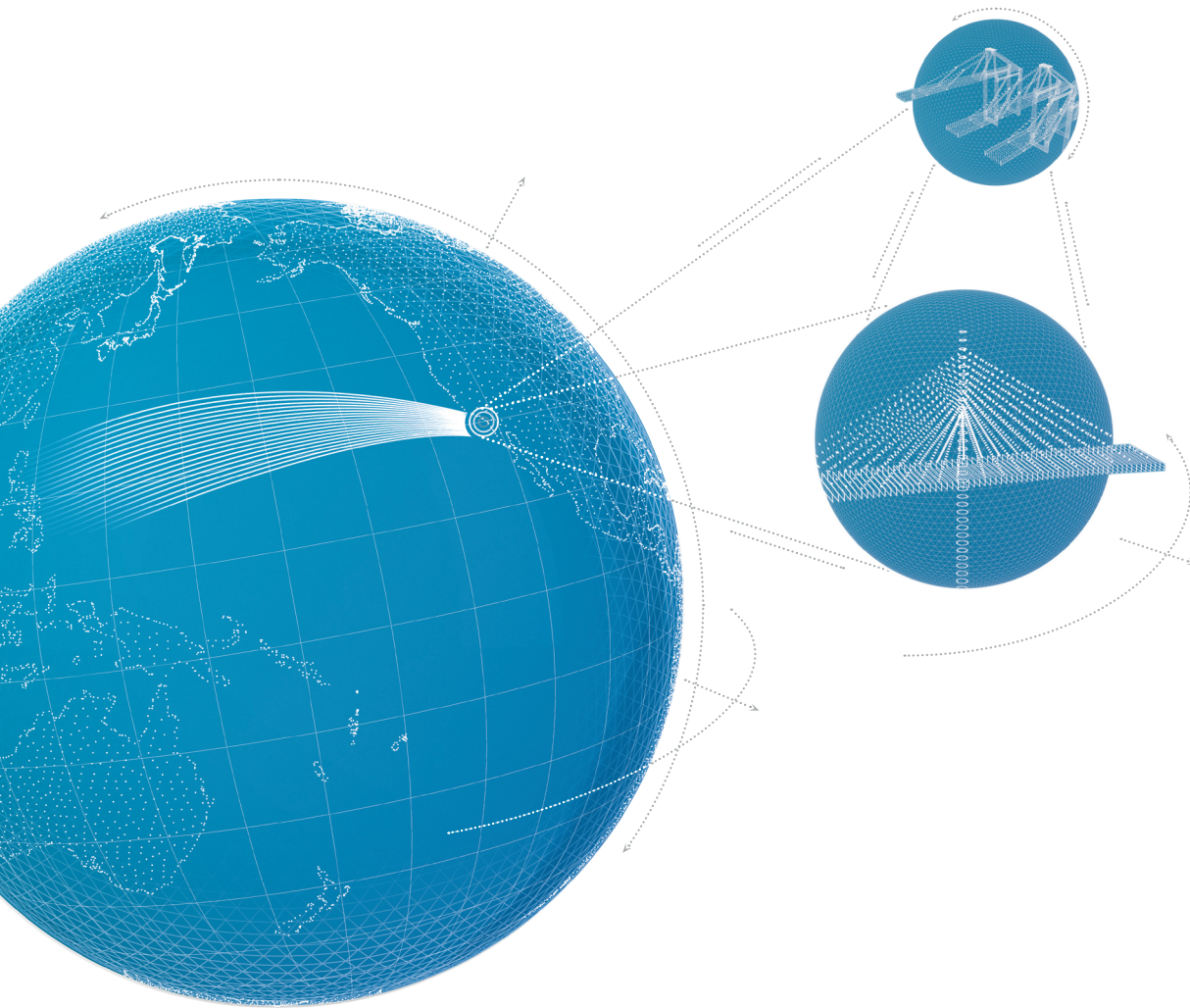


Hosted By:



## SPONSORSHIP & ADVERTISING OPPORTUNITIES



**AAPA//2017**  
**Port of LONG BEACH**  
Travel to the Green Port of the Future

**OCTOBER 1-4, 2017**

LONG BEACH CONVENTION CENTER – LONG BEACH, CA

[WWW.AAPA2017.COM](http://WWW.AAPA2017.COM)

08/28/2017 10:00 p.m.

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## ABOUT US

The Port of Long Beach is one of America's premier seaports and a trailblazer in goods movement and environmental stewardship.

