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Sacramento International Airport Wins Prestigious Awards for Special Events, Print Advertising, TV Advertising in National Contest

Airport Hosted ACI-NA Marketing Conference and Awards in Sacramento

SACRAMENTO, CA. — (Sacramento, CA – June 12, 2012) – Last week, Sacramento International Airport hosted the annual Airports Council International – North America (ACI-NA) Marketing and Communications/JumpStart Conference in Sacramento at the Hyatt Regency. Nearly 400 airport marketing and airline route planning executives attended seminars and meetings throughout the week. The ACI-NA conference included the Airports Council International – North America’s 22nd Annual Peggy G. Hereford Excellence in Airport Marketing and Communications Contest Awards ceremony. Sacramento International Airport received three prestigious awards – 1st place in Special Events for its “Experience B” grand opening party and 2nd place in the Print and Television Advertising categories for the new Terminal B.

Some 50 airports submitted a record 240 entries in the marketing and communications awards contest this year. “We are proud to stand out among the strong competition of our airport marketing colleagues,” explained G. Hardy Acree, Director of the Sacramento County Airport System. “The grand opening of Terminal B was a tremendous effort for our team and it was an honor to be recognized by our peers.”

“I enjoyed showing the vibrant Northern California region to our colleagues from airports and airlines,” explained Acree. “We received rave reviews about their experiences in Sacramento. Our partners in the hospitality industry and the business community showed why this is a great place to live, work and play.”

Sacramento County Airport System, the gateway to Northern California and the world, is responsible for planning, developing, operating and maintaining the county’s four airports: Sacramento International Airport, Executive Airport, Mather Airport and Franklin Field. The regional economic impact of the Sacramento County Airport System is more than \$4 billion annually. For more information, visit www.sacramento.aero

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