

Sponsor and Exhibitor Brochure

FAC 2008



the Best of Everything!



Palm Beach

**39th Annual Florida Airports Council
Conference and Exposition**

July 20-23, 2008

Hosted by Palm Beach County Department of Airports



We're glad you're here!

To all Delegates, Guests, Sponsors and Exhibitors:

On behalf of the Palm Beach County Department of Airports and the Florida Airports Council, I want to welcome you to the Council's 39th annual conference. We're all very excited to have you here in beautiful Palm Beach County, the jewel of Florida's "Gold Coast."

Besides miles and miles of Atlantic coastline and sparkling waterways, this section of South Florida features a diverse range of cultural and recreational interests we hope you will have an opportunity to experience first-hand. Be sure to visit one or more of our outstanding restaurants, pristine beaches, challenging golf courses, spacious parks, famous shopping malls or world-class entertainment venues.

The site of this year's convention, "The Breakers" itself is one of the world's most famous hotels. We know you'll enjoy the luxurious, top-flight accommodations.

A number of "must see" retail and cultural attractions are close by, such as famed Worth Avenue and CityPlace, the Mall at Wellington Green and The Gardens mall, the Flagler Museum and the Norton Gallery of Art. Talk to the animals at the Palm Beach Zoo or Lion Country Safari. And for quiet natural beauty, stop by the Morikami Museum and Japanese Gardens, Mounts Botanical Gardens or Grassy Waters Preserve.

This year's convention sessions will feature informative and motivational programs giving you the latest on travel and tourism, aviation infrastructure and technology, and innovative ways to improve customer service.

To get things started, please be sure to join us for our complimentary, Monday evening event "The Best Beach Party Ever", right here at The Breakers.

Once again, on behalf of the Florida Airports Council, the Department of Airports and the Board of County Commissioners, sit back, relax and enjoy "the Best of Everything."

Sincerely,

Bruce V. Pelly, Director

Palm Beach County Department of Airports

Join 700 of Aviation's Greatest Supporters at *"The Best of Everything!"*

Join us at the 39th Annual Florida Airports Council Conference to be held July 20-23, 2008 at The Breakers in Palm Beach... this year's theme is "The Best of Everything!" Your host, the Palm Beach County Department of Airports, has put together a program featuring topical agenda items and a week filled with networking opportunities including the Monday Night Host Event — "The Best Beach Party Ever."

FAC expects more than 700 airport, state, and federal leaders to attend this great event at one of the nation's most historic hotels. You do not want to miss the opportunity to exhibit at the trade show and/or sponsor one of the many events that take place during the course of four days. Your financial support of the conference helps FAC continue its legislative advocacy and educational programs for another year. Read on to see how you can participate in Florida's largest airport conference.



About FAC

The Florida Airports Council consists of 20 commercial service airports, 73 general aviation airports and nearly 200 aviation-related businesses and their employees. FAC is the largest and most successful state-focused airport organization in the nation. FAC's 39-year success story is due to leadership from Florida's commercial and general aviation airports and support from Florida's leading aviation companies.

The Breakers, Palm Beach, FL



Sponsorship

Benefits and Information

Your company will receive the following benefits, depending upon your level of sponsorship:

Platinum Sponsor — \$15,000 and above

- Airport Angel Sponsor benefits plus:
- Five delegate registrations
- Recognition at sponsored event
- Full-page ad in the conference program
- Two complimentary golf foursomes
- Opportunity to supply promotional item for delegate bags
- Ability to contract for more than one exhibit booth (based on availability)

Gold Sponsor — \$10,000 - \$14,999

- Airport Angel Sponsor benefits plus:
- Three delegate registrations
- Recognition at sponsored event
- Full-page ad in the conference program
- One complimentary golf foursome
- Opportunity to supply promotional item for delegate bags

Silver Sponsor — \$5,000 - \$9,999

- Airport Angel Sponsor benefits plus:
- Two delegate registrations
- Recognition at sponsored event
- Half-page ad in the conference program
- Opportunity to supply promotional item for delegate bags

Bronze Sponsor — \$2,500 - \$4,999

- Airport Angel Sponsor benefits plus:
- One delegate registration
- Recognition at sponsored event

Airport Angel Sponsor — \$1,000

- Recognition in the delegate program
- Special badge designations
- Thank-you in FAC publications after the event

Sponsorship Opportunities

Due to the limited number of sponsorship opportunities this year, FAC will accept multiple sponsorships where noted.

