



ANNUAL CONVENTION & EXPO
— BOSTON, MA • OCT 27-30 —

2024
SPONSORSHIP
PACKAGES

#AAPAEVENTS @ f X in

SPONSORSHIP: CONNECT, DISCOVER AND TRANSFORM



As the seaport industry reconvenes in Boston, Massachusetts, don't miss this exclusive opportunity to elevate your company at the AAPA Annual Convention & Expo. Connect your organization with leaders in trade and transportation in and around Western Hemisphere ports. Discover the critical issues and needs of the industry and transform your business by elevating your organization's visibility as one of the maritime industry's leading solution providers.

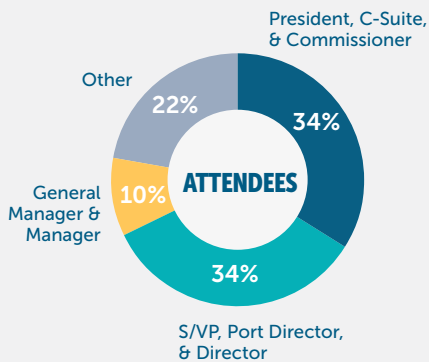
EVENTS



6 Events



2,000
Event Attendees/yr.
Including 180 ports



ENGAGEMENT



92,060

Users

(grown 5.81% since 2022)



90,813

New Users



64.18% from U.S.

2023 WEBSITE TRAFFIC



214,949

Page Views

(grown 8.4% since 2022)



119,234

Sessions

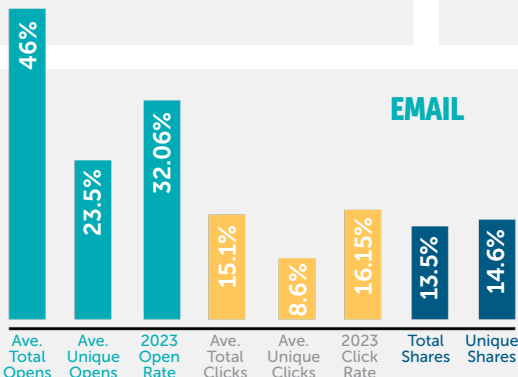
(grown 6.12% since 2022)

AUDIENCE

Port Professionals
Terminal Operators
Service Providers
Supply Chain Partners



EMAIL



31,318

Subscribers

(grown 550% since 2014)



SOCIAL



2.4K

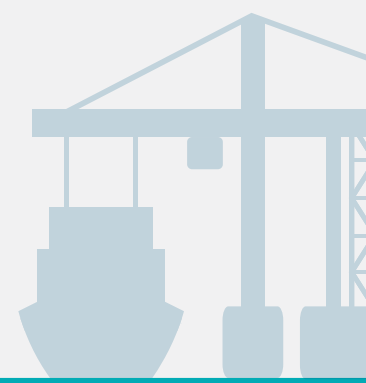


5.6K
(formerly Twitter)



5.8K

2024 SPONSORSHIP PACKAGES



\$50,000 DIAMOND SPONSOR

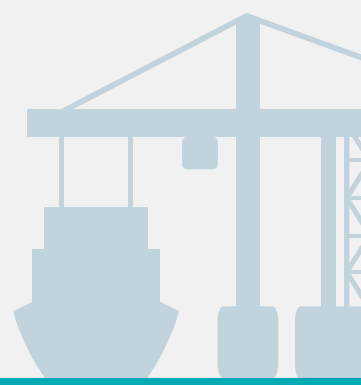
LIMITED AVAILABILITY

- | | |
|---------------------------|---|
| THOUGHT LEADERSHIP | <ul style="list-style-type: none">✓ Deliver welcome remarks during Opening Ceremonies✓ Serve as moderator of one (1) Expert Roundtable Discussion |
| ACCESS | <ul style="list-style-type: none">✓ Two (2) invitations to the Port CEO Reception (private event) |
| VISIBILITY | <ul style="list-style-type: none">✓ Recognition as Official Presenter of the Convention from AAPA President & CEO and AAPA Chairman of the Board during Opening Ceremonies✓ Sponsor's logo on all official printed materials and digital agenda✓ 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✓ Inclusion of one (1) bag insert or promotional item in convention bag (item provided by sponsor upon AAPA approval)✓ Ad or push notification in mobile app✓ Logo included in each Convention Daily email sent to all participants |
| HOSPITALITY | <ul style="list-style-type: none">✓ One (1) reserved table/seating during Welcome Reception✓ One (1) reserved table during each networking luncheon✓ One (1) reserved table/seating area during Closing Reception |
| PARTICIPATION | <ul style="list-style-type: none">✓ One (1) 10'x10' premium exhibitor booth✓ Four (4) complimentary registrations to the convention |
| COMMUNICATIONS | <ul style="list-style-type: none">✓ Two (2) pre-event social media posts |

