



# PBEXPO

AVIATION TECHNOLOGY INNOVATIONS

MARCH 13-14 2019  
BROWARD COUNTY CONVENTION CENTER  
FORT LAUDERDALE, FLORIDA

## SPONSORSHIPS

INCREASE VISIBILITY

DRIVE TRAFFIC

TO YOUR BOOTH

Secure your Sponsorship & Advertising Opportunities Today!

+1.561.953.0781 | [info@pbexpo.org](mailto:info@pbexpo.org) | [www.pbexpo.org](http://www.pbexpo.org)

**REACH YOUR TARGET AUDIENCE**

# PBEXPO 2019 Sponsor & Advertise

EXHIBITORS WHO  
SPONSORED EXPERIENCED  
AN AVERAGE OF 55% MORE  
LEADS GENERATED

Dear Innovation Leader,

We are excited to have your presence at the 2nd Annual PBExpo taking place March 13th-14th 2019 in Fort Lauderdale, Florida. PBExpo is presented by PartsBase, the foremost E-Commerce technology leader in the Aviation, Aerospace, and Defense industry. With over 20 years of experience in developing cutting edge business tools, PartsBase reaffirmed its commitment to innovation with the launch of PBExpo in 2018.

PBExpo showcases Aviation B2B trends of today and the future by providing opportunities for open discussion, debate, and ways to advance technologies for business efficiency.

During PBExpo 2019, you can position your company at the forefront of aviation innovation. By purchasing sponsorship and advertising packages, your company can:

- showcase your business
- highlight solutions and services
- take advantage of this unique event experience

PBExpo has thousands of attendees and exposure to over 7,500 PartsBase member companies.

We know that you have many choices to network and grow your business within the aviation community, but PBExpo is a must attend event!

### WHAT ARE YOU WAITING FOR?

\*All Sponsors receive logo recognition of sponsorship level on a large banner at the show, logo recognition as a PBExpo sponsor on two signs positioned in high traffic areas throughout the show, logo with hyperlink displayed on trade show website and sponsor recognition on prominent signage throughout the show.

# 2018

### AT A GLANCE

- 1,800 Aviation Industry Professionals
- 1,005 Unique Companies
- 92% Attendees would recommend
- 87% Make purchasing decisions
- 25% Exhibitors signed LOI for 2019
- 89% Gained new prospects
- \$8M Estimated Recognized Revenue



"PARTSBASE DID A FANTASTIC JOB FOR A 1ST YEAR CONFERENCE AND THEIR PROFESSIONAL TREATMENT OF MYSELF AND THE SPEAKERS WAS INSPIRING. WE ARE HAPPY WE PARTICIPATED & SPONSORED THE SHOW AND WILL BE BACK NEXT YEAR."

TOMMY HUGHES  
VAS AERO SERVICES





# THINK Outside the Booth!

## NETWORKING EVENTS

### EXCLUSIVE OPPORTUNITY

### EXHIBITOR RECEPTION

Spotlight your company with this exclusive package. This opportunity includes your company name and logo on media board signage within the designated areas, and 75 complimentary drink tickets. In addition, cups and napkins may be customized with your company branding. Host is responsible for production and shipping costs of cups and napkins.

**\$10,000**

ONLY 2 AVAILABLE

## OPENING DAY NETWORKING EVENT

This unique and electric opening day networking event was a highlight of PBExpo 2018. Welcome your clients with this amazing and energetic marketing opportunity. This will include your company name and logo on media board signage within the designated areas, company logo on "Thank You" signage in registration area\*.

**\$15,000**

### EXCLUSIVE OPPORTUNITY

### PUTTING CHALLENGE

Go for the GREEN and impress your clients! Spotlight your company with this exclusive package. This opportunity includes your company name and logo on leader board signage during the two-day event.

**\$10,000**

## ABOUT PBEXPO 2019

PBExpo is not just another Aviation show - it's an emerging technologies show for the Aviation marketplace. The goal is to showcase the innovations that PartsBase discusses with customers on a daily basis and provide them education about available resources to implement in their business.



The conference will feature renowned industry leader speakers representing the Aviation industry, Airlines, MRO's, Technology Integrators, and OEM's. PBExpo 2018 included keynote presentations from Travelocity.com & Kayak.com founder, IBM, HEICO, VAS Aero, Amazon Web Services, and Former Virgin Group Head of Online Marketing.

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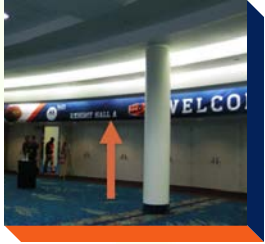
## CONVENTION CENTER & EXHIBIT HALL

# SPONSORSHIP & Advertising Opportunities



### EXHIBIT HALL LOUNGE (2)

- A 20' x 20' lounge on the exhibit hall floor
- Sponsor can place collateral
- Lounge will include carpet, comfy furniture
- 2 Meter Boards designating Lounge
- **\$12,000 Each**



### EXHIBIT HALL ENTRANCE (1)

- Sponsor logo to be included on Exhibit Hall entrance banner
- Banner total size - Approx. 4' x 80'
- Show Management will design
- **\$10,000**



### CONVENTION ENTRANCE (8)

- Full window side & top window
- Includes production and delivery
- Sponsor to provide art, 1st come 1st serve
- **\$7,000 Each**



### REGISTRATION (1)

- Sponsor logo will appear on all registration kiosk panels at the official on-site registration area at the event
- Logo on official registration website
- **\$15,000**



### CONVENTION ENTRANCE (8)

- Side windows only
- Main entry way into Convention Center
- Sponsor to provide art, 1st come 1st serve
- **\$4,000 Each**



"I WOULD ABSOLUTELY RECOMMEND PBEXPO AS IT WAS VERY WELL ATTENDED."

