



SMART PORTS SEMINAR & EXPO

July 9-12 | Seattle, WA

Grand Hyatt Seattle

#AAPAEVENTS   

AAPA
ESSENTIAL. RESILIENT. UNITED.
SEAPORTS DELIVER

SMART PORTS SEMINAR & EXPO

LEADING PORT INNOVATION



The **2024 Smart Ports Seminar & Expo** combines topics on information technology, facilities engineering, and port security into a single, dynamic event. Join us in Seattle to learn about cutting-edge technologies driving port operations, major infrastructure projects, and mitigating emerging threats. This event also features a full-scale exhibit hall showcasing emerging technologies and solutions providers. Interested in joining us as an exhibitor? Visit our Expo Hall tab to learn more! This program is powered by AAPA's Security, Facilities Engineering, and Information Technology Committees.

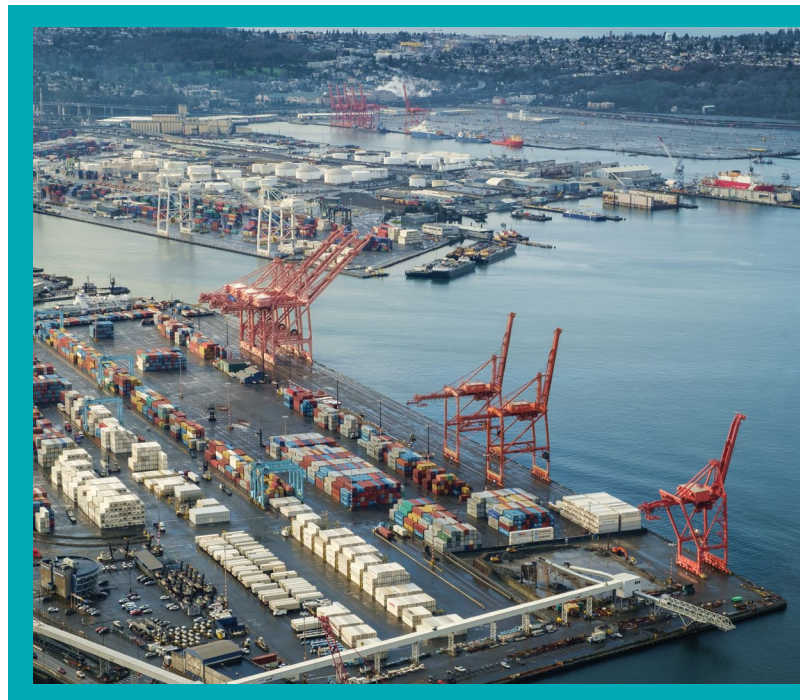
ABOUT AAPA

AAPA is the unified voice of the seaport industry in the Americas, representing more than 130 public port authorities in the U.S., Canada, the Caribbean, and Latin America. For more than a century, AAPA has empowered port authorities and their maritime industry partners to serve global customers and create economic and social value for their communities. AAPA events, resources, and partnerships are essential for connecting, informing, and unifying seaport leaders and maritime professionals who deliver prosperity around the Western Hemisphere.

ESSENTIAL.

RESILIENT.

UNITED.



AAPA 2024 SPONSORSHIP OPPORTUNITIES



\$25,000 PRESENTING SPONSOR

3 AVAILABLE

- | | |
|---------------------------|--|
| THOUGHT LEADERSHIP | <ul style="list-style-type: none">✓ Deliver welcome remarks during Ceremonies✓ Serve as moderator of one (1) Expert Roundtable Discussion |
| PARTICIPATION | <ul style="list-style-type: none">✓ 50% discount on purchase of one (1) exhibitor table top✓ Two (2) complimentary individual registrations to the event |
| COMMUNICATIONS | <ul style="list-style-type: none">✓ Two (2) pre-event social media posts✓ Two (2) push notifications within the mobile app✓ One (1) email to all registered attendees✓ Sponsor logo on all pre and post marketing emails |
| HOSPITALITY | <ul style="list-style-type: none">✓ One (1) reserved table/seating during Port Leadership Networking Reception✓ One (1) reserved table during each networking luncheon |
| VISIBILITY | <ul style="list-style-type: none">✓ Recognition as Official Presenter of the event from AAPA✓ Sponsor's logo on all official printed materials and event website✓ Opportunity to provide literature or promotional item at the Registration Desk (item provided by sponsor upon AAPA approval)✓ Sponsor's logo projected on large screens before general sessions✓ Sponsor's logo on signage in event registration area (high-visibility zone) |