* Sponsor artwork must be approved by Convention Management

CURRENT SPONSORS

2024 SPONSORSHIP PACKAGES



\$40,000 PLATNUM SPONSOR

LIMITED AVAILABILITY

THOUGHT LEADERSHIP	✓ Serve as moderator of one (1) Expert Roundtable Discussion
ACCESS	✓ One (1) invitation to the Port CEO Reception (private event)
VISIBILITY	<ul style="list-style-type: none">✓ Recognition from AAPA President & CEO and AAPA Chairman of the Board during Opening Ceremonies✓ Sponsor's logo on all official printed materials and digital agenda✓ 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 convention bag (item provided by sponsor upon AAPA approval)✓ Ad or push notification in mobile app✓ Logo included in each Convention Daily email sent to all participants
HOSPITALITY	<ul style="list-style-type: none">✓ One (1) reserved table/seating during Welcome Reception✓ Reserved seating during one (1) networking luncheon
PARTICIPATION	<ul style="list-style-type: none">✓ One (1) 10' x 10' exhibitor booth✓ Three (3) complimentary registrations to the convention
COMMUNICATIONS	✓ One (1) pre-event social media post

* Sponsor artwork must be approved by Convention Management

CURRENT SPONSORS



2024 SPONSORSHIP PACKAGES



\$25,000 GOLD SPONSOR

LIMITED AVAILABILITY

ACCESS

- ✓ One (1) invitation to the Port CEO Reception (private event)

VISIBILITY

- ✓ Recognition from AAPA President & CEO during Opening Ceremonies
- ✓ Sponsor's logo on all official printed materials and digital invitation
- ✓ 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 convention bag (item provided by sponsor upon AAPA approval)
- ✓ Ad or push notification in mobile app
- ✓ Logo included in each Convention Daily email sent to all participants

HOSPITALITY

- ✓ Reserved seating during one (1) networking luncheon

PARTICIPATION

- ✓ 50% discount on purchase of one (1) exhibitor booth
- ✓ Two (2) complimentary registrations to the convention

COMMUNICATIONS

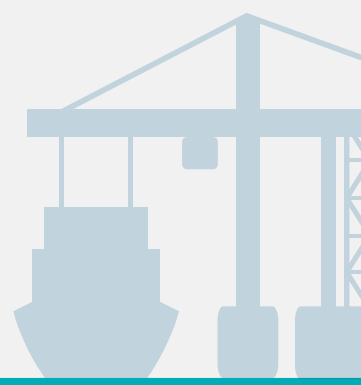
- ✓ One (1) pre-event social media post

* Sponsor artwork must be approved by Convention Management

CURRENT SPONSORS



2024 SPONSORSHIP PACKAGES



\$15,000 SILVER SPONSOR

LIMITED AVAILABILITY

VISIBILITY

- ✓ Recognition from AAPA President & CEO during Opening Ceremonies
- ✓ Sponsor's logo on all official printed materials and digital agenda
- ✓ 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 convention bag (item provided by sponsor upon AAPA approval)
- ✓ Ad or push notification in mobile app
- ✓ Logo included in each Convention Daily email sent to all participants

PARTICIPATION

- ✓ 25% discount on purchase of one (1) exhibitor booth
- ✓ One (1) complimentary individual registration to the convention

COMMUNICATIONS

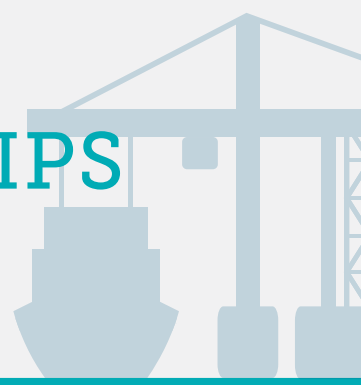
- ✓ One (1) pre-event social media post

* Sponsor artwork must be approved by Convention Management

CURRENT SPONSORS

NETWORKING SPONSORSHIPS

— PACKAGE RATES FROM \$5,000



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 convention attendees at the show.

