day of seminars of interest to pilots, students and aviation enthusiasts. We will have a large static display of general aviation aircraft, old and new including everything from typical airplanes that students could expect to train in to classic jets. The day will be filled with exciting learning stations for all ages, career path seminars, avionics demonstrations, guided bus tours of runways and taxiways, new aircraft for sale, flight instruction for credits in FAA WINGS Pilot Proficiency Program, and many more activities.

Please consider making your company or organization part of this important General Aviation event in the Northeast!

**Be sure to work with us on the best way to reach your target audience!**

Investing in the aviation pipeline is investing in the future of your business or your organization. Help us get enticing information in front of the right youth, young adult, or adult looking for an exciting new career! Information about sponsorships, advertising, and door prizes is contained in the pages that follow. If you have questions or would like to talk about the optimum way to get your message to the right audience, please call Todd Cameron at 585.758.5580 or visit our website at [www.RochesterWINGS.com](http://www.RochesterWINGS.com).



June 8<sup>th</sup> & 9<sup>th</sup> at the Greater Rochester International Airport (KROC) 585.758.5580

## Sponsor Information

This is a wonderful opportunity for your organization to make your contribution to General Aviation known! Whether you have a product to demonstrate, services to brag about, or simply want to contribute to building the General Aviation pipeline, this is a phenomenal venue for corporate giving. There are four sponsorship levels available to you:

	Gold Event Sponsor	Silver Event Sponsor	Social Gathering Sponsor	Theatre Sponsor
Free exhibit space	•	•	•	•
Logo presence on the web site	•	•	•	•
10 foot table space at the social gathering	•	•	•	
Link to your web site on the Rochester WINGS web site	•	•	•	•
Signage with logo at the Social Gathering	•	•	•	
200 word description on the web site	•	•	•	•
Logo on the front cover of the program	•	•		
Logo on all WINGS printed materials	•	•		
Logo on flight line passes	•	•		
Logo in each of the seminars	•	•		
Company name mentioned in any media activity (as available)	•			
Single page print provided by you to be inserted into the program	•	•		
30 minute slot to show video of your choice in the theatre		•	•	•
1 hour slot to show video of your choice in the theatre	•			
Theatre named the "Your Company Theatre" with 30 seats				•
2 Facing Full page color ads in the program	•			
Full page color ad in the program		•		
Half page color ad in the program			•	•
Logo on major event signage	•			
20 PA mentions per day	•			
10 PA mentions per day		•		
5 PA mentions per day			•	•
Company logo on staff shirts	•			

**Sign up today at [www.RochesterWINGS.com](http://www.RochesterWINGS.com), click on the Services Order Form!**

### Exhibitor Space

Inside 10x10 Booth: **\$175**, Outside Booth: **\$125**

Outside Booth with an Aircraft: **\$195**

Tables: **\$15 each**, Chairs: **\$5 each**

***Electric and WiFi is provided***



### Exhibitor Bundles

**GA Retailer Bundle: \$425**

Includes: Half Page Ad, Outside Booth w/Aircraft, 1 Table and 2 Chairs

**GA Retailer Plus: \$600**

Includes: Full Page Ad, Inside Booth w/Aircraft, 1 Table and 2 Chairs

**Social Exhibitor add-on: \$100**

Show your exhibit at Friday's social event

## Advertiser Information

Rochester WINGS 2012 offers your organization an opportunity to advertise in the "Official Program". This full color publication is offered free of charge to all event attendees. It contains seminar descriptions, schedules and event maps to help potential customers find your exhibit and learn about what you do. Please take advantage of this opportunity to put your organization's image in the hands of pilots, aircraft owners, prospective pilots and aviation maintenance technicians from throughout the Northeast. Refer to the exhibitor form for sizes and rates.

In addition to an ad, you may consider writing an "Advertorial". Such an article could be an educational piece about your product or service, an article that demonstrates the value of what you do, or something that is simply of benefit to the General Aviation community. These Advertorials can be done as a half page ad or a full page ad and have proven to be an effective tool to reach your target audience. You may even feel free to work with our writers to help you achieve your objectives.

We are proud this year to offer you the ability to add an insert to the program. You may provide us with a printed quantity of single page collateral and the program will be pre-stuffed with your collateral. We are able to provide the printing of the collateral for an additional fee. If you choose to reserve an insert, we must receive the collateral prior to May 30<sup>th</sup>. A limited number of insert positions are available. Ad design assistance is available for an additional fee.

Ad copy may be submitted by uploading a clear printed ad that is able to be scanned (preferred), or an electronic, high resolution image formatted as jpg, tif, or pdf. Advertisers will also be listed on the web site leading up to the event and up to next year's event. All advertising submissions must be received no later than May 25<sup>th</sup>. If you need help designing your ad, please give us a call.

To upload your ad, visit [www.RochesterWINGS.com](http://www.RochesterWINGS.com), click Media on the toolbar and look for the form called Media Upload. You also ship media to ATTN Rochester WINGS, c/o Kriterium, 595 Blossom Road, Suite 220, Rochester, NY 14610.

If there is a custom approach to advertising at Rochester WINGS that you would like to discuss, please don't hesitate to call 585-758-5580.

## Door Prizes



Door prizes are an excellent way for your company, products and services to receive additional attention during the event. If you would like to send products or would like to donate services for a door prize, please complete the Services Order form at [www.RochesterWINGS.com](http://www.RochesterWINGS.com). To ship the door prizes, please send to Rochester WINGS, c/o Kriterium, 595 Blossom Road, Suite 220, Rochester, NY 14610. Your company will be listed in the official Rochester WINGS 2012 Program and web site as well as thanked publically when the door prize is awarded.

When considering door prizes, don't hesitate to let us know how your donation can best fit into your marketing, branding or customer prospecting efforts.

## Demo Flights

We want to help get qualified candidates in the left seat of your new or used aircraft for sale. A new feature of the event this year is to feature your brand on our website between January 1<sup>st</sup> and the event. We will work with you to determine the criteria for pre-qualifying those interested and automate the process of getting them signed up for a demo flight with you. Closing the deal is up to you!



**Advertising Sizes and Rates:**

Overall page size will be 8" w x 10" h. Below are representative sizes and rates. Advertisers will be listed on the official Rochester WINGS 2012 web site and your site can be linked upon request.

**\$245**

Half page  
Ad Actual Size, Including Border  
(4.25" h x 7.0" w)

**\$100**

Eighth Page  
Ad Actual Size,  
Including Border  
(2.0" h x 3.25" w)

**\$150**

Quarter Page  
Ad Actual Size,  
Including Border  
(4.25" h x 3.25" w)

*Any ad may contain tear-out discount coupons for products or services. Tear-out ads will not be placed back-to-back*

**A limited number of program inserts are available:**

Provide your own 8.5"x11" flyer and we'll insert it into the program for only \$350. Don't have it printed? Provide us with your PDF and we'll provide full color duplex prints for your insert at no additional charge!