

Produced Annually By:



**Ready to Get Started?**

Download our Sponsor and Exhibitor Registration Form

# FlightSimExpo 2024

June 21-23, 2024  
Rio Las Vegas

[www.flightsimexpo.com](http://www.flightsimexpo.com)  
[info@flightsimassociation.com](mailto:info@flightsimassociation.com)  
833-437-3976 (North America Only)



## Partner Opportunities



# Contents

- About FlightSimExpo...**3**
- 2024 Schedule...**5**
- Announcements...**7**
- Sponsoring/Exhibiting...**9**
- Unique Opportunities...**15**



**Questions? Ideas? Let's Connect!**

Email [info@flightsimassociation.com](mailto:info@flightsimassociation.com) or  
call Evan at 833-437-3976 (within North America).

# About the Show

2023 Event Statistics

FlightSimExpo is North America's **biggest enthusiast flight simulation event** and the **largest gathering** of flight simulation developers in the world.

# 2,330

IN-PERSON &  
ONLINE  
PARTICIPANTS



40+ countries, all 50 US states

Compared to the **average simmer**, our attendees...



Spend **\$300** more/year on their flight simulator



Fly their simulator **6 hours** more/week



**Announcements are amplified**

by 50+ of the biggest flight sim news websites, content creators, and community influencers.



The **biggest brands** attend FlightSimExpo, including:



Navigraph



SimFab<sup>®</sup>



THRUSTMASTER<sup>®</sup>



# Our Audience

A unique blend of simmers and pilots.

FlightSimExpo is one of the few events where you can reach **expert flight simmers**, **gaming enthusiasts**, **real-world pilots**, *and* **aviation professionals**.



35% are certificated pilots



32% are seeking flight training



12% work in aviation

# 19%

of our attendees are  
new to flight simulation

Through our outreach to local flying clubs and schools, media exposure in gaming publications, and even local radio advertising, we're **reaching people** who have never heard of the hobby and are **inspiring** the next generation of pilots.







# 2024 Event Schedule

Times & Events Subject to Change

JUNE

20

Thursday

Industry Networking Day

1-6pm Developer Conference presented with  **FSELITE**

6-7:30pm Partner Welcome Reception

JUNE

21

Friday

9am Exhibitor Setup Begins

1-5:30pm #FSExpoFriday Announcements

5:30-7pm Attendee Welcome Reception

JUNE

22

Saturday

9am-5pm Exhibits and Seminars

7pm Partner-Organized Receptions & Evening Social Events

JUNE

23

Sunday

9am-3pm Exhibits and Seminars

3pm Exhibitor Breakdown Begins

# FlightSimExpo Developer Conference

presented by



An afternoon of interactive group discussions designed to enhance relationships, inspire product development, and advance the profile of enthusiast flight simulation.

## FREE for all Sponsors & Exhibitors



**Thursday, June 20**

Rio Las Vegas

12:30pm Welcome

1:00pm - 5:30pm Breakout and Discussion Sessions  
Topics as selected by exhibitors during registration. Seminar topics and schedule will be circulated prior to the event.

6:00pm Partner Welcome Reception  
Meet fellow developers and enjoy free drinks and appetizers.

FlightSimExpo is the **largest gathering** of flight simulation developers in the world.

**Let's get talking!**





All announcements are  
livestreamed to a  
worldwide audience

## #FSExpoFriday Announcement

Showcase your announcement  
on stage and around the world.

**\$500**

- Presented on Friday, June 21 to a dedicated **in-person audience** and **livestreamed globally**.
- Announce it yourself or send us a video to play.
- Need us to create video for the announcement? Send us your product and **we'll do the rest!**

# Case Study

A2A Simulations showed off the first visuals of their Accu-Sim Comanche during a Product Announcement Seminar in 2023 ...and our audience **loved it**:

