

2022 NEC/AAAE INTERNATIONAL AVIATION SNOW SYMPOSIUM



APRIL 29 - MAY 4, 2022

BUFFALO, NEW YORK

WWW.SNOWSYMPOSIUM.ORG

A TRADITION SPANNING OVER 50 YEARS

A heavy snowstorm can easily cost an airport a quarter of a million dollars for snow and ice removal alone. Associated operating delays commonly multiply the cost, and the value of the time lost by air travelers is practically incalculable but very real, nevertheless.

Fortunately, these costs and delays can be minimized by sound strategies, effective equipment and efficient techniques for coping with snow, slush and ice. These elements are exactly what the annual International Aviation Snow Symposium is all about.

The International Aviation Snow Symposium (I.A.S.S.) was first held in April 1967 in Allentown, PA under the General Chairmanship of Wilfred (Wiley) M. Post Jr., Manager of Allentown-Bethlehem-Easton Airport (ABE), and founding Honorary Chairman Col. Bernt Balchen USAF Ret. The purpose of the symposium, then and now, is to provide a forum for dialogue on the numerous aspects of winter operations at airports.

Join us for the International Aviation Snow Symposium (IASS) April 29-May 4, 2022. The Schools, Academies, and trainings will be offered at the same location. Put your company's mission and services in front of over 500+ airport executives and professionals.



SPONSORSHIP OPPORTUNITIES

Demonstrate your commitment to professional development, leading to safe and efficient regional airport systems while increasing your brand recognition and reputation by investing in a 2022 Snow Symposium sponsorship. The depth and breadth of options ensure there are opportunities to get exposure to an engaged, senior-level, decision-making audience at any budget.

In addition to the description, all sponsored items below include the following benefits:

- Logo displayed on conference website and social media with associated item.
- Logo listed and name included in any specific sponsored item announcements via email, social media or mobile phone app.

COMPLIMENTARY ATTENDANCE PER LEVEL:

PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	ANGEL
10	8	6	4	2	1

PLATINUM - \$25,000 **SNOW PLOW RODEO**

Name and logo used in all marketing and promotional items for the Snow Plow Rodeo and BBQ.

PLATINUM - \$20,000 **CLOSING RECEPTION & ENTERTAINMENT**

Wednesday evening final event.

DIAMOND - \$20,000 **CORPORATE APPRECIATION LUNCHEON**

One of the premier events of the week features a keynote speaker to address the industry and beyond for all attendees.

*Contact office or check website for agenda updates.

SILVER- \$20,000 **EXHIBITOR ICEBREAKER**

Exclusive Sponsorship; branding and signage at the Icebreaker event with exhibitors.

SILVER- \$5,000 **ICE CREAM SOCIAL**

Exclusive Sponsorship and signage at the ice cream social in the exhibit hall.

SILVER- \$5,000 **EXPERIENCE BUFFALO NETWORKING EVENT**

The Snow Symposium is now offering an alternative networking opportunity for attendees to experience the Buffalo – Niagara Falls area Tuesday. Gift options for the event attendees is available as well.

BRONZE- \$3,500 **IDEA CORNER**

The Idea Corner provides a place for people to submit solutions to snow removal tasks for prizes.

SOLD OUT

REGISTER ONLINE AT WWW.SNOWSYMPOSIUM.ORG

SPONSORED ITEMS

ATTENDEE GIFTS

Your logo embroidered or printed on one of the many gift options. Co-branded with the Snow Symposium logo.

*Contact the office for options and to customize.

SILVER \$5,000 REGISTRATION DESK/ WELCOME CENTER

Be the first company attendees see by sponsoring the registration and welcome area.

SILVER \$7,500 ATTENDEE BAGS

Your logo on the 2020 I.A.S.S. attendee bags.

BRONZE \$ 7,500 HOTEL KEY CARDS

Your custom design on the hotel key cards for the Hyatt Regency and other supporting hotels.

BRONZE \$ 2,500 LANYARDS

Your logo on the lanyards provided to all vendors and attendees.

BRONZE \$5,000 NAME BADGES

Your logo prominently displayed on all name badges.

