



# **EXHIBITOR & SPONSORSHIP INFORMATION**

**LONG BEACH, CA  
SEPTEMBER 23-26, 2018**

The Regional Airline Association (RAA) serves as a unified voice of advocacy and support for North American regional airlines aimed at promoting a safe, reliable, and healthy regional airline industry. The RAA serves as an important network connecting regional airlines, industry business partners, and policy makers in strengthening the industry as well as promoting regional airline interests in a changing business and policy environment. In the United States, RAA member airlines employ 59,000 individuals, operate 42 percent of the flights, and provide the only source of scheduled, passenger air service to two-thirds of the nation's airports.





# WHY EXHIBIT?

Showcase your products and services to airline and manufacturing buyers face-to-face at the RAA Purchasing Forum - exclusive for member exhibitors only.

Reach your customer base and network with aviation leaders in the most cost-effective way possible, all in one place.

Attend exclusive meetings on regional airline trends, regulatory issues, and other hot topics facing the industry.

Make the most of exhibit hall hours in the attendee itinerary - and enjoy all the food options too!

## **EXHIBIT HALL HOURS**

Monday, September 24th - 4:30PM - 7:30PM

Tuesday, September 25th - 10:00AM - 6:00PM

# 2018 EXHIBITORS: MAKE THE MOST OF YOUR TIME AT RAA'S ANNUAL CONFERENCE

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As the only trade-show dedicated to the regional airline industry, RAA offers Associate Member exhibitors the opportunity to promote their products and services in a personalized format to airline purchasing representatives on-site. Designed to help you develop business opportunities on site, our Purchasing Forum pairs exhibitors with decisionmakers at up to six pre-requested airlines during a designated purchasing forum.

Don't miss out on this opportunity to visit with decision makers from top regional airlines. For a complete list of RAA's 21 member airlines, please check the **RAA website**.

**What is the RAA Purchasing Forum?** One-on-one, 10 minute meetings with airline purchasing managers during specified exhibit hall hours for an in-booth visit or during our designated Purchasing Forum event on September 27.

**Is my company eligible to participate?** Participation is limited to RAA convention exhibitors who are also Associate Members in good standing. To join as an RAA Associate Member, please **click here** or contact **Amanda Thaxton**.

**How many airlines participate?** All RAA member airlines are invited to participate, and participation has historically been strong among RAA member airlines. If a particular airline is in great demand, we ask the airline to send additional representatives. Airlines appreciate this opportunity to meet with you to learn about your companies as well as to acknowledge your support for the Association.

**When are meeting requests confirmed?** Typically, appointments are set about four weeks in advance of the convention.

**More questions?** Please contact RAA purchasing forum founder and chair, Jerry Schumacher at **jerry-schumacher@ustechnical.com**.



# EXHIBIT BOOTH PRICES

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MINIMUM BOOTH SIZE 10x10

## STANDARD

**\$20**  
sq. ft.

**\$28**  
sq. ft.  
Non-Member Rate

## CORNER or PREMIUM

**\$22**  
sq. ft.

**\$30**  
sq. ft.  
Non-Member Rate

## ISLAND

**\$21.50**  
sq. ft.

**\$29.50**  
sq. ft.  
Non-Member Rate

# EXHIBITOR BENEFITS

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You will receive at least three complimentary exhibitor badges PLUS discounted additional badges once registration opens.

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Company logo & bio will be listed in the official RAA mobile app.

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Exhibitor list will be published on RAA website & marketing materials, providing brand visibility and showcasing your company as an important supporter.

You can participate in the RAA Purchasing Forum\* which includes exclusive meetings with regional airline purchasing decision-makers.

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Prior to the convention, you will receive a pre-show attendee list.

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You will be eligible to participate in sponsorship programs.