AAPA 2024 SPONSORSHIP OPPORTUNITIES



\$15,000 GOLD SPONSOR

3 AVAILABLE

- | | |
|---------------------------|---|
| THOUGHT LEADERSHIP | ✓ Serve as moderator of one (1) Expert Roundtable Discussion |
| PARTICIPATION | ✓ 25% discount on purchase of one (1) exhibitor table top
✓ Two (2) complimentary individual registrations to the event |
| COMMUNICATIONS | ✓ One (1) pre-event social media post
✓ Sponsor logo on all pre and post marketing emails
✓ One (1) email to all registered attendees |
| HOSPITALITY | ✓ One (1) reserved table/seating during Port Leadership Networking Reception
✓ One (1) reserved table during each networking luncheon |
| VISIBILITY | ✓ Recognition from AAPA during Opening Ceremonies
✓ Sponsor's logo on all official printed materials and event website
✓ Sponsor's logo projected on large screens before general sessions
✓ Sponsor's logo on signage in event registration area (high-visibility zone)
✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval) |

AAPA 2024 SPONSORSHIP OPPORTUNITIES



\$10,000 SILVER SPONSOR

3 AVAILABLE

PARTICIPATION

- ✓ 10% discount on purchase of one (1) exhibitor table top
- ✓ One (1) complimentary individual registrations to the event

COMMUNICATIONS

- ✓ One (1) pre-event social media post
- ✓ Sponsor logo on all pre and post marketing material

VISIBILITY

- ✓ Sponsor's logo on all official printed materials and event website
- ✓ Sponsor's logo projected on large screens before general sessions
- ✓ Sponsor's logo on signage in event registration area (high-visibility zone)
- ✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval)
- ✓ One (1) banner ad in mobile app

NETWORKING SPONSORSHIPS

— STARTING AT \$7,500



Don't miss out on your opportunity to gain valuable brand exposure and visibility by utilizing our promotional sponsorships to attract the attention of our event attendees at the show.

PORT CEO RECEPTION

INVITE ONLY | \$30,000

- ✓ Up to eight (8) invitations for your company to attend event
- ✓ Recognition during sponsored reception
- ✓ Signage during the sponsored reception
- ✓ Sponsor's logo on event invite
- ✓ Sponsor's logo on event agenda
- ✓ Opportunity to supply promotional items at reception (item provided by sponsor upon AAPA approval)

PORT LEADERSHIP NETWORKING RECEPTION

EXCLUSIVE | \$12,500

- ✓ Co-Brand event with AAPA
- ✓ Deliver opening remarks at reception
- ✓ Take advantage of this special opportunity for your company branding to be seen throughout the evening at the Opening Reception
- ✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval)
- ✓ Reserved seating during the opening reception

AAPA PORT HAPPY HOUR

2 AVAILABLE | \$10,000

- ✓ Deliver remarks during event
- ✓ Take advantage of this special opportunity for your company branding to be seen throughout the evening at the Port Happy Hour
- ✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval)
- ✓ Reserved seating during the Port Happy Hour

BREAKFAST SPONSOR

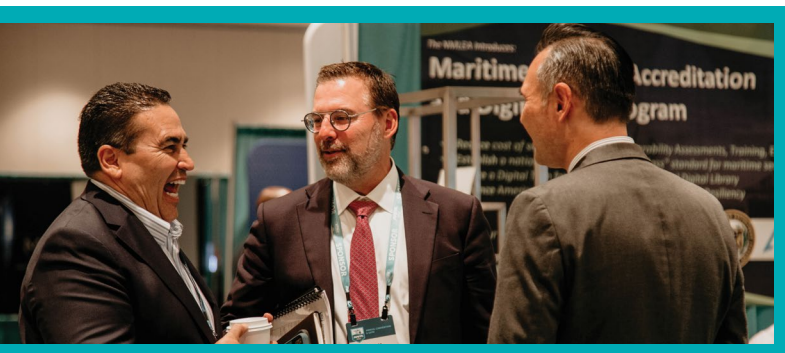
2 AVAILABLE | \$7,500

- ✓ Reserved seating at sponsored breakfast
- ✓ Sponsor's logo on sponsor recognition page of event website
- ✓ Sponsor's logo on breakfast signage
- ✓ Opportunity to supply promotional items at breakfast (items provided by sponsor upon AAPA approval)

