

THE WAY TO RAA.

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

2024 Prospectus RAA Leaders Conference

#RAA2024



WASHINGTON, DC
RAA LEADERS CONFERENCE
RAA | SEPTEMBER 24-25, 2024





INTRODUCTION

The RAA Leaders Conference is back in 2024, with another impressive lineup of speakers, relevant content, and meaningful networking opportunities in our intentionally intimate display space. **No other conference brings together as many regional airline CEOs, purchasing officials, engaging speakers and influential aviation policymakers, all focused on regional aviation.**

Discussions at the event center on industry's shared objectives and the partnerships that allow our industry to innovate and thrive. Attendance and display space is intentionally limited to ensure meaningful interaction among participants and decisionmakers.

At the RAA Leaders Conference, Attendees are more than customers; they are **partners** whose business health benefits from a strong and healthy regional airline industry. Your support helps to fuel our work to promote and protect healthy regional airlines, and our curated networking events and space offer unparalleled networking and branding opportunities as you show your support.

Sponsorship and Display Opportunities sell out each year — secure your place today!



**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. The Westin is located directly across the street from the event venue.

Rates are guaranteed until August 30, 2024 for attendees based on availability. Click [here](#) for hotel booking link.

IMPORTANT: To help keep our hotel rates as reasonable as possible, RAA requires all conference sponsors to utilize our room block at the Westin Hotel Washington D.C. City Center.



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 48 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 2024, 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:](https://raa.org/2024-raa-leaders-conference)
raa.org/2024-raa-leaders-conference

Did you know?

At RAA events, industry supply company partners discuss their products and services while networking with airline CEOs, purchasing officials and other decision-makers.

Year round, RAA advances industry best practices and health through councils and committees: Safety, Security, Flight Operations, Maintenance, Flight Technology, Flight Training, Ground Safety, Human Resources, Recruiting, Inflight, and Communications.

The Association provides a voice for the industry in Washington, providing expert subject matter input to Congress and regulatory agencies, aimed at advancing a healthy and safe regional airline industry. We're also paying it forward. With strong support from our Associate Members, RAA launched a 501c3 charitable scholarship foundation, where we award several meaningful financial awards to deserving students in aviation programs. Each year, students tell us our scholarship helped them to continue their education. The RAA Board of Directors interact with our supply company leaders during the Leaders Conference, 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.

SPONSORSHIP BENEFITS

All 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 conference materials**
- More partner benefits described on the following pages

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, 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 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:



*RAA Airline Members listed above attend the conference and Purchasing Forum in addition to many non-RAA Airlines.

SIGNATURE EVENTS

Exclusively for Presenting & Diamond Sponsors

RAA Chairman's Welcome Reception

September 23rd at 6:00 pm

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 Presenting and Diamond level sponsors will be invited to attend.

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 (Presenting and Diamond) 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! 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@thelundiigroup.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:

Presenting Sponsor Level

Inquire for pricing
**RAA Membership required*

- Recognition as the official presenting sponsor of RAA Leaders Conference on RAA website and conference materials (including Sponsor Registration ribbon)
- Two dedicated e-mail blasts (subject to editorial review and approval by RAA)
- Ability to write a message featured in RAA Annual Report (subject to editorial review and approval by RAA)
- 15-minute individual speaking role or Panel Participation as assigned by RAA. For Panel Participation- must be subject matter expert or speak on genuine interest topic, industry relevant.
- Three 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 2024 Presented by (your company)"
- Thanked by name in opening remarks
- Ability to add on discounted event sponsorships (refer to Page 10 for options)
- Ability to pick table-top display location on floorplan of Partners Hall (atrium) (subject to availability) **RAA Membership required to display*
- Prominently placed full page ad in RAA 2024 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for five attendees
- 20% discount on additional registration tickets (subject to availability)
- CEO walk-through

SPONSORSHIP PACKAGES *(CONTINUED)*

Diamond Sponsor \$30,000

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- 15-minute individual speaking role or Panel Participation as assigned by RAA. For Panel Participation- must be subject matter expert or speak on genuine interest topic, industry relevant.
- Two attendees invited to Chairman's reception
- Option to host off-site event
- Prominent feature of logo on show materials and high visibility signage
- Thanked by name in opening remarks
- Ability to add on discounted event sponsorships (refer to page 10 for options)
- Ability to pick table-top display location on floorplan of Partners Hall (atrium) (subject to availability) **RAA Membership required to display*
- Full page ad in RAA 2024 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for three attendees
- 20% discount on additional registration tickets (subject to availability)
- CEO walk-through

**Subject to availability*



SPONSORSHIP PACKAGES *(CONTINUED)*

Platinum Sponsor \$25,000

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Opportunity for program participation as a subject matter expert (as assigned by RAA)
- Thanked by name in opening remarks
- Ability to pick table-top display location on floorplan of Partners Hall (atrium) (subject to availability) **RAA Membership required to display*
- Full page ad in RAA 2024 Annual Report
- Ability to add on discounted event sponsorships (refer to page 10 for options)
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for two attendees
- 15% discount on additional registration tickets
- CEO walk-through



