



## SPONSOR & EXHIBITOR PACKET

The Air Line Pilots Association, Int'l (ALPA), representing over 51,000 pilots employed by 30 air carriers in the United States and Canada will be conducting our 61st Air Safety Forum, July 20-23, 2015, at the Hilton Washington in Washington, DC.

The Air Line Pilots Association is looking for industry leading organizations that may be interested in providing technical and educational exhibits for display as well as key organizations that may be interested in providing full or shared sponsorships of a number of conference breaks, breakfasts, lunches, evening receptions, charging stations and much more. The exhibit fee of \$2,500 will be waived for such sponsorships.

ALPA's Air Safety Forum is your way to reach hundreds of industry and government safety, security, and jumpseat advocates as well as airline management, corporate security representatives, industry stakeholders and government leaders. ALPA encourages attendees to visit the exhibits often. We have always considered our exhibitors to be an integral part of our program.

- ✈ Coffee, snack breaks and evening hospitality suites are held in the exhibit area guaranteeing excellent traffic flow.
- ✈ ALPA's registration area is in the exhibiting area to allow for flow traffic throughout the event.
- ✈ Exhibiting and sponsoring companies' contact information, address, website, phone numbers and a short description will be inserted into the participants' packets, be published in the Forum app and posted on the Forum website.
- ✈ All exhibitors and sponsors are invited to ALPA's Awards banquet the evening of Thursday, July 23<sup>rd</sup>.
- ✈ Attendees have the option at registration to share their contact information with you through the Forum App.
- ✈ NEW! Sponsors receive a either a free or a discounted ad in *Air Line Pilot Magazine* which has a circulation rate of 77,000. See sponsorship levels in packet for details.

Below you will find our sponsor and exhibitor packet for additional information about the Association and the 61st Air Safety Forum sponsor, exhibiting and advertising opportunities. This information is also available on the Air Safety Forum website – <http://safetyforum.alpa.org>.

Please join us this year!



# ABOUT ALPA & THE AIR SAFETY FORUM

The ALPA Air Safety Forum is a four day event covering a wealth of topics but broken in three major themes:

## AVIATION SAFETY

The goal of the Air Safety Forum is to bring together safety advocates, which include airline pilots, airline management, government, and industry representatives to discuss and bring attention to current and hot topics in aviation today.

## AVIATION SECURITY

The Aviation Security Forum offers an in-depth look at security issues affecting our industry including terrorism, the stability of the international political picture and the need for a trust-based security system.

## JUMPSEAT

Jumpseat representatives from all reaches of the airline industry gather to improve relationships and discuss jumpseat related issues. The productive assembly reviews current issues affecting the entire jumpseating industry, examines individual airlines' problems & solutions, & helps to shape better jumpseat agreements.

**61ST AIR SAFETY FORUM | JULY 20-23, 2015**  
**WASHINGTON, HILTON | WASHINGTON, DC**

## ABOUT ALPA

- ALPA was founded in 1931 by airline pilots
- Throughout its more than 70 years, ALPA's safety experts have contributed to remarkable achievements in aviation safety.
- ALPA represents over 51,000 airline pilots in the U.S. and Canada
- ALPA represents 30 airlines in the U.S. and Canada

The mission of the Air Line Pilots Association is to promote and champion all aspects of aviation safety throughout all segments of the aviation community; to represent, in both specific and general respects, the collective interests of all pilots in commercial aviation; to assist in collective bargaining activities on behalf of all pilots represented by the Association; to promote the health and welfare of the members of the Association before all governmental agencies; to be a strong, forceful advocate of the airline piloting profession, through all forms of media, and with the public at large; and to be the ultimate guardian and defender of the rights and privileges of the professional pilots who are members of the Association.





