



# Sponsorship Opportunities

[awt.org/annualconvention16](http://awt.org/annualconvention16)

Annual Convention and Exposition  
September 7–10, 2016 San Diego, California

## Your Connection to Success

ADVANCE YOUR BRAND and strengthen relationships with buyers who are looking for suppliers they can trust. Through sponsorships, you reach key customers and prospects in a professional B2B setting and position your company among industry leaders.



### All 2016 convention sponsors will enjoy the following benefits:

- Prominent signage during your sponsored event, logo on sponsor banner in San Diego Convention Center, and recognition during the Annual Reception and Awards Dinner.
- Company logo on PowerPoint recognition slides shown in meeting rooms between sessions.
- Full listing in the convention notebook.
- Recognition in the official registration brochure (if contract and payment are received by **Friday, April 8**).
- Company name listed in conference section of AWT website, *the Analyst* magazine, the monthly e-newsletter, *the AWT Gram*, and promotional emails.



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## I. High-Impact Branding Opportunities

### Convention Notebook **SOLD**

**\$10,000**

This handy spiral-bound notebook is distributed to all attendees and includes the convention schedule, exhibitor listings, and your logo displayed on the notes pages. The convention notebook will be the go-to reference when attendees need to check important notes from the show. Includes a full-page color ad on the inside back cover.



### Badgeholders **SOLD**

**\$6,500**

Badgeholders are distributed to all attendees and are required to be worn at all times, so this is an effective marketing tool for displaying your logo. You'll gain additional exposure at two AWT Training Seminars, as these same badgeholders will be used at both events in March and April 2017.



### Hotel Key Cards

**SOLD**

**\$6,000**

Be visible to all hotel guests upon their arrival at the hotel. Your logo will be imprinted on the room key cards of the three hotels in which AWT has room blocks: Omni San Diego, San Diego Marriott Gaslamp Quarter, and Hilton San Diego Gaslamp Quarter.



### Attendee List **SOLD**

**\$2,500**

A great way for exhibitors to follow up on leads, this PDF will contain a full list of preregistered attendees and exhibitors with complete mailing addresses and phone numbers. The list will be sent out before and after the convention, and your company's logo will be included on each page.





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## I. High-Impact Branding Opportunities *continued*

### Cyber Center **SOLD**

**\$3,500**

Located in the heart of the activity at the San Diego Convention Center, just outside the exhibit hall by the registration desk, the Cyber Center will allow onsite registrants to walk up and enter their personal information, which will then be transmitted to the registration desk where attendees pick up their badges. Two computers will be programmed to your home page, allowing users to access emails, print boarding passes, etc., and your company message will appear prominently on the kiosk structure.



### Charging Station

**\$3,000**

A device-charging station provides attendees with the backup power they need to stay connected while away. Stations will be placed in high-traffic areas, and signage with your logo will recognize your sponsorship.

### Executive Portrait Lounge **SOLD**

**\$2,000**

Everyone needs a professional headshot for their website, business card, or other marketing collateral. The executive portrait lounge will be prominently located in the exhibit hall near the AWT Bookstore and Chillers Lounge. Signage and a table for your marketing materials are included.



### Water Stations

**\$2,000**

Keep everyone refreshed and hydrated with water stations in the session rooms and exhibit hall. Signage will prominently display your logo. Three sponsorships available, one per day at \$2,000 each (Wednesday, ~~Thursday~~, Friday).



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## II. Educational

### Keynote Speaker

**SOLD**

**\$3,000**

Your company representative will have the privilege of introducing AWT’s Keynote Speaker, George Severance, Navy seal, speaking on unrivaled trust and the tenets of leadership: lessons from the modern battlefield. Included is the opportunity to say a few words about your company in front of a packed audience.



### Commercial Corners **SOLD**

Exhibiting Company **\$950**

Non-exhibiting company **\$1,340**

Host your own 20-minute “infomercial” with content totally determined by you. We provide screens and a mic, you provide a laptop and content. A description of your presentation will be listed in the convention notebook.







