

Under the patronage of
H.H. Sheikh Ahmed Bin Saeed Al Maktoum
President of the Dubai Civil Aviation Authority,
Chairman of Dubai Airports and
Chairman and Chief Executive of Emirates Airline and Group

airport show

22 - 24 MAY 2012, DICEC
Middle East's Premier Exhibition



Land a sound business deal
at the Airport Show 2012

**NOW
BIENNIAL**

The Airport Show 2012 is the ideal business destination for exhibitors to showcase their offerings to a multitude of visitors attending the show. With over 200 participating exhibitors, business is all geared to take off. So whether you're an exhibitor, a speaker or a hosted buyer, here's your chance to take your business to new heights. Only at the Airport Show 2012.

Differentiate yourself

Advertise in the Airport Show Catalogue.

The Airport Show catalogue is the must-have reference for all exhibitors, visitors, hosted buyers, speakers and VIPs, as it will be used extensively to plan their schedule and business meetings while at the same time get a global overview of potential new clients.

Distributed to more than 5,000 key players in the Airport industry during the whole duration of the event, the show catalogue will be a highly useful reference after the show.

Seize this unique opportunity and leave your mark at the Airport Show 2012.

Why advertise in the Official Airport Show 2012 Catalogue?

As an exhibitor...

You are entitled to have a 100-word profile in the show catalogue.

Various options are available to you to differentiate your company from your competitors, such as highlighting your profile or by advertising in the catalogue.

As a visitor...

Leave your mark at the Airport Show 2012 by benefiting from one of our multiple advertising opportunities in the official Airport Show 2012 catalogue.

Multiple Benefits...

Reach potential business partners!

Many visitors attend trade shows in order to expand their business and actively seek out new leads, partnerships and contacts.

An advert in the official show catalogue will bring your company and products to their attention.

Enhance your presence!

If you are an exhibitor, make sure visitors are aware of your stand, its position and your range of products and services to help them plan their visiting schedule.

If you are a visitor, inform or remind the industry key players of your company while they consult the show catalogue.

Imprint your brand in the minds of your audience!

The show catalogue lives beyond the show – it is used as an industry reference throughout the year until the next exhibition. Any advertisement in the official show catalogue will be viewed by the industry throughout the year.

The perfect timing to advertise!

Thousands of receptive stakeholders will be reunited under one roof during the 3 days of the Airport Show. Seize the opportunity at the right time!

If you want to be **seen and remembered** during and after the show, book your advertisement NOW!

Advertising Options & Rates

Booking deadline: 31st March 2012.

Options (Color)	Rate (AED)
Regular Positions	
Full Page	10,500
Double Page Spread	16,500
Half Page	7,500
Quarter Page	5,000
Exhibitor Profile + Logo Highlighted	1,000
Premium Positions	
Inside Front Cover	13,000
Page 1	13,000
Outside Back Cover	17,000
Inside Back Cover	12,000

Sold

Payment

1. By cheque (AED only) made out to Reed Exhibitions FZ LLC
2. By bank transfer to the account details set below. Payment by transfer must state on the transfer order:

"Settlement at no cost of the payee."

- Beneficiary name: Reed Exhibitions FZ LLC
- Account number: 100 4314 08
- Bank name & address: CITIBANK N.A., P.O. Box 999, Abu Dhabi, UAE
- SWIFT: With reference code B.I.C: CITIAEA
- IBAN: AE510211000000100431408

3. Payment terms: 100% on booking

Booking

To book your advertisement, please send your contact details and choice of option (from above) to Mr. Raed El Forkh, Sales Manager, by email at raed.elforkh@reedexpo.ae. Please note that confirmation of your booking will only be completed on receipt of payment. For additional information, please call +971 2 4090484

Advertising SPECIFICATIONS

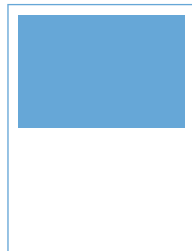
Print Sizes

Full Page



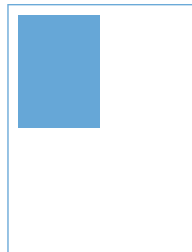
	Height	x	Width
Text area	190mm	x	128mm
Trim size	210mm	x	148mm
Bleed size	220mm	x	158mm

Half page
(Horizontal)



	Height	x	Width
Advert size (No Bleed)	92mm	x	128mm

Quarter Page
(Vertical)



	Height	x	Width
Advert size (No Bleed)	92mm	x	62mm

Double Page
Spread



*Please provide artwork for Double Page Spread as 2 single Full Page Artworks.

Material Requirements

Software: QuarkXpress (v7), Adobe Illustrator (CS2), Adobe Photoshop (CS2)

File formats: eps, tiff, jpg, high resolution PDFs with crops and bleed

Resolution: 300 dpi minimum

Please ensure that all supporting graphics and fonts are included. All fonts should be outlined.

Material Deadline

Final artworks should be sent no later than 1st May 2012 to Haya Al Satari, by email at haya.satari@reedexpo.ae or by courier to Haya Al Satari, The Airport Show, Reed Exhibitions, PO Box 77899 Abu Dhabi, UAE.

Advertising **CONTRACT**

Company Name

Contact Name Position

Address

Tel Fax

Email

Please indicate the advertising options requested and quantity

	Advertising Options	Position	Quantity	Price in AED
1.				
2.				
3.				
4.				
5.				
TOTAL				

Agreed

Name

Position

Date

Accepted by "Reed Exhibitions"

Name

Position

Date

Signature & stamp of Sponsoring Company (compulsory)

Signature of Organiser