

**2024**

**AERIUM** Summit

**learn. grow. fly.**

**John Murtha Johnstown-  
Cambria County Airport**

**May 28<sup>th</sup> - 30<sup>th</sup>**



# Larry Nulton

AERIUM CHAIRMAN



Johnstown, PA



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Dear Aviation Stakeholders:

As we approach the end of an incredibly fruitful year, I am thrilled to share some of the remarkable accomplishments that have defined our success in 2023. Together, we have achieved significant milestones and we've made real strides to improve the aviation and avionics industry here in Pennsylvania.

**Aerium Conference:** The Aerium Conference was an unparalleled success, attracting over 300 attendees from various sectors crucial to aviation and education. This event brought industry leaders, stakeholders, and experts together, to share ideas, and explore innovative opportunities. The convergence of minds and talents from such varied backgrounds underscored how important replenishing the aviation talent pipeline is to those close to the industry.

This event formed a dynamic ecosystem for the exchange of insights and ideas. Visionaries from across the country united under one roof and discussed ideas that ignited fresh perspectives, challenged norms, and paved the way for groundbreaking collaborations.

**Unlocking Elusive CIP Codes:** Through efforts spearheaded by Aerium, a major breakthrough occurred with Classification of Instructional Programs codes - or CIP Codes. With the newly expanded codes, the potential to provide diverse educational pathways and opportunities for aspiring aviation professionals has grown exponentially.

The newly approved CIP codes include:

- 47.0607 – Airframe Mechanics and Aircraft Maintenance Technology/Technician
- 47.0608 – Aircraft Powerplant Technology/Technician
- 47.0609 – Avionics Maintenance Technology/Technician
- 49.0101 – Aeronautics/Aviation/Aerospace Science and Technology – General
- 49.0102 – Airline/Commercial/Professional Pilot and Flight Crew
- 49.0109 – Remote Aircraft Pilot

This achievement magnifies our state's capacity to offer an array of educational pathways, paving the way for countless aspiring aviation professionals to realize their ambitions. Armed with these critical codes, we are poised to construct comprehensive curricula tailored to the nuances of each specialization, thus equipping students with the proficiency and skill set demanded by the industry.



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## Letter Continued:

**Helping Revitalize Aviation in Pennsylvania:** Through our education efforts this past year we helped shine a bright spotlight on the immense potential that lay dormant within Pennsylvania's aviation sector. The need for a concerted effort to rejuvenate this industry has become apparent, and we have embarked on a mission to bring together key stakeholders, government representatives, and industry experts to collaboratively chart a path toward success. And we've had success in year one. We collaborated closely with government leaders in Pennsylvania to put our state back on the map for aviation and avionics. Through strategic partnerships and advocacy efforts, we have paved the way for a thriving aviation industry in the region.

**Advancement in Education Funding:** I am thrilled to update you about another significant accomplishment related to education funding opportunities in Pennsylvania. Working alongside Brother Marius from Saint Francis University, and with the invaluable support of Jim Walker and Jennifer Sklodowski from the Southern Alleghenies Planning and Development Commission, we successfully petitioned to include aviation mechanics and pilots on the High Priority Occupation (HPOs) lists. This milestone will foster workforce development and open up additional funding avenues for students seeking careers in the field of aviation.

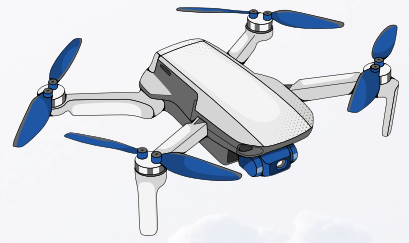
**SOC Codes Approval:** Building on our dedication to providing opportunities, we are proud to announce that the SOC codes for aviation have been approved. This vital recognition validates the importance of our industry and will unlock even more avenues for growth and development.

As we reflect on the achievements of this year, I am filled with immense pride and gratitude for the incredible team we have at Aerium and all of our partners on the national and state levels. Your relentless drive for excellence and your ability to come together to overcome challenges have been the driving force behind our success. However, our work isn't done.

Looking ahead, I am confident that we will continue to build on our accomplishments, drive innovation, and exceed expectations in 2024 and beyond. Together, we will chart new paths, set higher goals, and make an even greater impact in the aviation and avionics industry.

Here's to a bright and prosperous future for Aerium!

Dr. Larry Nulton



# PLATINUM CO-HOST

## \$15,000

This is an exclusive (**one per summit**) opportunity to embed your company or organization into all aspects of this year's event. Included are all premium sponsorship and marketing opportunities with heightened brand and logo exposure throughout the course of the summit.

### Heightened Recognition

Your company's recognition and logo are integrated in every aspect of the summit's pre, during, and post-communications. Your company will also be highlighted throughout the summit by Aerium leadership

### General Session Sponsorship

Your company's logo is integrated within the physical attributes of the most attended, **general sessions**: their agendas and landing pages. You will also have the opportunity to introduce a general session of your choice.

### Premium Banner Placement

Your banner as the largest and most visible.

### Premium Exhibitor Benefit

Your company will have access to the prime exhibiting location with the most foot traffic and exposure.

