

airport show

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



Organised by



Supported by



A wide variety of sponsorship opportunities have been designed to boost your brand awareness and presence at the event. Our packages have been specially crafted to guarantee maximum exposure prior and during the show. You can choose from what is on offers or we can tailor our packages according to your requirements and budget.

SPONSORSHIP PACKAGES AT A GLANCE

	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Print Advertising			
VIP invitation cards (around 3,000)	→	→	
Visitor invitation cards (around 100,000)	→	→	→
Newspaper ads	→	→	→
Magazine ads	→	→	→
Venue Branding			
Roll up at entrance of press centre*	→		
Roll up at entrance of the hosted buyers lounge*	→		
Logo on outdoor welcome banners	→	→	→
Online			
Horizontal banner	→		
Video insertion	→	→	
Multi-page unit banner	→	→	→
Logo with hyperlink on website until 2012 event	→	→	→
Logo placement on e-mailers	→	→	→
Press			
Coverage in the pre-show press release	→	→	→
Press interview during the show	→	→	→
Seminar			
Slot in programme to introduce products/services	→	→	→
Logo placement on holding slides of screen presentation	→	→	→
Show Catalogue			
Full page ad	→	→	
Logo placement	→	→	→
Highlighted company profile	→	→	→
Complimentary Tickets			
Cocktail reception	10	7	4
Post Show Report			
Logo Placement	→	→	→
Online Registration			
Visitor registration confirmation message	→	→	→
Logo placement on E-badge	→	→	→
	110,000	75,000	45,000

*Excluding production

PRE-EVENT SPONSORSHIP OPPORTUNITIES

WEBSITE BANNERS

Gain maximum visibility on the event website.
Advertise with a rotating banner and reach millions of industry professionals.

Home page - starting **5,000 AED**

One Click away from home page - starting **4,000 AED**

Two Clicks away from home page- starting **3,000 AED**

Production costs are not included.

E-SHOT

Reach out to a minimum of 40,000 highly-targeted professional in the airport industry.
All e-shots will include your company logo as a sponsor. **8,000 AED**

VISITOR INVITATIONS

Over a 100,000 invitations are sent out to industry professionals worldwide.
As a sponsor your logo will be printed on the event invitation. **20,000 AED**



DURING THE EVENT SPONSORSHIP OPPORTUNITIES

REGISTRATION AREA

Brand the visitor registration desk, place a roll up at the entrance of event and get premium brand exposure. **40,000 AED**

DELEGATE LUNCH AND COFFEE BREAK AREA

Stand apart from your competitors and sponsor the delegate lunch and coffee break area. Take advantage of the opportunity to meet and mingle with industry leaders attending the exhibition. **65,000 AED** and **25,000 AED** respectively.

COCKTAIL RECEPTION

Increase your brand exposure by branding the cocktail area and have your logo placed on the invitations. **75,000 AED**

LANYARDS

Put your logo on lanyards and watch your brand walk about the exhibition. **50,000 AED** (production cost not included)

