



# HOUSTON, IT'S A GO!

SPONSORSHIP & ADVERTISING  
OPPORTUNITIES

# MESSAGE FROM PORT OF HOUSTON AUTHORITY

Dear AAPA Conference Member,

A very warm welcome to the wonderful city of Houston!

The Port of Houston Authority is honored to host the 2014 AAPA 103rd Annual Convention. Convention goers can anticipate unparalleled networking and business opportunities, engaging events and seminars on issues critical to public seaports.

We hope that you will explore Houston, particularly the Port of Houston. The nation's No. 1 export port is a large and critical component of the regional economy. This year also marks the Port of Houston's centennial celebration, commemorating the 1914 official opening of the Houston Ship Channel. Notably, the Port of Houston is home to the nation's largest petrochemical complex.

More than 150 businesses comprise the Port of Houston, and along with the public wharves at the port, support more than 1 million jobs throughout Texas and 2.1 million jobs nationwide. This activity helps create nearly \$179 billion in statewide economic impact and nearly \$500 billion in economic impact to the nation.

Again, welcome to Houston. We are certain that you will see why so many choose to call this thriving metropolis home. We hope that you will return soon and spend even more time in Houston and the great state of Texas.

Port of Houston Authority



## About Port of Houston Authority

The Port of Houston is a 25-mile complex of diversified public and private facilities that is consistently ranked first in the United States in foreign waterborne tonnage; first in U.S. imports; first in U.S. export tonnage; and second in the U.S. in total tonnage. It is also the nation's leading breakbulk post, handling 65 percent of all major U.S. project cargo.

Each year, the Port of Houston moves more than 200 million tons of cargo, carried by more than 8,000 vessels and 200,000 barge calls. As one of the busiest ports in the world, the Port of Houston is a large component of the regional economy. Port of Houston has been instrumental in Houston's development as a center of international trade. It is home to a \$15 billion petrochemical complex, the largest in the U.S. and second largest in the world. Carrier services on all major tradelanes link Houston to international markets around the globe.

Centrally located on the Gulf Coast, Houston is a strategic gateway for cargo originating in or destined for the U.S. West and Midwest. Houston lies within close reach of one of the nation's largest concentrations of consumers. More than 17 million people live within 300 miles of the city, and approximately 60 million live within 700 miles. Ample truck, rail and air connections allow shippers to economically transport their goods between Houston and inland points.

The Port of Houston Authority understands the great importance of balancing business with environmental stewardship. Providing a safe and secure environment for international trade is also a foremost issue. Houston became the first U.S. port to attain ISO 14001, the world standard for environmental excellence. The Port of Houston has an impressive record of accomplishments, including unloading the world's first container ship.

## About AAPA

The American Association of Port Authorities (AAPA) is a trade association representing more than 130 public port authorities in the United States, Canada, the Caribbean, and Latin America.

Association members include more than 330 sustaining and associate members — firms and individuals with an interest in the seaports of the Western Hemisphere. AAPA is dedicated to serving deep draft public ports by enhancing port management, professionalism and advocating issues critical to public seaports.

As the industry advocate, AAPA promotes the common interests of the port community and provides leadership on trade, transportation, and environmental and other issues related to port development and operations. AAPA also works to educate the public, media, local, state and Federal legislators about the essential role ports play within the global transportation system.

## AAPA 2014 Convention

AAPA's Annual Convention continues to be the largest membership meeting of the year. The 2014 Convention in Houston will represent the 103rd in AAPA's history.

AAPA's 2014 Convention includes technical and policy committee meetings, as well as business sessions and social networking possibilities for port professionals and others in the marine transportation industry. This year, more than 1,000 attendees are expected, mainly senior and executive management personnel from port authorities and suppliers to the port and marine industries.

