



FLIGHTSIMEXPO 2021

Sponsor and Exhibitor Opportunities

A Hybrid In-Person and Online Event

September 24-26, 2021 · Town and Country Resort · San Diego, CA



Easier to discuss the options in real time?

[Click here to book a meeting with us.](#)

## ABOUT FLIGHTSIMEXPO

Welcome to North America's community-driven flight simulation and aviation conference. As the largest enthusiast flight simulation event in North America, FlightSimExpo connects simmers, developers, exhibitors, and real-world aviators from across the globe.

**Our last event in 2019 in Orlando welcomed more than 1,600 attendees and 63 exhibitors. FlightSimExpo returns on September 24-26, 2021 as a hybrid event held in-person in San Diego and virtually online.**

## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Sponsoring and exhibiting at this exciting event allows partners to showcase their products, network with military and civilian training organizations, and interface with our unique attendee base. The flight simulation audience is like no other in the aviation world: it ranges from the casual computer hobbyist to the full-scale home simulator builder, includes the 'weekend warrior' private pilot, and even extends to professional flight training.

We are excited to offer a variety of ways to get involved with FlightSimExpo **in-person or online**:



### Sponsoring

Support the event through unique marketing opportunities.



### Exhibiting

Meet fellow flight simulation enthusiasts and other developers and present your latest products and services.



### Speakers

Share your perspective with our audience during two days of seminars focused on the flight simulation and aviation industry.



### Media Partners

Provide FlightSimExpo coverage before, during, and after the conference.



### In-Kind Sponsors

Gain exposure by donating items for prizes, giveaways, and draws throughout the event.

**Gain recognition by committing early!** The sooner you register, the more exposure you'll receive with the community and with our attendees. Plus, your logo appears first in our marketing materials.

## COVID-19 IMPACTS

FlightSimExpo understands that the ongoing global pandemic is still causing uncertainty regarding the potential of holding an in-person event. The viability of an in-person event is dependent on multiple factors, including public health restrictions, feasibility of travel, and the number of registered attendees and exhibitors.

Based on feedback from the community, we remain committed to holding a hybrid in-person and online event. We plan to comply with any health and safety protocols required by the state and/or venue at that time. If, for any reason, we are unable to hold an in-person event in California on September 24-26, we will proceed with an online-only event during that weekend.

Beginning this June, we'll publish our attendee registration information and confirmed exhibitors on the website and update this information every week. Exhibitors have complete flexibility on changes to in-person attendance until September 12.

### **I plan to exhibit. What happens if I elect not to attend the in-person event, or the event moves to an online-only format?**

You will have the option to:

- Convert your exhibitor registration to a Gold Sponsorship **for no additional charge**. This includes the ability to host a virtual "video booth" during pre-defined hours.
- Receive a full refund, until September 12.

After September 12, exhibitor fees are non-refundable.

### **I plan to sponsor. What happens if the event moves to an online-only format?**

We will apply your sponsorship fees to the online-only event. You will also receive a \$250 credit that can be applied toward our next in-person event.

### **My organization has a credit from a past event. How do I apply it?**

Credits from past events are tracked internally by our accounting software and will be automatically applied when processing your application form.

## WHAT'S **NEW** FOR 2021

Given the uncertainty caused by the global pandemic, we're making it easier than ever for organizations to get involved with FlightSimExpo!

### Hybrid Event



**For the first time ever, FlightSimExpo will be available to anyone, anywhere with the online-only registration option.**

- Seminars and sponsors will reach a larger audience than ever before.
- Any flight simulation developer can engage directly with attendees through a Virtual Exhibit Booth.
- Exhibitors and sponsors are afforded complete flexibility in their plans.

### Simplified Sponsorship Options at Great Value



**We've made the sponsorship process more accessible than ever.**

- This year, there are two simple sponsorship options: the top-tier Diamond Sponsorship, and a Gold Sponsorship.
- At just \$1,250, the Gold Sponsorship offers incredible value by comparison to previous years.
- Sponsors can host a Virtual Exhibit Booth at no extra charge.

### More Exhibitor and B2B Networking



**Meet and engage with other flight simulation developers, whether you're attending in-person or online.**

- For in-person organizations, join our Sponsor and Exhibitor Social on Thursday evening. Then, arrange private, one-on-one meetings in our dedicated event space on Friday morning, at no additional charge.
- Online developers can use our virtual event platform to schedule direct meetings with other sponsors and exhibitors.

### AviationLads Partnership



**Making a professional promo video has never been easier.**

- All event partners receive a reduced rate on an expanded professional promotional video from [AviationLads](#).
- Gold and Diamond Sponsors receive this benefit free!



## SPONSORING

By sponsoring FlightSimExpo, you'll receive brand recognition and effective marketing directed at flight simulation and aviation enthusiasts from across the United States and around the world.

**Interested in sponsoring our event?**

Click to begin the process by completing and submitting our application form.