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## III. Onsite Signage

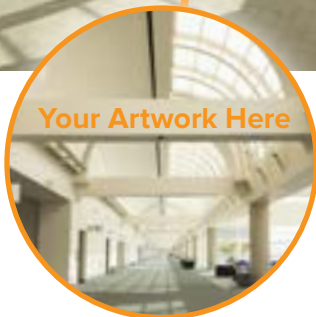
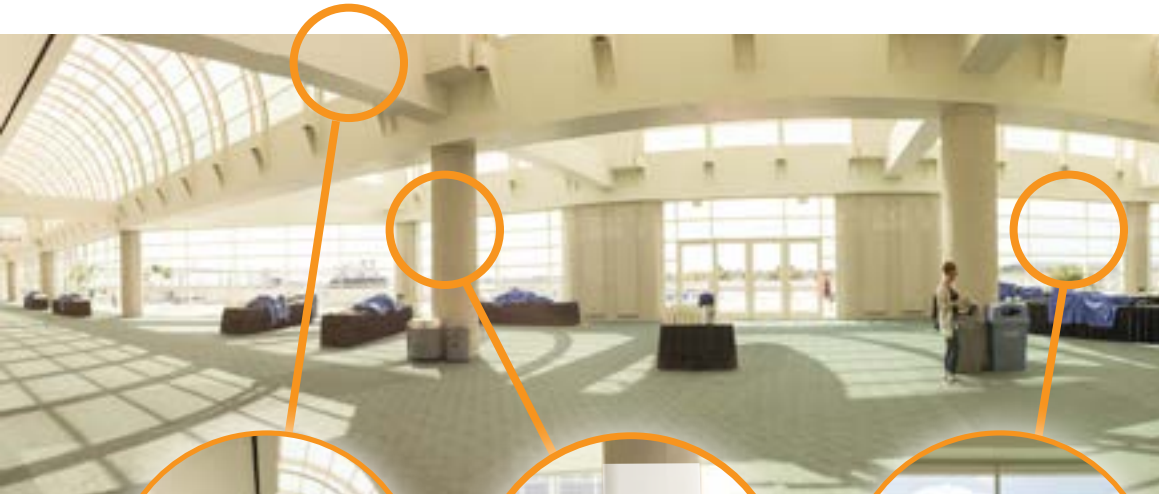
Leave a lasting impression with your message centrally located on the second floor of the Convention Center near all educational sessions and breakfast buffets on Thursday and Friday.



### Exhibit Hall Floor Decal

**\$1,000**

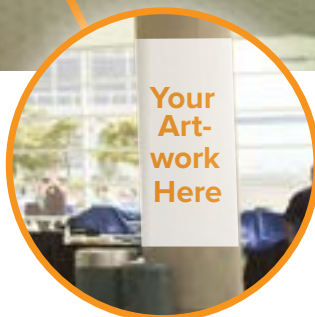
Chart the course to your booth with a floor decal! These hard-to-miss promotional vehicles make a bold statement and can include your company's logo, booth number and product message. Measuring 3' x 3', these carpet clings are an exceptional way to lead buyers to your booth while they're walking the show.



### Banners are Back!

**\$3,500**

Hanging proudly from the beams, these 22' x 3' banners will promote your products and drive traffic to your booth. Artwork subject to AWT approval.



### Column Wraps

**\$2,500**

Expand your message with custom artwork. Image size 114" x 96".



### Window Clings

**\$1,250**

90" x 23.5". Artwork is limited to logo and tagline.

### Omni Hotel Elevator Clings

These 3' x 3' mirror clings will be seen by everyone riding the elevators at the Omni Hotel going to or from their rooms and Saturday sessions. Artwork can include logo, tagline and booth number.



**\$1,500**

for each elevator  
four locations available

**\$3,500**

for all four elevators



## IV. Event Sponsorships and Receptions

### Women of Water (WOW) Reception **SOLD** **\$4,000**

Open to all registrants, the WOW Reception offers the perfect opportunity to show your support for the women in the industry. Sponsor may say a few welcoming remarks from the podium.



