



Exclusively Aircraft Interiors

2012 Aircraft Interiors Expo Hamburg Sponsorship Opportunities

Promotion and Advertising Opportunities

Organised by:



In co-operation with:



www.aircraftinteriorexpo.com

SPONSORSHIP OPPORTUNITIES

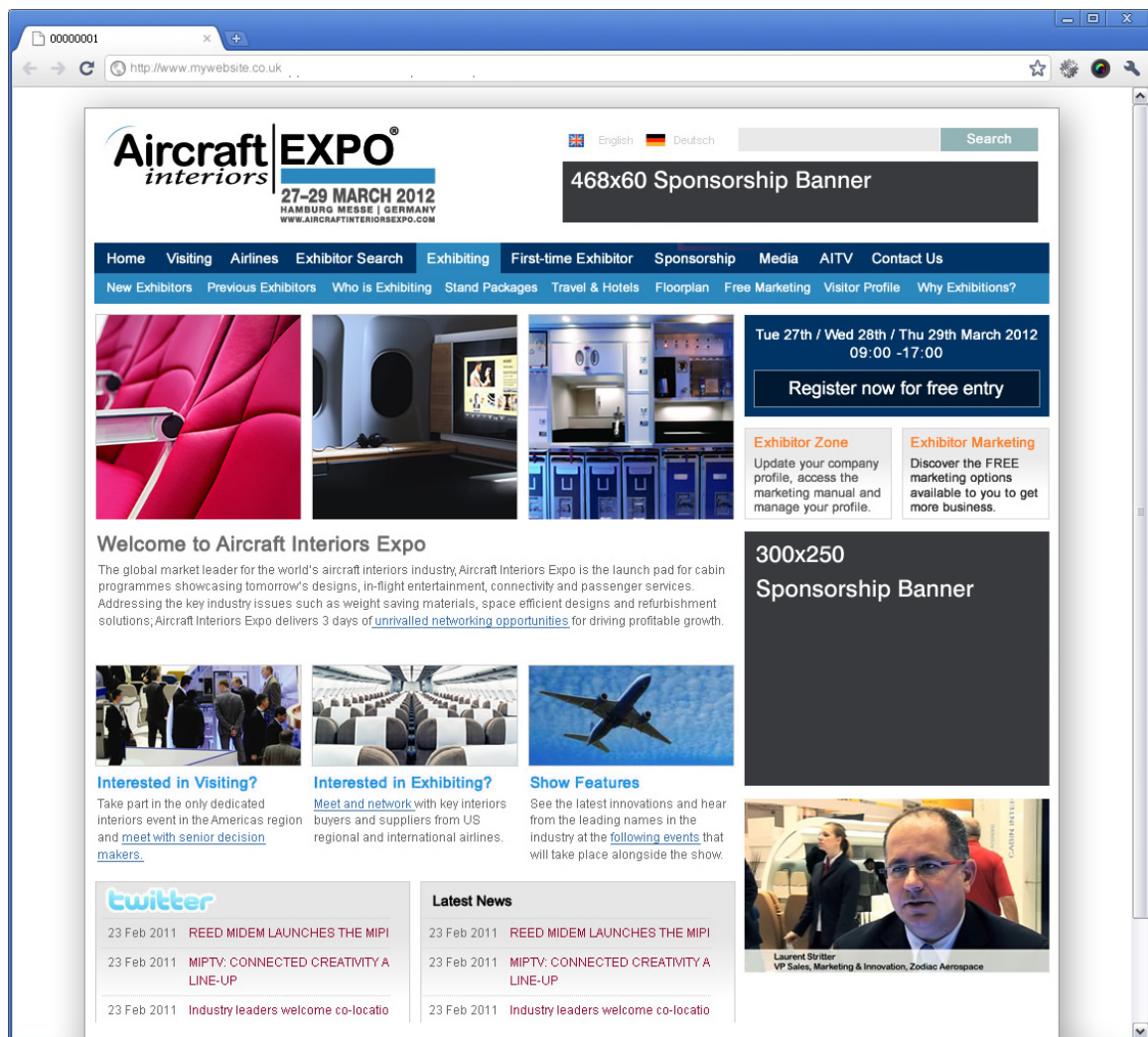
Enhance your brand, increase your exposure and attract visitors to your stand at Aircraft Interiors Expo 2012, ensure your company stands out against competitors by taking up one or more of the following value-added opportunities! Options to suit everyone's needs and budget! The sponsorship team is here to help your company maximise its participation results.