### Push Notifications

Create **three** customized push notifications to be sent during the event to drive traffic to your session, virtual booth, or smart profile.

### Social Media Integration and Public, Highlighted Posting

Opportunity to create **3 customized posts** beyond the initial recognition post.

### Registration

**Eight** full-summit registrations, including all conference meals and special events

### Social Media Sponsorship Announcement

**Immediate** announcement and 'Thank You' once the sponsorship is arranged.

### Additional WHOVA Opportunities

- Your ad (linked to your website is posted throughout the website, mobile application home page, agenda page, profile, and web app.
- Event Community Board utilization; Post promotional offers, share product information, hold virtual meetups, and generate more leads.
- Electronic listing of conference attendees
- Corporate profile on site with potential for enhanced info, collateral, and photos.
- Full report of attendee engagement post-event, as well as the ability to export leads at any time during or following the event.



## GOLD

# \$7,500

This exclusive sponsorship (**five per summit**) includes premium exhibitor benefits, seminar advertising opportunities, and prominent brand exposure throughout the pre-and post-event marketing campaigns.

### Recognition

Recognition by Aerium leadership within the summit.

### Session Sponsorship

Choice of one session sponsorship with your company's logo integrated within the physical attributes of the session: agenda and landing page. The company can provide insight into the direction of the session, and generate polls during the session.

### Banner Placement

Corresponding banner location and size for gold sponsorship (mid-level).

### Premium Exhibitor Benefit

Your company will have access to prime locations with heightened exposure and the most foot traffic.

### Additional WHOVA Opportunities

As listed above.

### Push Notifications

Create **two customized push notifications** to be sent during the event to drive traffic to your session, virtual booth, or smart profile.

### Registration

**Four** full-summit registrations, including all conference meals and special events

### Social Media Integration and Public, Highlighted Posting

Opportunity to create **two customized posts** for display on Aerium's social media beyond the initial post.

### Social Media Sponsorship Announcement

Immediate announcement and 'Thank You' once sponsorship is arranged.

## SILVER

# \$3,000

### Session Sponsorship

Choice of one session sponsorship with your company's logo integrated within the physical attributes of the session: agenda and landing page. The company can provide insight into the direction of the session, and generate polls during the session.

### Banner Placement

Your company's logo on banners throughout the event.

### Summit Registration

**Two** full-summit registrations, including all conference meals and special events

### Additional WHOVA Opportunities

As listed above.

### Push Notifications

Create **one customized** push notification to be sent during the event to drive traffic to your session, virtual booth, or smart profile.

### Social Media Integration and Public, Highlighted Posting

Opportunity to create **one customized** post for display on Aerium's social media and live social wall during the entirety of the event.

## DELIVERABLES PER SPONSORSHIP CATEGORY

Deliverables	Platinum	Gold	Silver
Logo placement and recognition in all of our pre, during, and post-event communications.	✓		
Social media announcement when sponsorship is arranged	✓	✓	
Exhibit location	<b>Prime</b>	<b>Prime</b>	
Recognition at the summit by Aerium leadership	Meals and Events	<b>Limited</b>	
Corporate profile on web and mobile applications with potential for enhanced info, collateral, and photos.	✓	✓	✓
Choice of session sponsorship and session introduction with your company's logo integrated within the physical attributes of the session: agenda and landing page	General Session Sponsorship	Specialized Session Sponsorship	Specialized Session Sponsorship
Tiered banner placement with the corresponding size	Highest Placement	Mid Placement	Low Placement
Summit registrations, including all conference meals and special events	<b>8</b>	<b>4</b>	<b>2</b>
Create customized push notifications to be sent during the event	<b>3</b>	<b>2</b>	<b>1</b>
Social media posts about your company leading to the summit	<b>3</b>	<b>2</b>	<b>1</b>

## OTHER SPONSORSHIP OPPORTUNITIES PRICING VARIES

### IMMERSIVE LAB: \$5,500

Sponsorship opportunity of our most educational offering: an immersive, hands-on experience through continual demonstrations and activities.

\*1 available

### TRANSPORTATION: \$3,000

Sponsorship of transportation to and back from the summit. The company logo will be prominently placed on signage at all shuttle pick-up and drop-off locations.

\*1 available 

### LIVESTREAM SPONSOR: \$2,000

As we offer an inclusive virtual component of the event, the live stream sponsor will assume the technological cost of the live stream.

\*1 available 

### LANYARD SPONSOR: \$2,500

Provide lanyards for all guest attendees to wear throughout the summit.

\*1 available 

### EXHIBITOR: \$1,500

Your company's sponsorship will secure an exhibiting table and **two registration** passes.

\*10 left

### FRIEND \$500

Your company will be on summit material, on our website, and on our event app.

\*3 left

### NETWORKING EVENT SPONSOR: COST + \$2,000

Your company will be the host of one of the most fun parts of any event: the reception. You will assume the costs of food and beverages, and a menu of your choice. Additional costs will account for promotional material during the reception of your company.