## ALPA REPRESENTED PILOT GROUPS

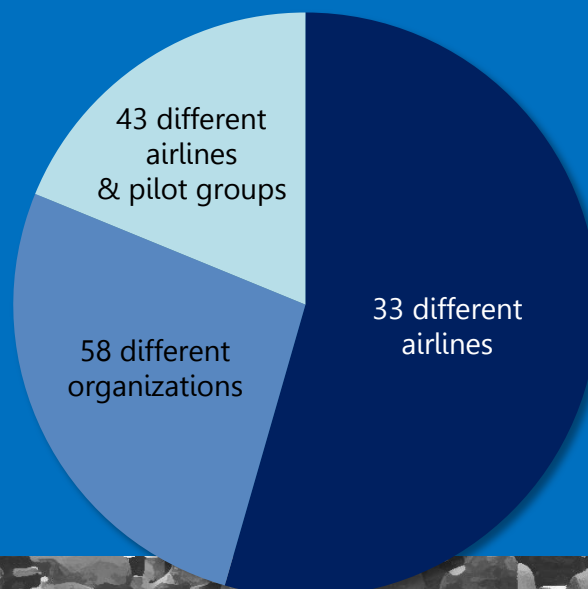
- |                               |                       |
|-------------------------------|-----------------------|
| ✈ Air Transat                 | ✈ FedEx               |
| ✈ Air Transport International | ✈ First Air           |
| ✈ Air Wisconsin               | ✈ Hawaiian            |
| ✈ Alaska Airlines             | ✈ Island Air          |
| ✈ Atlantic Southeast          | ✈ Jazz Aviation       |
| ✈ Bearskin                    | ✈ JetBlue             |
| ✈ Calm Air                    | ✈ Kelowna Flightcraft |
| ✈ Canadian North              | ✈ Mesa Air Group      |
| ✈ CanJet                      | ✈ Piedmont            |
| ✈ CommutAir                   | ✈ PSA                 |
| ✈ Compass                     | ✈ Spirit              |
| ✈ Delta Air Lines             | ✈ Sun Country         |
| ✈ Endeavor Air                | ✈ Trans States        |
| ✈ Envoy Air                   | ✈ United              |
| ✈ ExpressJet                  | ✈ Wasaya              |



ALPA's founders chose "Schedule with Safety" as their motto, and that theme remains central to the union's work today. Over its history, ALPA has been a part of nearly every significant safety improvement in the airline industry. The Association has helped to make airline travel the safest mode of transportation in human history. More than 600 working airline pilots volunteer to serve on the local and national safety and security committees that help guide the Association's work.

## FORUM PARTICIPANT BREAKDOWN (FROM 2013 FORUM)

- ALPA Members
- Government Agencies & Industry Representatives
- Non ALPA Airlines & Other
- Pilot Group Attendees



# SPONSORSHIP OPPORTUNITIES

In the past ALPA has been privileged to welcome sponsors including Airbus, Boeing, David Clarke and Telex – just to name a few. ALPA's purpose of soliciting sponsorship revenue is to help offset the cost of hosting this invaluable Forum.

## **PLATINUM SPONSOR \$15,000+ Sponsorship**

Everything included in the Gold Sponsorship PLUS:

- Announcement on ALL event advertisement material
- Free full page ad in Air Safety Forum Agenda book
- 1 charging station sponsorship acknowledgement
- 2 minute promo video may be submitted to be displayed in the main hall during breaks at the Forum and throughout various locations.
- Web banner will be displayed in the agenda & alerts section of the Forum app.
- FREE full page ad in Air Line Pilot Magazine

## **GOLD SPONSOR \$10,000 Sponsorship**

Everything included in the Silver Sponsorship PLUS:

- Logo displayed on Air Safety Forum website homepage
- ½ page ad in Air Safety Forum Agenda Book
- 1 additional free registration to event (5 total)
- 1 additional free registration to ALPA Awards Banquet (5 total)
- 2 minute promo video may be submitted to be displayed in the main hall during breaks at the Forum
- Web banner will be displayed in the general information section of the Forum app.
- FREE half page ad in Air Line Pilots Magazine

## **SILVER SPONSOR \$5,000 Sponsorship**

Everything included in the Bronze Sponsorship PLUS:

- Signage acknowledging your sponsorship of the event displayed prominently
- ¼ page ad in Air Safety Forum Agenda Book
- 2 additional free registrations to event (4 total)
- 2 additional free registrations to ALPA Awards Banquet (4 total)
- 2 minute promo video may be submitted to be displayed in various locations throughout the Forum.

