



LEADERS CONFERENCE
SEPTEMBER 20 - 21, 2022 • WASHINGTON DC

2022 PROSPECTUS

#RAA2022 THE NEW WAY TO RAA.

At the RAA Leaders Conference, you will find opportunities to connect with partners and customers, learn about critical initiatives and hear from industry influencers and decision-makers. It all takes place this September—at RAA headquarters, 1201 15th ST NW, Washington, DC. Learn more at raa.org

RAA

INTRODUCTION

For 47 years, RAA's annual events have served as the regional airline industry's premier platform for networking, business development, education and community building for regional airlines and their supply company partners.

Last year, RAA's inaugural Leaders Conference was an outstanding success and we look forward to once again bringing you another intimate in-person event, September 20-21, in Washington, DC. The event will be hosted in the same building as RAA's headquarters, 1201 15th Street NW.

This is an intimate and exclusive event, with limited attendance designed to maximize interaction between regional airlines and their critical industry partners.

Sponsorships and attendance is limited and is expected to sell out again this year. Please confirm your attendance and sponsorship promptly to secure your place.

Confirmed speakers for the 2022 RAA Leaders Conference include numerous regional airline CEOs, prominent aviation policymakers, leaders of regional airline supply partner companies and other industry experts, analysts and influencers.



The Westin Washington D.C. City Center

1400 M Street NW
Washington, DC 20005
Phone: +1-202-429-1700

RAA has reserved a block of rooms at The Westin Washington D.C. City Center starting at \$295 per night. The Westin is located directly across the street from the event venue.

Rates will be available to attendees, based on availability, from Monday, September 19 through Thursday, September 22. Reserve your room by following this booking [link](#).

IMPORTANT: All sponsors are required to arrange for accommodations within RAA's chosen room block hotel.

Reservations must be made no later than Sunday, August 28, 2022. After this date, discounted rates may not apply.



About Regional Airline Association (RAA)

Each day, tens of thousands of Americans board regional airlines, who carry passengers—safely and reliably—to every corner of North America and beyond. To protect this service, regional airlines must be heard when aviation policy is taking shape. For 47 years, RAA has advocated for a safe, reliable and strong regional airline industry, while serving as an important support network for business partners, airlines and government officials.

In 2022, our prestigious Leaders Conference will take place again in Washington, DC allowing us to engage and learn from one another as we navigate the future of North American regional airlines. Attendees will hear from lawmakers and regulators that oversee and work to protect regional airlines and passengers. With limited attendance at our exclusive Leaders Conference, we look forward to bringing you even more quality time with airline CEOs, who will be accompanied at the event by their lead purchasing officials. We look forward to seeing you there!

Go to RAA Leaders Conference online for more information:
raa.org/2022-raa-leaders-conference

Did you know?

At RAA events, industry supply company partners can discuss their products and services while networking with purchasing officials and other decision-makers. Year-round, airlines, manufacturers, suppliers and other service providers work together to tackle the issues affecting the regional airline industry. RAA's work on these fronts takes place through councils and committees focused on best practice intelligence, collaboration and direction on Safety, Security, Flight Operations, Maintenance, Flight Technology, Flight Training, Emergency Response, Ground Safety, Human Resources, Recruiting, Inflight, Public Relations and more.

Additionally, RAA staff offer the industry a voice in Washington, providing subject matter expertise on government rulemaking and advisory committees and engaging with policymakers in order to advance and protect the regional aviation industry.

RAA has launched a foundation to support its growing scholarship fund, which supports tomorrow's aviation workforce – this foundation funds three scholarships every year – and we are growing! Our Board meets during RAA events, and the force of these professionals joining together drives a magnitude of work to benefit the entire industry.

Partnering and sponsoring at RAA events is more than good business; it means you're helping to strengthen and protect our shared industry.

SPONSOR BENEFITS

Sponsors will receive:

- Sponsors who are RAA Associate Members gain access to RAA’s popular **Purchasing Forum**
- **Complimentary staff registrations** + discounted additional registration for company employees (Starting at Silver Package or higher)
- **6-foot tabletop display space** (Limited space starting at Silver Package or higher)
*RAA Membership required to display
- Recognition on the **RAA website and in show materials**
- More partner benefits described on the following pages

RAA’s Official CEO Walk Through:

RAA’s Official CEO Walk Through ensures airline leaders visit every partner display. During our prestigious Leaders Conference, RAA’s Board of Directors (Airline Presidents and CEOs) walk the Partners Hall during a special hour, to meet and thank event supporters - every sponsor display is visited! This unique event affords an opportunity to develop and strengthen relationships with regional airline CEOs in an intimate setting.

