



SPONSORSHIP PROSPECTUS

MAY 8-9, 2023

**MANCHESTER
GRAND HYATT**

SAN DIEGO, CA



www.p3airportsummit.com

WELCOME

WHERE PUBLIC-PRIVATE PARTNERSHIPS BEGIN

Across the nation public-private partnerships are at work. Many airport owners are finding P3s and alternative delivery methods 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 challenges. Through plenary sessions and panel discussions, the agenda examines the political, financial, technical, and legal considerations we must make when evaluating a project and how to deliver this infrastructure.

With over 500+ 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.

WHY EXHIBIT AND SPONSOR?



Connect with over 500 industry professionals



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



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



Multiple networking opportunities with key decision makers

To book your exhibit space and secure your sponsorship, please contact Brynja Bogan at 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. Leading practitioners will present their firsthand observations of airport P3 projects of all sizes in different markets.

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 and alternative delivery methods 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.

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.



2023 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 P3s 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, social lunches, 1 on 1 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 typically 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 Summit 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 WILL THEY ATTEND?

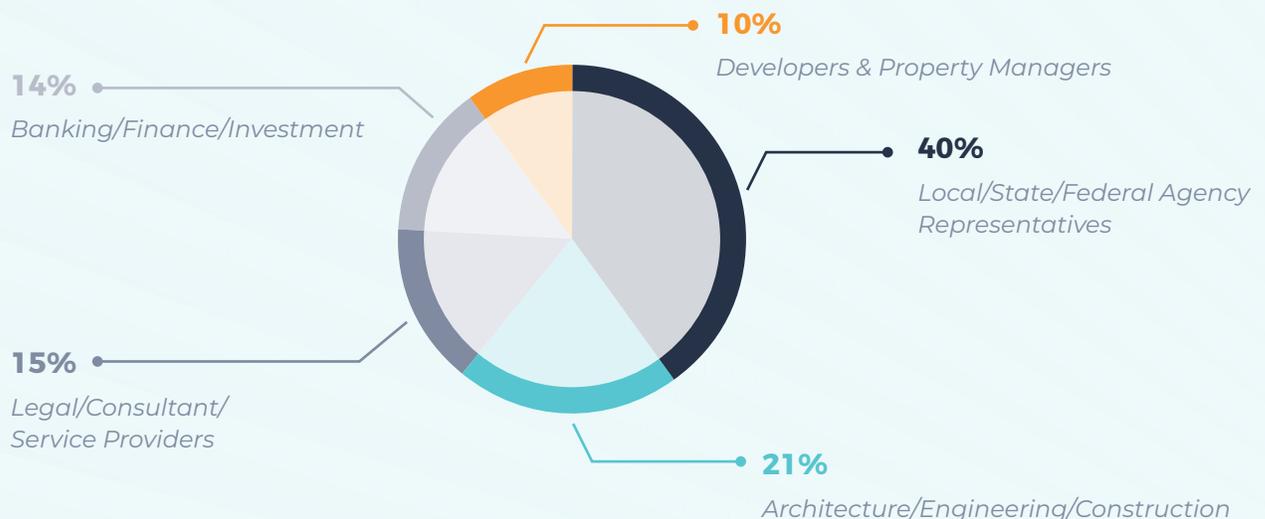
- **High quality content.** Leading practitioners will present their firsthand observations of a variety of airport projects of all sizes in different markets from around the country.
- **Attendee mix.** 40% of P3 Airport Summit attendees represent an airport or government agency.

+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 will have multiple opportunities over the course of the 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 in 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 events 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

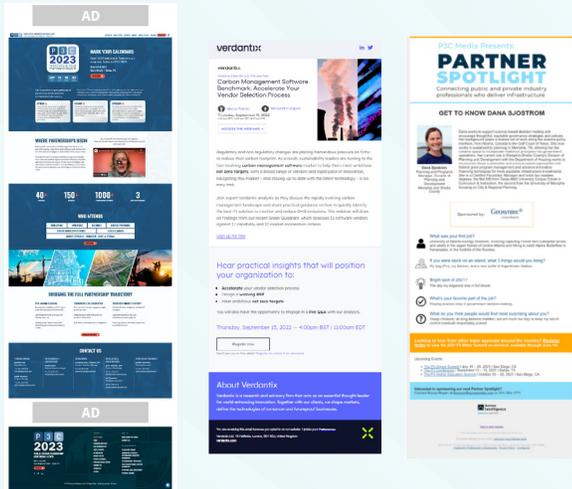


are director-level or higher including vice presidents and c-level executives



ADVERTISING OPTIONS

P3C's advertising options are designed to help your message reach your target audience all year round outside of P3C Media's 7 live events. These channels will help you drive brand awareness, explain your expertise, and promote your solutions to both government and private industry decision makers.



