



## 2010 Sponsorship Opportunities

## PROMOTION AND ADVERTISING OPPORTUNITIES

*Aerospace Testing* is Europe's leading meeting place for the Aerospace Test Engineering Community, connecting senior engineers to leading suppliers in a highly focused business environment.

Whilst we are already working hard to ensure the right visitors come to the show, *Aerospace Testing* is a busy event and once they are through the doors it's down to you to make sure they come to your stand and not your competitors.

Whatever your objectives for exhibiting, whether its lead generation, branding, networking or launching a new product, cost effective sponsorship can help you stand out from the crowd and make your participation work over-time.

### A wide range of opportunities

Open Seminars Auditorium, Registration desk, Lanyards or one of the Technology Trails are some of many opportunities you can find at the show.

*Aerospace Testing* offers a comprehensive selection of "off the shelf" online & at-show opportunities (listed below) that are designed to fit all objectives and budgets.

The team (contact information is listed on page 6) can also work with you on any ideas, however original, to create the ideal package for you – the possibilities are endless and the only limit is your imagination!

## ONLINE OPPORTUNITIES

### Sponsorship of one of the 12 Technology Trails - €3,000 each



Sponsor your industry trail and allow exposure to those directly interested in your products.

The exhibitor list can be searched by the 12 Technology Trails including Avionics, Design, Flight Testing, Metrology, Telemetry, Data Acquisition, Engine Testing, Materials and Composites Testing, NDT, Testing Software, Structural Testing, Certification.

Lead the right visitors directly to your stand!

>> **Deadline 10th March 2010**

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### Individual Visitor Email - €1,000



Sponsor one of the prospects or pre-registered *Aerospace Testing* Visitors emails or a series or the full campaign and reach between 4,000 to 20,000 prospective visitors each week on the run up to the show.

Visitors to *Aerospace Testing* are a targeted industry group and sponsoring communications with them keeps your brand at the forefront of their minds.

This has benefits both for attendees recognising your brand at the show, and for those who do not attend the show.

>> **Deadline 10th March 2010**

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### Visitor Registration and Confirmation Email Sponsorship - €2,000

Gain access to the desktop of each pre-registered visitor and let everyone know you'll be at the show.

The banner will be displayed on the pre-registration form and a footnote will be added at the bottom of the registration form and on the confirmation email inviting visitors to visit you on your stand.

>> **Deadline 15 December 2009**

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### Sponsor the Event Planner - €5,000

My "Event Planner" helps visitors to maximise their presence at the show.

#### Online Event Planner:

Visitors will be able to **download and print off a floor plan** from the website displaying only those exhibitors with products they are interested in as well as **press releases** and **Open seminars** related to their search.

#### Floor Plan:

Your stand will be highlighted and your logo will be prominent in the **main show floor plan** online and in the **show catalogue**.

#### You are Here Boards:

Your logo will also appear on the "**You are Here**" **boards** located in the main entrance and at strategic locations throughout the show.

>> **Deadline 15 April 2010**

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## AT-SHOW OPPORTUNITIES

### Registration Areas - €3,000



Sponsorship of 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, branded items (optional) 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.

*Exclusive to one sponsor*

\*\*optional = provided by sponsor company

>> **Deadline 26th April 2010**

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### Visitor Badges - €5,000



Your company logo

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

*Exclusive to one sponsor*

>> **Deadline 10th Feb 2010**

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### Registration Pens - €1,000

Get your name into visitors' hands - distributed at registration ticket completion desks.

*Exclusive to one sponsor*

>> **Deadline 5th May 2010**

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### Welcome Signage - €500 each



Welcome Signage will be set up at the entrance to the Messe.

Visitors see this advertising first, as they walk from the underground railway station to the event – and last, as they leave.

>> **Deadline 3rd April 2010**

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### Carrier Bags – €5,000

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 28th April 2010**

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### Lanyards - €5,000



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 10th Feb 2010**

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### Mini-Map - €5,000

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 25th March 2010**

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### Information Point - €2,500

Literally catch visitors as they enter the hall and direct them to your stand. Staff manning the information point will wear your branded clothing (branded clothing provided by organisers) and you are also able to display company literature on the stand. Includes leaflet holders

>> **Deadline 12th April 2010**

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### 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 26th April 2010**

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### Wayfinders - €1,000



Capture the eye of visitors as they make their way around the show.

The way finders are distributed in key locations through the event to help visitors navigate to various areas of the exhibition.

Please see the example way finder (actual product may differ slightly from this on-site).

Your logo here

>> Deadline 26th April 2010

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### Distribution Bins - €1,000

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 26th April 2010

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### Exhibition Reception - €3,000

All *Aerospace Testing* exhibitors are invited to the exhibitor's drinks reception on the second night of the show.

The reception is heavily promoted via email communication, on our website and through announcements during day two.

As exclusive sponsor, your branding will be prominent at the reception with a board at the entrance, promotional literature and the opportunity to make a welcome address and hand out gifts during the evening.

>> Deadline 12th May 2010

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### Open Seminars - €5,000

Add your brand to one of the three auditoriums where hundreds of delegates will listen to a FREE OF CHARGE programme of over 50 expert technical presentations including keynotes and panel discussions.

Your logo will appear on all of the pre-show and at-show promotional material where the theatre is referenced and on the relevant pages of the website.

At the show, your brand will be carried on the theatre itself and on one distribution bin for your promotional material at the entrance of the theatre.

*Three Exclusive Sponsorships*

>> Deadline 12th May 2010

## POST-SHOW OPPORTUNITIES

### Official Annual Supplier Directory on DVD - €5,000

Each visitor will receive a copy of our brand new DVD directory of Aerospace Test service providers and will be able to

Enhance listing Details of all the exhibitors – reference directory of all the testing solutions, listed by sector, providing extensive coverage after the exhibition has ended.

>> **Deadline 12 May 2010**

### MADE – TO – MEASURE SPONSORSHIP

If you don't see the opportunity you are looking for here, call your local sales representative on one of the numbers below, many items can be packaged and tailored to meet your objectives!

**All sponsors will receive acknowledgement in the *Aerospace Testing Show Catalogue* and on the website.**

#### **For more information please contact**

Stephanie Roane  
Sales Executive UK  
Tel: +44 (0)20 8910 7978  
[stephanie.roane@reedexpo.co.uk](mailto:stephanie.roane@reedexpo.co.uk)

Alexander Grütter  
Sales Manager Germany  
Tel: +49-211-55628-21  
[alexander.gruetter@reedexpo.de](mailto:alexander.gruetter@reedexpo.de)

Wayne Kakos  
Account Executive USA  
Tel: +1-203-840-5875  
[wkakos@reedexpo.com](mailto:wkakos@reedexpo.com)

Adeline Desages  
Sales Manager France  
Tel: +33 (0)1 41 90 46 70  
[adesages@reed-export.fr](mailto:adesages@reed-export.fr)

Valentina Prevignano  
Sales Manager Spain  
Tel: +39 02.435170.83  
[valentina.prevignano@reedexpo.it](mailto:valentina.prevignano@reedexpo.it)

Camilla Lanza  
Sales Manager Italy  
Tel: +39 02.435170.51  
[camilla.lanza@reedexpo.it](mailto:camilla.lanza@reedexpo.it)