RAA’s Purchasing Forum:

RAA’s Purchasing Forum is an exclusive event for conference sponsors to promote their products and services in a personalized format to airline purchasing representatives. Participants will have the opportunity beforehand to request a certain number of 10-minute meetings with participating airlines. The Purchasing Forum remains one of the great highlights at RAA’s events. Don’t miss out on an opportunity to sit down with decision makers from top regional airlines to pitch your products and services! This event is open to all conference sponsorship package levels, so long as company is an RAA Associate Member.

RAA Airline Members:



SPONSORSHIP: SIGNATURE EVENTS

RAA Chairman's Welcome Reception

Hosted by our Chairman and Board of Directors, this invitation-only event will start the Leaders Conference on a note of friendship and appreciation, as we thank our top sponsors for the support that keeps our industry running and enables us to provide events like this. RAA Diamond level sponsors will be invited to attend.

RAA Happy Hour

RAA will host a Happy Hour for all attendees in the Partners Hall on the first day of the 2022 Leaders Conference. Use this time to unwind with a drink, network with industry partners, and explore the Sponsor Display spaces.

RAA Customer Off-Site Events

RAA's signature event brings all of North America's top regional airline decision-makers together in one place at one time. Top sponsors (Diamond and Platinum) may use this opportunity to host their own customer appreciation events aligned with the Leaders Conference. No other event brings as many customers together at once! New for 2022, RAA has de-conflicted more evenings to allow for more hosting opportunities. All private events must be approved in writing from conference management.



For sponsorship opportunities please contact Diana Lundie at diana@thelundiegroupp.com or (704) 620-8700.

SPONSORSHIP PACKAGES

RAA has created custom sponsorship packages at investment levels at all price points. Each investment tier affords the following benefits:

Diamond Sponsor \$25,000

4 Spots Available

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- 15-minute individual speaking role as assigned by RAA.
- 2 attendees invited to Chairman’s reception
- Option to host off-site event
- Prominent feature of logo on show materials and high visibility welcome banner “RAA Leaders Conference 2022 Presented by (your company)”
- Thanked by name in opening remarks
- First choice of display space in Partners Hall (atrium) and vertical feature opportunity
**RAA Membership required to display*
- Full page ad in RAA 2022 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for five attendees
- 15% discount on additional registration tickets (subject to availability)
- CEO walk-through

**Subject to availability*



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Platinum Sponsor \$20,000

8 Spots Available

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Panel participation (as assigned by RAA) – must be subject matter expert or speak on genuine interest topic, industry relevant
- Option to host off site event
- Thanked by name in opening remarks
- Featured display space in Partners Hall (atrium) + vertical feature opportunity = display space as assigned by RAA will be by high traffic areas and prominent areas
**RAA Membership required to display*
- Full page ad in RAA 2022 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for four attendees
- 15% discount on additional registration tickets
- CEO walk-through



Gold Sponsor \$12,000

8 Spots Available

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Preferred display space in Partners Hall (atrium)
**RAA Membership required to display*
- Full page ad in RAA 2022 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for three attendees
- 15% discount on additional registration tickets
- CEO walk-through