Sunday, July 20

- Committee Meeting Break Sponsor — **\$2,500 each** (2 opportunities)
- Welcome Reception (in the Exhibit Hall) — **\$10,000 each** (2 opportunities)
- Hospitality Event — **\$5,000 each** (unlimited opportunities)

Monday, July 21

- Monday's A/V — **\$5,000** (1 opportunity)
- Networking Breakfast with Exhibitors — **\$5,000 each** (2 opportunities)
- General Session I — **\$2,500 each** (4 opportunities)
- Networking Break with the Exhibitors — **\$2,500 each** (2 opportunities)

Questions?

Contact Marycatherine Johnson at phone (850) 224-2964, fax (850) 681-6185 or email mc@floridaairports.org

- General Session II — \$2,500 each (4 opportunities)
- Networking Lunch with Exhibitors — \$5,000 each (2 opportunities)
- General Session III — \$2,500 each (4 opportunities)
- Networking Break with Exhibitors — \$2,500 each (2 opportunities)
- General Session IV — \$2,500 each (4 opportunities)

Tuesday, July 22

- Tuesday's A/V — \$2,500 (1 opportunity)
- Networking Breakfast with Exhibitors — \$5,000 each (2 opportunities)
- General Session V — \$2,500 (4 opportunities)
- General Session VI — \$2,500 each (4 opportunities)
- Networking Break with Exhibitors — \$2,500 each (2 opportunities)
- Box Lunch — \$5,000 each (2 opportunities)
- Golf Tournament — \$5,000 each (2 opportunities)
- Golf Tournament Beverage Cart — \$2,500 each (2 opportunities)
- Tennis Tournament — \$5,000 (1 opportunity)
- Fishing Tournament — \$7,500 (1 opportunity)

Wednesday, July 23

- Wednesday's A/V — \$5,000 (1 opportunity)
- Breakfast & FAC General Membership Meeting — \$5,000 (2 opportunities)
- General Session VII — \$2,500 each (4 opportunities)
- Networking Break — \$2,500 each (2 opportunities)

- General Session VIII — \$2,500 each (4 opportunities)
- Leadership Awards Luncheon — \$10,000 (1 opportunity)
- General Session IX — \$2,500 each (4 opportunities)
- General Session X — \$2,500 each (4 opportunities)
- Farewell Reception — \$5,000 (2 opportunities)
- Final Dinner — \$5,000 each (4 opportunities)
- Final Dinner Entertainment — \$5,000 (1 opportunity)

Other

- Delegate Gift Bags — \$10,000 (1 opportunity)
- Hotel Keys — \$10,000 (1 opportunity)
- *Name Badge Lanyards — \$5,000 (1 opportunity)
- *Pens/Pads — \$5,000 (1 opportunity)
- Pocket Schedules — \$5,000 (1 opportunity)
- Spouse/Guest Program — \$2,500 each (4 opportunities)
- Airport Angel — \$1,000 (unlimited opportunities)

* Sponsor must provide item

Sign Up Today:

For sponsorship and door prize donations, please complete the attached forms (pages 10 and 11 of this booklet) and submit to:

Marycatherine Johnson

phone (850) 224-2964

fax (850) 681-6185 or

email mc@floridaairports.org

Door Prizes

Your company may submit items to be donated as door prizes, which are raffled away to conference delegates throughout the conference (mainly during exhibit hall hours).