\*1 available

### COFFEE BREAK SPONSOR: COST + \$1,000

Your sponsorship will keep everyone awake and ready for the day. You will assume the costs of coffee and pastries during summit breaks. Sponsor logos will be prominently placed throughout Coffee Station(s) at the summit.

\*1 left

### MEAL TENT SPONSOR: \$2,500

Your company's sponsorship will secure the tent for event meals, to foster conversation and appease a hungry stomach. The area will be branded with custom signage of your logo.

\*1 available

### EXHIBIT AREA SPONSOR: \$2,500

Your company's sponsorship will secure our exhibiting area, arguably the most social and communicative part of any event. Your logo will be placed at the entrance and exit of, and throughout, the area.

\*1 available

## **SPONSOR A CLASSROOM: \$2500 OR \$3500**

Sponsor a classroom of students and their teacher to attend the Aerium Summit free of charge. You can choose between sponsoring 20 or 30 students. Each student in your sponsored classroom will receive an Aerium shirt with "sponsored by" and your company logo.

\*2 left

## **SPONSOR A STUDENT: \$150**

Contribute today and become the spark that fuels a student's aspirations in aviation and aerospace. Thanks to our generous donors, we aim to offer every student complimentary access to the Aerium Summit. In appreciation, your sponsorship will be prominently featured on our event application and student registration page.

\*100 available

## **SPONSOR NIGHTCAP ON NEPOLEON: \$10,000**

Elevate your brand by becoming one of just four distinguished sponsors to collaborate with "Nightcap on Napoleon"—a premier event held in tandem with Johnstown's Showcase for Commerce. With your sponsorship, you'll grant exclusive access for 100 of Aerium's esteemed attendees to the Nightcap experience. Additionally, your sponsorship will also grant exclusive access for 100 to Aerium's esteemed attendees to the Nightcap experience. Additionally, your sponsorship will also grant at you a **silver-level** sponsorship with Aerium, and your logo will be utilized by Showcase for Commerce to market the event.

\*1 available

## **INTRODUCING NEW: SCHOLARSHIP SPONSORSHIP OPPORTUNITY**

### **\$10,000 (MINIMUM)**

Empower a student's dreams to soar to new heights. At Aerium, we are deeply committed to forging a path for a fresh wave of diverse and skilled individuals in the Aviation and Aeronautical sectors. Recognizing the potential and passion of the next generation, we are excited to unveil a unique sponsorship initiative this year. **A significant 50% of all collected sponsorship funds will be channeled directly into scholarships for deserving students.**

By aligning with this initiative, your company or organization won't just be offering financial support. You'll be making a statement, highlighting your unwavering commitment to nurturing and expanding opportunities for Pennsylvania's budding talents.

### **Scholarship sponsorship benefits include:**

- Aerium scholarship in your desired name
- An Aerium site and social-media-wide "Thank You" for your scholarship donation
- Your scholarship posted on Aerium's website, social media, and newsletter
- All Aerium Summit benefits of a **Gold** Sponsorship
- Ability to specify your preferences for the scholarship allocation, such as the desired career pathway, age group of the student, and any other criteria you deem important.

Together, we can not only transform the future of the aviation industry, but we can also bring a student's dreams to life.



# Registration Form

Mail this completed registration to Aerium: 214 College Park Plaza, Johnstown, PA 15904, or email your completed registration to mary@bbp.solutions along with your high-resolution logo (PDF, JPEG, TIFF, or EPS). For questions, please call (717) 850-0227.



## Pay Online!

\*Please note, **Platinum, Scholarship, and Nightcap** Sponsorships must pay using this provided form.

### Primary Sponsorship

Check one Level

■ **PLATINUM: \$15,000**

■ **GOLD: \$7,500**

■ **SILVER: \$3,000**

■ **SCHOLARSHIP**

Please specify amount (\$10,000 minimum)

\$

■ **NIGHTCAP: \$10,000**

■ Will you be using the exhibitor benefit included with a Primary Sponsorship? Check if yes.

### Other Sponsorship

Check all that apply

■ **IMMERSIVE LAB: \$5,500**

■ **TRANSPORTATION: \$3,000**

■ **NETWORKING EVENT: COST + \$2,000**

■ **COFFEE BREAK: COST + \$1,000**

■ **LIVESTREAM: \$2,000**

■ **EXHIBIT AREA: \$2,000**

■ **MEAL TENT: \$2,500**

■ **LANYARD: \$2,500**

■ **EXHIBITOR: \$1,500**

■ **SPONSOR A CLASSROOM: \$2500**

■ **SPONSOR A CLASSROOM: \$3500**

■ **FRIEND: \$500**

■ **SPONSOR A STUDENT: \$150**

### Individual Attendee/Representative

First Name :  Last Name :

Address :

Post Code :  Phone No :  E-Mail :

### Corporate Sponsorship Information:

Business / Organization Name :  Website / E-Mail :

Business Type:  Phone Number :

Full Address :  City / Province :

### Method of Payment:

Check enclosed. Payable in U.S. dollars to Aerium; total amount: \$

Credit Card: Visa/MasterCard/AmX; Number  Expiration Date  3/4 digit security #  Zip Code

Name on Card  Signature