





## A WORD FROM THE RAAA CHIEF EXECUTIVE

March 2024 will see the return of our coveted Convention event, which is good news not only for the RAAA but also for the aviation industry in general. It has been more than five years since our last Convention and the pent-up anticipation has been clearly shown at our hugely successful Regional Roadshow events throughout the country. Our regional events have shown that connectivity is still a huge priority for members, something we had missed out on during Covid times.

It has been very rewarding for the RAAA, hosting a number of roadshow events bringing together industry leaders with relevant presentations from across our sector. Importantly, we have started to look at what the future holds for regional aviation, given Net Zero targets for 2050. This theme will continue at our Convention as I believe it is one of the highest priorities we need to face in the coming years and the RAAA is at the coalface with government to ensure the transition is made at a pace that industry can sustain.

Once again, we will look at emerging technologies and see what they hold for regional airlines, as well as Sustainable Aviation Fuel and electric/hydrogen propulsion. A look into the future won't be complete without Advanced Air Mobility options for our regions as well; after all, what will future regional aircraft look like?

We are aiming to make this event one of our best! It will be interactive, relevant and educational. My aim is to have our Convention become the preeminent event for aviation in the Asia/Pacific region and with our growing membership and international reach, this is a must!

Our sponsorship support has been vital in supporting our regional roadshows and the numbers attending have given great reward for those highlighting their businesses. With the support of AMDA Foundation, we believe that this coming Convention will provide one of the highest profiles for sponsorship in aviation events in this country for 2024.

This Convention will be a great success, and we hope you will be part of it.

**Steve Campbell**  
Chief Executive Officer  
Regional Aviation Association of Australia

## CONNECT, CONTRIBUTE AND COLLABORATE

Australia's regional aviation industry is in transition, with new aerospace and communications technologies, regulations and market forces driving fundamental change in how we will operate in future.

Issues such as Sustainable Aviation Fuels, Advanced Air Mobility and Towards Net Zero are amplifying the need for an informed strategy, and pressing debate on how industry can mitigate the risks and seize the opportunities they present.

Hear from industry leaders, the regulator and the companies introducing new ideas and technologies and help define the RAAA's voice as the peak advocacy organisation for the aviation community.

### Conference Themes:

- Net Zero by 2050
- "Next Gen" Aviation for the Regions
- Future Workforce Development
- Regulatory Changes for Recovery
- Civil Aviation in the Pacific Region

With its single-stream conference program and breakout meetings, VIP delegate program, gala dinner and golf day, the RAAA Convention is renowned as the ideal mix of topical conferences, industry advocacy and business and social networking.



**40**  
Exhibitors



**400+**  
Delegates



**12+**  
Conference  
Sessions



**1**  
Golf Day

# ATTEND AND EXHIBIT



## EXHIBIT AT THE RAAA CONVENTION

The 2024 RAAA Convention will host key industry decision makers, operators and suppliers, offering an immediate, face to face opportunity to showcase your products and services to the aviation community.

Networking functions and lunches will provide a focus on the exhibition floor, promoting visibility of exhibiting companies.

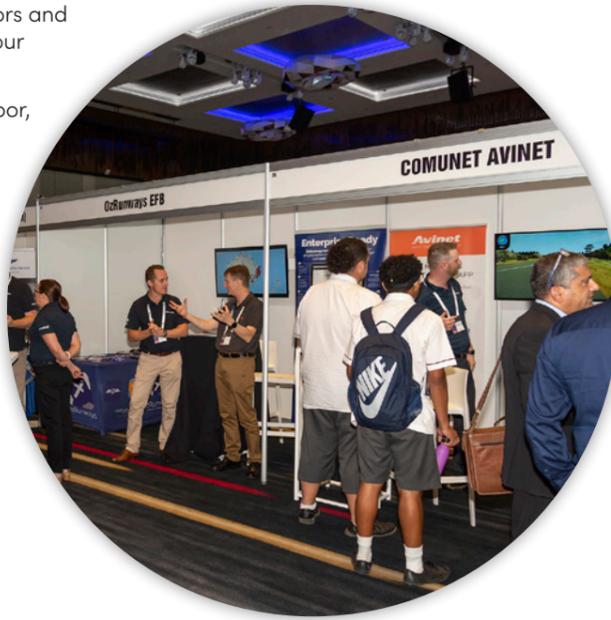
Meet your marketplace face to face at the 2024 RAAA Convention. With exhibition space selling fast, now is the time to secure your position.

Exhibition stands are available in units of 3m x 2m (6m<sup>2</sup>). All exhibition stand units include:

- Fascia including company name and stand number
- 2.9m high walls with aluminium framing
- One (1) 4-amp power outlet
- Standard colour carpet
- Two (2) spotlights

For exhibition enquiries contact:

Chris Macfarlane  
M: +61 (0) 417 011 982  
E: raaaconvention@amda.com.au



## DELEGATE REGISTRATION

The RAAA Convention is both an informative industry event and a three-day networking opportunity, crafted to promote engagement with exhibitors, conference delegates and speakers.