### Exhibit Hall Receptions

**\$1,500 each**

These three-hour receptions are a great way to get additional visibility during exhibit hall hours and drive more attendance to your booth. Signage with your company logo will be displayed at food and beverage stations in the hall. Three sponsorships available per day (Wednesday and/or Thursday)

### Exhibit Hall Lunch

**\$1,500 each**

Lunch in the exhibit hall brings in a crowd, and food stations will be located on the show floor. Includes signage with your company logo at serving areas. Three sponsorships available per day (~~Thursday~~ and/or Friday)



### Continental Breakfast

**\$1,000 each day**

Nourish the body, nourish the brain. Your sponsorship of the breakfast will be recognized with prominent signage in the serving area. Three sponsorships available per day (Thursday, Friday and Saturday)



# Sponsorship Opportunities

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## V. Golf Sponsorships

### Beverage Cart

**\$3,000**

The beverage cart offering cold beverages circles the course continuously. One company representative can accompany a golf course staffer throughout the day. Two drink tickets displaying your company’s logo will be distributed to each player, and the cart will sport your company logo.

### “To Go” Golf Breakfast and Coffee Service at Maderas Golf Course

**\$2,000 SOLD**

Breakfast sandwiches and coffee will get everyone off to a swinging start! Served by the bus departure area at the Omni Hotel, golfers can take along their morning meal for the ride. Sponsorship also includes coffee service upon arrival at the golf course. Signage with your logo at both locations.

### Specialty Drink Stations

**\$2,000**

You’ll be set up on a golf hole to greet each group and offer a beverage while players tee off. Provides a great opportunity to be part of the event and talk with all the players.

- Beer (two opportunities available)
- Bloody Marys
- Margaritas **SOLD**
- Piña Coladas

### Golf Lunch

**\$2,500**

Golfers will have two chances to grab a sandwich, sides, and water as they meander through the course.





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## V. Golf Sponsorships *continued*



### Titleist Pro V1 Golf Balls

**SOLD**

**\$4,500**

Golf balls for everyone! All tournament participants receive a sleeve of three balls imprinted with your logo.



### Golf Cap

**SOLD**

**\$1,750**

These caps inscribed with your logo will be welcomed to shield against the sun.



### Golf Towels

**SOLD**

**\$1,500**

Every golfer needs a towel for his or her bag. Towels will be printed with your company logo and placed in each cart.







# Sponsorship Opportunities

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## V. Golf Sponsorships *continued*



### Super Ticket **\$100,000** Shootout **\$3,000**

Random drawing of four lucky golfers for a chance at a \$100,000 shootout!

Includes:

- Logo on SuperTicket
- Signage at hole
- Almost \$50 in coupon savings on merchandise from Sports Authority, Golfsmith and Razor Golf.



### Hot Shot Golf Ball Cannon **\$2,000**

Everyone will have a “ball” shooting their golf ball 300’ or more onto the fairway. Participants then continue playing where the ball landed.



### Golf Hole-in-One **SOLD** **\$3,000**

This \$3,000 cash prize will certainly make one lucky golfer very happy. Includes signage at the golf hole.



### Golf Prizes **SOLD**

**\$750 each**

Sponsor an individual contest or team prize. Your company logo will be displayed on signage at the hole, in the conference notebook, and on site at the San Diego Convention Center.

- ~~1<sup>st</sup> Team Prize~~ **SOLD**
- ~~2<sup>nd</sup> Team Prize~~ **SOLD**
- ~~3<sup>rd</sup> Team Prize~~ **SOLD**
- ~~Closest to the Pin~~ **SOLD**
- ~~Longest Drive~~ **SOLD**

### Golf Hole Sponsor **\$600**

Sponsor an individual hole. Your company logo will be displayed on signage at each hole, in the conference notebook, and on site at the San Diego Convention Center.





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## VI. Annual Reception and Awards Dinner

### Awards Dinner **SOLD**

**\$5,000**

The Annual Reception and Awards Dinner has always been a highlight of the AWT Convention, and this year will create memories that will last a lifetime! Take advantage of this highly visible opportunity to promote your company aboard the USS Midway, named after the WWII Battle of Midway, the turning point in the war. Experience breathtaking panoramic views of the city of San Diego at sunset.



#### Midway facts:

- Midway could launch a massive aircraft about every 60 seconds, and aircraft had to land in an area the size of a tennis court.
- 3,073 refugees were rescued by the USS Midway in Operation Frequent Wind in 1975, and it was the Persian Gulf flagship for Operation Desert Storm in 1991.
- 3,200,000 gallons of ship and aviation fuel could be stored onboard.
- The typical USS Midway sailor was only 19 years old.



