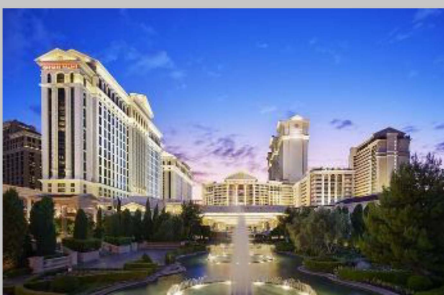




Invest in Your Air Show Visibility



2023 ICAS Convention Sponsorship Opportunities



The Comeback Continues



As the 2023 air show season gets underway, it is now clear that our industry's recovery from the setbacks and deprivations of the pandemic is nearly complete. Air shows throughout North America are welcoming record crowds and once again spending at pre-pandemic levels.



For its 2023 convention, ICAS projects a sold-out exhibit hall, near record attendance and a return to normalcy that is already generating quiet confidence about the 2024 air show season.



When the air show community gathers in Las Vegas during the first full week of December later this year, the industry will be ready to do business.



Caesar's Palace

The host hotel for the 2023 ICAS Convention will be one of the truly iconic hotels in all of the world.

Located in the heart of The Strip in Las Vegas, Caesars Palace boasts nearly 4,000 sleeping rooms, a dozen restaurants, an adjacent shopping mall with 160 shops, and nearly constant renovation programs that have left the facility looking as bright and shiny as when it first opened in 1966.

Caesars Palace also features recently renovated, state-of-the-art meeting facilities that are a perfect match for the ICAS Convention. The exhibit hall, general session ballroom and individual break-out education session rooms are conveniently located near both sleeping rooms and restaurant outlets.



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 2023.

The 2023 ICAS Convention will mark a return to normalcy for the air show community. During the pandemic, event organizers were focused initially on simple survival. And, as conditions improved, they concentrated on rebuilding financial stability and cash reserves.

In 2024, all indications are that North America's air show organizers will welcome a return to business -- and spending - as usual.

An ICAS Convention sponsorship is your opportunity to stand out...to distinguish yourself at a time when so many of our members will be focused on planning for the upcoming season...to differentiate your organization from the nearly 200 other exhibitors attending the convention to promote their product or service.



Support YOUR Organization



For 55 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

Partner (\$10,000)

- Four (4) complimentary Convention registrations (*workshops not included*) *
- One (1) complimentary two-bedroom VIP suite for five (5) 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 (2023) and first quarter (2024) issues of *Air Shows Magazine*
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2023 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
- Reserved table for ten (10) at Innovation Awards Showcase Luncheon **
- Reserved table for ten (10) at Chairman's Banquet ***
- Preferred booth selection for 2024 ICAS Convention in Las Vegas

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
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2023) and first quarter (2024) issues of *Air Shows Magazine*
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2023 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
- 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 2024 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 5, 2023.

*** 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 7, 2023.



Sponsorship Levels

Supreme (\$5,500)

- Two (2) complimentary Convention registrations (*workshops not included*) *
- One (1) complimentary upgraded hotel room for five (5) nights at the Convention headquarters hotel
- One (1) banner ad on ICAS Convention mobile app
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2023) and first quarter (2024) issues of *Air Shows Magazine*
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2023 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
- Reserved table for ten (10) at Innovation Awards Showcase Luncheon **
- Reserved table for ten (10) at Chairman's Banquet ***
- Preferred booth selection for 2024 ICAS Convention in Las Vegas

Premier (\$4,000)

- One (1) complimentary Convention registration * (*workshops not included*) OR one (1) complimentary hotel room for five (5) nights at the Convention headquarters hotel
- Sponsor logo inclusion on convention sponsor thank you ad in fourth quarter (2023) and first quarter (2024) issues of *Air Shows Magazine*
- Sponsor logo inclusion on minimum of four (4) signs positioned in the convention center area throughout 2023 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
- Reserved table for ten (10) at Innovation Awards Showcase Luncheon **
- Reserved table for ten (10) at Chairman's Banquet ***
- Preferred booth selection for 2024 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.

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For More Information

For more information on sponsorship opportunities during the 2023 ICAS Convention, December 4-7, 2023, contact Mary Quigg, mary.quigg@conferencedirect.com, phone 703-623-7304