In addition to a Golf Day, Gala Dinner and Welcome Reception, the event offers official daily networking functions and many opportunities for targeted discussion and meetings.

More than four years after its last national convention, Australia's Regional Aviation community is looking forward to networking face to face again at the largest event of its type on the calendar.

Delegate registration includes:

- Access to any and all conference sessions
- Ticket to Gala Dinner
- Networking morning teas, lunches and afternoon teas

Add-on options, available through the registration process, include:

- Additional Gala Dinner tickets (A\$275 per ticket)
- Welcome Reception and Flying Display tickets (A\$120 per ticket)
- Golf Day Participation (A\$150 per ticket)

NOTE: Delegate registration will be available through the [www.raaaconvention.com.au](http://www.raaaconvention.com.au) website closer to the event.



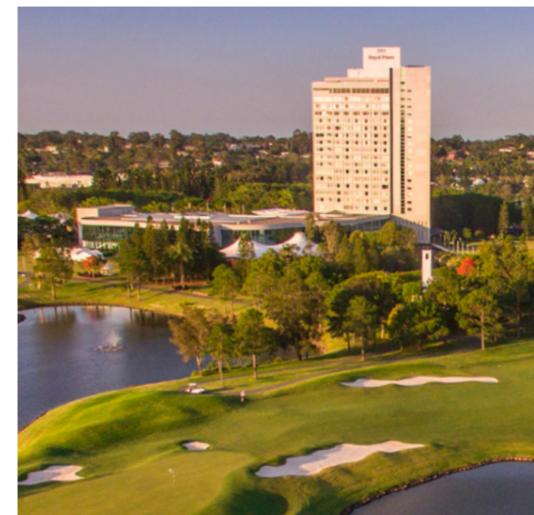
EXHIBITION BOOTH	EARLY BIRD (UNTIL 30 SEP)	REGULAR
MEMBER	A\$2,870	A\$3,350
NON-MEMBER	A\$3,350	A\$3,950

Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).

DELEGATE REGISTRATION	EARLY BIRD (UNTIL 30 SEP)	REGULAR
MEMBER	A\$960	A\$1,200
NON-MEMBER	A\$1,200	A\$1,500

Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).

## ACCOMMODATION



As a venue for the Regional Aviation Association of Australia 2024 Convention, the RACV Royal Pines Resort offers five-star accommodation, convenience and amenities.

- Only 25 minutes from Coolangatta's Gold Coast Airport
- Only 60 minutes from Brisbane International Airport
- A Championship golf course; home of the Australian PGA
- Convention sessions and industry exhibition in one building
- Close to major attractions including Surfers Paradise and theme parks

Book your accommodation through RACV Royal Pines and mention RAAA Convention to secure the special RAAA Convention rate: [RACV Royal Pines Resort Accommodation](#)

Or call the RACV Royal Pines Reservations Team:  
P: +61 (07) 5597 8700



# SPONSORSHIP OPPORTUNITIES



RAAA Convention sponsorship opportunities are designed to optimise product positioning, enhance brand awareness, and facilitate business engagement. Our sponsorship portfolio encompasses a range of options to help strengthen your presence at the event, the essential showcase for the latest in aviation technologies and services.

Packages can be tailored to meet your company's individual needs and marketing objectives. Use the opportunity to communicate directly with trade audiences over the course of the show or facilitate further business engagement via exclusive access to networking functions.

## For sponsorship enquiries contact:

Chris Macfarlane  
M: +61 (0) 417 011 982  
E: [raaconvention@amda.com.au](mailto:raaconvention@amda.com.au)

Please note all prices quoted are in Australian dollars (A\$) and include Australian Goods and Services Tax (GST).

## PLATINUM SPONSOR (2 AVAILABLE)

### BENEFITS:

- Marquee acknowledgement on all event promotional material as Platinum sponsor
- Acknowledgement at all event functions and conference opening as Platinum sponsor
- Two (2) Exhibition booths
- Four (4) Delegate registrations, each including a Gala Dinner registration
- Four (4) Welcome Reception registrations
- Four (4) Golf Day registrations
- Two (2) Media stories released through the event marketing channels

INVESTMENT: A\$25,000

## GOLD SPONSOR (4 AVAILABLE)

### BENEFITS:

- Marquee acknowledgement on all event promotional material as Gold sponsor
- Two (2) Exhibition booths
- Four (4) Delegate registrations, each including a Gala Dinner registration
- Four (4) Welcome Reception registrations
- Four (4) Golf Day registrations

INVESTMENT: A\$15,000

## SILVER SPONSOR (6 AVAILABLE)

### BENEFITS:

- Marquee acknowledgement on all event promotional material as Silver sponsor
- One (1) Exhibition booth
- Two (2) Delegate registrations, each including a Gala Dinner registration
- Two (2) Welcome Reception registrations
- Two (2) Golf Day registrations

INVESTMENT: A\$11,500

# SPONSORSHIP OPPORTUNITIES



## LANYARD SPONSOR

### BENEFITS:

- Branded Lanyard
- One (1) Exhibition booth
- Two (2) Delegate registrations, each including a Gala Dinner registration