ONLINE OPPORTUNITIES – WEBSITE

The Aircraft Interiors Expo website is integral to the pre-show visiting experience and offers excellent tools for visitors to plan their visit.

Maintain a leading edge by increasing your company's brand awareness on a truly limitless, global platform 365 days a year by sponsoring one of the unique website opportunities listed below:

- **Animated Top Banner 468 x 60 Pixels – Exclusive – €3,000**
- **Rotating Animated Shared Banner - 300 x 250 Pixels – €4,000 – 1 sold PGA Aerospace**



Email Campaign Sponsorship

- Pre-Registered Visitors & Prospects - €1,900

Sponsor one or more of the 10 emails sent to past show and to pre-registered visitors
The sponsorship includes a static banner, a maximum of 50-words as well as your logo in the power bar.
This information can be updated per e-shot.

- 485 x 65 static banner
- A fifty word editorial
- Your logo in the power bar

If you are having trouble reading this email please click [here](#)



Dear [Title] [Firstname] [Surname] / Dear Visitor,

Aircraft Interiors Expo Open Day - Wednesday 19 January 2011

With Aircraft Interiors Expo just around the corner we would like to invite you to join us at our dedicated Exhibitor Open Day at the Hamburg Messe on Wednesday 19 January 2011.

This will be a prime opportunity for you to ask any questions you might have about exhibiting at the 2011 event, from stand build and catering queries to how to best market your presence at the event.

This will also be a fantastic opportunity to meet face to face with the Aircraft Interiors Contractors, the show team as well as take a tour around the exhibition halls.

[Click here to register your attendance and other colleagues that you feel will benefit from attending.](#)

Aircraft Interiors Expo Show Team

N.B Your stand contractors are also invited to attend this day so please feel free to bring them also.

Sponsored by advertorial

485x65 sponsor banner

This will be a prime opportunity for you to ask any questions you might have about exhibiting at the 2011 event, from stand build and catering queries to how to best market your presence at the event.



Unsubscribe? If you do not wish to receive any further information via email about the upcoming Aircraft Interiors Expo Hamburg 2011 event, you can unsubscribe from the list by clicking [here](#).

Change your details? If we have your details incorrect or have sent this email to the wrong person in your organisation then we apologise. However, please help us to keep our records up-to-date by clicking [here](#) and letting us know.

This email is from Reed Exhibitions (Gateway House, 28 The Quadrant, Richmond, Surrey, TW9 1DN, United Kingdom - Telephone +44(0)20 8910 7910), a division of Reed Business, registered in England and Wales. Company number 678540. VAT number GB 232 4004 20. Reed Exhibitions Limited is a member of the Association of Event Organisers (AEO), registration number 3610. Reed Exhibitions and Aircraft Interiors Expo Hamburg 2011 are trading names of Reed Exhibitions Limited. Copyright © 2009 Reed Exhibitions Ltd. All rights reserved. Privacy Policy, Personal Options and Copyright.

new powerbar

160x100
sponsor
logo

OFFLINE OPPORTUNITIES

Visitor Badges – Sold to Vartan

See your logo on all visitor badges: registered visitors, onsite registrations and media badges.