[CLICK HERE TO FILL OUT THE ONLINE CONTRACT FOR EXHIBIT SPACE](#)

[CLICK HERE TO SEE EXHIBITING FLOOR PLAN](#)

\*Open only to RAA associate members in good standing

# SPONSORSHIP OPPORTUNITIES

## SPONSOR BENEFITS

Logo recognition throughout the Convention Center

Enhanced exhibitor description in mobile app

One invitation to the RAA President's Council Luncheon for Bronze Level & above

Complimentary break-out rooms for Gold Level & above

Additional exhibitor registrations allocated at the Emerald Level & above

### BENEFITS

- Sponsor logo placement on floormap
- Logo placement at Exhibit Hall entrance unit
- Logo featured on mobile app under sponsors
- Enhanced exhibitor description in Onsite Program Guide
- One invitation to the exclusive RAA Presidents Council Luncheon
- RAA distribution of company material via email (1x)
- One invitation to exclusive RAA Board Dinner with airline CEOs
- Complimentary breakout meeting rooms (based on availability)
- Additional complimentary exhibitor registration (based on availability)
- Two invitations to the exclusive RAA Presidents Council Luncheon

#### BRONZE LEVEL

Golf Bus	\$2,500
RAA Convention eBlast Banner Ad	\$2,500
Take-One Table	\$3,500
Wednesday Grab-n-Go	\$3,500
Napkins	\$4,000

#### SILVER LEVEL

Board of Directors Break (Two Available)	\$5,000
Opening General Sessions Sponsor	\$5,000
WiFi in Meeting Rooms	\$5,000
Water Bottles	\$5,000
RAA Convention eBlast Bundle	\$6,000
Lanyards	\$6,000
Key Cards	\$7,500
General Session Breakfast (Not in Exhibitor Hall)	\$8,500

#### CUSTOM OPTIONS

Evening Event [Contact Us](#)

SILVER	GOLD	EMERALD	PLATINUM	DIAMOND
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#### GOLD LEVEL

Chairman's Welcome Reception	\$10,000
RAA Airline Committee Meeting Breaks	\$10,000
RAA Power Bar in Exhibit Hall	\$10,000
RAA Social Media Lounge	\$10,000
Conference Tote Bags	\$10,000
WiFi in the Hall	\$10,000
Registration	\$12,500

#### EMERALD LEVEL

University Commons	\$15,000
Board Dinner	\$15,000
Happy Hour in the Hall Lunch in the	\$15,000
Exhibit Hall Mobile App	\$15,000
President's Council Luncheon	\$15,000

#### PLATINUM LEVEL

Opening Reception in the Exhibit Hall	\$25,000
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# OFFICIAL HOTEL OPTIONS

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RAA has three official hotels available for convention attendees. All three hotels are just steps away from the Convention Center and the Long Beach waterfront. Housing is now open. Visit **RAA.org** for all the details.

**NOTE: RAA Exhibitors are required to stay at an official RAA hotel.**



## HYATT REGENCY

200 S Pine Ave  
Long Beach, CA 90802  
(562) 491-1234  
longbeach.regency.hyatt.com

**\$264 / NIGHT**



## RENAISSANCE

111 E Ocean Blvd  
Long Beach, CA 90802  
(562) 437-5900  
renaissance-hotels.marriott.com/  
renaissance-long-beach-hotel

**\$229 / NIGHT**



## WESTIN

333 E Ocean Blvd  
Long Beach, CA 90802  
(562) 436-3000  
westinlongbeachhotel.com

**\$239 / NIGHT**

Questions about housing? Shoot us an email at **housing@raa.org**.



## SCAM ALERT

RAA is not using a housing bureau for 2018. If you receive a phone call from ANY housing bureau, they are not authorized by RAA to contact attendees.

Unaffiliated organizations may appear to have lower rates or better deals; however, they are illegitimate, have unreasonable cancellation and/or change penalties, or don't allow changes at all.

RAA cannot help you if you book rooms through one of these operations. Please report any unauthorized solicitation to RAA.



# AN EXCLUSIVE SOUTHERN CALIFORNIA GOLF OUTING

Enjoy an outstanding golf experience at one of Southern California's best golf courses

Join us on Sunday, September 24, at Coyote Hills Golf Course, an award-winning 18-hole, par 70 golf course, designed by Payne Stewart, featuring panoramic views of Los Angeles and surrounding Orange County. Relax and socialize with fellow golfers while RAA takes on The 405...transportation to and from the golf resort is included with your reservation fee.

The tournament will begin with a shotgun start at 8:00 AM. The format will be a Four-Player Scramble. Enjoy fun-in-the-sun competition with your colleagues.