Exhibit Information

About Booth Packages

Three booth packages are available. Please review the booth packages and booth layout on the following page. All space assignments are on a first-reserved, first-paid basis. Booths will not be assigned until payment is received. Booth assignment priority will be given to FAC members.

If you are not a member of FAC but wish to join, a separate check in the amount of \$650 must accompany your booth payment in order to give you the member discount rate. Please make membership checks payable to FAC.

If your primary booth choices are not available, FAC will do its best to accommodate your alternate preferences.

General Information

The following events will be held in the Exhibit Hall:

- Welcome Reception
- 2 Breakfasts
- 2 Lunches
- Refreshment Breaks
- Door Prize Drawings

Booth Accessories Include:

- 8'x10' space; 8' back pipe and drape
- 3' side pipe and drape; one 6' draped table and two chairs; waste basket; company sign
- Members of FAC will receive a FAC member sign
- Security will be provided in the Exhibit Hall for the duration of the show
- All booths will be provided a 500watt 120 volt outlet

Exhibit Setup/ Breakdown Hours

Setup — Sunday, July 20, 10 a.m. – 4 p.m.

Breakdown — Tuesday, July 22, 12 p.m. – 8 p.m. (Sorry, no early breakdown allowed)

Exhibit Staffing

For the delegates' benefit, please keep your booth staffed during all designated exhibit hours. The designated exhibit hall hours will be specified in the conference program. We encourage all exhibitors to attend sessions and participate in other networking facets of the conference. We do not close the exhibit hall during business sessions, but exhibitors are not required to stay in their booths during the non-posted exhibit hall hours.

Additional Booth Personnel (ABP)

Booth personnel fee is \$290 per person and includes entry to all events. **Those interested in golf, tennis and fishing tournaments must register for these events separately and pay applicable fees.** Forms may be requested by contacting FAC.

Door Prizes

Your company may submit items to be donated as door prizes, which are raffled away to all conference delegates throughout the conference (during exhibit hall hours). For door prize donations, please complete the form and submit it to Marycatherine Johnson, phone 850-224-2964, fax 850-681-6185 or email mc@floridaairports.org.

Exhibit Passports

To encourage attendees visit each exhibit booth, we will be reinstating the passport program. All registrants who complete their passports by visiting all exhibit booths will be eligible for a special grand prize drawing on Wednesday.

Golf/Fishing/Tennis

Exhibitors and Sponsors attending as delegates are welcome to play in the FAC tournaments. Additional Booth Personnel (ABP) must pay the additional tournament fees. Some of the higher sponsorship levels do include complimentary foursomes in the golf tournament. No refunds will be made for cancellation, but substitute players will be accepted.

Florida Airports Council Membership

FAC corporate members receive discount registration to all FAC events, and advanced notice of RFPs that are advertised in the FAC newsletter. If you are interested in becoming a corporate member of FAC, check the appropriate box on the exhibitor registration form. Please submit a separate check made payable in the amount of \$650 for annual membership to Florida Airports Council. For more information on membership, please contact FAC headquarters at mc@floridaairports.org or phone 850-224-2964, or visit www.floridaairports.org.

Private Functions

The Florida Airports Council asks that no private functions be scheduled that would in any way compete with the FAC Annual Conference schedule of events for the duration of the Conference.

Exhibit Packages

FAC members must have their membership paid in full at the time they register to receive the Member Rate.

Package 3*

FAC Member Price \$5,100
Non-Member Price \$6,200

- 8'x20' space
- Four conference registrations
- Full-page advertisement in the conference program
- Company name and address listed in the program
- Only open to Platinum Sponsors

Package 2

FAC Member Price \$3,300
Non-Member Price \$4,400

- 8'x10' space
- Three conference registrations
- Half-page ad in the conference program
- Company name and address listed in the program

Package 1

FAC Member Price \$1,600
Non-Member Price \$2,700

- 8'x10' space
- Two conference registrations
- Company name and address listed in the program

Please make sure you reserve your space early to receive a prime location and to ensure your ad gets placed in the conference program (at least 30 days prior to the show).

