

2025 ICAS Convention Sponsorship Opportunities



**Invest In Your Air
Show Visibility**

Air Shows **At Full Speed**

The air show industry is back.

With the air show industry surging forward, the 2025 season is proving to be one of the most dynamic in recent memory. Spectators and industry professionals are fueled with unprecedented energy and enthusiasm, solidifying the industry's continued growth.

Even more encouraging is the increasing number of new air shows debuting across North America and the revival of beloved events that had faded in years past.

Each weekend, air shows across the U.S. and Canada draw record crowds, showcasing our industry's resilience and enduring popularity.

That momentum will carry into December when the ICAS Convention returns to the Paris Las Vegas Hotel. Nearly 1,600 air show professionals will gather to build on the success of our 2025 season and lay the groundwork for an even stronger 2026.



Paris Las Vegas Hotel

The 2025 ICAS Convention will again be hosted by the Paris Las Vegas Hotel, continuing a long tradition of hosting the air show industry's premier event in a venue that perfectly suits our needs.

This marks the 11th time the ICAS Convention will be held at Paris since 2009, reaffirming its reputation as an ideal setting for our members and programming. The hotel's compact layout, convenient meeting spaces, and familiar atmosphere make it a favorite among attendees.

Paris Las Vegas continues to evolve, offering new and exciting amenities. Dining options include award-winning Japanese cuisine at Nobu, the first-ever Martha Stewart-branded restaurant, and a Bobby Flay burger joint. Additionally, the property has expanded with a new tower—formerly part of Bally's—enhancing the guest experience.

With intense enthusiasm from our members, the 2025 ICAS Convention at Paris Las Vegas promises to be another unforgettable gathering, setting the stage for an exciting year ahead in the air show industry.



Where Our **Business Gathers**

As it has been for more than half a century, the ICAS Convention will once again be an opportunity for people working in the air show business to meet, get to know and learn from one another.

More than 1,500 people from the United States, Canada and all over the world will converge on Vegas for three and a half days this December for the specific purpose of learning, planning and making purchasing decisions for the upcoming air show season.

And nearly 200 different organizations will be vying for their attention and business on the floor of the ICAS Convention exhibit hall.





Stand Out

Always a productive and cost-effective tool for increasing your organization's visibility within the air show community, sponsorship of the ICAS Convention is a particularly wise investment in 2025.

Based on last year's convention statistics and early expressions of interest this year, the 2025 ICAS Convention will likely have a record or near-record number of both exhibitors and delegates.

In this busy and crowded environment, convention sponsorship provides organizations working to distinguish themselves with an opportunity to differentiate from the nearly 200 other exhibitors attending the convention to promote their product or service at a time when so many of our members will be focused on planning for the upcoming season



Support **Your Organization**

For 58 years, the ICAS Convention has been an essential element of our industry's annual air show planning and training process. Over the years, tens of thousands of air show veterans, newcomers and transients have used our annual convention to conduct air show business and organize the upcoming season.

And, during that time, ICAS has become much more than an organization that hosts an annual convention.

ICAS has served as the organizational rallying point for the worldwide air show community during times of crisis and confusion. It has led the effort to improve air show safety, interface with regulators and military personnel, and promote air shows as both world-class, family entertainment and outstanding marketing opportunities for corporate interests.

So, when you support the ICAS Convention as a convention sponsor, you not only increase your visibility among prospective customers, you also identify you and your organization as leaders in our business and as supporters of the non-profit organization working on behalf of the world-wide air show community.