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Silver Sponsor \$6,000

10 Spots Available

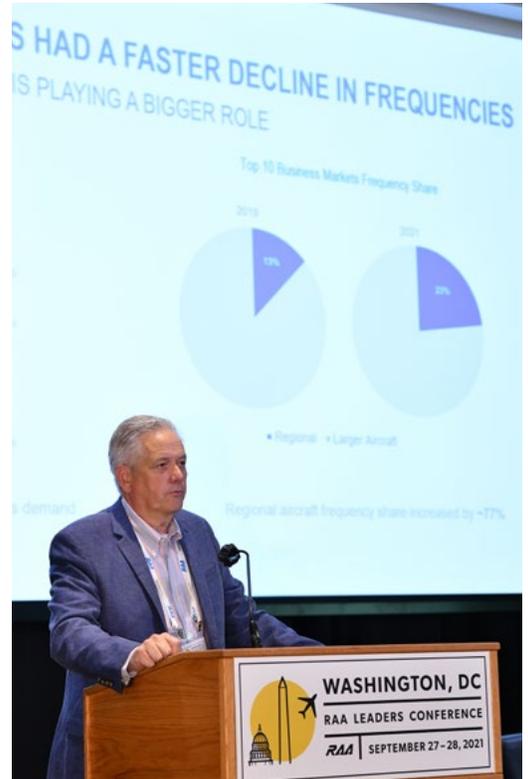
- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Quality display space in Partners Hall (atrium)
**RAA Membership required to display*
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for two attendees
- 15% discount on additional registration tickets
- CEO walk-through



Bronze Sponsor \$3,000

40+ Spots Available

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for two attendees



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsorship options:

<p>Chairman’s Welcome Reception – Send two company representatives to attend one of RAA’s most exclusive Board of Director events. The Chairman’s Welcome Reception is a quiet reception for RAA’s highest ranking airline leaders and a very limited group of top sponsors.</p>	<p>\$25,000</p>
<p>Board Meeting Sponsor – Offer a 5 minute welcome to RAA’s Board of Directors before their lunch meeting and include one page of material (subject to approval) in the RAA Board books provided electronically (timely submission of PDF is required). If desired, sponsor may provide a small, branded memento, which will be placed at each Board seat.</p>	<p>\$25,000</p>
<p>Purchasing Forum Sponsor – Provide lunch to all attending purchasing officials prior to the start of the forum. Sponsor will be allowed a 5-minute welcome and opportunity to lunch privately with airline purchasing officials. Sponsor will also have the opportunity to welcome attendees to the purchasing forum with opening remarks. The sponsorship will include prominent signage featured throughout the forum room.</p>	<p>\$15,000</p>
<p>Happy Hour Sponsor – Exclusive sponsor of the premier social event of the 2022 RAA Leaders Conference to be held in the Partners Hall (atrium) for all attendees.</p>	<p>\$20,000</p>

**All sponsorship subject to availability, priority assignments for prior-year sponsors*

SPONSORSHIP: CONFERENCE AREAS



Conference area options:

Sponsored Lunch in Partners Hall – RAA 2022 Leaders Conference will host a boxed lunch for all attendees on the first day. Your name and logo will be printed on a sticker that will be placed on each box.

\$15,000

Wi-Fi – includes Wi-Fi during entire Leaders Conference. Password is set by your company!

\$6,500

ADDITIONAL BRANDING AND ADVERTISING OPPORTUNITIES

Show-off your company and brand:

Registration – “Your name here!” Your company’s name and logo are the first thing attendees will see as they register. You may provide a tote bag and small token if desired (at own cost).	\$15,000
RAA Conference Tote Bag – Features your logo and any “swag” or marketing information you wish to place in the bag (all distributed materials subject to approval).	\$8,000
Lanyards – Show your support by sponsoring the official convention lanyard! Each attendee will receive this item during registration and will wear it throughout the duration of the event as badges are required for admission to the conference area at all times.	\$4,000
General Session Coffee – Your logo prominently displayed on signs for beverages before the General Sessions.	\$4,000
Sign Over Sponsor Display Space – Draw attention to your tabletop display space with special vertical feature opportunity! Sponsors will additionally receive sponsor designation for added draw.	Inquire for Pricing
Pillar Wrap	Starting at \$8,000, Inquire for Pricing
Napkins – at RAA Happy Hour event	\$1,500
Coffee – at Purchasing Forum	\$2,000
Sanitation Stations – Include your logo at designated hand sanitizer stations	\$1,500
E-Blast Bundle – One-time email to attendees (the morning of) announcing sponsor display space activity or updates, sent by RAA to all convention attendees. Draw attention to a raffle, giveaway or featured event in your display space! All events and communications subject to approval.	\$4,000
Meter Board – Provide high visibility and numerous impressions with your double-sided advertisement.	\$6,000

SEE YOU IN DC!

1201 15th Street NW, Washington, DC 20005



RAA

REGIONAL AIRLINE ASSOCIATION