The exhibitor registration form included in this package is for your exhibit space only. FAC will provide you with your complimentary conference registration forms as well as additional booth personnel forms (if requested) once we have processed your booth registration.

* Accommodations will be made for those companies with multi-booth needs. To ensure that we can accommodate your space arrangements, be sure to sign up early.

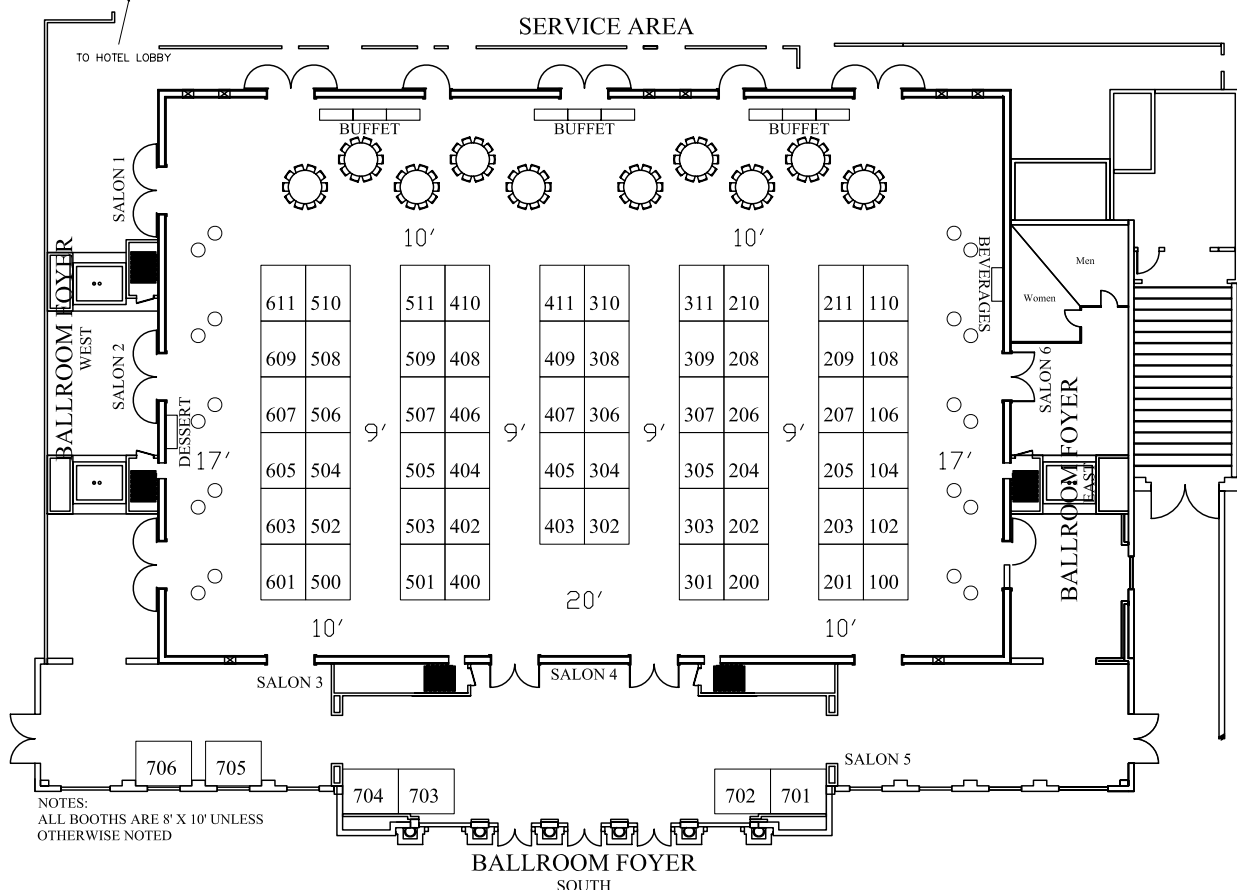
Exhibit Services

Vista South Convention Services is the Official Exhibit Service Contractor

Vista South Convention Service
11098 Biscayne Blvd.
Suite 305
Miami, FL 33161
Ph: 305-673-1123
F: 305-673-8713
www.vistacs.com

Vista will e-mail exhibitor service kits to all exhibiting company contacts.