Sponsorship Levels

Executive

\$10,000 Or Above

- Four (4) complimentary Convention registrations (workshops not included)*
- One (1) complimentary two-bedroom+ living room VIP suite for six (6) nights at the Convention headquarters hotel
- One (1) promoted post on ICAS Convention mobile app
- One (1) banner ad on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2025) and first quarter (2026) issues of Air Shows Magazine
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2025 ICAS Convention
- Verbal recognition as convention sponsor from the podium at two (2) general sessions during the convention
- Recognition as sponsor in minimum of eight (8) issues of ICAS Fast Facts email newsletter
- Recognition as sponsor on ICAS website and the Air Show Digest website
- Preferred seating for up to ten (10) convention registrants and non-registered guests (non-registered guests at \$70 per person) at the Wednesday Luncheon. Reservations must be confirmed by Tuesday, December 9, at 4:00pm PST. After this deadline, ICAS reserves the right to seat other convention registrants in any remaining empty seats, with no exceptions granted.
- Preferred seating for up to ten (10) convention registrants and non-registered guests (non-registered guests at \$110 per person) at the Thursday Chairman's Banquet. Reservations must be confirmed by Thursday, December 11, at 8:00 am PST. After this deadline, ICAS reserves the right to seat other convention registrants in any remaining empty seats, with no exceptions granted.
- Preferred booth selection for the 2026 ICAS Convention in Las Vegas.

** Registrations received as part of the sponsorship package are not eligible for the rebate promotion.*

** ICAS encourages delegates to reserve a room in the ICAS sleeping room block.*

Sponsorship Levels

Preferred

\$7,500

- Three (3) complimentary Convention registrations (workshops not included)*
- One (1) complimentary guest room for five (5) nights at Paris Las Vegas beginning on Sunday, December 7, 2025.
- One (1) banner ad on ICAS Convention mobile app
- One (1) promoted post on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2025) and first quarter (2026) issues of Air Shows Magazine
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2025 ICAS Convention
- Verbal recognition as convention sponsor from the podium at two (2) general sessions during the convention
- Recognition as sponsor in minimum of six (6) issues of ICAS Fast Facts email newsletter
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Sponsorship Levels

Premier

\$5,500

- Two (2) complimentary Convention registrations (workshops not included)*
- One (1) complimentary guest room for five (5) nights at Paris Las Vegas beginning on Sunday, December 7, 2025.
- One (1) banner ad on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2025) and first quarter (2026) issues of Air Shows Magazine
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2025 ICAS Convention
- Verbal recognition as convention sponsor from the podium at two (2) general sessions during the convention
- Recognition as sponsor in minimum of four (4) issues of ICAS Fast Facts email newsletter
- Recognition as sponsor on ICAS website and the Air Show Digest website
- Preferred seating for up to ten (10) convention registrants and non-registered guests (non-registered guests at \$70 per person) at the Wednesday Luncheon. Reservations must be confirmed by Tuesday, December 9, at 4:00pm PST. After this deadline, ICAS reserves the right to seat other convention registrants in any remaining empty seats, with no exceptions granted.
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Sponsorship Levels

Supporter

\$4,000

- One (1) complimentary Convention registration* (workshops not included) OR one (1) complimentary guest room for five (5) nights at Paris Las Vegas beginning on Sunday, December 7, 2025.
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2025) and first quarter (2026) issues of Air Shows Magazine
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2025 ICAS Convention
- Verbal recognition as convention sponsor from the podium at two (2) general sessions during the convention
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Deliverables **By Level**

	Executive	Preferred	Premier	Supporter
Complimentary Registration	4	3	2	1 or Guest Room
Hotel Guest Room Accommodations	2-Bedroom Suite	1-Bedroom Suite	1-Bedroom Suite	1 or Registration
Mobile App Post	✓	✓	✓	
Mobile App Banner Ad	✓	✓	✓	
Logo Placement in Air Shows Magazine	✓	✓	✓	✓
Onsite Signage	✓	✓	✓	✓
ICAS Fast Facts Recognition	Minimum of 8	Minimum of 6	Minimum of 4	Minimum of 2
Preferred seating reservation for up to ten (10) at the Luncheon & Banquet.	1	1	1	1

**Not a full list of sponsorship benefits. ICAS welcomes inquiries on tailoring a convention sponsorship that fits your organization's marketing communications message and strategy.*

More Information

For more information on sponsorship opportunities during the 2025 ICAS Convention, December 8 - 11, 2025, contact Mary Quigg.



mary.quigg@conferencedirect.com



703-623-7304

