



Unique. Engaging. Safe.



AEROSPACE INDUSTRY ASSOCIATION OF MICHIGAN

AEROSPACE INDUSTRY VIRTUAL SHOWCASE

**Recording Day: Wednesday, March 31, 2021
Display Group, Detroit, MI**



What is the AIAM Aerospace Industry Virtual Showcase?

AIAM's Aerospace Industry Showcase will be recorded on March 31, 2021 in a professional recording studio located in Detroit, Michigan. AIAM members can participate and market their company through 15-minute interviews or 15-minute show-and-tell type presentations. Each recorded segment will include a keynote speaker and promote participating sponsors.

The recording lives beyond the studio day and will be shared on multiple digital platforms and with various networks and stakeholders to maximize company exposure, build relationships, and showcase the depth and breadth of Michigan's aerospace industry.

AIAM Digital Exposure

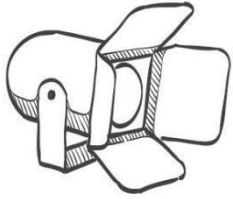
- ✓ Over 2,000 monthly website visitors
- ✓ Nearly 1,250 LinkedIn connections
- ✓ Additional exposure through Facebook and Twitter

**Same great marketing and networking opportunities
for a fraction of the cost of in-person events**

In-Person Trade Shows		AIAM Virtual Showcase
\$15,000-\$25,000	Participation Options (i.e. booth, speaking opportunities)	\$5,000-\$13,500
\$15,000-\$25,000	Sponsorship Opportunities (i.e. banners, marketing materials, event sponsorships)	\$750-\$9,500
\$1,000-\$2,500	Travel Costs (i.e. mileage, hotel, meals, parking)	\$500
Minimum of two (2) staff for 2-3 day event	Personnel Costs	1-2 staff for one-day studio recording
High Risk	Health, Safety, Liability	Minimal Risk
Ends with closing date of Trade Show	Marketing Benefits	Shared on multiple digital platforms for maximum exposure
\$15,000-\$57,500	Total Cost	\$750-\$23,500

Protecting our health and safety + a wider reach + the
unlimited use of new marketing materials = *PRICELESS*

HOW CAN YOU PARTICIPATE?



The Aerospace Industry Showcase will be recorded on Wednesday, March 31st, 2021 at a professional recording studio in Detroit, Michigan. Each session will be administered by a trained staff and film editing team to ensure the final take provides a powerful marketing message for participating members.

Can't participate in-studio on March 31st, but still want to participate in an interview or presentation? You can do that! Do you have something incredible at your company location that you'd like to showcase during a segment? Our recording studio can come to you! See below for details.

Participation Benefits

ATC
\$5,000

Cockpit
\$5,500

Landing
\$9,500

Runway
\$13,500

Access to a professional marketing team to help you prepare for the day.

✓

✓

✓

✓

Sponsor logo is included on stage backdrop to be visible for the duration of all recorded segments.

✓

✓

✓

✓

A digital copy of your portion of the recording will be provided to you to use for your own marketing efforts after the event.

✓

✓

✓

✓

Promotion of your participation on AIAM website & social media pages pre-event, during the event, and post-event for at least two months. Additional promotion can be negotiated if interested.

✓

✓

✓

✓

Targeted social media marketing of your segment to a market of your choice.

✓

✓

✓

✓

A 15-minute interview for you to promote your company, product, technology, and service.

✓

Show and tell your latest and greatest company product and services during this 15-minute hands-on table-top style demonstration.

✓

Can't make it to the studio on March 31st? We will work with you to find a different date to record in the studio.

✓

Can't make it to the studio or have something at your location that you'd like to showcase during a segment? We will bring the recording studio to you for a half-day session on location at your facility. Additional travel costs may apply.

✓

Contact Jenell Leonard at jleonard@mrgmi.com, 765-210-7971 or Kaylee Mead at kayleem@mrgmi.com, 231-301-3535 to reserve your spot today!

SPONSORSHIP OPPORTUNITIES



Benefits	Altitude \$750	Hangar \$1,150	Auto-Pilot \$2,500	Captain \$9,500
Sponsor logo is shown on screen 10 times throughout the duration of the recorded segments.	✓	✓	✓	✓
Promotion of sponsor logo on AIAM website & social media pages pre-event, during the event, and post-event.	✓	✓	✓	✓
Link to the recorded full event.	✓	✓	✓	✓
Sponsor logo is included on stage backdrop to be visible for the duration of all recorded segments.		✓	✓	✓
Sponsor provides a two (2) minute video to address viewers during one of the Industry Showcase segments.			✓	
Sponsor provides pre-made 60-90 second promotional video that would be played during two of the recorded segments.			✓	
Studio travels to sponsor location to record a five (5) minute video to address viewers during one of the Industry Showcase segments. Additional travel costs may apply.				✓
Studio travels to sponsor location for video production crew to create a 60-90 second promotional video that would be played in two of the recorded segments. Additional travel costs may apply.				✓
Link to 60-90 second promotional video that will be accessible for sponsor to share with respective networks.				✓

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