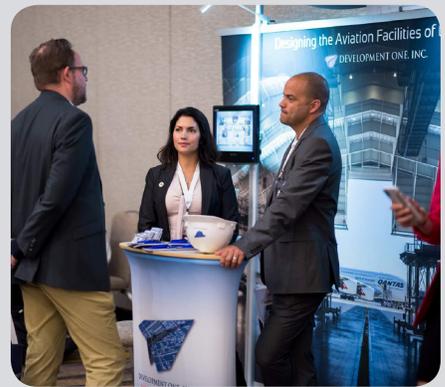


# P3 | AIRPORT SUMMIT



JULY 19-20, 2021 | SAN DIEGO, CA

## SPONSORSHIP PROSPECTUS



# WELCOME

## WHERE PUBLIC-PRIVATE PARTNERSHIPS BEGIN

### Why Exhibit and Sponsor?



Connect with over 1,000 industry professionals



The nation's foremost experts will cover the latest industry developments



Our packages are designed to ensure maximum exposure and visibility before, during and after the event



Multiple networking opportunities with key decision makers

Across the nation public-private partnerships are at work. Many airport owners are finding P3s as a way to allocate project risk, drive creativity and efficiency, and provide capital to upgrade, maintain and repair airport infrastructure.

At the **P3 Airport Summit**, delegates will discover a program that explores how P3s can address some of our most significant infrastructure challenges. Through plenary sessions, panel discussions, workshops, and roundtables, this year's agenda examines the political, financial, technical, and legal considerations we must make when evaluating a P3.

With over 1,000+ participating delegates, attendees find the **P3 Airport Summit** to be one of the most effective places on their event schedule to cultivate relationships and network with the industry's most active and influential professionals.

Sponsorship packages are specially designed to help you effectively connect and generate visibility of your organization before, during, and after the event.

Sponsorship options fit a range of budgets, and are exclusive opportunities to provide targeted, creative, and direct advertising to maximize visibility and outreach to the Summit audience.

**To book your exhibit space and secure your sponsorship, please contact Brynja Bogan at [bbogan@accessintel.com](mailto:bbogan@accessintel.com) or call 301-354-1771.**



# GENERAL OVERVIEW

The **P3 Airport Summit** offers two valuable days of project delivery discussions, focusing on project management, planning, procurement, and networking for airport owners, operators, airlines, and other industry professionals.

The Summit features a broad range of topics specifically tailored to the needs of airport authorities evaluating P3s. The program will share examples of where P3s can be applicable, and how they can save money and time when dealing with upgrades, repairs, and maintenance. The program will also highlight when P3s do or do not make sense, and what major considerations need to be made once choosing this project delivery route, including the first steps.

Leading practitioners will present their firsthand observations of airport P3 projects of all sizes in different markets. We will also offer in-depth roundtable discussions for airport owner and public sector delegates with an interest in discussing specific P3 issues in a more candid and interactive forum.

Our attendees include senior management from firms in the construction, engineering, design, legal, investment and consulting industries as well as senior business and facility administrators from airports across the nation. Many attending the Summit are project owners considering alternative project delivery and exploring partnerships.

## PROGRAM PREVIEW

Our program will present a series of keynotes, case studies, panels, workshops, and diverse networking opportunities designed for attendees to deepen their understanding on the value proposition of P3s, and the role they can play in the delivery of essential airport infrastructure.

The agenda will cover many recent examples of P3 airport transactions in the U.S. and abroad, examine airport infrastructure challenges faced nationwide, and how innovations in project delivery, procurement, life-cycle asset management, and technology can help solve them.



## 2021 AGENDA

The Summit agenda features a broad range of topics specifically tailored to the needs of airport authorities evaluating P3s. This program will share examples of where P3s can be applicable, and how they can save money and time when dealing with upgrades, repairs, and maintenance. The program will also highlight when P3s do or do not make sense, and what major considerations need to be made once choosing this route, including the first steps.

The agenda will offer numerous case studies (big, medium and small examples of successful and unsuccessful projects) of how P3s can work. We will also provide a perspective on current P3 activities in the market and update on P3's in progress including their challenges and successes.

The agenda takes a clear look at current trends in P3s, while examining contract structures, facility types, and financing mechanisms in use. Through conversations with airport owners, airlines, and advisers, the Summit explores best practices and lessons learned from successful partnerships.