*Upgrade your sponsorship to include a full page ad in Air Line Pilot Magazine and the Forum agenda book for an additional \$2,000.*

## NEW!

### **AIR LINE PILOT MAGAZINE ADVERTISEMENT**

2015 Air Safety Forum Sponsors are now able to spread their message further with a free or discounted ad in ALPA's *Air Line Pilot* magazine with a circulation base of 77,000.

*Air Line Pilot* is printed in the United States and published for airline pilots in the United States and Canada who are members of ALPA, as well as legislators, regulators, and industry partners. Editorial content emphasizes advances in aviation safety and flight technology, industry developments, labor union information, and legislative, regulatory, and economic issues affecting the airline piloting profession. No other magazine tailors its content exclusively to the airline pilot reader.

✈ Platinum Sponsors receive a free full page ad.

✈ Gold sponsors receive a free half page ad.

✈ Silver and Bronze sponsors can upgrade their sponsorship to a full page ad for \$2,000.





## ADVERTISEMENT OPPORTUNITIES

### AIR LINE PILOT MAGAZINE

(see page 4 for details)

### AGENDA BOOK

Full page, full color advertisements are available for placement into the agenda booklet that will be given to all Forum attendees.

- Front inside Cover: \$2,500
- Back Inside Cover: \$2,500
- Inside Book – Full Page: \$2,000

### FORUM APP

Upgrade your sponsorship and add a web banner advertisement to the Air Safety Forum app.

- Home landing page or Alerts Section: \$2,000
- Schedule, Venue, Attendee Profiles or Speaker Profiles Section: \$1,500
- Sponsors or Exhibitors Section: \$1,000

### PROMOTIONAL ITEMS

Want to reach every attendee? Why not provide a promotional item? Depending upon the item it may be given out at ALPA registration or placed at each seat of the public forum.

### RAFFLE ITEMS

Want to promote your product? Why not provide a raffle item. Items can be raffled throughout the week and the raffle can be customized to a select audience based on your preference.

If you are interested in either raffle or promotional items call Tina Long at 703.689.4228 to discuss or sign up through the application at the end of this booklet.

### BRONZE SPONSOR \$2,500 Sponsorship

Everything included in the Supporting Sponsorship PLUS:

- A portion of the proceeds may be put toward sponsoring the lunch, breaks, etc., with acknowledgement.
- Listing on the Air Safety Forum webpage with logo
- Listing in the Air Safety Forum app with logo
- 1 additional free registration to event (2 total)
- 1 additional free registration to ALPA Awards Banquet (2 total)
- Free Exhibit Space – 8' x 8'

*Upgrade your sponsorship to include a full page ad in Air Line Pilot Magazine and the Forum agenda book for an additional \$2,000.*

### SUPPORTING SPONSOR \$1,500 Sponsorship

- Verbal acknowledgement and thank you at the event
- Contact information included in on-site program materials
- Listing on the Air Safety Forum sponsor webpage
- Listing in the Air Safety Forum app
- 1 free registration to event
- 1 free registration to ALPA Awards Banquet

### SPONSOR EXHIBIT SPACE \$0

In exchange for a bronze sponsorship or higher, the \$2,500 fee will be waived for exhibiting and a booth slot will be available for your organization. (Sponsors must notify ALPA if they will use their slot by June 15, 2015; if applying for sponsorship after the June 30 deadline, please notify at time of application)

### EXHIBIT SPACE \$2,500

Exhibit space is available for purchase. Please see next page for exhibiting details.

### CHARGING STATIONS \$2,500

Various charging stations throughout the Forum will be setup for mobile devices. Sponsor a station and have your logo prominently displayed as well as a 2 minute promo video played on a loop throughout the meeting during break times. Also includes:

- Verbal acknowledgement and thank you at the event
- Contact information included in on-site program materials
- Listing on the Air Safety Forum sponsor webpage
- 1 free registration to event
- 1 free registration to ALPA Awards Banquet

# EXHIBITING INFORMATION

## **INSTALLATION OF EXHIBITS** - Sunday, July 19<sup>th</sup>

All exhibit material must be unpacked and set up between 1:00 PM - 6:00 PM on Sunday, July 19, 2015. Any exhibit arriving later than 6pm on the 19<sup>th</sup> will not be able to setup until after 10:00 am on the 20th. A storage area will be provided for crates and will only be accessible after the final break on August 7th for breakdown of exhibits.