Trade valued annually at more than \$180 billion moves through Long Beach, making it the second-busiest seaport in the United States. Everything from clothing and shoes to toys, furniture and consumer electronics arrives at the Port before making its way to store shelves throughout the country. Specialized terminals also move petroleum, automobiles, cement, lumber, steel and other products.

A major economic force, the Port supports more than 30,000 jobs in Long Beach, 316,000 jobs throughout Southern California and 1.4 million jobs throughout the United States. It generates about \$16 billion in annual trade-related wages statewide.

With a Green Port Policy guiding efforts to minimize or eliminate negative environmental impacts, the

Port is also a catalyst for innovative environmental programs. Serving as a model for ports around the world, the Port of Long Beach pioneered such programs as the Green Flag vessel speed reduction air quality program, Green Leases with environmental covenants and the San Pedro Bay Ports Clean Air Action Plan. The Port has also moved aggressively to outfit its container terminals with shore power with at least one berth at every container terminal having that capacity. By 2020, all container berths will have shore power.

With these bold initiatives, the Port is dedicated to improving air quality more quickly and aggressively than has ever been attempted by any seaport, anywhere in the world.

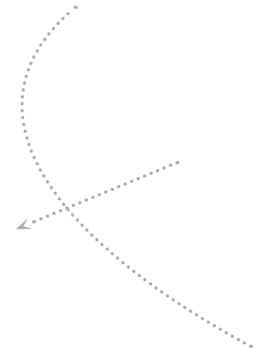
For more information contact:

Stephanie Graves (213) 891-2965  
[sgraves@leeandrewsgroup.com](mailto:sgraves@leeandrewsgroup.com)

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## ABOUT AAPA

The American Association of Port Authorities (AAPA) represents more than 160 public port authorities in the United States, Canada, the Caribbean and Latin America. AAPA promotes the common interests of the port community and provides critical industry leadership on security, trade, transportation, infrastructure, environmental and other issues related to port development and operations. The annual AAPA Convention remains the largest membership gathering of the year. The Port of Long Beach will host AAPA's 106th convention in Long Beach, California. This year over 500 attendees will gather at the Long Beach Convention Center, October 1-4th for a range of events, business sessions and networking opportunities.



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## **SPONSORSHIP** BENEFITS

The Port of Long Beach has developed premiere sponsorship opportunities that offer a wide range of benefits and exclusive opportunities.

Sponsorship of the 2017 AAPA Convention includes high visibility and brand recognition throughout the 4-day convention with unique and creative branding opportunities that allow your company to be single-handedly recognized. The convention will allow sponsors to connect with key industry players including senior and executive management personnel from port authorities and suppliers and will enable you to meet, network and strengthen your relationships with several members of the business community. Don't miss out on this exclusive opportunity!



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## CONVENTION SCHEDULE

### Sunday, October 1

Registration & Welcome Reception

### Monday, October 2

Registration

Committee Meetings

Executive Committee Meetings

Special Session for Port Directors

Board of Directors Meeting

Ports Delegation Meeting

U.S. Legislative Policy Council

Exhibit Hall Reception

### Tuesday, October 3

Registration

Opening Ceremonies

General Session

Luncheon

Breakouts

Evening Reception

### Wednesday, October 4

Registration

Chairman's Address

General Session

Luncheon Program

Board of Directors Meeting

Breakout Sessions

Closing Event



**TRAILBLAZER SPONSOR ..... \$100,000 (3 AVAILABLE)**

- High-level visibility and recognition throughout the convention
- Recognition at one pinnacle event
- Recognition at the official Opening Ceremony
- Recognition on all convention promotional materials
- Opportunity to provide literature or promotional item at registration (items provided by sponsors)
- Company branding on welcome signage
- One 8'x10' exhibitor booth
- Recognition at luncheon(s)
- One premium placement full-page color ad in convention program
- Six complimentary individual registrations to the convention, including all social events
- Company branding on sponsor acknowledgement page in convention program
- Company branding projected on large screens during convention (except during speeches and entertainment)
- Company branding on convention website and sponsor acknowledgement page
- Inclusion of bag insert and promotional item in convention show bag (items provided by sponsor)
- Social media coverage throughout the event

**VISIONARY SPONSOR ..... \$75,000 (3 AVAILABLE)**

- Opportunity to provide literature or promotional item at registration (items provided by sponsors)
- Company branding on welcome signage
- One 8'x10' exhibitor booth
- Recognition at luncheon(s)
- One full-page color ad in convention program
- Four complimentary individual registrations to the convention, including all social events
- Company branding on sponsor acknowledgement page in convention program
- Company branding projected on large screens during convention (except during speeches and entertainment)
- Company branding on convention website and sponsor acknowledgement page
- Inclusion of bag insert and promotional item in convention show bag (items provided by sponsor)
- Social media coverage throughout the event

