



Official Show Preview, Catalogue and Review

Aircraft interiors | **EXPO**
27-29 MARCH 2012
HAMBURG MESSE | GERMANY
WWW.AIRCRAFTINTERIOREXPO.COM

Aircraft Interiors Expo the world's largest exhibition exclusively concerned with airline interior design and airline cabin systems engineering is happy to announce that Showtime Media Services will again be producing the Official Show Preview, Catalogue and Review for the 2012 event held in Hamburg on the 27 - 29 March 2012 on behalf of Reed Exhibitions

The Official Preview: Tabloid 340mm x 240mm

The Official Preview is a strong marketing tool to promote directly to your captive audience before the event. It is one of your best marketing tools to compete for the attention of visitors and to turn them into prospects. Making them aware of the products and services that you are showcasing at the event means they are far more likely to visit your stand. The Official Preview will be mailed directly to the show database of approx 15,000 contacts 8 weeks prior to the event.

The editorial content of the Official Preview will focus on new products and services that will be promoted at the event, and crucial information which will enable visitors to plan their time in advance. Exhibitors will be asked to submit news pieces and articles.

Advertising in the preview will highlight your organisation and products and demonstrate the scope of your involvement at the show.

The Official Show Catalogue: A4

The Official Show Catalogue will be available to pick up at the entrance for every visitor to the show.

The Official Show Catalogue includes:

- Exhibitor 100 word catalogue entries
- Listing by product
- A-Z listing and floorplan
- New products and services

We will again be including editorial submissions in the catalogue, which should relate to comparative product pieces and generic articles looking at the way forward in the industry. They could be a research or technical article, alternatively an opinion piece from the wider

industry or within the company. They must be generic, research based or regarding comparative products/services. Most importantly, it must have some kind of angle or focus rather than just promote the company.

The articles should give thought provoking views on the industry and how the market place is evolving and how organisations are restructuring to adapt to future changes within the industry.

Other articles will also be considered for inclusion. The Catalogue will also have editorial sections focusing on New Products & Services. All articles are to be sent as a Microsoft Word document to: editorial@showtimemedia.com and need to be accompanied by the following contact information:

Company name, main telephone number, website and stand number. Please do not spend time adding logos, designing or colouring the text, as the designers will apply the house style of the publication to the copy.

The deadline for receiving news and articles in the Official Preview is 10th December 2011 and the deadline for the Official Show Catalogue 27th January 2012, as we will be working on a first come first serve basis, we would appreciate any submissions as soon as they are ready. Please note, this is a free service because it is not advertising. Therefore, no submissions are guaranteed to be included. For more information please feel free to email the editor Luke Murphy at editorial@showtimemedia.com or telephone on + 44 (0) 1462 420 009.

The Official Hamburg Review 2012 / The Official Americas A4 Preview

The Official Preview / Review is a strong marketing tool to promote directly to your captive audience before the event. It is one of the best marketing tools to compete for the attention of visitors and to turn them into prospects. Making them aware of the products and services that you are showcasing at the event means they are far more likely to visit your stand. It also gives Hamburg Exhibitors the chance to extend the relationship that they have with the show visitors, keep them updated and provide news of any contracts / services agreements won since the event in April.

The Official Review / Preview will be mailed directly to the show database and visitors for the America event and the Hamburg Event of approx 15,000 contacts 8 weeks prior to the Americas event.

The editorial content of the Official Preview will focus on new products and services that will be promoted at the Americas event, and crucial information which will enable visitors to plan their time in advance. Exhibitors will be asked to submit news pieces and articles. Included will also be news from the Hamburg event with updated exhibitor testimonials and product launches since April.

Advertising in the preview will highlight your organisation and products and demonstrate the scope of your involvement at the show.

To discuss the promotional opportunities that remain please contact the Sales Manager Lesley Maisey on + 44 (0) 1462 420 009.

All information correct at time of print.