NOTE: Do not store anything of value in storage. ALPA will not be held responsible for lost items.

## **DISMANTLING OF EXHIBITS** - Thursday, July 23<sup>rd</sup> | Starting at 3:30 pm

All booths must be dismantled by 4:30 pm on Thursday, July 23<sup>rd</sup>. Upon the ending of the last break on Thursday, your storage crates will become available for packing up.

## **BOOTH DESIGN/USE OF SPACE**

All booths are 8'x8' or a 6-foot tabletop. If you require a larger space, contact Tina Long at [airsafetyforum@alpa.org](mailto:airsafetyforum@alpa.org).

## **FURNITURE, ELECTRICITY & RENTALS**

Upon exhibitor agreement, Tina Long will provide you with the necessary forms from the hotel for any rental you may require. It is the exhibiting organization's responsibility to order any materials needed and confirm order directly with hotel. Furniture rentals require an outside vendor; other than a 6-foot table and 2 chairs the hotel is unable to provide additional furniture even at cost. Please contact a decorator if you require additional furniture.

No orders should be sent to ALPA.

## **SECURITY**

It is the responsibility of the exhibitor to secure their individual booth. ALPA is not responsible for the security of any exhibitor items.

## **BOOTH SPACE CANCELLATIONS**

It is agreed that:

- a) If an organization cancels its space more than 90 days prior to the meeting, the fee will be returned
- b) If an organization cancels its space less than 90 days prior to the meeting 100% of the fee will be retained

## **ADVANCE REGISTRATION OF BOOTH PERSONNEL**

Forms will be sent to each exhibitor for registration of up to two (2) persons per booth. All changes and/or additions to the original list must be done on-site. All badges will be distributed at the meeting.