*Exclusive to one sponsor
 Deadline 7th January 2012*

Sponsors Logo



ON-SITE OPPORTUNITIES

Registration Sponsorship – Sold to Zodiac Aerospace

*Exclusive to one sponsor
 Deadline 1st March 2012*

Sponsoring the registration areas ensures your branding is the first image the audience encounters at the exhibition. The registration areas host crowds of visitors during peak hours and many visitors stop to register and gather show information. With high visibility branding on the registration desks and promotional literature (optional) and registration staff wearing your branding (optional), no one will fail to notice your brand! The registration area is the entrance and exit to the exhibition – the only location every visitor is guaranteed to pass through.

Benefits of the registration package

- Increase brand awareness
- Reinforce your leading position in the market
- Attract visitors to your exhibition stand
- Drive traffic to your corporate web site
- Communicate company changes, developments and acquisitions
- Provide exposure before and during the event

The package will include:

- High profile branding on registration desks – Both entrances - South & East Entrance
- Exclusive branding on external signage to show entrance
- Exclusive branding on registration stationery and signage (registration pens included)
- Optional branding of registration staff clothing (shirts/sweatshirts)
- Sponsorship of 2 pre-registered visitor e-mails. E-mails are sent out at least once per week on the run up to the show to our database of contacts consisting of previous visitors and those having registered an interest in attending the event
- Your logo on the registration section of the website
- Your logo will also appear within the show preview and show catalogue as official event sponsors



Your registration branding would be here as well as on plinths that will be located around the registration area.

'Wayfinders' - €1,500 for 2

Capture the eye of visitors as they make their way around the show. The way finders are distributed in key locations throughout the event to help visitors navigate to various areas of the exhibition. Please see below an example wayfinder (actual product may differ slightly from this on-site).

Deadline 27th February 2012

Carrier Bags - Sold to Recaro

This is an exclusive opportunity to turn all visitors to the show into a walking advert for your company. Given out to all visitors at the main entrance by your staff, your logo will appear alongside the show logo (including production costs). Your logo will also appear as official sponsor on the website and within the official show catalogue & show preview.

Deadline 1st February 2012

Lanyards - Sold to Contour

Worn by the very people you want to reach, lanyards branded with your logo also make every visitor a walking advert for your company. (Inclusive of production costs). Your logo will also appear as official sponsor on the website and within the official show catalogue & show preview.

Deadline 1st February 2011



Onsite Route Planner - Sold to Air Cost Control

A pocket size plan of the exhibition is available to all visitors in the Registration Area and at various locations throughout the event. This opportunity includes a colour advert on the back of Mini Map, your company logo on the front and your stand and company name will be boldly highlighted on the floor plan.

Exclusive to one sponsor

Deadline 1st February 2012

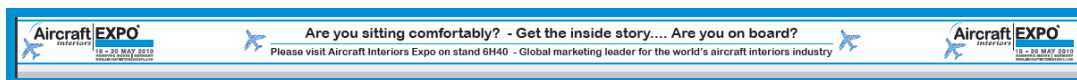
'You Are Here' Boards - €2,000 per site - *3 sites available

'You Are Here' boards displaying the floor plan and exhibitor list will be placed at strategic positions through the show. This opportunity includes an advert of your choice running along the bottom of the display. Please see an example of a similar 'You Are Here' board below.

Deadline 27th February 2012



Sponsors Advert running along the bottom of the You Are Here boards



Internet Zones - €6,000

The ideal way to get your company brand on one of the most frequently used visitor features. Includes your brand on the walls of the internet area and your website as the homepage on each screen