CEO RECEPTION SPONSOR

SOLD!



PARETO ENERGY
The Microgrid Company

- ✓ This private, invite-only reception, brings together all the senior port executives.
- ✓ 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

[YOUR COMPANY NAME] HAPPY HOUR

EXCLUSIVE | \$20,000

- ✓ Your company name will be the namesake of this Happy Hour
- ✓ Signage during the sponsored reception
- ✓ Sponsor's logo on event agenda
- ✓ Signature Cocktail served at event (cocktail and beverage name to be approved by AAPA)

EXHIBIT HALL RECEPTION SPONSOR

2 AVAILABLE | \$15,000

- ✓ Signage during the sponsored reception
- ✓ Sponsor's logo on event agenda
- ✓ Signature Cocktail served at event (cocktail and beverage name to be approved by AAPA)

AAPA PORT CELEBRATION

2 AVAILABLE | \$15,000

- ✓ Signage during the sponsored reception
- ✓ Sponsor's logo on event agenda
- ✓ Signature Cocktail served at event (cocktail and beverage name to be approved by AAPA)

BEVERAGE SPONSOR

3 AVAILABLE | \$7,500

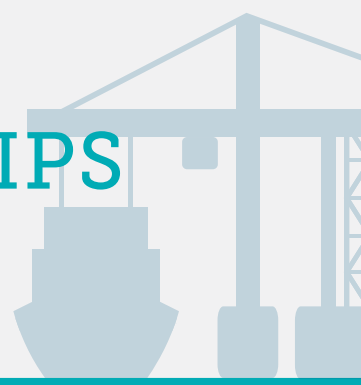
- ✓ Signature Cocktail served at event (cocktail and beverage name to be approved by AAPA)
- ✓ Custom branded cocktail napkins featuring your company logo served at bars
- ✓ One beverage sponsorship available per Reception/Happy Hour

* Sponsor artwork must be approved by Convention Management



NETWORKING SPONSORSHIPS

— PACKAGE RATES FROM \$5,000



BREAKFAST SPONSOR

2 AVAILABLE \$10,000

- ✓ Custom branded coffee sleeves featuring your company's logo
- ✓ Sponsor's logo on event agenda
- ✓ Sponsor's logo on breakfast signage
- ✓ Corporate reserved breakfast table with signage

LUNCH SPONSOR

2 AVAILABLE \$10,000

- ✓ Two minute video, provided by sponsor, played in General Session room prior to lunch*
- ✓ Sponsor's logo on event agenda
- ✓ Sponsor's logo on lunch signage
- ✓ Corporate reserved lunch table with signage

COFFEE BAR SPONSOR

2 AVAILABLE \$5,000

- ✓ Sponsor's logo on event agenda
- ✓ Sponsor's logo on lunch signage
- ✓ Opportunity to supply promotional items at lunch (items provided by sponsor upon AAPA approval)

* Video to be approved by convention management.



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 SPONSORSHIPS

— PACKAGE RATES FROM \$5,000



LANYARD SPONSOR

SOLD!



- ✓ Company logo printed on lanyards given out with name badges to all attendees at event check-in
- ✓ Sponsor will be able to include one (1) promotional item in event bag (item provided by sponsor upon AAPA approval)

NAME BADGE SPONSOR

EXCLUSIVE \$10,000

- ✓ Company logo printed on name badges given to all attendees at event check-in
- ✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval)



EVENT BAG SPONSOR

EXCLUSIVE \$10,000

- ✓ Company logo printed on event bags given to all attendees at check-in
- ✓ Sponsor will select from AAPA-approved bag options
- ✓ Inclusion of one (1) bag insert or promotional item in event bag (item provided by sponsor upon AAPA approval)

WIFI AND APP SPONSOR

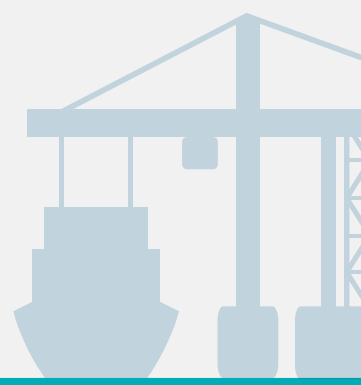
EXCLUSIVE \$12,000

- ✓ Sponsor will be recognized as the exclusive WIFI sponsor during the event
- ✓ Sponsor's logo on custom WIFI splash page during the event
- ✓ Sponsor logo on event homepage of the AAPA mobile app
- ✓ Sponsor's logo on event agenda



