

**J.D. POWER**



# **emPOWER**

## AIRPORT SUMMIT

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April 20 – 22, 2020  
Orlando, FL

**SPONSORSHIP  
OPPORTUNITIES**



The 2020 emPOWER Airport Summit provides an unprecedented opportunity for travel and hospitality executives to come together and learn from top performers in the travel business (Airports, Airlines, Rental Car companies) as well as J. D. Power award winners from industries outside of travel such as Automotive and Financial Services.

How do airports reach the top and stay there? The Summit will feature presentations by CX leaders who will share their expertise and business strategies for managing the customer experience and how they consistently maintain a high level of performance.

Topics include best practices in customer service, customer communications, using technology to enhance the airport experience, key trends to increase non-aeronautical revenue and successful management of on- and off- airport vendors.



Sponsors of this event have multiple opportunities to interact with event guests. The following packages are available for those interested in becoming an event sponsor. If you wish to pursue any of these, contact Emma Josey at [emma.josey@jdpa.com](mailto:emma.josey@jdpa.com) or Kelly Hsieh at [kelly.hsieh@jdpa.com](mailto:kelly.hsieh@jdpa.com).

Contact for more information:

**Mike Taylor**, Practice Leader, Travel 203-856-8039 [michael.taylor@jdpa.com](mailto:michael.taylor@jdpa.com)

**Kelly Hsieh**, Marketing, Travel 805-418-8891 [kelly.hsieh@jdpa.com](mailto:kelly.hsieh@jdpa.com)

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# AGENDA OUTLINE

Monday, April 20, 2020

7:00 PM Welcome Reception

Tuesday, April 21, 2020

7:30 AM Breakfast onsite

8:30 AM General Session

12:00 PM Lunch onsite

1:00 PM General Session

Wednesday, April 22, 2020

7:30 AM Breakfast onsite

8:30 AM General Session

12:00 PM Lunch onsite

1:00 PM Airport Tour

Event Concludes

# REACH YOUR TARGET AUDIENCE

- Chief Executive Officer / Aviation Director
- Chief Operating Officer / Operations and Maintenance
- Chief Technology Officer / IT and Telecom
- Chief Information Officer / Information Technology
- Chief Marketing Officer / Marketing and Media Relations
- Chief Development Officer / Terminal Development and Improvement
- Airports Administration
- Facilities
- Capital Programs & Environmental Affairs
- Guest Experience and Innovation
- Concessions and Customer Service

Contact for more information:

**Mike Taylor**, Practice Leader, Travel 203-856-8039 michael.taylor@jdpa.com

**Kelly Hsieh**, Marketing, Travel 805-418-8891 kelly.hsieh@jdpa.com

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## PRESENTING SPONSOR

\$15,000 | Exclusive

### Speaking Opportunity

- One (1) 15-minute presentation. Topic and presentation must be pre-approved by JDP. It must be educational and based on a case study or research findings.

### On-Site Presence

- 6' Exhibit Table/ Booth where breaks are held
- Two (2) Pages Program Inclusion
- Promotion Piece provided to attendees during registration (sponsor company provided)
- Company logo included in event signage, First-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)

### Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), First-Tier
- Company logo including in pre-event marketing email broadcasts, First-Tier

### Access

- Two (2) Complimentary Event Passes
- Two (2) Discounted Event Passes at \$100 off

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## NETWORKING RECEPTION

\$10,000 | Exclusive

### On-Site Presence

- 6' Exhibit Table/ Booth where breaks are held
- One (1) Page Program Inclusion
- Promotion Piece provided to attendees during registration (sponsor company provided)
- Company logo included in event signage, Second-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- On-Site Branding during sponsored event

### Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), Second-Tier
- Company logo including in pre-event marketing email broadcasts, Second-Tier

### Access

- One (1) Complimentary Event Pass
- Two (2) Discounted Event Passes at \$100 off

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## BREAKFAST SPONSOR

**\$7,500 | Two Available**

*(Tuesday & Wednesday)*

### On-Site Presence

- 6' Exhibit Table/ Booth where breaks are held
- One (1) Page Program Inclusion
- Company logo included in event signage, Third-Tier
- Up to 60-second video played during the conference (timing determined by J.D. Power)
- On-Site Branding during sponsored event

### Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), Third-Tier
- Company logo including in pre-event marketing email broadcasts, Third-Tier

### Access

- One (1) Complimentary Event Pass
- One (1) Discounted Event Pass at \$100 off

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## NETWORKING LUNCH SPONSOR

\$7,500 | Two Available

*(Tuesday & Wednesday)*

### On-Site Presence

- 6' Exhibit Table/ Booth where breaks are held
- One (1) Page Program Inclusion
- Company logo included in event signage, Third-Tier
- Up to 60-second video played during the conference (timing determined by J.D. Power)
- On-Site Branding during sponsored event

### Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), Third-Tier
- Company logo including in pre-event marketing email broadcasts, Third-Tier

### Access

- One (1) Complimentary Event Pass
- One (1) Discounted Event Pass at \$100 off

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## NETWORKING BREAK SPONSOR

\$5,000 | Three Available

1. *Tuesday AM*
2. *Tuesday PM*
3. *Wednesday AM*

## On-Site Presence

- Company logo included in event signage, Fourth-Tier
- On-Site Branding during sponsored event

## Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), Fourth-Tier

## Access

- One (1) Complimentary Event Pass

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## LANYARD SPONSOR

\$3,500 | Exclusive

### On-Site Presence

- Company logo included in event signage, Fourth-Tier
- Event to provide co-branded lanyards

### Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), Fourth-Tier

### Access

- One (1) Complimentary Event Pass

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## NOTEPADS & PENS SPONSOR

\$3,500 | Exclusive

### On-Site Presence

- Company logo included in event signage, Fourth-Tier
- Event to provide co-branded notepads & pens

### Pre-Event Marketing

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empower-airport-summit](http://www.jdpower.com/empower-airport-summit)), Fourth-Tier

### Access

- One (1) Complimentary Event Pass

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## MEET OUR TEAM



**Mike Taylor**

*Sr. Director, Travel & Hospitality Intelligence*  
J.D. Power



**Michael Vermillion**

*VP & GM, Travel, Health & Customer Service Intelligence*  
J.D. Power



**Emma Josey**

*Travel and Hospitality Practice*  
J.D. Power



**Kelly Hsieh**

*Sr. Director, Marketing*  
J.D. Power



**Shawn Slater**

*Sr. Manager, Conference and Events*  
J.D. Power



**Angelica Crosswhite**

*Specialist, Conferences and Events*  
J.D. Power

## TIMELINE

September 1

Start Accepting Sponsorship Agreements

March 23

Video Content for Event Date Due

March 23

Program Materials Due

April 6

Confirm use of exhibit table

April 17

Shipped materials arrive at hotel

April 20 - 22

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