BRONZE \$3,000 EVENT PASSPORT/ MINI-PROGRAM

Your logo prominently displayed on Event Passport/ Mini-Program.

BRONZE \$2,500 MOBILE PHONE APP

Remain top of mind to the attendees with your logo and link on I.A.S.S. interactive mobile phone app.

BRONZE \$3,000 PRE-EVENT PROMOTIONAL MAILING

Your logo and mention as the mailer sponsor on the 8-page Snow Symposium direct mail piece sent to 6000+ airport industry contacts prior to the conference.

* Want to be included but not the title sponsor?

Contact the office regarding an advertisement for this mailer.

BRONZE \$1,500.00 RESTUARANT PARTNER SPONSORSHIP

Restaurants will be displayed on resources tab of mobile app and will be able to supply promotional flyers and coupons at registration value equal of \$1500.00 MULTIPLE OPPORTUNITIES AVAILABLE.



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SPONSORED SESSIONS & MEALS & REFRESHMENTS

ANGEL \$1,500 **CONCURRENT SPECIALTY** **SESSIONS I - MONDAY**

Sponsor the Snow Symposium's Monday breakout sessions. There will be 4 concurrent specialty sessions. Promotional material/brochure placed at each table for the start of the session.

BRONZE \$3,500 **GENERAL SESSION I**

Includes branded notepads with your company's logo distributed to session attendees.

BRONZE \$3,500 **GENERAL SESSION II**

Includes branded notepads with your company's logo distributed to session attendees.

BRONZE \$3,500 **GENERAL SESSION III**

Includes branded notepads with your company's logo distributed to session attendees.

BRONZE \$3,500 **GENERAL SESSION IV**

Includes branded notepads with your company's logo distributed to session attendees.

ANGEL \$1,500 **CONCURRENT SPECIALTY** **SESSIONS II - TUESDAY**

Sponsor the Snow Symposium's Tuesday breakout sessions. There will be 4 concurrent specialty sessions. Promotional material/brochure placed at each table for the start of the session.

SILVER \$20,000 **MONDAY OPENING** **CEREMONY**

2 Co-sponsorships or 1 exclusive available.

BRONZE-SILVER **\$20,000** **MONDAY LUNCH**

2 Co-sponsorships or 1 exclusive available.

BRONZE-SILVER **\$20,000** **TUESDAY BREAKFAST**

2 Co-sponsorships or 1 exclusive available.

BRONZE-SILVER **\$20,000** **WEDNESDAY BREAKFAST**

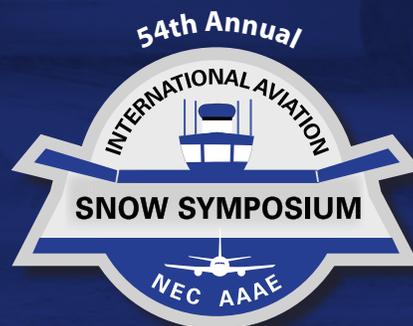
2 Co-sponsorships or 1 exclusive available.

BRONZE \$5,000/DAY **3 AVAILABLE** **HYDRATION STATIONS**

Branded water stations on the exhibit and conference floors.

BRONZE \$5,000/DAY **2 AVAILABLE** **COFFEE WITH EXHIBITORS**

This sponsorship is for both Monday and Tuesday!



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EXHIBITOR BOOTHS

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Each booth will receive booth (2) complimentary exhibitor personnel registrations that allow access to all general sessions, meals and receptions Sunday evening – Wednesday of the conference. Each booth also includes one standard electric line, a 8ft table, wastebasket and 2 chairs. Additional items must be ordered through the Hale Northeastern at 800.333.HALE (4253).

***Sponsorships do not automatically include a booth space.*

Exhibitor NO Booth:	\$1,000
Exhibitor Booth 10x10:	\$2,000
Exhibitor Booth 20x10:	\$3,000
Exhibitor Booth 20x20:	\$3,500
Exhibitor Booth 20x40	\$4,000
Exhibitor Booth 40x40	\$5,000
Exhibitor Booth 40x60	\$6,000