Exclusive to four sponsors

Deadline 27th February 2012

VIP Airline & Operators Lounge – Overall sponsor of the lounge - €15,000

– Shared opportunity with World Travel Catering and Onboard Services Expo

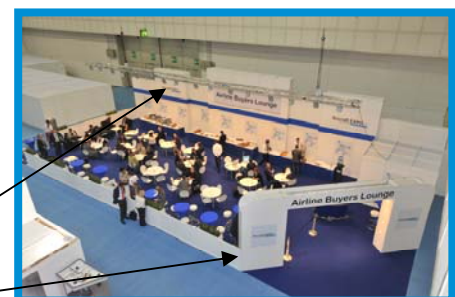
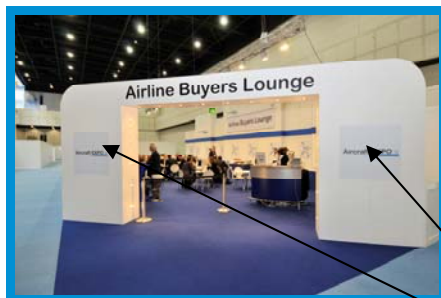
The focal point for all airline and rail / sea operator visitors (VIP's) to the event, this is your opportunity to get your brand & message to the key decision makers attending this event. The VIP Lounge provides a daily complimentary lunch, refreshments, concierge service, meeting facilities and internet access.

Opportunity includes:

- VIP Lounge title incorporating sponsors name
- Directional signage placed throughout the event containing sponsors brand or name
- Pre-promotion of the VIP lounge on all emails to VIP's, on the official show website from sign up of sponsorship until the show closes and on the visitor ticket which is sent out to our targeted VIP audience
- You will be the sponsor of a networking party that takes place within the VIP lounge between 5pm and 7pm on Wednesday 28th March (day 2) – this will also be promoted by Aircraft interiors to all VIPs
- You will be the sponsor of a VIP lunch networking that takes place within the lounge on Tuesday 27th March (day 1) from 12 - 2pm – this will also be promoted by Aircraft interiors to all VIPs
- 468 x 60 static banner on VIP emails
- Sponsor of the official VIP handout that is given to all VIPs at the show when collecting their entrance badge from the dedicated VIP registration desk
- Significant branding in the VIP lounge
- Opportunity to place product and promotional material within the lounge
- The sponsor may also provide branded clothing for lounge staff to wear and branded stationary items to place within the lounge
- VIP passes for up to three of your staff to access the lounge providing exclusive access to our VIP visitors

This lounge is for the exclusive use of VIP airline, rail and cruise operator visitors, majority of above items do have specific deadline dates.

Deadline 7th January 2012



Sponsors logo/Branding

VIP Lounge Products

- **Limited opportunities but not exclusive**
- **Shared opportunity with World Travel Catering and Onboard Services Expo**

An opportunity to provide tea, coffee, soft drinks, alcoholic beverages or snacks to visitors within the VIP Lounge and will get your brand in front of interiors and food/beverage buyers from the world's major airlines, rail and cruise operators.

The VIP Lounge provides an exclusive meeting and networking area for over 200 VIP visitors per day offering complimentary refreshments, meals and business services. Your products could be incorporated into the daily refreshment schedule with an opportunity to provide branding within the Lounge or you could be the sponsor of a drinks or networking reception exclusively for food & beverage buyers.

Opportunity cost:

- Products - €1,500 each product
Provide tea, coffee, soft drinks, alcoholic beverages or snacks for the three day period of the event to cater for 200 visitors per day. Crockery, glassware and storage are available for you upon request, but you would be required to provide a member of staff to distribute and branding / promotional material.

Directional Opportunities

Carpet Tiles - €500

Catch visitors' attention and lead them straight to your stand with carpet tiles branded with your company name, logo and stand number. The tiles will be placed on the most direct path from Registration to your stand with directional arrows at aisle intersections.

*Only a limited number available – Discounts are available on multiples of tiles
Deadline 20th Feb 2012*

Media Centre - €3,000

- Shared opportunity with World Travel Catering and Onboard Services Expo

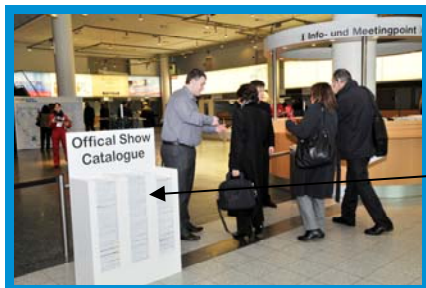
Make sure all visiting journalists know you are at Aircraft Interiors Expo by sponsoring the Media Centre. Sponsorship includes onsite branding outside/inside the Media Centre/Media Breakfast area, a dedicated press rack for your promotional material at the entrance of the Media Centre.