LUNCHEON SPONSOR

2 AVAILABLE | \$7,500

- ✓ Reserved seating at sponsored luncheon
- ✓ Sponsor's logo on sponsor recognition page of event website
- ✓ Sponsor's logo on luncheon signage
- ✓ Opportunity to supply promotional items at luncheon (item provided by sponsor upon AAPA approval)



BRAND SPONSORSHIPS

— STARTING AT \$4,000



Don't miss out on your opportunity to gain valuable brand exposure and visibility by utilizing our promotional sponsorships to attract the attention of attendees throughout the show.

EVENT BAG SPONSOR

EXCLUSIVE | \$10,000

- ✓ Company logo on custom-printed event bags turn every event attendee into your own personal billboard. These bags are distributed at registration to every event attendee. Your company message will be seen throughout the entire event.
- ✓ Sponsor will be able to include one (1) promotional item in event bag (Sponsor will select from AAPA-approved bag options, and item provided by sponsor must be approved by AAPA)

NAME BADGE SPONSOR

EXCLUSIVE | \$10,000

- ✓ Company logo on custom-printed event name badges turn every event attendee into your own personal billboard
- ✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval)

NAME BADGE LANYARD SPONSOR

EXCLUSIVE | \$10,000

- ✓ Captivate the minds of hundreds, as attendees wear your company logo around their necks and are seen throughout the entire event. This invaluable marketing item will be given to each attendee as they pick up their badge
- ✓ Sponsor will be able to include one (1) promotional item in event bag (item provided by sponsor upon AAPA approval)

REGISTRATION SPONSOR

EXCLUSIVE | \$8,000

- ✓ Logo on screen at pre-reg kiosk in registration area
- ✓ Sponsor's logo on signage in registration area (high-visibility zone)
- ✓ Sponsor's logo on sponsor recognition page of event website
- ✓ Opportunity to supply promotional items in registration area (items provided by sponsor upon AAPA approval)

HOTEL KEY CARD SPONSOR

EXCLUSIVE | \$7,500

- ✓ Custom-printed hotel room key cards with your company's logo will be given to all guests in the event room block at the Grand Hyatt Seattle
- ✓ Inclusion of one (1) bag insert of promotional item in event bag (item provided by sponsor upon AAPA approval)

HOTEL ROOM DROP SPONSOR

EXCLUSIVE | \$5,000

- ✓ Opportunity to place one item or company brochure inside each AAPA attendee room (item provided by sponsor upon AAPA approval)

BRAND SPONSORSHIPS

— STARTING AT \$4,000



COFFEE BREAK SPONSOR

4 AVAILABLE | \$5,000

- ✓ Company logo displayed on signage around coffee bar
- ✓ Sponsor's logo on sponsor recognition page of event website
- ✓ Opportunity to supply promotional item during coffee break (item provided by sponsor upon AAPA approval)

WIFI SPONSOR

EXCLUSIVE | \$5,000

- ✓ Sponsor will be recognized as the exclusive WIFI sponsor during the event
- ✓ Sponsor's logo on custom WIFI splash page during the event
- ✓ Sponsor's logo on sponsor recognition page of event website

CHARGING STATION SPONSOR

EXCLUSIVE | \$4,000

- ✓ Sponsor's logo on charging stations
- ✓ Sponsor's logo on sponsor recognition page of event website



DON'T SEE WHAT YOU'RE LOOKING FOR?

