

NBAA TV

Get Maximum Exposure at NBAA-BACE

Reach your target audience in a visually compelling way through video advertising at NBAA’s Business Aviation Convention & Exhibition (NBAA-BACE). As a title sponsor, your company will receive a presence in at least eight NBAA TV video packages. The sponsorship includes:

- Your company’s logo watermarked for the duration of the video
- Verbal recognition of your company at the opening of the video (i.e., verbal “sponsored by” mention)
- Your 30-second commercial in at least one NBAA TV video per day
- One standalone advertorial interview, two to three minutes in length

The NBAA TV reports with your 30-second commercial will be featured prominently on the following digital channels and on-site locations:

- On the NBAA Newsroom website at www.nbaa.org/newsroom
- On NBAA’s Facebook and Twitter sites
- In rotation on TVs in attendee rooms at select Orlando hotels
- On approximately 10 monitors located throughout the Orange County Convention Center exhibit halls

These platforms will promote your brand to the 27,000 attendees at NBAA-BACE, as well as thousands more online. In lieu of a title sponsorship, single advertorial interviews are also available to play as part of NBAA TV at the same distribution.

Advertising Rates and Specs

Ad Positions	Rates (Net)
Customized title sponsorship	Talk to your sales rep
Standalone advertorial (two- to three-minutes in length)	\$5,000 to 7,000 each

- **Company Logo:** EPS, AI or very high resolution PNG file format (i.e., 300 dpi or greater), with no background.
- **Short Video Commercial:** MP4, 1,080p, 30 seconds maximum length.

NBAA Sales Representatives

Melissa Murphy
 AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX
 in the U.S.; all other countries outside Europe
 830-608-9888
mmurphy@idc.nbaa.org

Amanda Dumont
 All other U.S. states
 Europe
 864-373-1168
adumont@idc.nbaa.org



Key Dates

Orders Due: Oct. 5, 2018

Artwork Due: Oct. 10, 2018;
 deliver files to Jessica Allston,
jallston@nbaa.org

Event Dates: Oct. 16-18, 2018,
 Orlando, FL