## UNPARALLELED NETWORKING OPPORTUNITIES

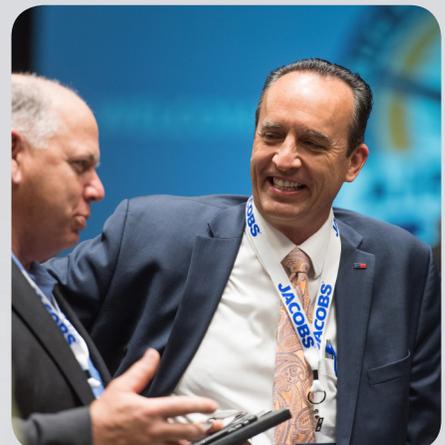
Our audience of airport industry leaders provides a unique opportunity to network with P3 experts, owners, and prospective partners in a development focused forum.

The Summit provides two days of networking functions including receptions, roundtable sessions, social lunches, 1 on 1's areas, and specific industry events designed for you to connect with speakers, airport operators, airlines, industry peers, P3 specialists, and prospective partners.

## EXHIBITION HALL

Delegates will be able to interact with industry leaders in a relaxed social setting as well as meet with some of our presenters, sponsors, and event partners.

The exhibition hall is one of our central meeting points for all attendees during the event. Attendees are encouraged to setup one-on-one, pre-scheduled, or private appointments with participants.



## AUDIENCE

The P3 Airport Summit audience differs from other industry events in that 40% of attendees represent an airport owner or government agency. This means your organization has a direct line to the decision makers who hold the purse strings. This is business development you can't find anywhere else.

### WHO WILL ATTEND?

Many attending the conference are project owners interested in better understanding project delivery options and exploring partnerships, including:

- Airport Owners and Operators
- Airlines
- Senior Representative from State and Local Governments
- Developers
- Construction Professionals
- Architects
- Facility Designers
- Design-Build Advisers
- Infrastructure Investment Funds
- Departments of Transportation

### WHY THEY WILL ATTEND?

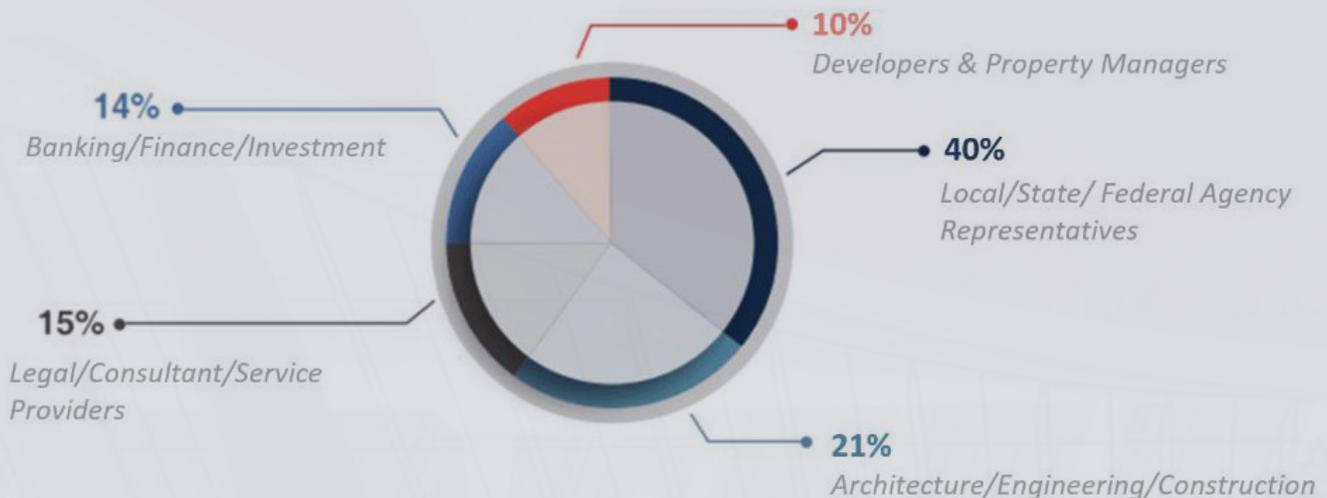
- **HIGH QUALITY CONTENT.** Leading practitioners will present their firsthand observations of a variety of airport projects of all sizes in different markets from around the country.
- **ATTENDEE MIX.** 40% of P3 Airport Summit attendees represent an airport or government agency.

**+40%** of attendees represent airport owners or a government agency.

**+25%** of attendees represent senior leaders from architecture, construction, and engineering companies.

**+20%** of attendees represent a private equity, banking, lending or investment group.

## Audience Breakdown



## BENEFITS OF SPONSORING & EXHIBITING

As a sponsor/exhibitor, you will gain visibility and multiple opportunities over the course of two days to promote your company's brand, products and services directly to the industry. With limited opportunities available, this is your chance to uniquely position your company to the market, gaining the competitive edge to other industry players.

