



July 5, 2011

Dear Sponsor:

The National Business Aviation Association ("NBAA") Annual Meeting and Convention will be held in Las Vegas this year on October 10-12. NBAA is the leading organization for companies that rely on general aviation aircraft to help make their business more efficient, productive and successful. NBAA's Annual meeting attracts nearly **25,000** attendees and is ranked #4 among all U.S. tradeshows in *Tradeshow Week's* list of the largest tradeshows. This event brings together business leaders, government officials, manufacturers, corporate aviation department personnel and all manner of people involved in nearly all aspects of business aviation.

The Hiller Group, Boulder City Municipal Airport's fuel supplier, will have a trade show booth with 24 participating booth partners. The booth will be one of the first attendees will see when they enter the hall. Boulder City Airport, in conjunction with the airport tenants, has elected to participate this year. The goal is to not only attract visitors to Boulder City's airport but also to Boulder City's local businesses. The cost of the booth is \$6500, along with giveaways that we estimate to be around \$2500. There are a few ways to help advertise your business to the 25,000 attendees this year:

Sponsorship:

With a just minimum donation of \$500 you will have your business logo on the booth's overhead display, company description on the Boulder City informational brochure and admission to convention (must also aid in staffing the booth) to get the opportunity to interact with the attendees.

Donation:

You can donate goods/ or services that represent your company. There will be four drawings held on each of the three days. We can either package your donation with others to make a "Boulder City Package" or large donations will be drawn individually. Your company information will also be placed on the brochure and advertised before the drawing.

Sponsorship and Donation

Do both! This is best way to advertise your business. You will have your logo for all to see, name in the marketing brochure and be at the convention when your donation is given away!

We are on a pretty tight timeframe to have the artwork prepared for the backdrop display. All artwork must be submitted to me by **August 1, 2011** in order to have your company logo on the overhead display. I will also need to submit the attendee list (space is limited) by August 1, 2011. If you do wish to attend the convention, we ask that you commit at least 4 hours to staff the booth.

If you are interested, please complete the attached form and call or email me at 702-293-9405 or kahearn@bcnv.org. I am looking forward to working with you in the near future to make this a successful convention to promote Boulder City!

Sincerely

Kerry Ahearn, A.A.E.
Airport Manager

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