**MODERNIZER SPONSOR ..... \$50,000 (2 AVAILABLE)**

- One 8'x10' exhibitor booth
- Recognition at luncheon(s)
- One full-page color ad in convention program
- Two complimentary individual registrations to the convention, including all social events
- Company branding on sponsor acknowledgement page in convention program
- Company branding projected on large screens during convention (except during speeches and entertainment)
- Company branding on convention website and sponsor acknowledgement page
- Inclusion of bag insert and promotional item in convention show bag (items provided by sponsor)
- Social media coverage throughout the event



**TRENDSETTER SPONSOR** ..... **\$35,000 (5 AVAILABLE)**

- One half-page color ad in convention program
- Co-sponsorship of all convention breakfasts and refreshment breaks
- 50% discount on purchase of exhibitor booth
- Company branding on sponsor acknowledgement page in convention program
- Company branding projected on large screens during convention (except during speeches and entertainment)
- Company branding on convention website and sponsor acknowledgement page
- Inclusion of bag insert and promotional item in convention show bag (items provided by sponsor)
- Social media coverage throughout the event

## **INNOVATOR SPONSOR** ..... **\$25,000 (1 AVAILABLE)**

- One half-page color ad in convention program
- 50% discount on purchase of exhibitor booth
- Company branding on sponsor acknowledgement page in convention program
- Company branding projected on large screens during convention (except during speeches and entertainment)
- Company branding on convention website and sponsor acknowledgement page
- Inclusion of bag insert and promotional item in convention show bag (items provided by sponsor)
- Social media coverage throughout the event

## SPONSOR BENEFITS COMPARISON CHART

SPONSOR BENEFITS	TRAILBLAZER - \$100,000	VISIONARY - \$75,000	MODERNIZER - \$50,000	TRENDSETTER - \$35,000	INNOVATOR - \$25,000
High-level visibility and recognition throughout the convention	✓				
Recognition at one pinnacle event	✓				
Recognition at the official Opening Ceremony	✓				
Recognition on all convention promotional materials	✓				
Opportunity to provide literature or promotional item at registration (items provided by sponsors)	✓	✓			
Company branding on welcome signage	✓	✓			
One 8'x10' exhibitor booth	✓	✓	✓		
Recognition at luncheon(s)	✓	✓	✓		
One premium placement full-page color ad in convention program	✓				
One full-page color ad in convention program		✓	✓		
One half-page color ad in convention program				✓	✓
Co-Sponsorship of all convention breakfasts and refreshment breaks				✓	
50% discount on purchase of exhibitor booth				✓	✓
Six complimentary individual registrations to the convention, including all social events	✓				
Four complimentary individual registrations to the convention, including all social events		✓			
Two complimentary individual registrations to the convention, including all social events			✓		
Company branding on sponsor acknowledgement page in convention program	✓	✓	✓	✓	✓
Company branding projected on large screens during convention (except during speeches and entertainment)	✓	✓	✓	✓	✓
Company branding on convention website and sponsor acknowledgement page	✓	✓	✓	✓	✓
Inclusion of bag insert and promotional item in convention show bag (items provided by sponsor)	✓	✓	✓	✓	✓
Social media coverage throughout the event	✓	✓	✓	✓	✓

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## EXCLUSIVE PROMOTIONAL SPONSORSHIPS

All promotional sponsors will receive company logo on sponsor acknowledgement page in convention program and on sponsor recognition page of the convention website.

Only one of each

### Equipment Display Sponsorship ..... \$50,000

Don't miss out on the chance to display your company equipment at the entrance of the convention.

### Signage Sponsorship ..... \$15,000

Take advantage of this special opportunity for your company branding to be seen throughout the convention. Become the exclusive sponsor of all convention signage.

### Registration Area Sponsorship ..... \$15,000

Showcase your company logo on the banner in registration area and receive the special opportunity to supply a promotional item in the registration area. Sponsor will receive one complimentary registration to an evening event held during the convention.

### Convention Bags Sponsorship ..... ~~\$15,000~~ **SOLD**

Custom-printed convention bags turn every conference attendee into your own personal billboard. These bags are distributed at registration to every convention attendee.

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### **Luncheon Sponsorship**

**SOLD**  
~~\$15,000~~

Luncheon sponsor will have the unique opportunity to market themselves during luncheons, receiving special recognition and branding on signage. Sponsor will also receive reserved seating at luncheons and an opportunity to supply promotional items at luncheon. Sponsor will receive one complimentary registration to an evening event held during the convention.