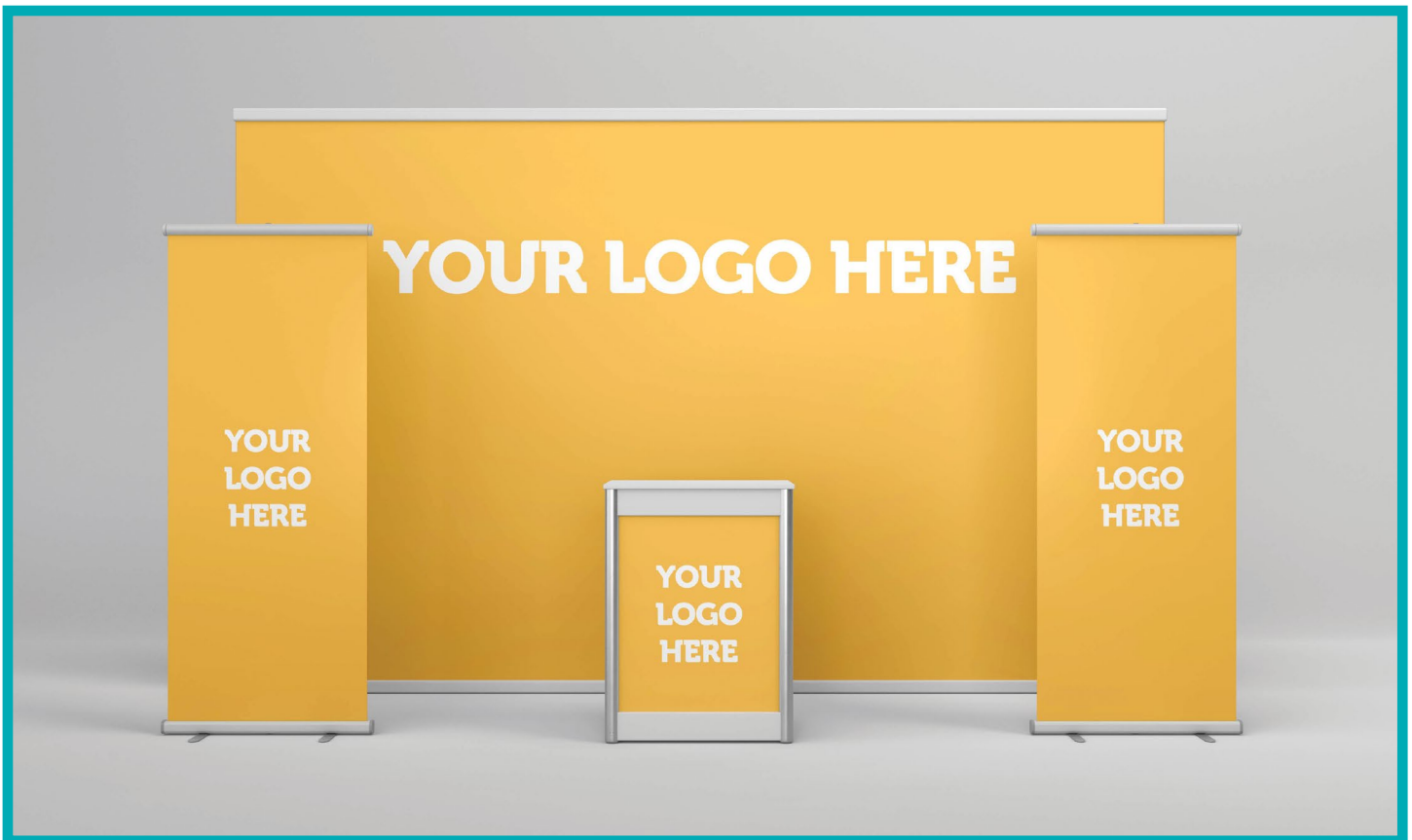
Contact AAPA's Kevin Traver ktraver@aapa-ports.org or Greta Casey gcasey@aapa-ports.org to discuss new opportunities.

BRANDING OPPORTUNITIES

— STARTING AT \$1,000



Don't miss out on your opportunity to gain valuable brand exposure and visibility by utilizing our promotional sponsorships to attract the attention of our event attendees at the show.



EVENT BRANDING OPPORTUNITIES

DON'T SEE WHAT YOU'RE LOOKING FOR?

Contact AAPA's Kevin Traver ktraver@aapa-ports.org or
Greta Casey gcasey@aapa-ports.org to discuss new opportunities.

GO BEYOND THE CONVENTION & EXPO WITH SEAPORTS AAPA » MEDIA



AAPA Directory - Seaports of the Americas

AAPA Seaports Magazine

AAPA Smart Guide

AAPA Seaports Advisory weekly eNewsletter

AAPA Industry Services Directory

aapa.officialbuyersguide.net

AAPA Seaports Media Website

www.aapaseaports.com

AAPA Website

www.aapa-ports.org

AAPA Mobile App

Visit www.officialmediaguide.com/aap or contact

ANTHONY LAND

Media Director

(352) 333-3454 | aland@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

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REQUEST FORM

— SPONSORSHIP APPLICATION AND CONTRACT



Complete the application and contract in its entirety, sign and return it to Kevin Traver at ktraver@aapa-ports.org or Greta Casey at gcasey@aapa-ports.org. The information provided in this application and contract will be used for all literature and mailings. Please keep AAPA advised of any changes.