-  **Justin Dumlao - KDFW** 🚀 06/23/2023 4:42 PM  
This is fantastic
-  **David Sappenfield (Online)** BOT 06/23/2023 4:43 PM  
that looks amazing!
-  **Larry Kyrala - KBED** 🗨️ 06/23/2023 4:43 PM  
the visor is vibrating with the engine!
-  **Justin Dumlao - KDFW** 🚀 06/23/2023 4:44 PM  
Woah
-  **Larry Kyrala - KBED** 🗨️ 06/23/2023 4:44 PM  
wut?! 😮
-  **Damian Lappin (Online)** BOT 06/23/2023 4:45 PM  
I had an A2A in P3D, must say this is impressive, need to get some decent GA aircraft like this on MSFS
-  **Larry Kyrala - KBED** 🗨️ 06/23/2023 4:48 PM  
we've been waiting a long time for this. 😊
-  **Gary Ralston** 🚀 06/23/2023 4:48 PM  
No WAY!  
👍 1
-  **Justin Dumlao - KDFW** 🚀 06/23/2023 4:48 PM  
This is SO GOOD
-  **Jason Mullins (Online)** BOT 06/23/2023 4:48 PM  
hahaha



## Product Announcement Seminar

For just \$500, take the stage on Friday, June 21 and reveal your new release to a captive in-person audience and flight simmers around the world via livestream.





# Sponsoring

With an **option for every budget**, it's never been easier to get your branding in front of a captive, unique audience.

# Sponsorship Levels

Support the show while enjoying maximum exposure **before and during** FlightSimExpo.

All options include:

- Access to Thursday's Developer Conference.
- Discounted exhibitor rates.
- Access to the FlightSimExpo partner directory.

**Ready to get started now?**

Download our Sponsor and Exhibitor Registration Form



	Diamond	Platinum	Gold
			
	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,000</b>
Complimentary Registrations	5	3	1
Name and Logo in Event Media	✓	✓	✓
Logo on Attendee Bags	✓	✓	✓
Logo on Conference T-Shirts	✓	✓	
Hotel Upgrade	✓	✓	
Early Exhibit Booth Selection	✓		
Digital Offer Emailed to Attendees	✓		
Top Line of Sponsor Listings	✓		
Logo on Website Homepage	✓		
Logo on Exhibit Hall Entrance Unit	✓		

- Diamond Sponsorships available until **January 31, 2024**
- Hotel upgrades are Fri/Sat and are **subject to availability**



“

FSExpo is a great place for us to speak with our users and **collect product feedback**.

We also enjoy **meeting with other developers** to discuss future projects and **collaborations**.

- Magnus Axholt,  
CEO & Co-Founder, Navigraph

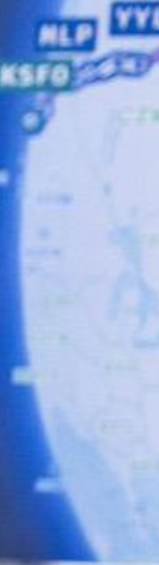
**Exhibiting**

The best way to showcase your products and services to pilots, gamers, and flight simmers...starting at just **\$750**.



**Navigraph**

Safe Flight.  
Reduced Emission.



# Booth Options

Meet and engage with our unique, international audience.

All booths include:

- Electricity
- Wireless Internet
- Pipe, drape, and furnishings
- Logo placement on website
- 2 staff/exhibitor passes
- Insurance
- Access to Friday's Developer Conference & Social

Register before March 9  
for guaranteed inclusion in  
our live exhibitor reveal.



## Single

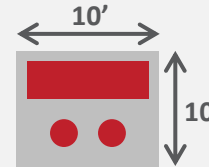
**\$750**

Sponsors or  
FSA Partners

**\$1,000**

Other  
Exhibitors

- 2 chairs
- 1 table (6' wide, 3' tall)
- Pipe and drape (3' side walls, 8' back wall)



## Double

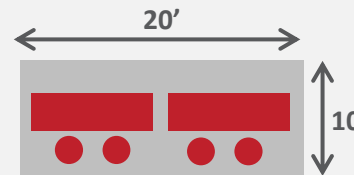
**\$1,400**

Sponsors or  
FSA Partners

**\$1,650**

Other  
Exhibitors

- 4 chairs
- 2 tables (6' wide, 3' tall)
- Pipe and drape (3' side walls, 8' back wall)



Larger sizes available exclusively to  
sponsors and FSA Partners:  
20'x20' - **\$2,500** | 20'x30' - **\$4,000**



See the 2024 Floorplan &  
Reserve Your Booth Space



## Turnkey Exhibit Booth Add-On

Short on time? Make exhibiting **easy**. **\$1,000**

With our Turnkey Exhibit Booth, we do the work! Just bring a laptop, plug in the HDMI cable, and **you're ready to start exhibiting.**

This all-in-one package adds the following to your exhibit booth:

- HDTV with floor stand.
- Custom tablecloth and retractable banner with your single-color logo.
- On-site setup and logistics support.



