



IATA

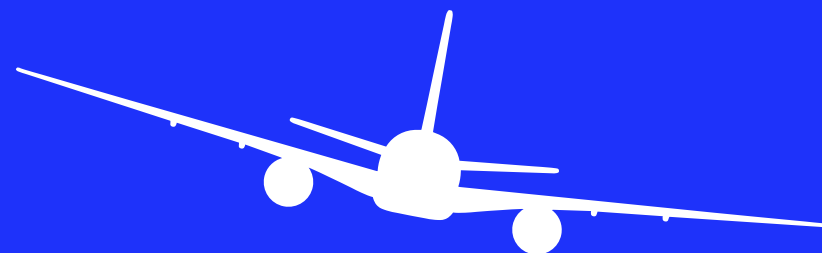
SAFETY &

FLIGHT OPS

CONFERENCE

Barcelona, Spain 2-4 April 2019

Sponsorship Prospectus



IATA SAFETY & FLIGHT OPS CONFERENCE



Why Sponsor or Exhibit at SFO 2019?

Attracting nearly 400 aviation and aerospace industry stakeholders from around the world, the IATA Safety and Flight Operations (SFO) annual conference enables you to reach the most influential industry decision-makers. Your brand will be associated with the safety and efficiency of airline operations globally, in the minds of the industry's movers and shakers.

Maximum Exposure

As a sponsor or exhibitor, you'll have three days of direct access to leaders and influencers plus maximum online exposure before, during and after SFO 2019. Included among the many benefits you'll receive is the valuable brand exposure you'll get as a principal, platinum, gold, silver, or bronze status sponsor. Your logo will appear on:

- targeted marketing campaigns for SFO that begin at least 6 months prior to event date
- on-site signage placed throughout the event venue during SFO
- IATA.org website - 530,000 monthly visitors
- SFO event registration website
- event program
- more

Please contact Sandro Francini, Business Development Director, at francinis@iata.org for additional information about sponsorship and exhibition opportunities for the Safety and Flight Ops Conference in Barcelona, Spain, April 2-4, 2019.



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Sponsorship and Branding Opportunities Available for 2019

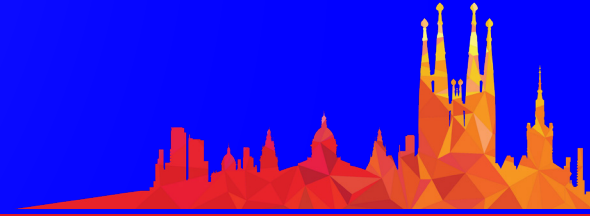
SFO's 2019 panels, keynote speakers, case studies and speed-networking sessions will provide multiple opportunities for this year's sponsors and exhibitors to stand out to aviation and aerospace industry movers and shakers as we delve into the latest and most innovative ways to improve the ongoing safety and efficiency of airline operations.

Be recognized as a safety and flight operations leader by sponsoring one or more of the following:

- Principal Sponsorship \$ 37,000
- Networking Dinner - Wednesday Call for details
- Welcome Reception - Tuesday Call for details
- Opening and Closing Plenary \$ 25,750
- Online and On-site Registration \$ 22,995
- Lunch - Tuesday, Wednesday \$ 22,500
- Specialized Workshops \$ 17,750
- Event Mobile App and Wi-Fi \$ 17,750
- Branded Conference Delegate Bags \$ 15,750
- Branded Lanyards and Delegate Badge Holders \$ 14,750
- Branded Hotel Room Key Cards \$ 12,750
- Coffee Breaks, AM & PM - Tuesday & Wednesday, AM only - Thursday \$ 7,500



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Principal Sponsorship | \$37,000

The superior branding visibility that comes with Principal Sponsorship means you'll be on their minds throughout the event.

Your principal sponsorship benefits include:

- 7 delegate badges
- Double exhibition booth in prime location (2m x 6m)
- Principal sponsorship acknowledgment and sponsor logo appear prior to and/or during event on:
 - on-site signage including backdrop on the main stage in plenary session
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- 2 banner ads featured in event mobile app
- Email circulated four and two weeks prior to event acknowledging your sponsorship
- Delegate contact list following event (no emails as per IATA privacy policy)
- Delegate bag insert

“...A great way to connect with a broad range of delegates that are experts in their own right.”



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Networking Dinner | please call for details

Platinum Sponsorship Status

You'll have lots of opportunities to reach out to delegates. Co-sponsorships are available.

Your platinum sponsorship benefits include:

- 10 delegate badges
- Double exhibition booth in prime location (2m x 6m)
- Platinum sponsorship acknowledgment and your logo appear prior to and/or during event on:
 - on-site signage
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- Welcome address opportunity prior to Networking Dinner
- Personal dinner invitations sent to all delegates
- Promotional Networking Dinner email sent two weeks prior to event that includes your company details
- Sponsor logo featured on one premium item (cocktail napkins or stirrers)
- Your sponsorship status and logo highlighted on signage at plenary session
- Your sponsorship status and logo highlighted on signage at Welcome Reception
- 2 notifications issued to all delegates during conference via event mobile app
- Delegate contact list following event (no emails as per IATA privacy policy)
- Delegate bag insert



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Welcome Reception | please call for details

Gold Sponsorship Status

You'll be the first to officially greet delegates once they've arrived at SFO 2019.

