Get ready for ODA

# ODA plan

## Communication:

### AEA Member profile

Objective: Create a buzz around Peregrine featuring ODA and 10-year anniversary taking advantage of AEA membership and Avionics Today magazine

#### Activity:

05 Mar 2021 – Talked to Goeff Hill at AEA

05 Mar 2021 – Receive introductory email from Christine Knauer

16 Mar 2021 - $2000 for First-Nighter Party

16 Mar 2021 - $2000 for Java Jumpstart on Thursday morning

### Press kit for press list

#### Kit Contents

* Press Release
* Brochure (updated)
* Capabilities List
* Rankin bio

### Advertising

AVweb, MRO, AEA

### Flightplaning services and advertising opportunities

Fltplan.com (etc…)

### Mailchimp:

#### Current Customers

#### GA affinity groups and organizations

#### Focus on Part 145 shops

* OEMs – Aircraft and Avionics
* DERs (Systems, …)
* ODAs
* List of all Part 145 shops
	+ 4,900 – All Part 145 shops
		- 4,019 US
		- 478 US, Radio Rating, accessory rating
* Create list of Part 145 shops holding STCs

### Direct Mail

2,000 post cards: $400-$800 postage

Printing: $2000

* + Avionics and Aircraft OEMs
	+ DERs
	+ ODAs
	+ 4,900 – All Part 145 shops
		- 4,019 US
		- 478 US, Radio Rating

## ODA Splash AEA Dallas

June 22-25, 2021, “The 64th Annual AEA International Convention & Trade Show”, Dallas - Hilton Anatole

### Press conference

Schedule / reserve press announcement time

### New products

Get on “New Product” session, 22 June 8:30AM - Noon

### Booth

10 x 10 Non-Corner $2,125 per space (paid by check)

 $2,200 per space (paid by credit card)

10 x 10 Corner $2,550 per space (paid by check)

 $2,625 per space (paid by credit card)

* Review current booth property
* Establish budget for booth update
* Create focused ODA graphics

### Tchotchke

### Sponsorship

* Sponsor coffee break - $2000
	+ Extra do-dad for coffee break
* First-nighter party - $2000

Linda Adams at lindaa@aea.net or 816-347-8400

## NBAA

Marketlift?, Power Aviation Strategies?

### Press conference

### Booth

### Tchotchke

### Sponsorship

## MRO Orlando April 22

Press/Media

Elizabeth Kelley-Grace

The Buzz Agency

O: +1.855.525.2899

M: +1-561-702-7471

elizabeth@thebuzzagency.net

Press Release Submissions

Kindly send all press releases and photos to mro@aviationweek.com

Lee Ann Shay

Chief Editor MRO

+1.312-635-9145

leeann.shay@aviationweek.com

@AvWeekLeeAnn

## ? HAI?

# FATB

## Prospectus

Could we put together by AEA in June?

## Or further development

### With MidCo flex

* Ryan Reed
* Todd Winter
* Zach Sands
* Dave Copeland