VISITOR BADGES

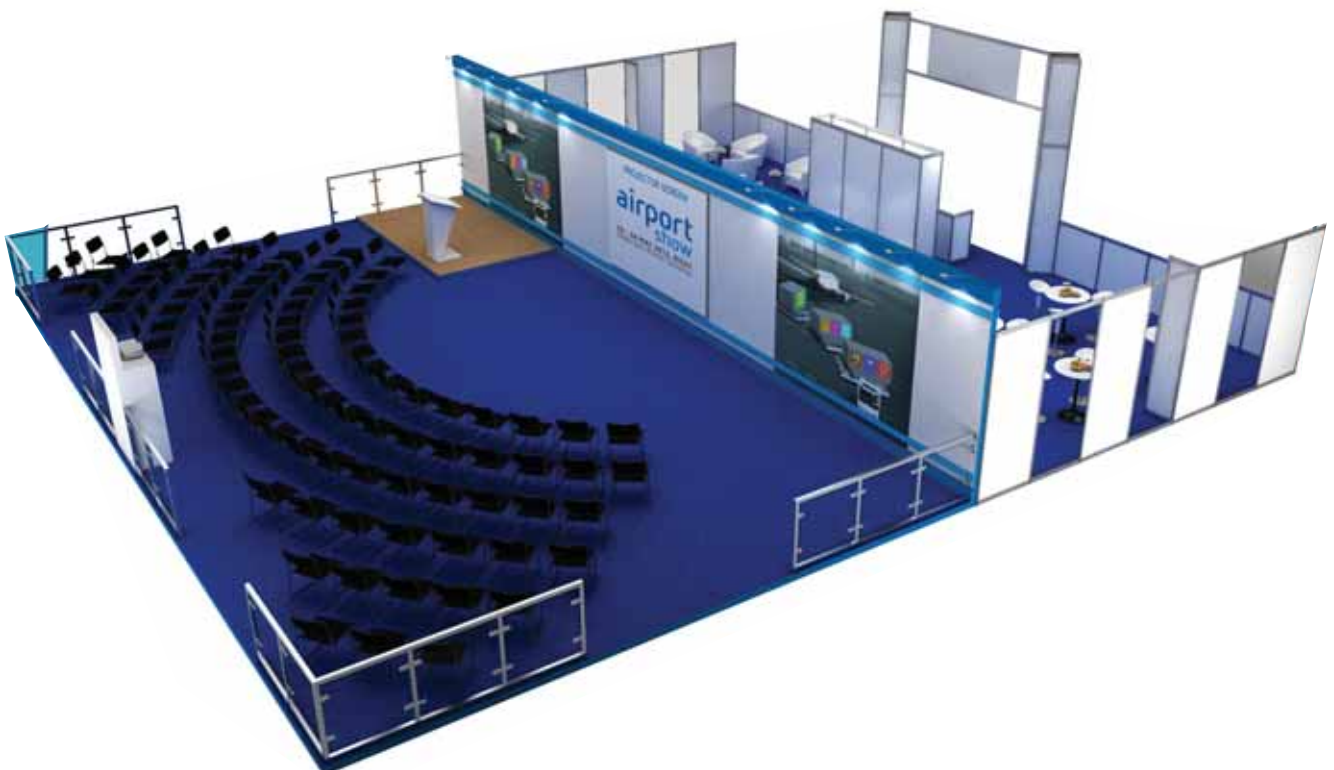
Get your logo printed on the badges worn by all visitors and exhibitors. **50,000 AED** (production cost included)

VISITOR BAGS

Get your message out by printing it with your logo on all visitor bags. **35,000 AED** (production cost not included)

INNOVATION PODIUM - SEMINAR THEATRE

Fully brand the seminar area and position your brand as an industry leader and get affiliated with innovation. As the official sponsor of the seminar theatre, you will enjoy the benefit of having your logo on all marketing collateral, online page and newsletters related to the seminar. In addition a branded 3m x 1m ceiling banner dangling above the seminar area will guarantee your brand stands out. **60,000 AED**



DURING THE EVENT SPONSORSHIP OPPORTUNITIES

FLOOR PLAN – YOU ARE HERE BOARDS

This exclusive opportunity offers only one exhibitor to highlight their name, logo and stand number on the floor plans and name and logo on the panel. **20,000 AED**

CEILING BANNERS

Stand out from other exhibitors on the floor. Grab the attention of visitors and direct them to the stand. **5,000 AED**

HOSTED BUYER LOUNGE

Highlight your brand to top buyers by sponsoring this lounge. **45,000 AED** (production cost not included)

FLOOR/CARPET ADVERTISING

Guide visitors to you stand using floor tiles. **1,500 AED/ tile** (production cost included)
BOOK NOW 12 for the price of 10 and save **3,000 AED**

INHALL BANNER

Hard to miss, the 3m x 1m banners draw attention to your stands and highlight your presence. **10,000 AED** (production cost not included)

HOSTED BUYERS GIFTS

Feature your logo on the hosted buyers' gifts and ensure high profile brand exposure. **20,000 AED** (production costs included)

TAILOR-MADE PACKAGES

Whatever your branding requirements maybe, from door stickers to entrance arch to outdoor area, we would be happy to discuss these options with you.