Your gold sponsorship benefits include:

- 8 delegate badges
- Exhibition booth in prime location (2m x 3m)
- Gold sponsorship acknowledgment and your logo appear prior to and/or during event on:
 - on-site signage
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- Welcome address prior to Welcome Reception
- Your logo featured on premium item (cocktail napkins or stirrers)
- Your sponsorship status and logo highlighted on signage at plenary session
- Your sponsorship status and logo highlighted on signage at Welcome Reception
- Delegate contact list following event (no emails as per IATA privacy policy)
- Delegate bag insert



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Opening and Closing Plenary | \$25,750

Gold Sponsorship Status

Your brand is acknowledged at both the opening and closing plenary sessions.

Your gold sponsorship benefits include:

- 4 delegate badges
- Exhibition booth in prime location (2m x 3m)
- Gold sponsorship acknowledgment and your logo appear prior to and/or during event on:
 - on-site signage
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- Your logo featured on event signage at plenary session
- Notepads and pens branded with your logo placed at each seat during opening plenary session
- Promotional email sent three weeks prior to event that highlights your company details
- Delegate contact list following event (no emails as per IATA privacy policy)
- Delegate bag insert



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Sponsorship Branding Opportunities

Gold Sponsorship Status

Sponsorship branding opportunities come with sustained visibility!

Gold Sponsorship entitles you to the following benefits in addition to the unique benefits listed beneath each branding opportunity below:

- Exhibition booth in prime location (2m x 3m)
- Gold sponsorship acknowledgment and your logo appear prior to and/or during event on:
 - on-site signage
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- Delegate contact list following event (no emails as per IATA privacy policy)
- Delegate bag insert

Lunch | \$22,500

- 6 delegate badges
- Table reserved so you can display your company's marketing materials during lunch
- Your logo featured on premium item (napkins or stirrers)
- Sponsor logo featured on signage at lunch

Online and On-site Registration | \$22,995

- 3 delegate badges
- Your logo featured on event signage in registration area
- Opportunity to display additional signage/branding in registration area



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Sponsorship Branding Opportunities

Silver Sponsorship Status

Sponsorship branding keeps you on their minds even after the event ends!

Silver Sponsorship entitles you to the following benefits in addition to those listed beneath each branding opportunity below:

- 3 delegate badges
- Exhibition booth (2m x 3m)
- Silver sponsorship acknowledgment and your logo appear prior to and/or during event on:
 - on-site signage
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- Delegate bag insert

Event Mobile App and Wi-Fi | \$17,750

- Your logo featured on event mobile app home screen
- Event mobile app and Wi-Fi sponsorship acknowledged daily via event mobile app notification

Branded Conference Delegate Bags | \$15,750

- Your logo featured on conference delegate bags given to all attendees
- You may choose from a variety of styles

Branded Lanyards & Delegate Badge Holders | \$14,750

- Your logo appears on lanyards and delegate badge holders issued to all delegates at check-in

Branded Hotel Room Key Cards | \$12,750

- Your logo/artwork branded on hotel room key cards



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Sponsorship Branding Opportunities

Bronze Sponsorship Status

As Coffee Break Sponsor, you'll give delegates a warm feeling - five times over three days!

Coffee Breaks | \$7,500 including: AM & PM - Tuesday & Wednesday / AM only - Thursday

Your bronze sponsorship benefits include:

- 2 delegate badges
- Bronze sponsorship acknowledgment and your logo appear prior to and/or during event on:
 - on-site signage
 - event registration website and IATA.org
 - event mobile app
 - online marketing including regular emails and banner ads
- Sponsor may distribute marketing materials during sponsored coffee break
- Your logo featured on premium item (napkins or stirrers)
- Delegate bag insert



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Exhibition Booths | \$6,495 (IATA members) | \$6,995 (non-IATA members)

Establish a home base at the 2019 Safety and Flight Ops Conference to showcase your brand in one of our prime or standard exhibition booths. Demonstrate your offering and interact with an interested audience of highly targeted potential customers.

As an exhibitor your benefits include:

- 2 delegate badges
- Exhibition booth (2m x 3m)
- Standard booth furniture (including table, 2 chairs, light, power outlet)
- Company name and booth location will appear on on-site signage placed in venue
- Company name, logo, description, and contact details are accessible to delegates via event mobile app

For booths in prime location, add \$1,000.

“I always liked the way the IATA Ops Conference wrapped up the proceedings by identifying the key points arising for managerial take-up. So many safety conferences don’t do this because it’s quite challenging.”



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Customized Sponsored Workshops | \$17,750

Targeted Sponsorship

Ensure key targets gain in-depth understanding of your offering, by giving your own workshop.

Specialized workshops have shown a high ROI due to attendees' demonstrated interest in the workshop content. Invite 25 to 30 delegates (optimal) of your choice and we will organize and manage a 90-minute workshop tailored to your needs and scheduled around the event agenda so you won't miss any part of the event and neither will your guests.

As an exhibitor, your benefits include:

- 3 delegate badges
- 90-minute Customized Sponsored Workshop
- Breakfast (a.m. workshops) or lunch (p.m. workshops) will be served to invited guests
- Workshops are sanctioned by IATA as an official part of the agenda and will be included in digital and printed program
- Workshops will be included as part of the event agenda on printed and digital marketing materials including event registration website, leading up to and during the event
- Delegate contact list following event (no emails as per IATA privacy policy)
- A final list of attendees, including contact information, will be provided to each workshop sponsor
- Event organizer will email workshop invitations, track RSVPs and send follow up emails to invited guests (email content to be provided by sponsor)
- Event organizer will work closely with sponsor on the day of the workshop to ensure successful delivery
- Event organizer will provide marketing and promotional support in coordination with each workshop sponsor



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