EDWARD MCGLEAN  
DASSAULT FALCON JET

### ATTENDEES

# 1,800+

- 76% From United States
- 15% From Europe
- 6% From South America
- 2% From Australia
- 1% From Asia



CONVENTION CENTER & EXHIBIT HALL

# STAND OUT From Competition in the Crowd



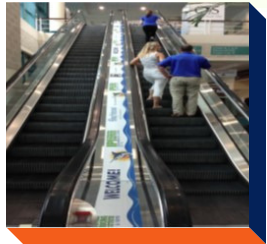
### AISLE HANGING SIGNS (1)

- Sponsor logo will appear on ALL aisle signs throughout the exhibit hall
- Total sign size is approximately 4' x 3'
- **\$10,000**



### HALL HANGING SIGN (6)

- Approximately 5' x 10' hanging banner lining the hallway entry
- Location choice is 1st come 1st serve
- Sponsor to provide art
- **\$2,000 Each**



### ESCALATOR CENTER (1)

- Approximately 1' x 35' decal running the entire length of the escalators  
Includes production and delivery
- Sponsor to provide art, 1st come 1st serve
- **\$4,500**



### COLUMN WRAP (6)

- Strategically placed column wrap in the registration area of PBExpo
- Sponsor to provide art
- **\$1,500 Each or 2x \$2,500**



### COFFEE STATION (4)

- Sponsor will have the choice of one of four coffee breaks
- Signage surrounding the coffee break
- **\$7,000 Each**

### DECISION MAKERS

# 87%

- 70% C-Level
- 8% Directors
- 6% Purchasing Managers
- 3% Other



"WE CAME HERE LOOKING FOR SOME NEW CUSTOMERS, AND WE WALKED AWAY WITH NEW BUSINESS."

WILLIAM UTSET  
MEKCO GROUP



## MERCHANDISE | PROMOTIONAL

# BE MEMORABLE

## Sponsor and Advertise



### LANYARD (1)

- Logo will appear on convention lanyard worn by all participants at the show
- Logo will be single color and will alternate with the PBExpo logo
- **\$6,000**



### CONVENTION TOTE BAG (1)

- Front of bag will have official Convention Bag Sponsor logo
- Sponsor will have the opportunity to include a half-page handout in the bag
- **\$10,000**



### USB (1)

- USB Drive Sponsor will be the sole sponsor of the USB drive that will be provided to attendees
- Sponsor to provide art, 1st come 1st serve
- **\$8,000**



### WATER BOTTLE (1)

- Sponsor logo will appear on water bottle
- Water Bottle will be placed in tote bag
- Sponsor to provide art
- **\$12,500**



### CONVENTION PEN (2)

- Placement of sponsor logo
- Sponsor to provide art
- 1st come 1st serve
- **\$2,000 Each**



"THE OPPORTUNITIES WE HAD TO DEVELOP RELATIONSHIPS WITH SHOW ATTENDEES WILL PROVIDE RETURNS FOR YEARS TO COME."

CHRIS GRESS  
DUNCAN AVIATION

### COMPANIES REPRESENTED

# 1,003

70%	Supplier/Parts Distributor
10%	MRO
15%	Industry/Business
3%	Military & Government
2%	Air Transport

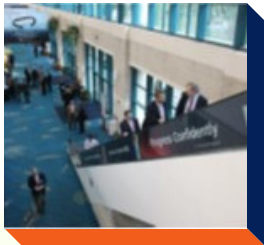
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CONVENTION CENTER & EXHIBIT HALL

# IMPRESS The Crowd & Your Clients



## ESCALATOR GLASS PANEL (8)

- Approximately 2' x 8' on glass panel of escalators
- Escalators are located outside of registration
- **\$1,000 Each**



## MEDIA BOARD (40)

- Sponsor logo and booth number to be displayed on large LED
- Sponsor to provide logo
- Price based on impressions
- **\$3,000 (3x\*) | \$2,000 (2x\*) | \$1,000 (1x\*)**



## METER BOARD (15)

- Two-sided meter board panels will be strategically positioned in exhibit hall
- Includes production and delivery
- Sponsor to provide art, 1st come 1st serve
- **\$1,000 Each or 2x \$1,500**



## RE-CHARGE STATION (4)

- Charging station will allow attendees to power up their smart phones, laptops and other wireless devices
- Sponsor to provide art
- **\$5,000 Each**