Emerald Sponsor \$17,500

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Ability to pick table-top display location on floorplan of Partners Hall (atrium) (subject to availability) **RAA Membership required to display*
- Full page ad in RAA 2024 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for three attendees
- 15% discount on additional registration tickets
- CEO walk-through

Gold Sponsor \$12,000

- Recognition on RAA website and conference materials (including Sponsor Registration ribbon)
- Half page ad in RAA 2024 Annual Report
- Purchasing Forum participation
**RAA Membership required*
- Complimentary attendance for two attendees
- 15% discount on additional registration tickets
- CEO walk-through

Large company sponsors at the Platinum sponsor level and smaller companies at the Emerald and Gold levels will be given priority consideration for any available speaking roles at RAA’s sole discretion.

**Sponsorships at the Diamond level and above will be granted speaking roles as described above; RAA reserves the right to assign additional speaking roles at its sole discretion based on interest and industry relevance. RAA sponsors at the gold level and above will enjoy priority consideration.*

SPONSORSHIP PACKAGES *(CONTINUED)*

Silver Sponsor \$7,300

- 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 \$3,500

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



RAA Supporter \$2,000

Interested in supporting RAA's important mission but not quite ready to become a sponsor? Consider joining our community of RAA Supporters! As a supporter, your company's logo will be displayed on our website and printed on all conference materials, providing valuable exposure to our extensive network. More importantly, you will also help fuel RAA's efforts to advance a strong, safe, and healthy regional airline industry year-round.

- Recognition on RAA website and conference materials



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BRANDING OPPORTUNITIES

Diamond and Platinum Sponsors have the ability to add on any of the above events at a discounted price.

<p>Chairman’s Welcome Reception (September 23rd at 6:00pm) – This event is an exclusive, limited attendance reception for RAA’s Airline Board of Directors, Presenting and Diamond sponsors. Sponsoring this event is the ultimate opportunity to showcase your company’s leadership and support for the industry. Make a powerful impact by delivering the first sponsor comments of the conference, setting the tone for a successful and productive event as you provide brief welcoming remarks alongside our CEO and Chairman of the Board. If desired, sponsor may also provide a small branded gift to attendees. This is a chance to shine a spotlight on your company’s commitment to excellence, and to be recognized as a leader in the industry.</p> <p><i>Diamond sponsors who add on Chairman’s Welcome Reception are invited to bring one additional attendee.</i></p>	\$25,000
<p>Board Meeting Sponsor (September 25) – 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>	\$25,000
<p>Purchasing Forum Sponsor (September 25) – 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 as well as the option to provide branded “leave-behinds” for all attendees.</p>	\$15,000
<p>Happy Hour Sponsor (September 24) – In an industry defined by lasting relationships, social time is about more than just networking. Elevate your brand’s presence and showcase your commitment to regional connectivity by sponsoring our Happy Hour - the premier social event of the conference, where attendees can unwind with a drink, network with industry partners, and explore the sponsor display area in the Partners Hall (atrium) on the first day of the conference. Reinforce your company’s presence by supplying branded drinkware to use during this event.</p>	\$20,000
<p>Sponsored Lunch in Partners Hall (September 24) – Everyone remembers lunch! On the first day of the event, help us fuel our participants for valuable connection and engagement, while putting your company’s name front and center. Sponsor will have input into event logistics.</p>	\$15,000
<p>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).</p>	\$15,000

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

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ADDITIONAL BRANDING & ADVERTISING OPPORTUNITIES

Show-off your company and brand:

Wi-Fi – includes Wi-Fi during entire Leaders Conference. Password is set by your company! Logo featured on Wi-Fi signage displayed throughout conference.	\$6,500
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 Break – Your logo prominently displayed on signs for beverages during one of the General Session breaks.	\$4,000
Pillar Wrap – Stand out with strategically-placed pillar/column wraps in the main display area.	Starting at \$8,000, Inquire for Pricing
Napkins – at RAA Happy Hour event	\$1,500
Purchasing Forum Coffee – Your logo prominently displayed on signs for beverages during the 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

Meeting Space Rentals are Available – September 23-25, 2024

A limited number of conference rooms are available for rental Monday-Wednesday, September 23-25, 2024. These rooms are located across the street from the conference venue at the Westin Hotel, RAA's designated room block location. Room rental must be made directly through RAA, please contact Diana Lundie, at diana@thelundiigroup.com or (704)-620-8700 for more information. Prices to be quoted based on meeting room requirements and duration.

** Food, beverage, audio/visual are all additional costs and will be your responsibility to arrange directly with the hotel staff.*

SEE YOU IN 2024!

1201 15th Street NW, Washington, DC 20005



RAA

REGIONAL AIRLINE ASSOCIATION