## AAPA 2014 — HOUSTON, IT'S A GO!

# AGENDA

## SUNDAY, NOVEMBER 9

Registration

Welcome Reception at Hyatt Regency Houston, Window Box Room

## MONDAY, NOVEMBER 10

Registration

Committee Meetings

Regional Caucuses

Executive Committee Meeting

2013-14 Board of Directors Meeting

Canadian Ports Delegation Meeting

U.S. Legislative Policy Council

Latin American Ports Delegation Meeting

Evening Event at Downtown Aquarium

## TUESDAY, NOVEMBER 11

Registration

Continental Breakfast & Grand Opening of Exhibition

Opening Ceremonies

General Session

Keynote Address

Luncheon Program

General Session

Reception at Julia Ideson Library

## WEDNESDAY, NOVEMBER 12

Registration

Continental Breakfast

General Session

Guest Program

Luncheon & Graduation Ceremony for the Professional Port Manager Class 2014

Reception & Special Exhibition Activity in Exhibit Hall, sponsored by PortMiami, 2015 Convention Host

Free Evening

## THURSDAY, NOVEMBER 13

Registration

Continental Breakfast

General Session

Guest Program

Roundtable Discussion

Chairman's Address

Annual Membership Meeting & Installation of Officers

2014-15 Board of Directors Meeting

Luncheon & Awards Presentation

Informal Roundtables on Container and Non-Container Issues

Chairman's Reception

Denim & Dazzle Gala at Hyatt Regency Houston



## About Port of Houston Authority

The annual American Association of Port Authorities Convention is a flagship industry event. Houston is very proud and honored to host the 2014 AAPA Convention — the 103rd in its history — which coincides with the 100th anniversary celebration of the opening of the Houston Ship Channel.

## Privileged Opportunity

The 2014 AAPA Convention in Houston is a truly exceptional opportunity to meet and connect with a multitude of marine transportation industry leaders. Please join us in welcoming AAPA members and guests from across the Americas, including:

- Chief Executive Officers responsible for the world's largest ports
- Port Commissioners
- Senior executives
- Industry representatives
- Members from the business community

## Strategic Visibility

The annual AAPA Convention brings together hundreds of port industry participants. This unique access to key players will enable you to:

- Strengthen your business contacts
- Network in one location
- Boost brand recognition of products and services among a wide representation of port decision-makers

## Sponsorship for Every Budget

Sponsorship is an ideal option for any business that is seeking recognition by a targeted key audience. Whatever your strategy or budget, our sponsorship team will work with you to identify the best communication channel for your budget.

All premier sponsorship levels include a combination of convention registrations, passes and event sponsorship; as well as website and promotional opportunities, print material, and more. Additional special event and promotional sponsorships, as well as program advertising opportunities, allow for maximum exposure at this year's convention.

As an AAPA 2014 sponsor, you will have unequalled opportunities to be associated with this prestigious industry event, as well as to position your organization with key port decision-makers from across the globe.

Don't miss this unique opportunity!



# TITLE SPONSORSHIP

## \$75,000

The Title Sponsor will be recognized during the convention and benefit from high-level visibility throughout the event.

- Recognition as Title Sponsor of a pinnacle event at the AAPA Convention — choice of the Gala event or featured offsite event. Includes the opportunity to deliver a brief word of welcome to attendees at the offsite event
- Reserved seating at the Gala
- Recognition as Title Sponsor of the AAPA 2014 Convention during the official Opening Ceremonies address
- Recognition of sponsorship during daily morning business sessions
- Recognition as Title Sponsor and sponsor's logo on all official convention printed materials and convention website
- Opportunity to provide a custom seat-drop (literature or promotional item) at the Opening Ceremonies event
- Ten (10) complimentary individual registrations to convention, including all social evenings
- One (1) 10' x 10' exhibitor booth (100 sq. ft.)
- One (1) standard hotel room at the Hyatt Regency Houston for four (4) nights during the convention
- One (1) premium placement full color ad (8.5" x 11") or two (2) full-page color ads in convention program
- Sponsor's logo on sponsor acknowledgment page in convention program
- Enhanced listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on convention website and sponsor acknowledgment page, including a hyperlink to sponsor's website
- Sponsor's logo on welcome banner at the hotel (high-visibility zone)
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens during convention (except during speeches and entertainment)
- Inclusion of bag insert and promotional item in convention show bag (said items provided by sponsor)

\*Sponsor remarks and artwork must be approved by Convention Management

To reserve your sponsorship or for more information, please contact Diana Mainieri at 407.288.2652

# SIGNATURE SPONSORSHIP

## \$50,000

Create a lasting impression with attendees at two of the most favored social events of the convention. Signature Sponsorship includes:

- Choice of sponsorship: Recognition as Signature Sponsor of one social or business event — the Welcome Reception or another evening event
- Reserved seating at the Gala
- Recognition of sponsorship during daily morning business sessions
- Recognition of sponsorship during official social or business event
- Six (6) complimentary individual registrations to convention, including all social evenings
- One (1) 10' x 10' exhibitor booth (100 sq. ft.)
- One (1) full-page color ad in convention program
- Sponsor's logo on sponsor acknowledgment page in convention program
- Enhanced listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on convention website and sponsor acknowledgment page, including a hyperlink to sponsor's website
- Sponsor's logo on welcome banner at the hotel (high-visibility zone)
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens in convention (except during speeches and entertainment)
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# PREMIER SPONSORSHIP

## \$35,000

A cornerstone of the convention, the business sessions are promoted heavily in all event materials, where, as a sponsor, key port decision-makers will see your logo. Premier Sponsorship includes:

- Sponsorship of all convention business sessions (three days)
- Exclusive Sponsorship of a lunch — opportunity to address the audience and give a presentation (up to 15 minutes in length)
- Recognition of sponsorship during daily morning business sessions
- Four (4) complimentary individual registrations to convention, including all social evenings and two (2) seats at the Gala dinner
- One (1) 10' x 10' exhibitor booth (100 sq. ft.)
- One (1) full-page color ad in program
- Sponsor's logo on sponsor acknowledgment page and general session pages in program
- Sponsor's logo on convention website sponsor acknowledgment page, including hyperlink to sponsor's website
- Enhanced listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens in convention (except during speeches and entertainment)
- Inclusion of bag insert and promotional item in convention show bag (said items provided by sponsor)

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# PARTNER SPONSORSHIP

**\$25,000**

Ensure your name and logo are seen and remembered by all event attendees, with recognition during morning business sessions, along with logo placement in high-visibility areas. Partner Sponsorship includes:

- Recognition of sponsorship during daily morning business sessions
- Four (4) complimentary individual registrations to convention, including all social evenings and two (2) seats at the Gala Dinner
- One (1) 10' x 10' exhibitor booth (100 sq. ft.)
- One (1) full-page color ad in program
- Sponsor's logo on sponsor acknowledgment page and general session pages in program
- Sponsor's logo on convention website sponsor acknowledgment page, including hyperlink to sponsor's website
- Enhanced listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens in convention (except during speeches and entertainment)
- Inclusion of bag insert and promotional item in convention show bag (said items provided by sponsor)

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# AFFILIATE SPONSORSHIP

## \$15,000

Take advantage of this opportunity to get your company's name and logo in front of all attendees on a daily basis throughout the convention. With an Affiliate Sponsorship, your company will have an enthusiastic and appreciative audience during all continental breakfasts and refreshment breaks on the exhibit hall floor. Affiliate Sponsorship includes:

- Co-sponsorship of all convention continental breakfasts and refreshment breaks (three days)
- Two (2) complimentary individual registrations to Convention, including all social evenings
- 50% discount on purchase of exhibitor booth
- One (1) half-page color ad in program
- Sponsor's logo on sponsor acknowledgment page in program
- Enhanced listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on convention website sponsor acknowledgment page, including hyperlink to sponsor's website
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens during convention (except during speeches and discussions)
- Inclusion of bag insert and promotional item in convention show bag (said items provided by sponsor)

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# ASSOCIATE SPONSORSHIP

**\$10,000**

Take advantage of this opportunity to get your company's name in front of all attendees on a daily basis throughout the convention. With a Associate Sponsorship, your company will have a presence during convention meetings and on the exhibit floor. The Associate Sponsorship includes:

- Two (2) complimentary individual registrations to Convention, including all social evenings
- 25% discount on purchase of exhibitor booth
- One (1) half-page color ad in the program
- Sponsor's logo on sponsor acknowledgment page in program
- Listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on convention website sponsor acknowledgment page, including hyperlink to sponsor's website
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens during convention (except during speeches and discussions)
- Inclusion of bag insert and promotional item in convention show bag (said items provided by sponsor)