For all sponsorship opportunities, please contact Raed El Forkh at Raed.Elforkh@reedexpo.ae

BOOK NOW and ensure your preferred sponsorship package.

- Please note:
- Sponsorship opportunities are offered on a "first come, first served" basis.
 - All prices exclude production costs unless otherwise stated.
 - Depending on the opportunity, you can supply your own promotional items or we can produce them for you.
 - All branding in the venue needs to be submitted for approval the organizer
 - Bags and lanyards need to be approved by organizer for design and quality



SPONSORSHIP CONTRACT

Company Name.....

Contact Name..... Position.....

Address.....

Tel..... Fax.....

Email.....

PLEASE WRITE THE ITEMS AND QUANTITY YOU WISH TO ORDER IN THE BELOW TABLE

	Sponsorship item	Quantity	Price in AED
1.			
2.			
3.			
4.			
5.			
TOTAL			

We hereby declare that we have read and accepted the terms of the Sponsorship Contract.
 A copy of which has been retained for our files, and of the sponsorship rules for the Exhibition named above.
 We hereby sign and agree to be bound by them.

Agreed
 Name.....
 Position.....
 Date.....

Accepted by "Reed Exhibitions"
 Name.....
 Position.....
 Date.....

Signature & stamp of Sponsoring Company (compulsory)

Signature of Organizer

SPONSORSHIP CONTRACT

PAYMENT OF SPONSORSHIP FEES

- a. Advance payment of 50% of the total Sponsorship rate to be paid with the submission of the signed application contract. All the sponsorship benefits will be allocated only to sponsor having effected this.
- b. Balance to be paid before the 1st of March, 2012
- c. Sponsors registering after the deadline specified overleaf should pay the total amount of the sponsorship on receipt of the corresponding invoice.
- d. Failure to comply with the above will result in the Organisers having the right to not to allocate any of the sponsor logos and any other promotional activities as per the terms. Any payment made to the Organisers will not be refunded.
- e. All additional facilities requested by the Sponsors shall be paid for in advance
- f. Payment by bank transfer should be sent to the account details below. Payment 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: CITIAEAD
IBAN:	AE510211000000100431408

Or payment can be made out by cheque (AED only) to Reed Exhibitions FZ LLC

SPONSORSHIP WITHDRAWAL & BREACH OF CONTRACT

Without prejudice to the rights remedies of the Organizers in respect of any breach of the Contract on the part of the Sponsor, the organizers may at their sole discretion allow the Sponsor to withdraw from the exhibition subject to the following conditions:

- a. If withdrawal is requested on or before 28th of February, 2012 the sponsor shall be liable for the payment of 50% of total fees.
- b. If withdrawal is requested after 28th of February, 2012 the sponsor shall be liable for the FULL payment of the total fees.

CANCELLATION OF SPONSORSHIP

If due to unavoidable circumstances, the Exhibition unable to take place, the Organisers shall not be held responsible and sponsors shall not be entitled to any claim or compensation in connection with such cancellation

OTHER

- a. All designs should be supplied to the organisers well in advance for approval
- b. Some packages may be cancelled, in case happened, the organiser shall reimburse the paid amount and sponsor has no right for claim.



CONTACT US

We look forward to welcoming you as an event sponsor and a trade show exhibitor at Airport Show 2012!

ORGANISER

Raed El Forkh - Sales Manager

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VENUE OVERVIEW

A new runway for the exhibition - Dubai International Convention & Exhibition Centre (DICEC)



Airport Show has moved to the highly prestigious Dubai International Convention & Exhibition Centre (DICEC), or previously called Dubai World Trade Centre (DWTC). It will provide all participants with the perfect business environment. The Sheikh Saeed halls complement the existing facility and are supported by the new Trade Centre Plaza that connects the Dubai World Trade Centre metro station with DICEC. The Plaza contains world class amenities including retail, restaurants and coffee shops.

For more information, please visit www.dwtc.com

Organised by:



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show



www.theairportshow.com