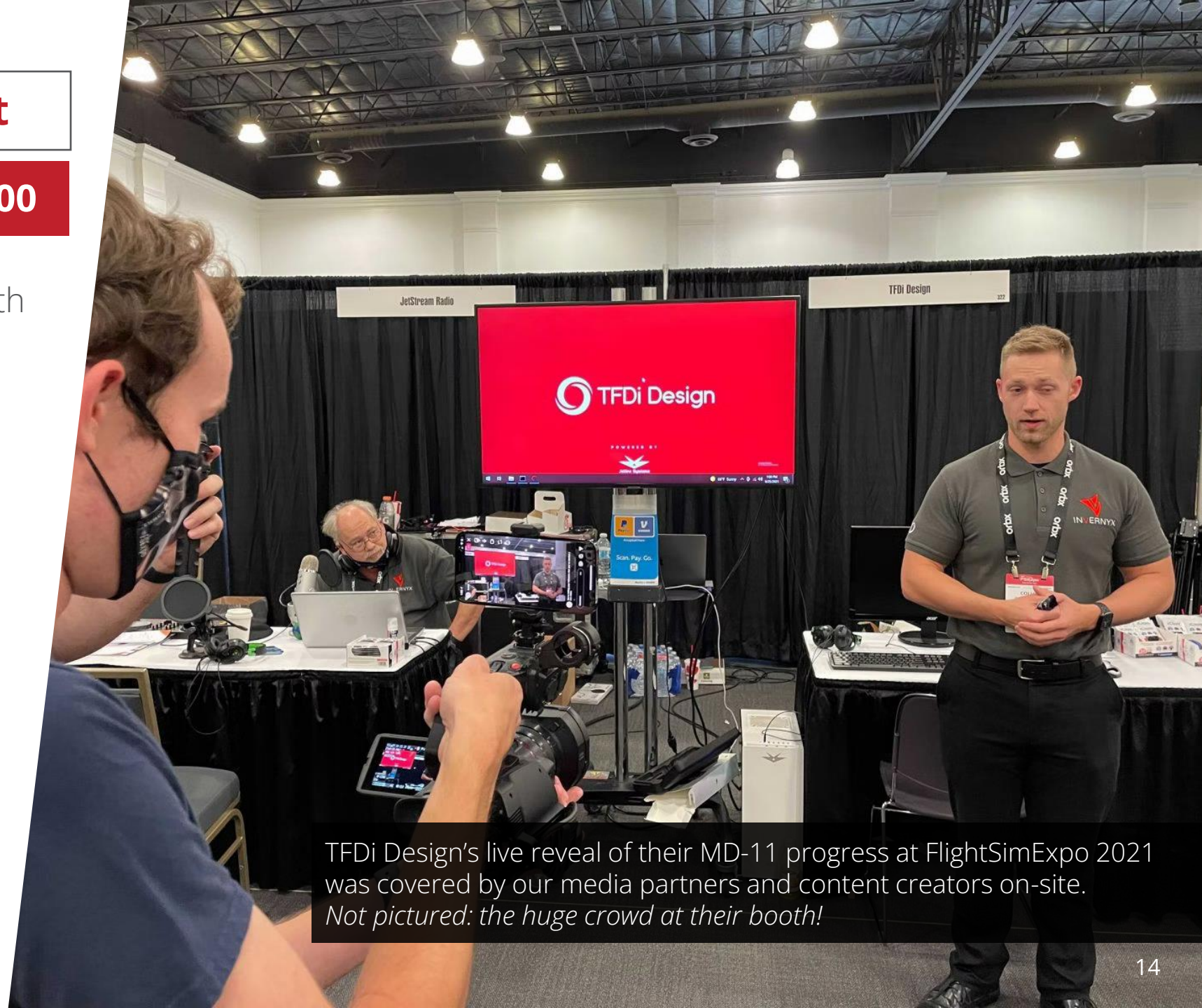


## Exhibitor Announcement

Your announcement **goes viral.** **\$300**

Plan an announcement at your booth or on the show floor stage. We'll amplify on-site and online.