In addition to transportation and greens/cart fees, your registration fee covers a boxed lunch, complementary drinks, with beer available for purchase, and snacks on two roving golf carts and an exclusive golfer's reception on the Pavilion following the tournament.

## \$185

Associate Member/  
Non-Member Rate

## NEW THIS YEAR: CHOOSE YOUR OWN FOURSOME

By popular demand, RAA will begin allowing participants to choose their own foursomes this year. If you would like to select your golfing companions, simply provide names, email addresses, and pay for your players in an easy process when you register online. Golfers who do not choose to submit a foursome request will be randomly assigned.

When selecting foursomes, a few rules apply. First, make sure everyone in your foursome wishes to golf and has not registered separately. You may not reserve space for an unnamed individual; however, substitutions will be allowed. All golfers must be registered RAA Convention guests, and make sure everyone in your foursome is registered and eligible.

Golf registration takes place on a first-come, first-served basis. Additionally, a minimum number of golfers are required to hold the tournament. If this minimum is not met, the tournament may be canceled, and refunds issued.

## RAFFLES AND PRIZES... AND SCHOLARSHIPS!

RAA golfers participate in exciting raffles during our golf reception, and proceeds benefit the RAA Scholarship fund. Raffle prizes vary -- past prizes have included golf clubs, golf attire, and a motorcycle.

Some of our best prizes are powered by YOU! Each year, RAA members and supporters help the association give back by donating raffle prizes. To learn more about how RAA supports young persons wishing to pursue an education in aviation through our scholarship program, please [\*\*click here\*\*](#).

RAA has a long-standing tradition of providing "swag bags" to all golf participants before the tournament starts. Any golfer may contribute items to these bags to increase brand visibility and contribute to the camaraderie of the event.

If you have registration questions or comments or wish to donate a raffle prize or contribute to the participant swag bags, please contact **Anna Bonjour**. If you wish to sponsor a golf hole, please contact **Susan Young**.

We look forward to seeing you on the course this year and hope you "hit 'em straight!"



A large, realistic blue whale sculpture is the central focus, suspended in a museum hall. The hall has a high ceiling with track lighting and blue ambient lighting. In the background, there are other exhibits, including a sign for 'NORTHERN PACIFIC' and a tall, white, glowing column. People are visible walking around the exhibit.

# MONDAY NIGHT EVENT: AN EVENING AT THE AQUARIUM

Join RAA at the Aquarium of the Pacific for our Monday Night Event. Sip cocktails with your friends and co-workers under the sea at Southern California's largest aquarium.

The Aquarium of the Pacific's mission is to instill a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems.

It displays over 11,000 animals in more than 50 exhibits that represent the diversity of the Pacific Ocean. Beyond its world-class animal exhibits, the Aquarium offers educational programs for people of all ages from hands-on activities to lectures by leading scientists.

Sponsorships are available for this event. Contact Diana Lundie for information at **704-620-8700** or **[sales@raa.org](mailto:sales@raa.org)**.

Take a journey of discovery through the world's largest ocean at the Aquarium of the Pacific, located just around the Harbor from the Convention Center.

Tickets are \$135 before the early-bird deadline and \$175 thereafter.



# COMING SOON: THE #RAA18 APP

Follow RAA on social media to catch the launch of the official mobile app on the iTunes and Google Play Stores. Coming in August.



## HOUSING

[housing@raa.org](mailto:housing@raa.org)

## EXHIBIT & SPONSORSHIP SALES / GOLF SALES

Diana Lundie

704-620-8700

[sales@raa.org](mailto:sales@raa.org)

[diana@thelundiegroup.com](mailto:diana@thelundiegroup.com)

## EXHIBITOR SERVICES

[exhibits@raa.org](mailto:exhibits@raa.org)

## REGISTRATION

[registration@raa.org](mailto:registration@raa.org)

**KEEP UP TO DATE ON ALL #RAA18  
NEWS AT [RAA.ORG](http://RAA.ORG)**

**[RAA.ORG/CONVENTION](http://RAA.ORG/CONVENTION)**

**EXHIBITOR APPLICATION**

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REGIONAL AIRLINE ASSOCIATION  
1201 15TH STREET, NW, SUITE 430  
WASHINGTON DC 20005  
(202) 367-1170