## FLOOR DECALS (30)

- Make an impression with your company branding & lead exhibitors to your booth
- Sponsor to provide art
- Decals are 4'x4' placed at key intersections
- **\$500 Each**



"WE WERE VERY PLEASED WITH TRAFFIC, THE SHOW WAS ORGANIZED AND EVERYONE WAS EXTREMELY HELPFUL, WE LOOK FORWARD TO 2019 "

BRAD VIEUX  
GLOBAL PARTS.AERO

## PURCHASE POWER

**87%**

- 55% Buy or Approve
- 21% Recommend/Specify
- 11% Influence/Specify



"WE WILL DO THIS SHOW NEXT YEAR, IT WAS A TERRIFIC SHOW"

LAURA FELICE  
RAPID RIVET



DIGITAL ONLINE & MOBILE

# BE VISIBLE & Create an Impression



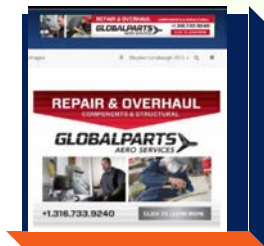
## MOBILE APP (1)

- Include exhibitor list, floor plan and educational schedule
- Attendees can manage their schedule
- **\$4,000**



## PARTSBASE BILLBOARD

- With 13,500 logins per day, your Billboard will be noticed!
- Perfect for booth & event notices
- 10,000 monthly impressions
- **\$600/M Internal \$400/M External**



## PARTSBASE BANNER

- PartsBase members perform over 38k Part Searches per day; this means your Banner will be noticed
- 25,000 Monthly Impressions
- **\$300/Month ROS**



## EMAIL BLAST-PRE OR POST

- Build your credibility by delivering your marketing message directly to the inbox of target customers
- **\$1,000 Per Email**



## BIG STAGE SPOTLIGHT (10)

- Sponsor Logo shown on stage LED screen
- Rotation between speakers
- Make announcements
- **\$800 Each**

## DAILY LOGINS

**13,500**

- 7,500 Member Companies
- 217 Countries
- 38K Avg Daily Part Searches
- 30K Daily RFQ's

## NORTH AMERICA

**66%**

- 16.1% Europe
- 8.1% Asia
- 6.2% South America
- 3.3% Australia
- 1.3% Africa

## MEMBER COMPANIES

**7,500 +**

- 23% Supplier/Parts Distributor
- 14% MRO
- 13% Charter Service/Corp Flight
- 13% Parts Trader
- 11% Contract Manufacturer
- 8% FBO
- 6% Airline
- 2% Government Agency
- 2% Government Contractor

## MONTHLY PAGE VIEWS

**2.8M +**

## LOGINS MONTHLY

**360K**





## ALL INCLUSIVE ELITE PACKAGES

# GET NOTICED

## Sponsor Package Opportunities



### PLATINUM HEADLINE

- Elite Sponsor Status
- 20 ft x 20 ft Booth | Carpet & Electric
- VIP Suite Access
- 1 Media Board and 2 Meter Boards
- 8 Month Banner & Billboard
- 6 Email Blasts
- Promo Insert into Tote Bag
- **\$20,000**



### GOLD STANDARD

- Elite Sponsor Status
- 10 ft x 20 ft Booth | Carpet & Electric
- VIP Suite Access
- 1 Media and 1 Meter Board
- 3 Email Blasts
- 6 Month Banner & Billboard
- **\$15,000**



### SILVER MEDALLION

- Elite Sponsor Status
- 10 ft X 10 ft Booth
- 10 Complimentary Drink Passes
- [PBExpo Booth Bundle](#)
- 1 Media Board, 1 Email Blasts
- 3 Month Online Billboard
- **\$7,500**



### BRONZE STAR

- Elite Sponsor Status
- 10 ft x 10 ft Booth
- 5 Complimentary Drink Passes
- [PBExpo Booth Bundle](#)
- Logo Inclusion on all marketing
- 3 Month Online Banner
- **\$5,000**

GLOBALPARTS.AERO  
 CARD CONNECT  
 B&W WHEELS & BRAKES  
 EATON AEROSPACE  
 VAS AERO SERVICES  
 MARCH AVIATION  
 NATIONAL AERO STANDS  
 PP&LA LOGISTICS  
 CTG AVIATION  
 EXODUS  
 HELI-VALUES  
 TOUCHPOINT AVIATION  
 MEKCO GROUP  
 DUNCAN AVIATION  
 ALLAERO BUSINESS AIRCRAFT  
 AVMAX  
 ALLEN AIRCRAFT SALES  
 JOY ELECTRONICS  
 INTEGRITY AERO SERVICES  
 FLIGHT AEROTECH  
 JACKSON JET CENTER  
 CELERAK  
 FORTE AVIATION  
 LEGACY BUILDING SOLUTIONS  
 AVRO TEKNIK  
 ACE COMPONENTS  
 ACROPOLIS AVIATION  
 MARS REGIONAL  
 SIGNATURE TECHNICAIR  
 PENTAGON 2000  
 COMPUTER INSIGHTS  
 AVIATION SUPPLIERS ASSN.

\*All Elite sponsors will receive complimentary guest passes and website inclusions

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