### **Staff Apparel Sponsorship**

**SOLD**  
~~\$10,000~~

Capture the crowd's attention as event staff displays your company logo on their shirts. Your company's brand will be seen throughout the entire convention.

### **Beach Towel Sponsorship**

**SOLD**  
~~\$10,000~~

As attendees are welcomed to California, most known for its beautiful beaches, showcase your company logo on custom-printed beach towels that will be distributed in every attendee's convention bag at registration.

### **Coffee Mug Sponsorship**

**\$10,000**

Sponsor logo will be featured on coffee mugs at several coffee stations throughout the convention. Sponsor will receive one complimentary registration to an evening event held during the convention.

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### Note Pad Sponsorship

**SOLD**  
~~\$10,000~~

Show off your company logo on the official conference notepads to be used throughout the conference. Sponsor will receive one complimentary registration to an evening event held during the convention.

### Internet Café Sponsorship

**SOLD**  
~~\$8,000~~

Sponsor will be advertised as the exclusive sponsor of internet connection in the exhibit hall. Sponsor will receive the opportunity to supply promotional items in the Internet Café. Sponsorship also includes one complimentary registration to an evening event held during the convention.

### Hotel Key Card Sponsorship

**SOLD**  
~~\$7,500~~

Be seen on the most important item conference attendees have. Display your company's logo on guest room key cards at the Westin Long Beach Hotel.

### Transportation Sponsorship

**SOLD**  
~~\$7,500~~

Convention attendees will encounter sponsor logo on all transportation signage, as they travel to each location. Sponsor will also have the opportunity to supply promotional items in bus waiting areas and on buses.

### Coffee Break Sponsorship

**SOLD**  
~~\$7,500~~

Receive the exclusive opportunity to supply promotional items during coffee break(s). Sponsor will receive one complimentary registration to an evening event held during the convention.

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### **Badge Lanyards Sponsorship**

**SOLD**

~~**\$7,500**~~

Catch the eyes of convention goers as your company logo is seen on the badge lanyards that attendees will wear throughout the entire event. Badges will be distributed to each attendee at registration.

### **Hotel Key Card Sponsorship**

**\$5,000**

Be seen on the most important item conference attendees have. Display your company's logo on guest room key cards at the Renaissance Long Beach Hotel.

### **Step & Repeat for Selfie Station Sponsorship**

**SOLD**

~~**\$5,000**~~

Become a part of this memorable experience for convention attendees, as your company logo is captured in photos. Your company logo will be featured on a dynamic step & repeat at the entryway of the event.

### **Show Bag Inserts Sponsorship**

**\$2,500**

Don't miss out on the chance to ensure each attendee receives information about your company. Include promotional material in every attendee's convention bag, to be distributed at registration. \*

\*Sponsor artwork must be approved by convention management

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## PROGRAM ADVERTISING AND SPECIFICATIONS

Advertising opportunities within the 2017 AAPA Convention Program Guide are a wonderful way to showcase your company. Whether it is an invitation to your company's exhibit booth or your latest print ad showcasing your product and/or company, this opportunity is one not to be missed.

The Convention Program Guide – offering premium visibility to your target audience – is put in every attendee registration bag that will be distributed upon convention check-in. The program will detail the convention itinerary and include an overview of the guest speakers, session information and much more.

These prime advertising spots are limited, so don't delay in your submission! Deadline is Friday, August 18th.

### PROGRAM ADVERTISING OPTIONS

Back Cover

**SOLD**  
~~Exclusive Opportunity \$5,000~~

Inside Front Cover

**SOLD**  
~~Exclusive Opportunity \$3,500~~

Inside Back Cover

**SOLD**  
~~Exclusive Opportunity \$3,500~~

Full Page

Multiple Opportunities \$2,500

Half Page, Horizontal

Multiple Opportunities \$1,750



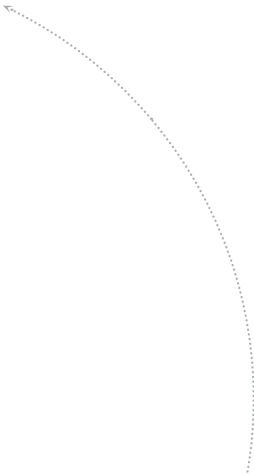


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## ARTWORK SPECIFICATIONS

- Full Page	W 5.75" x H 8.75"	Trim Size: W 5.5" x H 8.5"	Live Area: W 5.25" x H 8.25"
- Cover	W 5.75" x H 8.75"	Trim Size: W 5.5" x H 8.5"	Live Area: W 5.25" x H 8.25"
- Half Page (horizontal only)	W 5.75 " x H 4.5"	Trim Size: W 5.5" x H 4.25"	Live Area: W 5.25" x H 4.125"