### Sponsorship Opportunities

This year, there are two sponsorship opportunities. For those who really want to stand out, the highly exclusive Diamond Sponsorship provides top placement and enhanced benefits. Meanwhile, the Gold Sponsorship, available at a lower price than ever before, allows anyone to take part in the event remotely!

	Gold	Diamond <sup>1</sup>
	\$1,250	\$5,000
Complimentary In-Person or Online Conference Registrations	2	5
Access to FlightSimExpo Partner Directory	✓	✓
Name and Logo in Electronic Media and on Website	✓	✓
Access to Private Networking Space	✓	✓
<b>NEW</b> <a href="#">AviationLads</a> Product Promotional Video <sup>2</sup>	✓	✓
Single-Color Logo on Conference T-Shirts	✓	✓
<b>NEW</b> Option to Host a Virtual Exhibit Booth during Pre-Defined Event Hours	✓	✓
Free Material Handling for Attendee Giveaway Items <sup>3</sup>	✓	✓
Send a One-Page Digital Flyer All Conference Attendees		✓
1 Hotel Room Upgrade to Corner Club Suite <sup>4</sup>		✓
Top-Line Placement in Sponsor Listings		✓
Logo Placement on Front Page of Website		✓

<sup>1</sup> The Diamond Sponsorship is available until August 1, 2021.

<sup>2</sup> Available to the first 5 new sponsors, your price includes a [customized, professional promotional video](#) for a product of your choice (a \$500 value!).

<sup>3</sup> You won't be charged Material Handling for attendee giveaway items used as part of your display. Specific shipping instructions are provided in the [Exhibitor Manual](#).

<sup>4</sup> Friday and Saturday nights, subject to availability.

## Unique Sponsorship Opportunities

Looking to really stand out? Choose from the options below or [send us your own ideas](#).



### Hand Sanitizer Stations

**\$2,000**

Branded hand sanitizer stations will be placed around the exhibit hall.



### Event WiFi

**\$3,000**

Have your organization's name included in the WiFi network available to all attendees.



### Branded Water Bottles

**\$3,000 - 4,000**

There will be water stations throughout the hotel. Give attendees branded bottles at check-in so they can stay hydrated throughout the show!  
*Also consider: branded keycards for room entry.*



### Event Livestreaming & Video

**\$8,000**

Your logo and branding will appear on livestreams and session recordings, which are available online forever ([2019 Examples](#)).

## Meals and Refreshments

Sponsor meals, social events, or breaks—for attendees or exhibitors. These options are flexible, so please email us to discuss specifics. From branded napkins to custom cakes, we'll ensure your logo gets the exposure you're looking for!



### Exhibitor Social

**\$2,500**

Co-sponsor the exhibitor social with FlightSimExpo. Features branded napkins, a retractable banner, and a custom branded runway cake.



### Morning Coffee

**\$5,000**

Provide morning coffee and tea for FlightSimExpo attendees. Your logo and branding will be displayed while coffee is being served.



### Attendee Social

**\$10,000**

Co-sponsor the attendee event social. Includes branded napkins, messaging before and during the event, and branded T-shirts worn by serving staff.

## EXHIBITING IN-PERSON

Exhibiting at FlightSimExpo is the best way to interact with flight simulation enthusiasts and showcase your products and services. All exhibitor packages include:



### 2 Passes for the Event

Additional passes available for \$50/person



### 6-Outlet Power Bar

Additional outlets may be arranged at additional charge



### Wireless Internet

Wired and upgraded packages available

WWW.

### Logo on Event Website

Hyperlinked to a URL of your choice



### Pipe and Drape Setup to Define your Booth



### Logo and Description on Event App



### Social Media and Press Release Mentions

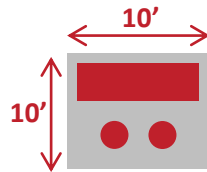


### Access to Ad-Hoc Networking Space

## Booth Options

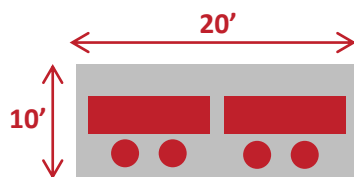
Exhibitors can select from two booth options that are described below. The exhibit floor map and actual booth selection is available when completing the [Exhibitor Application Form](#). Spaces are reserved on a first-come, first served basis, when payment is received.

**Standard**  
**\$500**



- 10 ft. x 10 ft. pre-selected floor space
- 8 ft. x 3 ft. table with black table skirt
- Two chairs
- Pipe and drape side and back walls
- Sign with exhibitor name

**Double**  
**\$950**



- 10 ft. x 20 ft. pre-selected floor space
- Two 8 ft. x 3 ft. tables with black table skirt
- Four chairs
- Pipe and drape side and back walls
- Sign with exhibitor name

## Additional Exhibitor Information

**The exhibitor registration deadline is August 20, 2021.** Exhibitors will be accommodated after August 20 on a space-available basis. Late booking fees will apply.