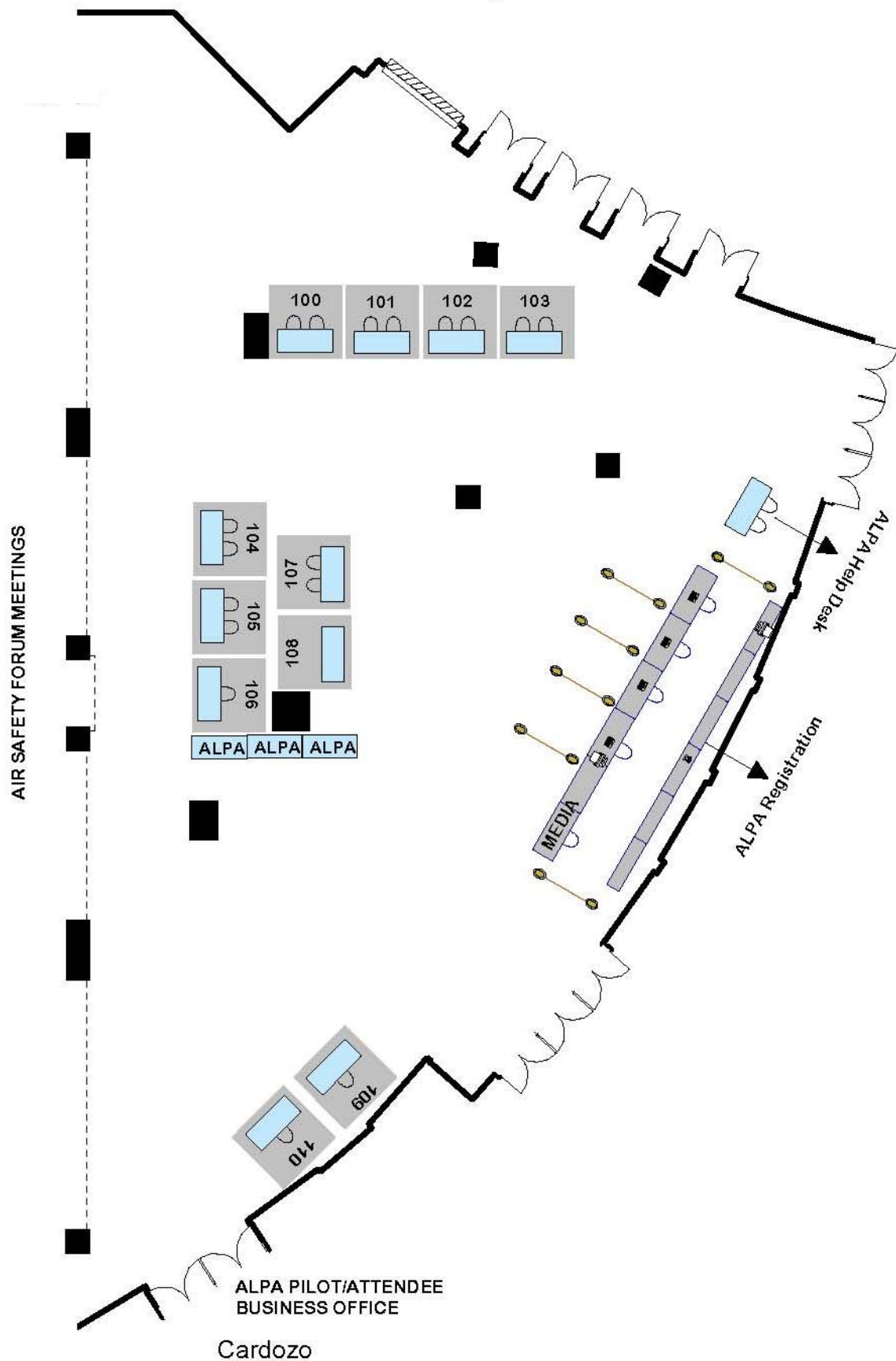
## **HOTEL RESERVATIONS**

Forms will be sent to each exhibitor for registration no later than May 31, 2015. All badges will be distributed at the meeting.

Room reservations are required by June 15, 2015. Please provide your rooming needs with your registration forms. If you do not receive the necessary forms, please contact Tina Long. ALPA will make your reservations at the hotel; however, we are unable to guarantee rooms for late arrival. ALPA has negotiated a group rate of \$219 a night for hotel sleeping rooms, which you will be eligible for. Please note that hotel expenses are the responsibility of the individual and a credit card will be required at time of reservation.

# FLOOR PLAN

## Columbia Foyer B



## CONTACT INFORMATION – PERSON TO RECEIVE ALL COMMUNICATIONS FROM ALPA REGARDING EVENT

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

*We agree to abide by the guidelines for exhibiting and to adhere to the opening and closing times set forth in the accompanying brochure:*

X \_\_\_\_\_ Date: \_\_\_\_\_

## CONTACT INFORMATION – TO BE PRINTED AND INCLUDED IN ATTENDEE REGISTRATION PACKETS

☐ Same as above ☐ We wish for only our LOGO to be used

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

## COMPANY DESCRIPTION

A 50-word description of your organization must accompany your application for review and inclusion in participant packets. Descriptions may be edited for uniformity. Please print clearly, or you may email your description to [airsafetyforum@alpa.org](mailto:airsafetyforum@alpa.org).

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# APPLICATION FOR SPONSORSHIP, EXHIBITING, & ADVERTISING

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## SPONSORSHIP

- ☐ Platinum - \$15,000+    ☐ Gold - \$10,000    ☐ Silver - \$5,000    ☐ Bronze - \$2,500    ☐ Supporting - \$1,500
- ☐ Charging Station - \$2,500    ☐ Other: \_\_\_\_\_

Comments:

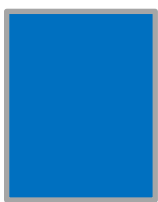
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## ADVERTISEMENT OPPORTUNITIES

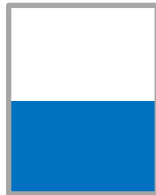
### Agenda Book:

Circle your advertisement size (NOTE – ½ page and ¼ page ads are only available through the silver and gold sponsorship levels.) For a full page ad – chose placement to determine cost.