*Exclusive to one sponsor
Deadline 27th Feb 2012*

Distribution Bins - €1,000 – each entrance

Located within one or both of the two main entrances to the exhibition, bins are filled with your literature. You provide the literature we ensure that they are kept full during the exhibition.

*Only a limited number available
Deadline 27th Feb 2012*



Your Literature Here

Branded USB Sticks – Sold to Aviointeriors

Your logo will appear on one side, with Aircraft Interiors Expo on the other. Press information will be uploaded to the USB sticks and they will be distributed to airline and operator attendees and press representatives free of charge. The stick will also contain a separate folder for information, brochures etc on the sponsoring company.

*Exclusive to one sponsor
 Deadline 27th March 2012*



CONFERENCE SPONSORSHIP

Conference Sponsor - €25,000

- Overall sponsor of the conference - Sponsor's logo will appear on the website as – In association with, everywhere the conference is mentioned
- Sponsors banner to appear on conference programme page on the website
- Sponsors Logo will appear on all hardcopy promotional items including: visitor tickets and onsite flyers
- Sponsors Logo to appear on the onsite conference registration signage
- Registration staff promotional t-shirts (production costs by sponsor)
- Sponsors Logo to appear on note pads and pens that will be distributed in the conference rooms on all chairs (production by Reed Exhibitions)
- Sponsors Logo on slide template of the presentation and on holding slide shown during all coffee and lunch breaks
- Sponsors Logo on conference delegate entrance badges
- Sponsors Logo on conference signage
- Four staff badges to attend the entire conference

Coffee Break Sponsor - €5,000

- Sponsor's logo on website pages with regards to the conference when the coffee breaks are mentioned
- Sponsor's logo to appear on napkins available during both coffee breaks
- Area within the breakout room for signage boards to be placed. Sponsor to provide artwork to be printed by Reed Exhibitions
- Logo on all hardcopy promotional items including: visitor tickets and programme
- Two staff badge to attend the entire conference

Lunch Sponsor - €7,500

- Sponsor's logo on website event pages with regards to the conference when the lunch break is mentioned
- Sponsor's logo to appear on napkins during the lunch break
- Area within the breakout room for signage boards to be placed. Sponsor to provide artwork to be printed by Reed Exhibitions
- Logo on all hardcopy promotional items including: visitor tickets and programme
- Two staff badges to attend the entire conference
- Five staff allowed to come to the lunch to network

Networking Evening Sponsor - €10,000

- Sponsor's logo on website event pages with regards to the conference when the networking evening is mentioned
- Three staff badges to attend the entire conference
- Sponsor's logo to appear on napkins
- Area within the breakout area for signage boards to be placed. Sponsor to provide artwork to be printed
- Opportunity to have their own free standing 'pull up' displays within the networking room
- Logo on all hardcopy promotional items including: visitor tickets, programme and networking invitation
- Five staff badges to attend evening networking

Conference Delegate Bags - €10,000

Delegate bags will be distributed conference delegates, as well as all speakers within the author's room.

- Sponsor supplies logo/branding to feature on branded delegate bags
- Online conference pages where networking is mentioned to feature sponsor's logo
- One staff badge to attend the entire conference

If you don't see the opportunity you are looking for here, call our dedicated sponsorship sales representative on the number below, many items can be packaged and tailored to meet your objectives!

All sponsors will receive acknowledgement in the Aircraft Interiors Expo Show Catalogue and on the website.

Worldwide sponsorship representative

Mitra Esmizadeh
Tel +44 20 8910 7193
Email mitra.esmizadeh@reedexpo.co.uk