Advertising Rates 2012

The Official Show Preview: Taloid 340mm x 240mm

Sponsorships

Front Cover Sponsorship (FCS)	SOLD
Floorplan & A-Z Listing	£6,000
Editorial	£3,750

Cover Positions

Outside Back Cover	£6,000
Inside Front Cover	£5,500
Inside Back Cover	£5,250

Double Page Spread (DPS)	£5,000
Full Page	£2,750
Half Page	£1,650
Quarter Page	£900
Essential Contact	£250

The Official Show Catalogue: A4

Sponsorships

Front Cover Sponsorship	£6,000
Bellyband	£7,500
Bookmark	£7,500
Floorplan Sponsorship & A-Z Listing Sponsorship	SOLD
Exhibitor Entries & Product Index	£7,500

Cover Positions

Outside Back Cover	SOLD
Inside Front Cover	£5,500
Inside Back Cover	SOLD

Double Page Spread (DPS)	£5,000
Full Page	£2,750
Half Page	£1,650
Quarter Page	£900

Logo next to entry	£165
Double enhanced exhibitor listing (Includes box, shaded area and logo, highlighting your exhibitor listing)	£250

The Official Hamburg Review: A4 & The Official America's Preview

Sponsorships

Front Cover Sponsorship (FCS)	£6,000
Floorplan & A-Z Listing	£6,000
Editorial	£3,750

Cover Positions

Outside Back Cover	£6,000
Inside Front Cover	£5,500
Inside Back Cover	£5,250

Double Page Spread (DPS)	£5,000
Full Page	£2,750
Half Page	£1,650
Quarter Page	£900
Essential Contact	£250

Sponsorship descriptions

ALL sponsorship banners measure 30mm (high) x 210mm (wide)

Front Cover Sponsorship - (Preview, Catalogue, & Review)

The Front Cover Sponsorship consists of 3 strips (banners): one on the Front Cover, one on the Contents Page and one on the Welcome Page. The price also includes 2 pages of advertorial in the main body of the publication. We offer this sponsorship on both the Preview as well as the Catalogue.

Floor Plan & A-Z List Sponsorship - (Preview & Catalogue)

The Floor Plan & A-Z List sponsorship comprises of a maximum of 7 strips (banners) placed across the bottom of the Floor Plan and A-Z Lists. We will also highlight your booth on the Floorplan, bold out your company name on the A-Z list. We also offer 2 pages of advertorial in the main body of the publication.

Bookmark Sponsorship - (Catalogue Only)

Bookmarks are free roaming adverts, which are attached to the last page of the Catalogue by a piece of ribbon. The advert on the Bookmark can hold a new corporate message or simply display the company logo to create higher awareness of your organisation at the show. The bookmark measures 150mm (h) x 70mm (w) and will be positioned on to a double page spread advertorial.

Bellyband - (Catalogue)

The bellyband is a high impact marketing tool offering the sponsoring company immediacy in visibility as it will be the first advert seen. It wraps around the whole publication and will be positioned so that it can open onto a double page spread of advertorial. We fix the bellyband with low tac glue to ensure it will open onto the advertorial pages, making these pages the first read.

Exhibitor Entry Sponsorship & Product Listings - (Catalogue Only)

This sponsorship comprises of approximately 120 strips (banners) on each of the Exhibitor Entry and Product Listing pages. This section will also have its own front cover to which we would apply the banner, denoting this sections' sponsorship. Every single entry page will highlight your company's branding and corporate identity. The price also includes 2 pages of advertorial within the main body of the publication.

Sponsorships offer one company a unique branding opportunity to maximise their marketing efforts.

Publication Dates

AIX Preview: 20th February 2012
AIX Catalogue: 27th March 2012
AIX Review: July / August 2012 (to be confirmed)

Discounts

For up to 25% discount on advertising please contact Lesley Maisey on +44 (0) 1462 420 009, or e-mail to lesley@showtimedia.com

Editorial deadlines

Official Preview: 10th December 2011
Official Show Catalogue: 27th January 2012
Official Review: 15th June 2012

For full editorial details, please contact Editor Luke Murphy on +44 (0)1462 420 009 or email, editorial@showtimedia.com

Artwork deadlines

Official Preview: 3rd February 2012
Official Show Catalogue: 2nd March 2012
Official Review: 6th July 2012

For full descriptions on all sponsorship packages, please contact Sales Manager Lesley Maisey on +44 (0)1462 420 009 or email, lesley@showtimedia.com