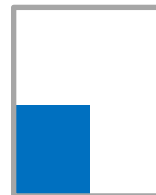
#### FULL PAGE

Actual 8.5" x 11"  
Bleed 8.75" x 11.25"



#### HALF PAGE

Actual 8.5" x 5"  
Bleed 8.75" x 5.25"



#### QUARTER PAGE

Actual 3.75" x 5"  
Bleed 4" x 5.25"

Available only with a silver or gold sponsorship

- ☐ Platinum sponsor: Free    ☐ Placed in booklet: \$2,000    ☐ Front inside cover: \$2,500    ☐ Back inside cover: \$2,500

**Air Line Pilot Magazine:** (Ad Specification sheets to be sent separate at time of payment)

Sponsorship required to receive the discounted ad rates below

- ☐ Platinum sponsor: Free Full Page    ☐ Gold sponsor: Free half page  
☐ Gold sponsor: Upgrade to full page - \$1,000

- ☐ Silver & Bronze Sponsor: Ad a full page ad to sponsorship - \$2,000

### App Web Banner:

- ☐ Home landing page: \$5,000    ☐ Alerts Section: \$5,000    ☐ Schedule Section: \$2,500  
☐ Venue Section: \$2,500    ☐ Attendee Profile Section: \$2,500    ☐ Speaker Profile Section: \$2,500  
☐ Sponsor Section: \$1,000    ☐ Exhibitor Section: \$1,000

*\*See bottom of page x for ALPA advertising policies.*

## EXHIBITING (see floor plan in packet for booth numbers)

Exhibit Slot Choice #1: \_\_\_\_\_

Exhibit Slot Choice #2: \_\_\_\_\_

Exhibit Slot Choice #3: \_\_\_\_\_

Booth Size: (select one)

☐ Standard Space – 8x8: \$2,500

☐ Oversized Space Needed: Space will be billed in increments of 8x8 at \$2,500 per slot

## PROMOTIONAL ITEMS

Do you have a promotional item(s) you would like given to all conference attendees?

☐ No ☐ Yes: \_\_\_\_\_

If yes, please list item above.

ALPA will contact you with quantities needed. All promotional items should be sent directly to ALPA no later than June 30, 2015. Please note that ALPA will determine where and how items will be distributed to attendees. If you have a preference please note below.

## RAFFLE ITEMS

Do you have a raffle item(s) you would like raffled off to conference attendees?

☐ No ☐ Yes: \_\_\_\_\_

If yes, please list item above.

ALPA will contact you to discuss when and how item(s) will be raffled. If you have a preference please note below in the comments section. All raffle items should be sent directly to ALPA no later than June 30, 2015.

## COMMENTS:

## PAYMENT OPTIONS

Payment in full is due by June 30, 2015. All credit card payments will receive a receipt via email to the point of contact.

☐ Check

Please make checks payable in US funds and drawn on a US bank, to: Air Line Pilots Association, Int'l

☐ Credit Card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Name as read on Card: \_\_\_\_\_

Mailing Address of Cardholder: \_\_\_\_\_

## ALPA CONTACT

Tina Long  
airsafetyforum@alpa.org  
Ph: 800-424-2470  
Fax: 703-464-2104

## HOTEL INFORMATION

Washington Hilton  
1919 Connecticut Ave, NW  
Washington, D.C. 20009  
Phone: (202) 483-3000  
Fax: (202) 232-0438

Submit application by fax, email or postal mail to:

Air Line Pilots Association, Int'l  
Attn: Tina Long  
535 Herndon Parkway  
Herndon, VA 20170  
PH: 1-800-424-2470 Fax: 703-464-2104  
Email: airsafetyforum@alpa.org

## \* PUBLISHER'S GENERAL POLICY

+ All advertisements are subject to review and acceptance by ALPA's Advertising Review Committee.

+ All advertisements will be reviewed with sensitivity to the interests of AFL-CIO member unions.

+ Political advertisements and advertisements for alcoholic beverages, tobacco, multi-level marketing, pyramid ventures, diet and health aids and related products and services, and insurance advertising that competes with ALPA-member benefit programs will not be accepted.

+ Publisher reserves the right to reject, discontinue, or edit any advertisement.  
+ Publisher may mark as advertising any advertising that resembles editorial matter and reserves the right to rule.

+ Publisher shall have no liability for errors in key numbers. All key numbers must be clearly marked on insertion orders and so acknowledged by publisher.

+ Advertising position is at publisher's discretion unless advertiser has contracted for a special position.

+ Advertising rates are subject to change. Rate contracted before date of rate increase will be honored.

+ Advertisers and their agencies assume liability for all content of advertisements printed and assume responsibility for any claims that may arise from their advertising.