- **Demonstrate thought leadership** and enhance your brand image. The benefits to be gained from aligning your organization with this high profile event are substantial—from boosting market awareness to generating high quality sales leads.
- **Reach the largest and most qualified audience** of airport and industry leaders. The P3 Airport Summit attracts the largest number of qualified prospects, all available at one space at one time, thereby maximizing your marketing investment.
- **Capture qualified leads** during the live event. Excellent lead generating opportunity with low cost and effective reach. Attendees will visit your booth and engage in personal conversations ideal for business development generation.
- The P3 Airport Summit has an **unmatched program** you can't find anywhere else. Leading practitioners will present on the most pressing industry challenges and provide first-hand observations and best practices. Your organization will be associated with high quality content, placing your company at the forefront of industry thought leadership.

## AUDIENCE KEY STATS



would recommend P3C to another professional



said their main reason for attending was networking, education and business development



plan to pursue a new P3 project in the next 3 years



are direction-level or higher including vice presidents and c-level executives



# SPONSORSHIP PACKAGES

The sponsorship program is structured to ensure maximum exposure and visibility for each organization both before and during the conference. All packages are exclusive opportunities to provide targeted, creative, and direct sponsorship options to maximize exposure and outreach to the industry.

## CO-CHAIR | \$20,000

### 8 REGISTRATION PASSES

#### PRE CONFERENCE MARKETING

- Top sponsorship recognition in program brochure and all promotional material including email campaigns, direct mail campaigns, and on website
- Your company logo on registration confirmation emails

#### ONSITE MARKETING

- Full page advertisement prominently located on the inside cover in the event guide
- Top sponsorship recognition position during the conference (banner, posters, signage)
- Meter board display with company advertisement prominently placed on event floor
- Hospitality suite for two nights at the conference headquarters hotel (excludes food & beverage)
- Exhibition space location at the event

#### POST CONFERENCE MARKETING

- Copy of registration list with names, addresses and phone numbers
- Company logo on post conference survey

#### CHOOSE FROM ONE OF THE FOLLOWING (SEE PAGE 8 FOR DETAILS):

- **REGISTRATION BOOTH SPONSOR:** Have your company logo and artwork be seen first by all conference participants
- **RECEPTION SPONSOR:** Your company is the sponsor for one of our breakfast or lunch receptions held during the event, includes signage with logo and event recognition
- **TOTE BAG SPONSOR:** Distributed to all attendees upon arrival at the conference
- **LANYARD SPONSOR:** Corporate logo displayed on identification badge lanyard, distributed to all attendees upon arrival at the conference
- **MOBILE APP SPONSOR:** Includes logo recognition each time a user opens the mobile app
- **CHARGING STATION SPONSOR:** Have your company logo and artwork be seen while attendees charge up
- **WiFi NETWORK SPONSOR:** Help all attendees get connected at the conference as the official WiFi sponsor
- **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in the highest traffic area

**COMMIT TO  
SPONSORSHIP EARLY  
AND MAXIMIZE YOUR  
VISIBILITY THROUGH  
PRE CONFERENCE  
MARKETING EFFORTS**



## DIAMOND | \$15,000

### 6 REGISTRATION PASSES

#### PRE CONFERENCE MARKETING

- Top sponsorship recognition in program brochure and all promotional material including email campaigns, direct mail campaigns, and on website

#### ONSITE MARKETING

- Full page advertisement prominently located in the event guide
- Sponsorship recognition position during the conference (banner, posters, signage)
- Meter board display with company advertisement prominently placed on event floor
- Exhibition space location at the event

#### POST CONFERENCE MARKETING

- Copy of registration list with names, addresses and phone numbers

#### CHOOSE FROM ONE OF THE FOLLOWING (SEE PAGE 8 FOR DETAILS):

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- **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas

# PLATINUM

## \$10,000

4 REGISTRATION PASSES

### ONSITE MARKETING

- Full page advertisement in event guide
- Exhibit space at the event
- Sponsorship recognition position during the conference (banner, posters, signage)
- 24" by 36" poster with company advertisement strategically placed on event floor

### POST CONFERENCE MARKETING

- Copy of registration list with names, addresses and phone numbers

### CHOOSE FROM ONE OF THE FOLLOWING:

- **REGISTRATION BOOTH SPONSOR:** Have your company logo and artwork be seen first by all conference participants
- **METER BOARD ADVERTISEMENT:** Standing meter board with company advertisement strategically placed on event floor
- **MOBILE APP SPONSOR:** Includes logo recognition each time a user opens the mobile app
- **NETWORKING RECEPTION SPONSOR:** Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
- **REFRESHMENT BREAK SPONSOR:** Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition

# GOLD

## \$8,000

3 REGISTRATION PASSES

### ONSITE MARKETING

- Full page advertisement in event guide
- Exhibit space at the event
- Sponsorship recognition position during the conference (banner, posters, signage)

### POST CONFERENCE MARKETING

- Copy of registration list with names, addresses and phone numbers

### CHOOSE FROM ONE OF THE FOLLOWING:

- **NETWORKING RECEPTION SPONSOR:** Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
- **REFRESHMENT BREAK SPONSOR:** Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition
- **METER BOARD ADVERTISEMENT:** Standing meter board with company advertisement strategically placed on event floor
- **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in the highest traffic areas

# SILVER

## \$6,000

2 REGISTRATION PASSES

### ONSITE MARKETING

- Full page advertisement in event guide
- Exhibit space at the event
- Sponsorship recognition position during the conference (banner, posters, signage)

### POST CONFERENCE MARKETING

- Copy of registration list with names, addresses and phone numbers



### Interested in an opportunity that isn't listed here?

Our team will work with you to customize a sponsorship package to pinpoint your audience and support your business goals.

# DELIVERABLES

## REGISTRATION BOOTH SPONSOR

Have your company logo and artwork be seen first by all conference participants. Upon arrival all attendees must check-in here and attendees return here throughout the conference. Your company name and logo are presented on a large, impossible-to-miss banner and you can place collateral at the registration desk.



## RECEPTION SPONSOR (MULTIPLE OPPORTUNITIES)

Have your logo be prominent during one of our breakfast, lunch, or networking receptions. This presentation is directly near our meal tables, one of the key high-traffic areas in full view to all attendees as they arrive to our dining area.



## METER BOARD ADVERTISEMENT

The standing meter board with your company's advertisement will be strategically placed on the event floor for all attendees to see.



## TOTE BAG SPONSOR

This is one of our highest profile sponsorships. Your company logo adorns these bags, which are given to attendees as they pick up their badges. These bags — customized for the conference — have a long shelf life post-show, keeping your brand visible.



## LANYARD SPONSOR

These lanyards are used by all attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference — on the floor, in classrooms, at keynote events, and at networking functions. With this sponsorship all conference attendees become a walking “billboard” for your company/firm.



## MOBILE APP SPONSOR

The conference mobile app is a valuable tool for attendees, providing quick access to the attendee list, agenda, floor plan, event listings and much more. It is referenced often, ensuring on-going visibility for sponsors.

Your logo appears on the splash screen, and you are entitled to one “push” message to be sent to all app users.



## CHARGING STATION SPONSOR

Attendees will appreciate the opportunity to “charge up” and will have extended exposure to your ad while they wait.



## WiFi NETWORK SPONSOR

Help all attendees get connected at the conference as the official WiFi sponsor.

This sponsorship ensures great exposure throughout the event. WiFi access is a very popular feature with our attendees, making this a highly visible sponsorship.

- Sponsorship recognition in conference program
- Company logo on signage that includes Wi-Fi login instruction



## DIRECTIONAL SIGN SPONSOR

Your company logo will be profiled on freestanding directional signs strategically placed in the highest traffic areas.



We are happy to discuss your ideas for a custom sponsorship! Partial and co-sponsorships are available.  
 Contact Brynja Bogan at [bbogan@accessintel.com](mailto:bbogan@accessintel.com) or 301-354-1771 for pricing & availability.

# SPONSORSHIP CONTRACT

Company Name

Address

City

State/Province

ZIP/Postal Code

Country

Contact Name

Title

Phone

Email

Company Website

## SPONSORSHIP LEVELS

- Co-Chair Partner | \$20,000
- Diamond Sponsor | \$15,000
- Platinum Sponsor | \$10,000
- Gold Sponsor | \$8,000
- Silver Sponsor | \$6,000

Return this contract  
with payment to:

Brynja Bogan  
bbogan@accessintel.com  
301-354-1771.

## Partner Acknowledgment

I, the authorized representative of the undersigned company, on behalf of said company, subscribe to all terms, conditions, authorizations, and covenants contained in this Contract and the Rules and Regulations governing the 2021 event.

Signature

Date

## Payment Information

Payment Type: Check or Credit Card

\_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ Amex \_\_\_\_\_ Discover

Credit Card Number

Expiration Date

Security Code

Name (as it appears on card)

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[www.p3airportsummit.com](http://www.p3airportsummit.com)