### Fireworks

**\$2,500**

Provide a spectacular display of fireworks over San Diego harbor viewed from the deck of the USS Midway. Your sponsorship will be recognized with prominent signage aboard the USS Midway.

**Four sponsorships available**



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## VII. AWT Website Advertising 360

### Website Advertising

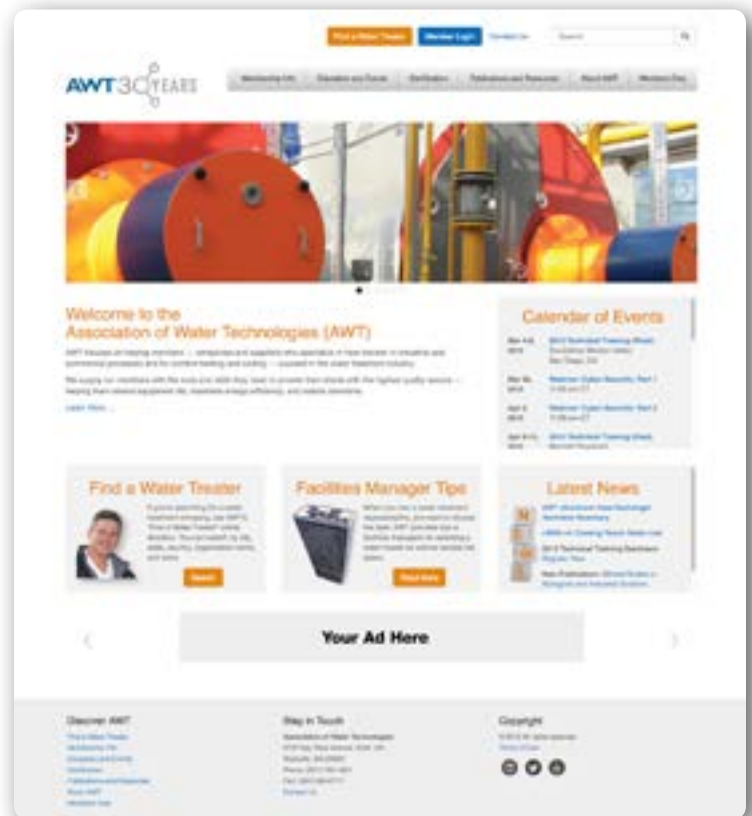
**Take advantage of year-round, non-stop messaging!**

Your banner ad (728w × 90h pixels) will appear on all website pages (except Members Only, Convention, and Technical Training pages) and rotate among a maximum of five ads.

#### Ad Pricing Options

Banner Ad	Three Months	Six Months	One Year
Member	\$800	\$1,250	\$2,150
Nonmember	\$1,600	\$2,500	\$4,300

Design a customized sponsorship package that's right for you. Contact Barbara Bienkowski at [bbienkowski@awt.org](mailto:bbienkowski@awt.org) to discuss a marketing strategy that meets your specific needs.





# Sponsorship

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Please complete all sections below in full, including official signature and payment information. Send sponsorship forms and payment to:

AWT, Attention: Barbara Bienkowski  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850  
or fax to (301) 990-9771, [bbienkowski@awt.org](mailto:bbienkowski@awt.org)

## Contact Information

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

Email a high-resolution file of your company logo to Barbara Bienkowski at [bbienkowski@awt.org](mailto:bbienkowski@awt.org). To ensure inclusion in all convention materials, submit your sponsorship and logo prior to Friday, June 17, 2016.

## Payment Information

To secure a sponsorship package, payment must be received with this application.

Check Enclosed  Visa  MasterCard  American Express

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Cancellation and Refund Policy.** Cancellations are not accepted and refunds are not made for sponsorships.