The Breakers • Ponce de Leon Ballroom • Exhibit Hall Floor Plan



Visit www.floridaairports.org/meetings for updated booth availability.

Hotel Information

Special Discounts!

Along with the luxurious accommodations and spectacular views of the Atlantic Ocean, The Breakers offers an unparalleled array of amenities. All conference guests registered at The Breakers can **save 10%** on all daily cabana and bungalow rentals, **15%** on all outlet menu pricing (not including room service) and **20%** on all spa treatments.

To reserve a cabana/ bungalow or book a spa treatment, contact The Breakers at 888-273-2537. Make sure to mention you are a member of the Florida Airports Council group to receive this special discount.

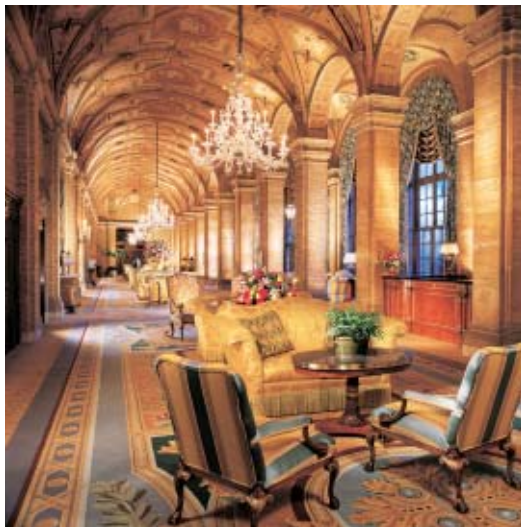
The Breakers

A block of rooms is being held at The Breakers located at One South County Road in Palm Beach.

All attendees will receive a special rate of \$149 superior category, \$179 deluxe category or \$299 oceanfront. Rooms are based on a space-available basis. Reservations must be made by June 18, 2008, in order to guarantee this rate. Reservations made after this date can only be honored on a space-and-rate-available basis. To make your hotel reservation, call the hotel reservations department directly at 1-888-BREAKERS (1-888-273-2537) and identify yourself as part of the Florida Airports Council (FAC) group. The Breakers will be happy to extend this special group rate for three days prior and three days after the conference dates. Overnight valet parking has been discounted to \$10 per day.

Each individual reservation must be accompanied by one night deposit equal to the room rate for each guest room reserved. Individuals may cancel without penalty prior to 72 hours of their arrival date.

All business sessions, meal functions and the Exhibit Hall will take place at The Breakers. For detailed information regarding the hotel, visit <http://www.thebreakers.com>



Alternate Accommodations

Additional blocks of hotel rooms are being held at both **The Colony Hotel** and at the **West Palm Beach Marriott**.

The Colony Hotel is located at 155 Hammon Avenue in Palm Beach, which is approximately 1.15 miles from The Breakers. Reservations may be made by calling 1-800-521-5525 and referencing the Florida Airports Council Conference Group. Reservations must be made prior to June 15, 2008. For detailed information regarding the hotel, visit <http://www.thecolonypalmbeach.com>.

The West Palm Beach Marriott is located at 1001 Okeechobee Blvd. in West Palm Beach, which is approximately 2.32 miles from The Breakers. Reservations may be made by calling 1-800-376-2292 and referencing The Florida Airports Council Group. Reservations must be made prior to May 15, 2008. For detailed information regarding the hotel, visit <http://www.marriott.com/hotels/travel/pbimc-west-palm-beach-marriott/>.