SPONSORSHIP RATES

\$25,000	Presenting Sponsor
\$15,000	Gold Sponsor
\$10,000	Silver Sponsor

NETWORKING SPONSORSHIPS

\$30,000	Port CEO Reception
\$12,500	Port Leadership Networking Reception
\$10,000	AAPA Port Happy Hour (2)
\$7,500	Breakfast Sponsor (2)
\$7,500	Luncheon Sponsor (2)

BRAND SPONSORSHIPS

\$10,000	Event Bag Sponsor
\$10,000	Name Badge Sponsor
\$8,500	Name Badge Lanyard Sponsor
\$8,000	Registration Sponsor
\$7,500	Hotel Key Card Sponsor
\$5,000	Hotel Room Drop Sponsor
\$5,000	Coffee Break Sponsor (4)
\$5,000	WIFI Sponsor
\$4,000	Charging Station Sponsor

BRANDING OPPORTUNITIES

\$1,000-5,000	Event Branding Opportunities
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EVENT

CONTACT INFORMATION

Company Name

Address

Street

City

Province/State

Country

Postal Code/Zip Code

Name and Title of the Contact Person

Email

Phone Number

TERMS AND ACCEPTANCE

Full payment is due within 30 days of signing your sponsorship agreement. This contract is binding once signed. Applications not signed will NOT be processed. Any cancellations requests must be submitted in writing. I have read and understood this agreement and serve as an authorized agent for the applicant company.

Signature

Date

Printed Name

TERMS & CONDITIONS



1. PAYMENT AND TERMS. Full payment is due within 30 days of signing the sponsorship agreement. An official written agreement must be held between AAPA and the sponsoring firm. Payment must be made directly to AAPA by the sponsoring firm in the contract. All sponsorships/underwriting/financial support of official AAPA events must be handled through AAPA. AAPA cannot publish your name or post you as a sponsor until contract and payment have been received. All sponsorships must be paid in full prior to the start of the event or AAPA reserves the right to not fulfill the sponsorship benefits in the contract.

2. ELIGIBLE SPONSORS. Sponsors will encompass those companies or other entities offering materials, products or services of specific interest to attendees as determined by AAPA in its sole discretion. AAPA also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of this contract may be placed in print and pre-outlined sponsorship recognition opportunities.

3. ALLOCATION OF SPACE, SPONSORSHIP PLACEMENT. Sponsorship recognition locations are assigned based on the contract between AAPA and the sponsoring company and is determined by price and seniority. AAPA will assign sponsor recognition based on the written facts available at the time the sponsorship contract is assigned and accepted by AAPA. AAPA reserves the right to assign or reassign sponsorship recognition locations after the contract is signed if it is necessary.

4. ARTWORK SUBMISSION DEADLINE. Some benefits of sponsorship are time sensitive. All Sponsorship artwork for ads and signage must be submitted by the published deadlines. If not provided by published deadlines or if logo is not available in proper format, some benefits will be lost.

5. COMPLIMENTARY REGISTRATION. Some sponsorships include complimentary registrations. Please insure you have received your sponsorship promo code to allow you to enter your complimentary registrations online. Name changes are always welcome.

6. LOGO. When submitting your contract, please provide a copy of your current or preferred logo in EPS and jpeg/gif formats as well as the web address you wish linked to it (if applicable). Often logos change and this is the only way we can be sure we use the proper version.

7. BAG INSERTS. Any sponsorship which includes the opportunity to place an item or publication in the event bag cannot place an item in the bag that is already available for sponsorship (like a pad folio or a lanyard) and must be approved by AAPA before it is placed in the bag. Distribution of items received late and or without prior approval from AAPA cannot be guaranteed.

8. SUB-LEASING, SPONSORSHIP SHARING. No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm. Rulings of AAPA shall in all instances be final with regard to use of any sponsoring company and its compliance with the Rules and Regulations.

9. SPONSORSHIP PACKAGES. Prices quoted include all items listed in the sponsorship proposal and signed contract, unless otherwise stated.