Inside Bleed: 0"   Top Bleed: 0.125"   Outside Bleed: 0.125"   Bottom Bleed: 0.125"

- All ads requested in digital format for PC or Mac
  - Preferred applications include Adobe InDesign, Photoshop or Illustrator
  - .pdf files are accepted, but are the responsibility of the advertiser (Word processing programs such as Word, Pages or WordPerfect are not accepted for finished ads)
  - Photographic images must be converted to CMYK and provided as TIFF or EPS files (no .jpegs)
  - Image resolution should be at least 300 dpi
  - Where possible, fonts should be converted to outlines or embedded in the file  
Supply all files and type fonts via email
  - Bleed dimensions should be used only for reference when sizing your ad materials
  - All ad images and text should remain within the size of a non-bleed ad (live area) to prevent any risk of text or image being trimmed off
  - Materials provided with copy outside the live area cannot be guaranteed
  - Bleed dimensions represent the amount of extra image required to ensure your ad covers the entire page of the printed publication
  - Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications of this publication
  - Ad space will be sold up to the stated deadline, subject to space availability. All ad materials must be approved by event organizers.
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# 2017 AAPA ADVERTISING & SPONSORSHIP AGREEMENT

**SPONSORSHIP & ADVERTISING DEADLINE: SEPTEMBER 5, 2017**

## PROGRAM ADVERTISING

- Back Cover	<del>SOLD</del> <del>\$5,000</del>
- Inside Front Cover	<del>SOLD</del> <del>\$3,500</del>
- Inside Back Cover	<del>SOLD</del> <del>\$3,500</del>
- Full Page	\$2,500
- Half Page, Horizontal	\$1,750

## PROMOTIONAL SPONSORSHIPS

- Equipment Display	\$50,000
- Signage	\$15,000
- Registration Area	\$15,000
- Convention Bags	<del>SOLD</del> <del>\$15,000</del>
- Luncheon	<del>SOLD</del> <del>\$15,000</del>
- Staff Apparel	<del>SOLD</del> <del>\$10,000</del>
- Beach Towel	<del>SOLD</del> <del>\$10,000</del>
- Coffee Mug	\$10,000
- Note Pad	<del>SOLD</del> <del>\$10,000</del>
- Internet Café	<del>SOLD</del> <del>\$8,500</del>
- Hotel Key Card	<del>SOLD</del> <del>\$7,500</del>
- Transportation	<del>SOLD</del> <del>\$7,500</del>
- Coffee Break	<del>SOLD</del> <del>\$7,500</del>
- Badge Lanyard	<del>SOLD</del> <del>\$7,500</del>
- Hotel Key Card	\$5,000
- Step & Repeat	<del>SOLD</del> <del>\$5,000</del>
- Show Bag Inserts	\$2,500

## PREMIER SPONSORSHIPS

- Trailblazer Sponsor	\$100,000
- Visionary Sponsor	\$75,000
- Modernizer Sponsor	\$50,000
- Trendsetter Sponsor	\$35,000
- Innovator Sponsor	\$25,000

## SPONSOR/ADVERTISER INFORMATION

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ City, St, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Please make checks payable to Port of Long Beach and address memo line as "AAPA 2017 Sponsor"**

Sponsorship Contact/Return Completed Form to:  
Mario Gonzalez, Manager of Community Relations  
4801 Airport Plaza Drive, Long Beach, CA 90815  
[mario.gonzalez@polb.com](mailto:mario.gonzalez@polb.com)

For more information contact:  
Stephanie Graves  
(213) 891-2965  
[sgraves@leeandrewsgroup.com](mailto:sgraves@leeandrewsgroup.com)

No refunds. Please note that your sponsorship and/or advertisement will not be prompted until your fee is paid in full. Upon receipt of this agreement, a confirmation letter outlining this agreement and invoice with payment processing information will be sent to the undersigned at the address noted on this agreement. It is understood that sponsors are responsible for providing Port of Long Beach with all company logos, artwork and other materials for use with any sponsorship, and that all company logos are subject to approval by the Port of Long Beach. We agree to abide by the conditions outlined above.

\_\_\_\_\_  
Name & Title (Printed)

\_\_\_\_\_  
Signature of Authorized Signer/Representative

\_\_\_\_\_  
Date