For questions concerning hotel reservations, please contact Marycatherine Johnson at 850-224-2964 or mc@floridaairports.org.



39th Annual FAC Conference and Exposition

July 20-23, 2008

Exhibit Space Registration Form

Company Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Individual registration forms will follow once space is paid and confirmed.

FAC Membership Information

- A one-year membership \$650 (dues must be paid in full to receive member booth rate)
Make membership checks payable to FAC and send payment to:
Florida Airports Council, 250 John Knox Road, Suite 2, Tallahassee, FL 32303

Exhibit Booth Choices

- Package #3** (8x20) \$5,100 member \$6,200 non-member
- Package #2** (8x10) \$3,300 member \$4,400 non-member
- Package #1** (8x10) \$1,600 member \$2,700 non-member

Exhibit Booth Location

Please refer to the Exhibit Hall floor plan on page 7 of this booklet.

1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____

All space assignments are confirmed on a first-reserved and first-paid basis; payment must accompany the exhibit registration form.

Payment Information

- Check Enclosed (made payable to FAC) Credit Card: Mastercard Visa American Express

Name on Card _____

Credit Card Number _____ Exp. Date _____

Billing Zip Code _____ Authorize Card to Be Charged \$ _____

Email Address of Cardholder _____

Signature of Cardholder _____

Cancellation Clause

Booth space cancellations must be submitted in writing. Cancellations prior to June 20, 2008 will receive a 50% refund. No refunds will be given for space cancelled June 20, 2008 or after.

Please return form and payment to:

Florida Airports Council, 250 John Knox Road, Suite 2, Tallahassee, FL 32303; or fax to (850) 681-6185.

Please direct all inquiries to:

Marycatherine Johnson: Phone (850) 224-2964, Fax (850) 681-6185, Email mc@floridaairports.org, www.floridaairports.org/meetings



39th Annual FAC Conference and Exposition July 20-23, 2008

Door Prize Registration Form

Company Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Door Prize Information

YES! Our company wants to support the FAC Annual Conference by donating the following door prize(s):

Quantity _____ Item _____ Preferred Giveaway Day _____

Quantity _____ Item _____ Preferred Giveaway Day _____

Quantity _____ Item _____ Preferred Giveaway Day _____

Please return form to:

Florida Airports Council, 250 John Knox Road, Suite 2, Tallahassee, FL 32303; or fax to (850) 681-6185.

Please direct all inquiries to:

Marycatherine Johnson

Phone (850) 224-2964, Fax (850) 681-6185, Email mc@floridaairports.org

www.floridaairports.org/meetings



39th Annual FAC Conference and Exposition

July 20-23, 2008

Sponsorship Registration Form

Company Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Sponsorship Information

YES! Our company wants to support the FAC Annual Conference by sponsoring the following event(s):

1st Choice Day _____ Event _____ Amount _____

2nd Choice Day _____ Event _____ Amount _____

3rd Choice Day _____ Event _____ Amount _____

Payment Information

Check Enclosed (made payable to FAC)

Credit Card: Mastercard Visa American Express

Name on Card _____

Credit Card Number _____ Exp. Date _____

Billing Zip Code _____ Authorize Card to Be Charged \$ _____

Email Address of Cardholder _____

Signature of Cardholder _____

Please return form and payment to:

Florida Airports Council, 250 John Knox Road, Suite 2, Tallahassee, FL 32303; or fax to (850) 681-6185.

Please direct all inquiries to:

Marycatherine Johnson

Phone (850) 224-2964, Fax (850) 681-6185, Email mc@floridaairports.org

www.floridaairports.org/meetings

FAC 2008



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Palm Beach

Register now to be a part of the
39th Annual Florida Airports Council
Conference and Exposition
July 20-23, 2008

Hosted by Palm Beach County Department of Airports

Exhibit Hall Space and Sponsorship Opportunities are Limited!



250 John Knox Road, Suite 2
Tallahassee, FL 32303

www.floridaairports.org/meetings

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