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# SUPPORTER SPONSORSHIP

## \$5,000

Take advantage of this opportunity to get your company's name in front of all attendees on a daily basis throughout the convention. With a Supporter Sponsorship, your company will have a presence during convention meetings and on the exhibit floor. The Supporter Sponsorship includes:

- One (1) complimentary individual registration to Convention
- One (1) half-page color ad in program
- Sponsor's logo on sponsor acknowledgment page in program
- Enhanced listing package in convention program, including sponsor's logo on Expo floor plan and onsite show floor maps
- Sponsor's logo on convention website sponsor acknowledgment page, including hyperlink to sponsor's website
- Sponsor's logo on sponsor banner in Expo area (high-visibility zone)
- Sponsor's logo projected on large screens during convention (except during speeches and discussions)
- Inclusion of bag insert and promotional item in convention show bag (said items provided by sponsor)

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# PROMOTIONAL SPONSORSHIPS

## \$1,500 TO \$10,000

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

### **REGISTRATION AREA SPONSORSHIP — \$10,000**

The onsite sponsorship of the entire registration area gives your company the highest level of visibility to all individuals attending the event. Claim this exclusive sponsorship and reach potential customers before and during the show.

Sponsorship includes:

- Sponsor's logo on banner in registration area (high-visibility zone)
- Sponsor's logo on sponsor acknowledgment page in convention program
- Sponsor's logo on sponsor recognition page of convention website
- Sponsor's logo on attendee registration email confirmation
- One (1) complimentary registration to social evenings held during convention
- Opportunity to supply promotional items in registration area

### **TRANSPORTATION SPONSORSHIP — \$10,000**

See and be seen by convention attendees on the bus service that runs between the hotel and all convention-sponsored events.

Sponsorship includes:

- Sponsor's logo on bus signage
- Sponsor's logo on bus schedule distributed throughout hotel and convention
- Sponsor's logo on sponsor acknowledgment page in convention program
- Sponsor's logo on sponsor recognition page of convention website
- Opportunity to supply promotional items in bus waiting area/on buses

### **CONVENTION BAG SPONSORSHIP — \$10,000**

Custom-printed convention bags turn every show participant into your own personal billboard. These bags are distributed at registration to every convention attendee. Your company message will be seen throughout the entire convention.

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# PROMOTIONAL SPONSORSHIPS

## \$1,500 TO \$10,000

### **GUEST PROGRAM SPONSORSHIP — \$7,500**

The Guest Program features events offered over two days at the 2014 AAPA Convention. Receive special recognition for sponsorship of these popular guest events and achieve company recognition throughout the convention with your logo on the Guest Program tickets, accompanying signage, and all Guest Program descriptions in the Convention program.

### **BADGE LANYARD SPONSORSHIP — \$7,500**

Captivate the minds of thousands, as attendees wear your name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge. (Convention management will provide badge lanyard options to choose from.)

### **GUEST PROGRAM BAG SPONSORSHIP — \$5,000**

Custom-printed Guest Program bags are distributed at registration to every guest accompanying a registered attendee. Your company message will be seen throughout the entire convention.

### **BADGE MINI-SCHEDULE SPONSORSHIP — \$3,000**

Badge mini-schedules are the perfect way to maximize brand exposure, as they are kept in the back of every attendee's badge. Attendees will refer back to these throughout the convention.

### **SHOW BAG INSERTS — \$1,500**

This is an excellent opportunity to ensure each attendee receives information about your organization. Your company's promotional materials will be inserted in the official show bag to be given to all attendees at registration.

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# PROGRAM ADVERTISING AND SPECIFICATIONS

Advertising opportunities within the 2014 AAPA Convention Program are a wonderful way to showcase your company. However, these prime advertising spots are limited!

Whether it's an invite to your company's exhibit booth or your latest print ad showcasing your product and company, this opportunity is one not to be missed!

The Convention Program — offering premium visibility to your target audience — is put in every attendee registration packet that will be distributed upon Convention check-in. The program will detail the itinerary, biography information and attendees, and include an overview of the guest speakers, session information and much more.