BRANDING SPONSORSHIPS

— PACKAGE RATES FROM \$5,000



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 included on event agenda
- ✓ Opportunity to supply promotional items in registration area (items provided by sponsor upon AAPA approval)

HOTEL ROOM DROP SPONSOR

EXCLUSIVE \$7,500

- ✓ Opportunity to place one item or company brochure inside each attendee room in the hotel room block (item 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
- ✓ Inclusion of one (1) bag insert of promotional item in event bag (item provided by sponsor upon AAPA approval)

CHARGING STATION SPONSOR

EXCLUSIVE \$5,000

- ✓ Sponsor's logo on charging stations
- ✓ Sponsor's logo on event agenda

* Sponsor artwork must be approved by Convention Management



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 exposure by utilizing branding opportunities to attract the attention of our convention attendees.

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



DETAILS COMING SOON

EVENT BRANDING 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

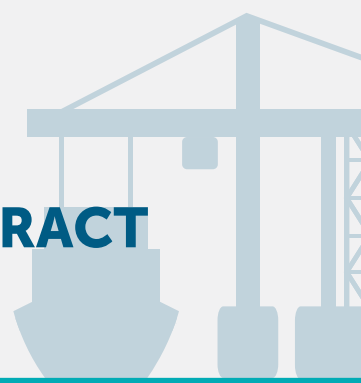
(352) 333-3454 | aland@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

AAPA
ESSENTIAL. RESILIENT. UNITED.
SEAPORTS DELIVER

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

\$50,000	Diamond Sponsor
\$40,000	Platinum Sponsor
\$25,000	Gold Sponsor
\$15,000	Silver Sponsor

NETWORKING SPONSORSHIPS

<input type="checkbox"/>	\$30,000	CEO-Reception-Sponsor
	\$20,000	[Your Company Name] Happy Hour
	\$15,000	Exhibit Hall Reception Sponsor(2)
	\$15,000	AAPA Port Celebration (2)
	\$7,500	Beverage Sponsor (3)
	\$10,000	Breakfast Sponsor (2)
	\$10,000	Lunch Sponsor (2)
	\$5,000	Coffee Bar Sponsor (2)

BRAND SPONSORSHIPS

<input type="checkbox"/>	\$10,000	Lanyard-Sponsor
	\$10,000	Name Badge Sponsor
	\$10,000	Event Bag Sponsor
	\$12,000	WIFI and App Sponsor
	\$8,000	Registration Sponsor
	\$7,500	Hotel Room Drop Sponsor
	\$7,500	Hotel Key Card Sponsor
	\$5,000	Charging Station Sponsor

BRANDING OPPORTUNITIES

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

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

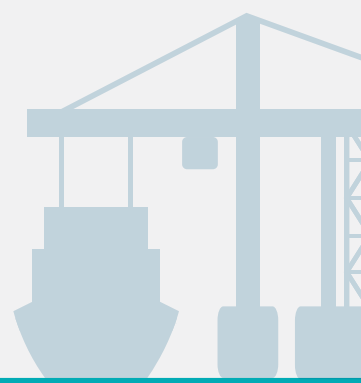
Full payment is due within 30 days of signing your sponsorship agreement. This contract is binding once signed. Applications not signed will NOT be processed. Any cancellations requests must be submitted in writing. I have read and understood this agreement and serve an authorized agent for the applicant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

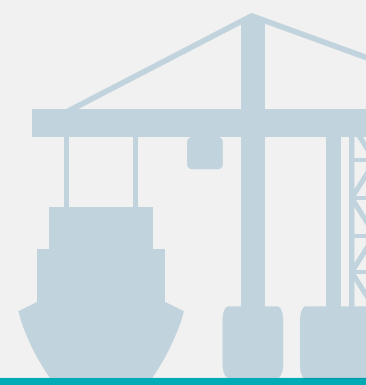
13. PRIVATE PARTIES/HOTEL SUITES/MEETING SPACE. Private parties, suites, and meeting space are available at the official event hotel. Companies wishing to host a private party or hold a suite at the event hotel must contact AAPA concierge. Under no circumstances will any events organized by said companies 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.