- Announcement included in **official event schedule.**
- **Push notification** to our on-site and virtual attendees.
- Mention in **pre-event email** to all attendees.
- Media Partners advised to **cover your reveal** live.



TFDi Design's live reveal of their MD-11 progress at FlightSimExpo 2021 was covered by our media partners and content creators on-site.  
*Not pictured: the huge crowd at their booth!*





**Let's Partner!**

Don't just attend FlightSimExpo. **Make a statement.**

Help us uplevel the attendee experience for so everyone recognizes your role as a true partner of our event.



## Event Socials and Dinners

Because everyone loves  
free food and drinks!

**From \$2,000**

Whether you want to engage with all attendees, developers, or the most passionate simmers, our social events offer great sponsorship value.

Sponsor the **FlightSimExpo Banquet**, **Welcome Social**, or the **Sponsor/Exhibitor Reception**.

Options include:

- Your choice of colors, branding, and activities.
- Naming rights.
- Custom T-shirts, napkins, and desserts.
- Opportunity to speak or distribute materials.





# Case Study



“

FSEXPo is **the place to be** for **reaching flight simmers**. We can go to as many gaming conventions as we want but if we want to talk to majority of the flight sim community, **this is the only event we ever consider**.

- Tim Gorham, Thrustmaster Marketing Director

**In 2023, we partnered with Thrustmaster to host a private event *inside* the Boeing 747 that carried the space shuttle at Space Center Houston!**

To maximize visibility, the “Thrustmaster Afterparty” was incorporated in the main schedule, and we held multiple raffles.

The evening featured an entirely private “first flight” with the future of Thrustmaster’s flight sim range, not visible anywhere else. The 100 participants included VIPs, influencers and partners.

Our full-service approach included coordination of transportation, logistics, food and beverage so Thrustmaster could put on a great experience for the participants.





## Home Cockpit Building Workshops

Support DIY at the show.

**\$60/person**

Help purchase materials for 5 to 100 participants.

Includes:

- Naming rights and branding throughout event space.
- Mentions during each workshop.
- Your branding on the finished product attendees take home with them!







## Lanyards

Your logo in **every picture**  
from the event.

**\$5,000**

- Turn every attendee into a walking advertisement!
- Continuing visibility in post-event photos and videos.

Customize the lanyards  
with your logo



Available to  
Diamond Sponsors Only

## Online Event

Make the livestreamed event **free for everyone!**

**\$10,000**

In the past, the Online-Only Event has been a paid registration. With your support, we could make it **free for the entire community!**

Sponsorship includes:

- Your branding on **all live and recorded** sessions.
- Naming rights.
- Repeated mentions before, during, and after the show.
- **Exclusive access** to the content for your own social channels.



Logo placement and mentions on-site.



Logo placement during all live sessions and recordings.

**Partial sponsorships available!**

Want to split an opportunity with us or a partner? Let us know!



## Additional Sponsorship Options

### Lunch



**\$3,500**

Logo placement throughout our concession stands.

### Event WiFi



**\$4,000**

Brand the network name for attendee WiFi at all event locations.

### Morning Coffee



**\$3,000**

Provide coffee and tea, with your logo displayed throughout service.

### Hotel Key Cards



**\$3,000**

Custom-design the keycards used at both event hotels.

## Have Other ideas?

Some of our most unique sponsorships have come from developers like you. Reach out and let's get brainstorming!

# Other Opportunities

## Speakers

Have something to share with our audience?  
Download our [Speaker Application](#).

## Marketing Sponsors & Affiliates

Help sell registrations and promote the show.  
Email [info@flightsimexpo.com](mailto:info@flightsimexpo.com) to get started.

## Meeting Space

Want to host an annual company meeting?  
[Let us know](#)! We can provide free space.

## Non-Profit Groups

We're pleased to offer [discounted rates](#).

## Have other ideas?

We love creative options!  
[Reach out](#) to get started.



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