## PROGRAM ADVERTISING OPTIONS

Back Cover	4-Color	Exclusive Opportunity	\$5,000
Inside Front Cover	4-Color	Exclusive Opportunity	\$3,500
Inside Back Cover	4-Color	Exclusive Opportunity	\$3,500
Full Page	4-Color	Multiple Opportunities	\$2,500
Half-Page, Horizontal	4-Color	Multiple Opportunities	\$1,750

# PROGRAM ADVERTISING AND SPECIFICATIONS (CONTINUED)

## Digital Ad Specifications:

Back Cover	(8.75" x 11.25" Bleed) OR (8" x 10.5" Non-Bleed)
Inside Front Cover	(8.75" x 11.25" Bleed) OR (8" x 10.5" Non-Bleed)
Inside Back Cover	(8.75" x 11.25" Bleed) OR (8" x 10.5" Non-Bleed)
Full Page	(7.25" x 9.75" Non-Bleed)
Half-Page	(7.25" x 4.875" Non-Bleed)

## Digital Ad Materials:

- All ads requested in digital format for PC or Mac
- Preferred applications include Adobe InDesign, Photoshop or Illustrator
- PDF files are accepted, but are the responsibility of the advertiser (Word-processing programs such as Word, Pages or WordPerfect are not accepted for finished ads)
- Photographic images must be converted to CMYK and provided as TIFF or EPS files (no JPEGs)
- Image resolution should be at least 300 dpi
- Where possible, fonts should be converted to outlines or embedded in the file
- Supply all files and type fonts via email

## Mechanical Specifications:

- Bleed dimensions should be used only for reference when sizing your ad materials
- All ad images and text should remain within the size of a non-bleed ad (live area) to prevent any risk of text or image being trimmed off
- Materials provided with copy outside the live area cannot be guaranteed
- Bleed dimensions represent the amount of extra image required to ensure your ad covers the entire page of the printed publication
- Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications of this publication
- Ad space will be sold up to the stated deadline, subject to space availability. All ad materials must be approved by event organizers



# 2014 AAPA SPONSORSHIP AND ADVERTISING AGREEMENT

Please return this signed agreement to reserve your sponsorship and/or advertising opportunity for the 2014 AAPA Convention.

**SPONSORSHIP & ADVERTISING DEADLINE: OCTOBER 31, 2014**

## PREMIER SPONSORSHIPS

_____ Title Sponsor	\$75,000
_____ Signature Sponsor	\$50,000
_____ Premier Sponsor	\$35,000
_____ Partner Sponsor	\$25,000
_____ Affiliate Sponsor	\$15,000
_____ Associate Sponsor	\$10,000
_____ Supporter Sponsor	\$5,000

## PROGRAM ADVERTISING

_____ Back Cover	\$5,000
_____ Inside Front Cover	\$3,500
_____ Inside Back Cover	\$3,500
_____ Full Page	\$2,500
_____ Half Page, Horizontal	\$1,750

## SPONSOR INFORMATION

Company \_\_\_\_\_

Contact \_\_\_\_\_

Mailing Address (include city/state/zip)

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## PROMOTIONAL SPONSORSHIPS

_____ Registration Area	\$10,000
_____ Bus Transportation	\$10,000
_____ Convention Bags	\$10,000
_____ Guest Program	\$7,500
_____ Badge Lanyards	\$7,500
_____ Guest Program Bags	\$5,000
_____ Badge Mini-Schedule	\$3,000
_____ Convention Bag Insert	\$1,500

## SPONSORSHIP CONTACT / RETURN COMPLETED FORM TO:

the global event team

Attn: 2014 AAPA Sponsorship; 7380 Sand Lake Road, Suite 500, Orlando, FL 32819

email: [diana@globaleventteam.com](mailto:diana@globaleventteam.com)

**\*please make all checks payable to the global event team**

No refunds. Please note that your sponsorship and/or advertisement will not be promoted until your fee is paid in full. Upon receipt of this agreement, a confirmation letter outlining this agreement and an invoice with payment processing information will be sent to the undersigned at the address noted on this agreement. It is understood that sponsors are responsible for providing the Port of Houston Authority with all company logos, artwork and/or materials for use with any sponsorship, and that all company logos are subject to approval by the Port of Houston Authority. We agree to abide by the conditions outlined above.

Signature of Authorized Signer / Representative

Printed Name & Title