INVESTMENT: A\$6,950

## GALA DINNER SPONSOR

### BENEFITS:

- Acknowledgement as Official Sponsor of the Gala Dinner
- Signage throughout Gala Dinner facility
- Menu signage
- Host a head table of VIP guests including celebrity MC and keynote speaker
- Ten (10) Gala Dinner registrations



INVESTMENT: A\$15,000

## WELCOME RECEPTION SPONSOR

### BENEFITS:

- Acknowledgement as Official Sponsor of the Welcome Reception
- Signage throughout Welcome Reception outdoor facility
- Provision for outdoor display
- Four (4) Tickets to Welcome Reception



INVESTMENT: A\$8,000

## FLYING DISPLAY SPONSOR

THIS SPONSORSHIP PACKAGE IS SOLD

## DAILY NETWORKING FUNCTIONS (2 AVAILABLE)

### BENEFITS:

- Acknowledgement on all event promotional material as Official Sponsor of Networking Events
- Branding of lunch, morning and afternoon tea stations
- Branding of evening networking drinks
- Acknowledgement in all PA references to serving openings
- Two (2) Delegate registrations, each including a Gala Dinner registration

DAY 1 NETWORKING FUNCTION INVESTMENT: A\$8,000

DAY 2 NETWORKING FUNCTION INVESTMENT: A\$8,000



# RAAA 2024 GOLF DAY

**TUESDAY 19 MARCH**  
**RACV ROYAL PINES RESORT**

The Regional Aviation Association of Australia is pleased to invite RAAA Convention participants to take part in the official convention Golf Day on Tuesday 19 March.

Join your colleagues, customers and friends on the five-star RACV Royal Pines course, boasting superbly manicured greens, scenic lakes, deep bunkers and an idyllic backdrop of mountains.

This is the course that has previously hosted the Australian PGA title, providing challenge and an opportunity for some relationship building in a competitive, but welcoming atmosphere at RACV Royal Pines.

RAAA Convention organisers have created a variety of sponsorship packages to ensure that your brand is the most memorable thing they see all day (apart from that hole-in-one).



## GOLF DAY MAJOR SPONSORSHIP

### BENEFITS:

- Major Sponsor acknowledgements throughout Golf Day
- Acknowledgement as Official Sponsor across RAAA Convention 2024
- Signage opportunities at clubhouse entrance and exit
- Logo on all golf day signage and marketing material
- Hole activation and branding opportunities at 1st and 10th tees
- Logo on golf balls included in gift pack
- Two (2) teams of 4 in golf day
- Branding at Golf Day networking function
- Speaking opportunity at presentation (max. 3 minutes)



**INVESTMENT: A\$10,000**



## HOLE SPONSORSHIPS

### NEAREST TO THE PIN (NTP)

The opportunity to promote your brand whilst generating excitement for golfers chasing the Nearest to the Pin prize.

#### BENEFITS:

- Brand activation opportunity at a pre-selected Par 3
- Tee Box Signage
- One (1) team of 4 in golf day



**INVESTMENT: A\$5,000 Plus Prize For Winner**

*Please note there is only one Nearest To The Pin Sponsorship available.*

### LONGEST DRIVE

Associate your brand with the big hitters of the day!

#### BENEFITS:

- Brand activation opportunity at pre-selected hole
- Tee Box Signage
- One (1) team of 4 in golf day



**INVESTMENT: A\$5,000 Plus Prize For Winner**

*Please note there is only one Longest Drive Sponsorship available.*

### HOLE SPONSORSHIP

Select a hole of your choice and take up this cost effective opportunity to have your brand exposed to all players across the day.

#### BENEFITS:

- Brand activation opportunity at pre-selected hole
- Tee Box Signage
- One (1) team of 4 in golf day



**INVESTMENT: A\$4,000**

*Please note there is a limited number of Hole Sponsorships available.*

## ABOUT THE ORGANISERS

The Regional Aviation Association of Australia (RAAA) and AMDA Foundation have partnered to conduct the RAAA Convention 2024.



### REGIONAL AVIATION ASSOCIATION OF AUSTRALIA

The Regional Aviation Association of Australia (RAAA) is a not-for-profit organisation formed to protect, represent and promote the combined interests of its regional aviation organisations across Australia, to promote the maintenance of a safe and viable regional aviation industry.

The RAAA has around 100 members, including airlines, airports, engineering and flight training companies, finance and insurance companies and government entities, operating in all States and Territories of Australia.

Australia's regional aviation industry directly employs more than 10,000 people. Each year it turns over more than A\$1.5 billion and carries in excess of two million passengers and more than 23,000 tonnes of freight.



### AMDA FOUNDATION

AMDA Foundation Limited is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security.

It achieves these goals by delivering Australia's most prominent and respected world-class biennial industry expositions and events as platforms for interaction between industry, defence, government and academia.

AMDA's major industry events contribute to the development of Australia's industrial, manufacturing and information/communications technology resources in the national interest, on an international scale.





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