

2024 ICAS Convention Sponsorship Opportunities



**Invest In Your Air
Show Visibility**

Air Shows **At Full Speed**

The air show industry is back.

In the wake of a worldwide pandemic and a slow-motion recovery that lasted nearly three years, the 2024 air show season is demonstrating that the air show business has fully recovered with unprecedented levels of energy and optimism among spectators and air show professionals.

Our industry's resilience and enduring popularity is evident every weekend as air shows throughout the U.S. and Canada draw record crowds.

Perhaps even more encouraging is increased activity in the creation of new shows and the resurrection of old ones throughout North America.

In December, that enthusiasm will translate into an ICAS Convention that builds on the success of our 2023 event by welcoming more than 1,500 air show professionals to the Paris Las Vegas Hotel to put the finishing touches on the 2024 season and continue preparations for the 2025 campaign.



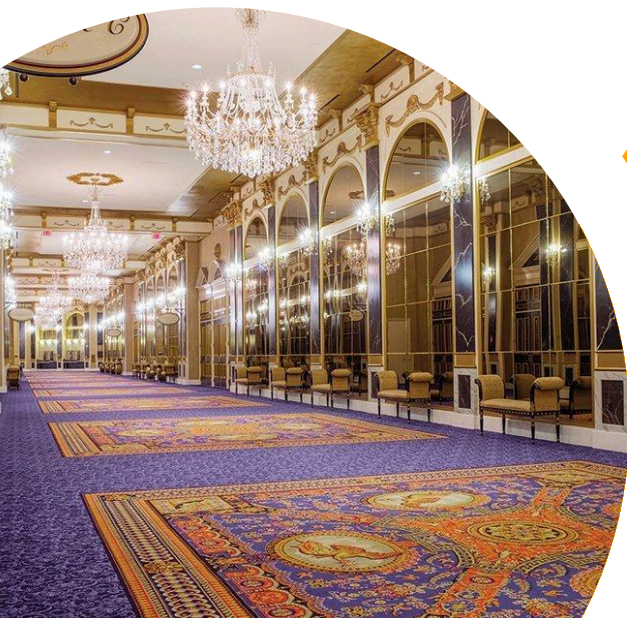
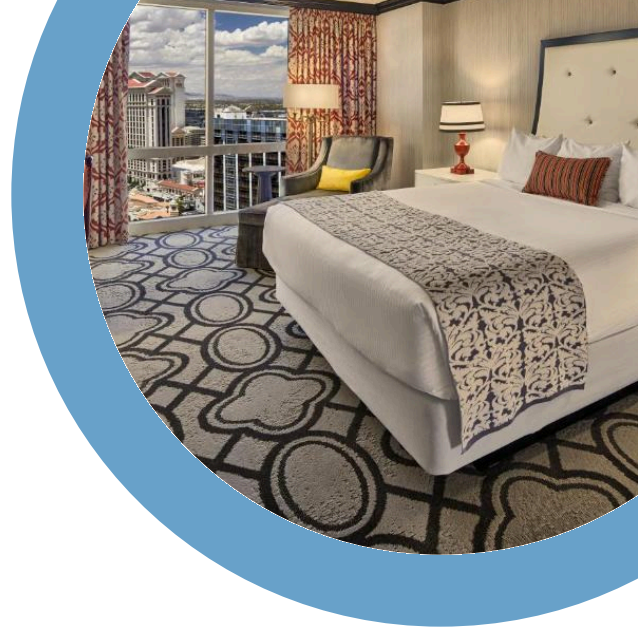
Paris Las Vegas Hotel

The host hotel for the 2024 ICAS Convention will be the Paris Las Vegas Hotel.

The convention's return to Paris will be a homecoming, of sorts. The ICAS Convention was held nine times at Paris between 2009 and 2021. This tenth visit will come after a two-year hiatus when ICAS Conventions were held at the Forum in 2022 and Caesars Palace in 2023.

The Paris Las Vegas Hotel fits the ICAS Convention well. The meeting space and compactness of the hotel public space suits our members and our programming. And early indications are that members are looking forward to their return to familiar territory.

And we are coming back to a Paris Hotel that is significantly different than the one we left in 2021. Paris restaurant options now include award-winning Japanese cuisine at Nobu, the first ever Martha Stewart-branded restaurant, and a Bobby Flay burger joint. Paris is also opening a new tower that was previously part of Bally's and which will be ready for our event in December.



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 2024.

Based on last year's convention statistics and early expressions of interest this year, the 2024 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 57 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 (2024) and first quarter (2025) issues of Air Shows Magazine
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2024 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
- Reserved table for ten (10) at Innovation Awards Showcase Luncheon **
- Reserved table for ten (10) at Chairman's Banquet ***
- Preferred booth selection for 2025 ICAS Convention in Las Vegas

** Registrations received as part of the sponsorship package are not eligible for the gift card promotion ICAS conducts to encourage delegates to reserve a room in the ICAS sleeping room block.*

*** Sponsor must provide names of delegates seated at its reserved table for Innovation Awards Showcase Luncheon not later than 6:00 p.m. PST on Tuesday, December 10, 2024.*

*** Sponsor must provide names of delegates seated at its reserved table for Chairman's Banquet not later than 9:00 a.m. PST on Thursday, December 12, 2024.*

Sponsorship Levels

Preferred

\$7,500

- Three (3) complimentary Convention registrations (workshops not included) *
- One (1) complimentary hotel suite for five (5) nights at the Convention headquarters hotel
- One (1) banner ad on ICAS Convention mobile app
- One (1) promoted post on ICAS Convention mobile app
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Sponsorship Levels

Premier

\$5,500

- Two (2) complimentary Convention registrations (workshops not included) *
- One (1) complimentary junior suite for five (5) nights at the Convention headquarters hotel
- One (1) banner ad on ICAS Convention mobile app
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Sponsorship Levels

Supporter

\$4,000

- One (1) complimentary Convention registration * (workshops not included) OR one (1) complimentary junior suite for five (5) nights at the Convention headquarters hotel
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2024) and first quarter (2025) issues of Air Shows Magazine
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2024 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
Reserved Tables at 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 2024 ICAS Convention, December 9 - 12, 2024, contact Mary Quigg.



mary.quigg@conferencedirect.com



703-623-7304