BANNER ADS

- PLACEMENT** | Most visible ads on the site
- AD SPECS** | Super Leaderboard 970x90
- PRICING** | \$5k/advertiser/site/year

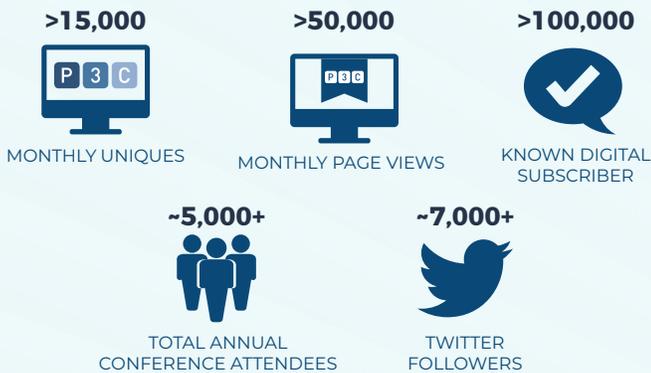
PARTNER SPOTLIGHT EMAIL

- DISTRIBUTION** | See audience breakdown below
- SPONSORSHIP FEATURES**
 - 150 word description of sponsor
 - Sponsor logo
 - Q&A Content format (5 Questions)
 - Link to sponsor website
- PRICING** | \$5K/sponsor/deployment

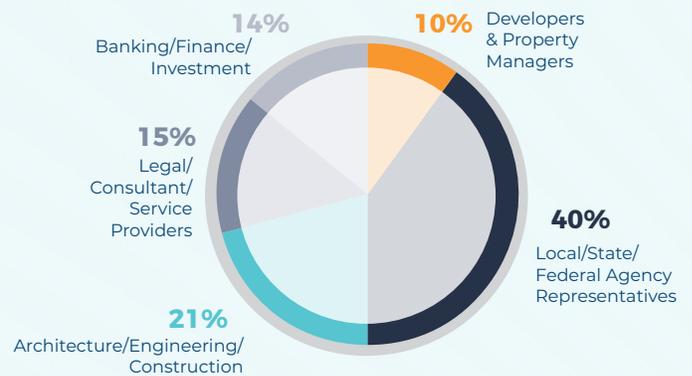
PARTNER EBLAST

- DISTRIBUTION** | See audience breakdown below
- FEATURES** | Sponsor provides HTML and subject line for team approval
- PRICING** | \$7.5k/sponsor/deployment

P3 AUDIENCE



AUDIENCE BREAKDOWN



MARKETS WE SERVE

60,000+ AIRPORT	53,000+ WATER	65,000+ HIGHER ED	47,000+ HEALTHCARE	60,000+ CSEF

SPONSORSHIP *Opportunities*

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.

Main Stage Speaking Opportunity

\$27,000

2 Available

- Opportunity for main stage speaking slot
 - ❑ Speaker name and contact info must be provided no more than 90 days prior to the event in order to be considered for program submission.
- 7 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, organizations and email addresses)
- Recognized as the Co-Chair sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as the Co-Chair sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as the Co-Chair sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



SPONSORSHIP *Opportunities*

Attendee Lounge Sponsor

\$30,000

1 Available

Your company will have exclusive branding of the Attendee Lounge all three days of the Conference! This high-touch landing spot gives attendees the opportunity to connect with colleagues, take a call, and answer emails in a comfortable setting.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

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.



SPONSORSHIP

Opportunities

Bar Sponsor | \$22,000

2 Available

Opportunity to host a signature drink, branded napkins and branded koozies at your hosted bar during the Evening Reception

- 6 registration passes
- Access to attendee list 10 days prior to the event (names, job titles and organizations)
- Recognized as a Bar sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a Bar sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a Bar sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



Lanyard Sponsor | \$22,000

1 Available

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 sessions, at keynote events, and at networking functions.

With this sponsorship all conference attendees become a walking “billboard” for your organization.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



SPONSORSHIP Opportunities

Registration Booth Sponsor | \$22,000

3 Available



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.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

Hotel Key Card Sponsor | \$22,000

1 Available

Have your company's logo on a branded hotel key card! This branding opportunity is seen by all attendees staying at the Conference hotel.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



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INFRASTRUCTURE
TO LIFE.

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SPONSORSHIP

Opportunities

Mobile App Sponsor | \$22,000

2 Available

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.

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

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



Breakfast Sponsor | \$22,000

4 Available

Your company will sponsor a breakfast for all attendees with all corresponding branding and recognition.

- 6 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



SPONSORSHIP *Opportunities*

Lunch Sponsor | \$22,000

4 Available

- 6 registration passes
- Access to attendee list 10 days prior to the event (names, job titles and organizations)
- Recognized as a Lunch sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a Lunch sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a Lunch sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



SPONSORSHIP *Opportunities*

Directional Sign Sponsor | \$17,000

2 Available

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

- 4 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



Coffee Break Sponsor | \$11,000

8 Available

Your company will sponsor a networking coffee break for all attendees with all corresponding branding and recognition.

- 3 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor



SPONSORSHIP

Opportunities

Snack Sponsor | \$10,000

2 Available

Your company will sponsor the snack station available throughout the conference for attendees to fuel up throughout the day!

- 2 Registration passes
- Access to attendee list 10 days prior to the event (names, job titles, and organizations)
- Recognized as a sponsor on all pre-conference digital marketing materials (website, emails and social medias)
- Recognized as a sponsor on all onsite conference marketing materials (banners, posters and signage)
- Recognized as a sponsor on all post-conference digital marketing materials (website, emails and social medias)
- Digital ad displayed on LED signage on show floor

Al La Carte Options

Charging Station | \$7,000 | 3 Available

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

Meter Board Sponsor | \$2,000 | Unlimited Available

Place your company graphics and information on a six-foot, two-sided poster board, placed on the main floor.

Digital Ad Sponsor | \$1,500 | Unlimited Available

Place your company graphics and information on our digital LED wall displayed on the show floor

Email Blast: Contact Brynja Bogan for pricing.

Webinar: Contact Brynja Bogan for pricing.



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