

ICAS Convention Sponsorship Opportunities



**Invest In Your Air
Show Visibility**

Air Shows **At Full Speed**

The air show industry is accelerating.

The air show industry continues to build momentum, with strong attendance, renewed energy, and growing enthusiasm from both spectators and industry professionals.

New air shows are launching. Established shows are returning. And attendance records are being broken at hundreds of air shows throughout North America.

The message is clear: this industry is thriving, resilient, and in demand.

That momentum will carry into the ICAS Convention, where air show professionals gather to build on current success and plan for what comes next.



Where Our Business Gathers

Common goal, one location

For nearly 60 years, the ICAS Convention has been the central meeting point for the air show industry.

Each year, more than 1,500 professionals come together to plan, connect, and make decisions for upcoming air show seasons. Nearly 200 organizations compete for their attention on the 60,000 square foot trade show exhibit floor.

Over several days, conversations turn into contracts, introductions turn into partnerships, and ideas turn into reality.

Hosted at the Paris Las Vegas Hotel, the convention delivers a highly efficient, air show immersive environment designed for interaction. Everything and everyone, all in one place and focused on the same thing: meeting, getting to know, doing business with and learning from one another.

For sponsors, this creates a rare advantage: prolonged exposure to a highly targeted audience at precisely the time when purchasing decisions are being made.



Stand Out

Be visible when and where it matters most

The ICAS Convention is your opportunity to increase your visibility among the air show industry's decision makers.

In a crowded environment with hundreds of organizations competing for attention, sponsorship ensures your brand rises above the noise.

It places your organization in front of decision-makers at the exact moment they are planning, evaluating, and making purchasing decisions for the upcoming season.

Sponsorship is not just added visibility; it is strategic differentiation.

And it does more than position your brand in the marketplace.

It demonstrates leadership. It signals commitment to the industry. It aligns your organization with the continued growth and success of air shows worldwide.



Sponsorship Levels

Executive

\$10,000 And Above

- Four (4) complimentary convention registrations
- One (1) complimentary two-bedroom VIP suite for up to five (5) nights at the Paris Las Vegas beginning on Saturday
- One (1) banner ad on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter and first quarter issues of Air Shows Magazine
- Sponsor logo inclusion on digital screens throughout the convention area
- Verbal recognition as convention sponsor at two (2) general sessions
- Recognition as sponsor in a minimum of eight (8) issues of ICAS Fast Facts email newsletters
- Recognition as sponsor on ICAS website
- Preferred seating for up to ten (10) guests with reservations for the Wednesday Luncheon
- Preferred seating for up to ten (10) guests with reservations for the Thursday Chairman's Banquet
- Preferred booth selection for next year's ICAS Convention in Las Vegas

Preferred

\$7,500

- Three (3) complimentary convention registrations
- One (1) complimentary guest room for up to five (5) nights at Paris Las Vegas beginning on Sunday
- One (1) banner ad on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter and first quarter issues of Air Shows Magazine
- Sponsor logo inclusion on digital screens throughout the convention area
- Verbal recognition as convention sponsor at two (2) general sessions
- Pre- and post-convention recognition as a sponsor in Fast Facts email newsletter
- Recognition as sponsor on ICAS website
- Preferred seating for up to ten (10) guests with reservations for the Wednesday Luncheon
- Preferred seating for up to ten (10) guests with reservations for the Thursday Chairman's Banquet
- Preferred booth selection for next year's ICAS Convention in Las Vegas

Sponsorship Levels

Premier

\$5,500

- Two (2) complimentary convention registrations
- One (1) complimentary guest room for up to five (5) nights at Paris Las Vegas beginning on Sunday
- One (1) banner ad on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter and first quarter issues of Air Shows Magazine
- Sponsor logo inclusion on digital screens throughout the convention area
- Verbal recognition as convention sponsor at two (2) general sessions
- Pre- and post-convention recognition as a sponsor in Fast Facts email newsletter
- Recognition as sponsor on ICAS website
- Preferred seating for up to ten (10) guests with reservations for the Wednesday Luncheon
- Preferred seating for up to ten (10) guests with reservations for the Thursday Chairman's Banquet
- Preferred booth selection for next year's ICAS Convention in Las Vegas

Supporter

\$4,000

- One (1) complimentary convention registration OR one (1) complimentary guest room for up to five (5) nights at Paris Las Vegas beginning on Sunday
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter and first quarter issues of Air Shows Magazine
- Sponsor logo inclusion on digital screens throughout the convention area
- Verbal recognition as convention sponsor at two (2) general sessions
- Pre- and post-convention recognition as a sponsor in Fast Facts email newsletter
- Recognition as sponsor on ICAS website
- Preferred seating for up to ten (10) guests with reservations for the Wednesday Luncheon
- Preferred seating for up to ten (10) guests with reservations for the Thursday Chairman's Banquet
- Preferred booth selection for next year's ICAS Convention in Las Vegas

Deliverables **By Level**

	Executive	Preferred	Premier	Supporter
Complimentary Registrations	4	3	2	1 or Guest Room
Hotel Guest Room Accommodations	2-Bedroom Suite	1 Guest Room	1 Guest Room	1 or Registration
Mobile App Banner Ad	✓	✓	✓	
Logo Placement in Air Shows Magazine	✓	✓	✓	✓
Onsite Signage	✓	✓	✓	✓
ICAS Fast Facts Recognition	✓	✓	✓	✓
Preferred Seating at Luncheon & Banquet	✓	✓	✓	✓

This overview highlights key sponsorship benefits, but many opportunities can be customized. ICAS welcomes the opportunity to work with you to develop a sponsorship that aligns with your organization's marketing objectives and strategic priorities.

For more information on sponsorship opportunities during the ICAS Convention, contact Mary Quigg.



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