# VIII. Application

## Convention Sponsorship Selection

<b>I. High-Impact Branding Opportunities..... 1</b>	
Convention Notebook <del>SOLD</del> .....	<input type="checkbox"/> \$10,000
Badgeholders <del>SOLD</del> .....	<input type="checkbox"/> \$6,500
Hotel Key Card <del>SOLD</del> .....	<input type="checkbox"/> \$6,000
Attendee List <del>SOLD</del> .....	<input type="checkbox"/> \$2,500
Cyber Center <del>SOLD</del> .....	<input type="checkbox"/> \$3,500
Charging Stations .....	<input type="checkbox"/> \$3,000
Executive Portrait Lounge <del>SOLD</del> .....	<input type="checkbox"/> \$2,000
Water Stations .....	<input type="checkbox"/> \$2,000
<b>II. Educational..... 3</b>	
Keynote Speaker <del>SOLD</del> .....	<input type="checkbox"/> \$3,000
Commercial Corner (Exhibiting Company) <del>SOLD</del> .....	<input type="checkbox"/> \$950
Commercial Corner (Non-exhibiting Company) <del>SOLD</del> ..	<input type="checkbox"/> \$1,340
<b>III. Onsite Signage..... 4</b>	
Banners .....	<input type="checkbox"/> \$3,500
Column Wraps .....	<input type="checkbox"/> \$2,500
Window Clings.....	<input type="checkbox"/> \$1,250
Exhibit Hall Floor Decal .....	<input type="checkbox"/> \$1,000
Omni Hotel Elevator Clings .....	<input type="checkbox"/> \$1,500
	\$3,500
<b>IV. Event Sponsorships and Receptions..... 5</b>	
Women of Water (WOW) <del>SOLD</del> .....	<input type="checkbox"/> \$4,000
Exhibit Hall Receptions <input type="checkbox"/> Wed <input type="checkbox"/> Thu .....	<input type="checkbox"/> \$1,500
Exhibit Hall Lunch <input type="checkbox"/> Thu <input type="checkbox"/> Fri .....	<input type="checkbox"/> \$1,500
Continental Breakfast <input type="checkbox"/> Thu <input type="checkbox"/> Fri <input type="checkbox"/> Sat.....	<input type="checkbox"/> \$1,000
<b>V. Golf Sponsorships..... 6</b>	
GRUB & GROG .....	<input type="checkbox"/> \$6,000
Beverage Cart .....	<input type="checkbox"/> \$3,000
Golf Lunch.....	<input type="checkbox"/> \$2,500
Golf Breakfast <del>SOLD</del> .....	<input type="checkbox"/> \$2,000
Drink Stations <input type="checkbox"/> Beer <input type="checkbox"/> BM <input type="checkbox"/> Marg <input type="checkbox"/> Piña Col.....	<input type="checkbox"/> \$2,000
<b>GEAR..... 7</b>	
Golf Ball <del>SOLD</del> .....	<input type="checkbox"/> \$4,500
Golf Cap <del>SOLD</del> .....	<input type="checkbox"/> \$1,750
Golf Towels <del>SOLD</del> .....	<input type="checkbox"/> \$1,500
<b>GAMES..... 8</b>	
Super Ticket Shootout .....	<input type="checkbox"/> \$3,000
Hot Shot Golf Ball Cannon.....	<input type="checkbox"/> \$2,000
Golf Hole in One <del>SOLD</del> .....	<input type="checkbox"/> \$3,000
Golf Prizes <input type="checkbox"/> 1 <sup>st</sup> <input type="checkbox"/> 2 <sup>nd</sup> <input type="checkbox"/> 3 <sup>rd</sup> <input type="checkbox"/> Cls to Pin <input type="checkbox"/> Long Drv...	<input type="checkbox"/> \$750
Golf Hole Sponsor .....	<input type="checkbox"/> \$600
<b>VI. Annual Reception and Awards Dinner..... 9</b>	
Awards Dinner <del>SOLD</del> .....	<input type="checkbox"/> \$5,000
Fireworks.....	<input type="checkbox"/> \$2,500
<b>VII. AWT Website Advertising 360..... 10</b>	
Member: <input type="checkbox"/> 3mo \$800 <input type="checkbox"/> 6mo \$1,250 <input type="checkbox"/> 12mo \$2,150	
Non-Member: <input type="checkbox"/> 3mo \$1,600 <input type="checkbox"/> 6mo \$2,500 <input type="checkbox"/> 12mo \$4,300	
<b>VIII. Application..... 11</b>	
<b>TOTAL .....</b>	<input style="border: 2px solid orange; width: 100px; height: 20px;" type="text"/>