Are you a virtual airline or other group that does not collect money? Learn more about our [Non-Profit Exhibitor Opportunities](#).

## Partner Upgrades and Add-ons

The following add-on options are available to conference partners:

**NEW** **AviationLads Professional Advertisement Kit:** A custom, professional promotional video for your organization, covering one or more of your products ([example](#)).  
— \$500 or FREE with Sponsorship

**NEW** **Virtual Exhibit Booth:** Connect directly with remote attendees with your own dedicated video room. Just like an exhibit booth, attendees can join different video chat rooms to ask questions or connect with your representatives. Includes two online conference registrations.  
— \$400 or FREE with Sponsorship



**Facebook Takeover**  
\$100 per Week

Customize and create your own cover photo for the FlightSimExpo Facebook page. Plus, we'll create one 'boosted' post with your custom content (estimated audience: 1,000 – 2,500).



**Email to Attendees**  
\$150

Add one paragraph (200 words) to a pre-event email to attendees. Use this opportunity to get attendees excited about your booth: tell them what you will be offering and why they should stop by.



**Developer Seminar**  
\$400-500

Connect with our audience via a dedicated 30-minute presentation on Saturday or Sunday where you announce a new release or development update. Longer time slots are available on request



**Event App Push Notification**  
\$100

Planning a booth demonstration or announcement during the event? This option enables you to send one push notification (50 words maximum) to all event attendees through the conference mobile app. This method is the fastest and easiest way to help drive traffic and ensure your announcement has maximum reach.



**Additional Exhibitor Passes**  
\$50 Each

Two complimentary passes are included with the purchase of a booth. Additional passes are available for larger groups.

**Ready to Become an Exhibitor?**

Click to begin the process by completing and submitting our application form.



## SPEAKERS

Share your perspective with our audience during two days of seminars. FlightSimExpo draws attendees from around the world. Perspectives on flight simulation, real-world aviation, military applications, airline operations, and anything else that might be of interest to our audience are welcome.

Speakers who are giving educational seminars are offered free attendance to the event. For presenters wishing to offer a marketing or commercial perspective, please consider the Developer Seminar.

### Share Your Knowledge with our Audience

Click to complete the speaker application form with details of your area of expertise.

## MEDIA PARTNERS

Help support the event by providing coverage before, during, and after FlightSimExpo. We complete agreements with each of our media partners to ensure mutual understanding and expectations regarding coverage, and the available options vary widely. If you plan to attend the event, possibilities include conducting exclusive, pre-arranged interviews with our top-tier exhibitors so that you can be the first to release news from the convention floor. To get started, please complete our Media Partner Application.

### Become a Media Partner

Click to complete the Media Partner Application to get started.

## IN-KIND SPONSORS

We welcome donations of promotional items to be used in prizes, giveaways, and draws throughout FlightSimExpo. Our team will work with you to come up with creative giveaway ideas that maximize the value of your contribution. Please email us directly to discuss giveaway options.

### Interested in Donating a Product?

Send an email to [info@flightsimexpo.com](mailto:info@flightsimexpo.com) with details of your product giveaway idea.

## MARKETING SPONSORS

Support FlightSimExpo by selling registration to our event on your website or placing advertisements with information for your visitors. Send us an email for more information about how we can cross-promote this event to continue to build momentum.

### Interested in Marketing with Us?

Send an email to [info@flightsimexpo.com](mailto:info@flightsimexpo.com) and we'll be in touch to discuss how we can help.

## LOGISTICS

The FlightSimExpo Exhibitor Manual will be emailed to you upon completion of your exhibitor registration. This document provides detailed logistics information about the event. The initial details below are provided for planning purposes and are subject to change.

### Shipping

Exhibitors will be able to take advantage of multiple shipping options in advance of the event and can also bring their own items onto the show floor.

### Venue

FlightSimExpo takes place in the Golden State Hall at the Town and Country Resort, San Diego. The event is also available in a virtual format for online-only attendees.

### Exhibitor Schedule

The schedule below provides an overview of planned in-person activities at FlightSimExpo 2021:

SEPT. <b>23</b> Thursday	5:30pm – 6:30pm	Sponsor and Exhibitor Social Event
SEPT. <b>24</b> Friday	9:00am – 12:00pm	Exhibitor Networking Meetings
	1:00pm – 7:00pm	Exhibitor Check-in and Setup
	12:30pm – 5:45pm	Captains' Corner Educational Seminars for Attendees
SEPT. <b>25</b> Saturday	9:00am – 9:20am	Event Welcome Seminar
	9:30am – 5:30pm	Exhibits Open to Attendees
	5:30pm – 6:30pm	Attendee Social (Located on Main Exhibit Floor)
SEPT. <b>26</b> Sunday	10:00am – 3:00pm	Exhibits Open to Attendees
	2:30pm – 3:00pm	Event Closing Remarks
	3:15pm – 5:00pm	Exhibitor Breakdown