10. RIGHT OF FIRST REFUSAL. AAPA will offer all sponsorships to the sponsoring company from the same event the year before prior to solicitation of new and or additional sponsors for a previously sponsored item. If the previous sponsor company chooses not to sponsor the same event, AAPA reserves the right to seek alternative sponsors at their own discretion. Sponsors must notify AAPA in writing with 90 days after the sponsored event of their intention to renew the sponsorship. Once the 90 days have expired, if no notification is received, the sponsorship will be placed back into the general pool for open bid.

11. CANCELLATION OF SPONSORSHIP. A Sponsorship will be considered cancelled by the sponsor on the date that written notice of cancellation is received by AAPA. THERE WILL BE NO REFUNDS.

12. DECORATIONS. AAPA shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing, rearrangement, or redecorating of any item or of any sponsorship announcement, and no liability shall attach AAPA for costs that may devolve upon the sponsor thereby.

13. PRIVATE PARTIES/HOTEL SUITES/MEETING SPACE. Private parties, suites, and meeting space are available at the official event hotel. Companies wishing to host a private party or hold a suite at the event hotel must contact AAPA concierge. Under no circumstances will any events organized by said companies conflict or compete with any official event programming unless pre-approved in writing by AAPA. Sponsors cannot reserve meeting space. Meeting space is officially reserved for official functions and exhibitors.

14. EXCLUSIVITY. AAPA reserves the right to offer exclusive sponsorship opportunities as it sees fit. Exclusivity will be defined on a case by case basis and will typically encompass only the company or companies confirmed by written contract for those items specified in the sponsorship contract.

15. PHOTOGRAPHY/DISCLOSURE. The photographic rights for the events sponsored or items the sponsoring company has agreed to is reserved to AAPA. By signing the sponsoring contract, the sponsor company agrees to distribution of the undersigned company in outlined contractual circumstances as well as liberal discretion of AAPA to utilize photography of their event and sponsor company name and logo presence for all other purposes as AAPA sees fit.

16. DAMAGE TO PROPERTY. The sponsor is liable for any damage caused to building floors, walls or columns or to other sponsors and or AAPA's property.

TERMS & CONDITIONS



17. ADMISSION. Admission to the event and exposition is open to adults affiliated with the industry served by the event. AAPA shall have sole control over admission policies at all times. Registrations are as follows. Sponsorships that include registrations, membership, advertising etc shall be written on a case by case basis and is based on the sole discretion of AAPA. AAPA will make every effort to uphold fair business practices when assigning benefit packages equal to the proposed price.

18. SPONSOR CONDUCT. The distribution of samples, souvenirs, and publications, etc. is prohibited unless the sponsor is also exhibiting. Any practice resulting in complaints from any other exhibitor, sponsor or any attendee, who in the opinion of AAPA interferes with the rights others or exposes them to annoyance or danger, may be prohibited by AAPA.

19. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT. In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of AAPA, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of AAPA under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of AAPA, said contract and/or event or initiative (or any part thereof) may be terminated by AAPA. AAPA shall not be responsible for delays, damage, loss, increased costs, other unfavorable conditions, or any incidental or consequential costs arising by virtue of cause or causes not reasonably within the control of AAPA. If AAPA terminates said contract (or any part thereof) as aforesaid, then AAPA may retain such part of a sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of AAPA" shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

20. LIMITATION ON LIABILITY. The sponsor and its employees and agents agree to indemnify, defend and hold harmless AAPA, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. AAPA shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

21. RESOLUTION OF DISPUTES. In the Event of a dispute or disagreement between: the sponsor and AAPA or between two or more sponsors; all interpretations of the rules governing the sponsorship contract, actions, or decisions concerning this dispute or disagreement by AAPA intended to resolve the dispute or disagreement shall be binding on the sponsor. Any law suit for damages should be brought in a competent court in- and interpreted by the laws of the District of Columbia.

22. AMENDMENT TO RULES. Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of AAPA. AAPA shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

23. DEFAULT. If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the contract, AAPA may, in addition to any other remedies provided for herein or otherwise available to AAPA at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. AAPA may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

24. AGREEMENT TO RULES. The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by AAPA.

25. ACCEPTANCE. Once the sponsor signs the Sponsorship Contract and returns it to AAPA, all Terms and Conditions are officially in affect. This agreement shall not be binding until accepted by AAPA.