



Exhibitor Guide

Grand Hall Olympia, London UK
1-3 May, 2012

Event Operations & Marketing Manager: Lucinda Springett
Telephone: +44 (0) 207 579 4867
Email – General Enquiries: lucinda.springett@ubmaviation.com

MARKETING & PROMOTION

SECTION MENU

- PROFILE ON OUR ap&m europe WEBSITE
- EVENT PROFILE ON YOUR WEBSITE
- **PROFILE in the EXPO GUIDE**
- DIGITAL FLYERS, BANNERS & BUTTONS
- ADDITIONAL BRANDING TOOLS
- BOOTH MATERIAL PRINTING AND DELIVERY

DEADLINES

Deadline	Before this Date	Completed
Complete Company Profile on ap&m europe website	ASAP	
EXPO Guide Profile Submission <i>(entry not guaranteed for late submissions)</i>	Friday 24 th February	
Advert in EXPO Guide <i>(purchase)</i>	Friday 9 th March	
Logo in EXPO Guide <i>(purchase & submission of logo)</i>	Friday 9 th March	
Advert in EXPO Guide <i>(submission of artwork)</i>	Friday 9 th March	

PROFILE ON OUR ap&m europe WEBSITE

Every exhibitor is given a company profile on our website. When a visitor views the exhibitor list they can click on your company name to view more information about you. There are three types of listings; Standard, Enhanced, Power. This profile can be updated via our EZONE

Your Exhibition Booking Overview sheet details which type of listing you have and your EZONE log in details

If you are interested in upgrading your attendance please contact us

STANDARD

- Product Categories
- 25 word Online Company Profile
- Show Announcements
- Approvals
- Capabilities
- Press Releases

ENHANCED

- Product Categories
- 100 word Online Company Profile
- Show Announcements
- Approvals
- Capabilities
- Press Releases
- Contact Details
- Logo

POWER

- Product Categories
- 100 word Online Company Profile
- Show Announcements
- Approvals
- Capabilities
- Press Releases
- Contact Details
- Logo
- Video

For more information on each of these profile elements and to help you update your profile there is a detailed EZONE HELP SHEET that can be found in the appendix of this section

EVENT PROFILE ON YOUR WEBSITE

We recommend you announce your attendance at the event via your company website.

The basic details that you should include are:

ap&m europe 2012 [take note that the event name is all lowercase]

1-3 May, 2012

Grand Hall Olympia, London, UK

www.apmexpo.com

Visit us on exhibit booth [insert]

Register to Visit Us [hyperlink this with your unique URL – detailed in the Exhibition Booking Overview sheet]

We also recommend you add the event logo or a button/banner for the event

Further information that you can add to the website:

Celebrating its 10th year with the MRO industry, ap&m expo europe remains, first and foremost, a Networking Event, bringing together everyone working in the Commercial Aviation After-Market for a series of formal and informal networking activities, built around an informative and thought provoking 2 day conference and exhibition, with more than 250 of the world's leading MRO suppliers exhibiting.

Whether your business is Aircraft Maintenance, Component Repair, Technical Procurement, Supply Chain Management, or any related support activity, ap&m expo europe is the one 'must attend' event in the trade show calendar. From the free Open Seminar Programme, to the Meet the Buyers B2B Networking, ap&m expo europe is the one-stop-shop for all your MRO networking needs.

Contact: Colin Hall

Tel: +44 (0) 207 579 4864

Email: colin.hall@ubmaviation.com

To watch a video from the 2011 event and discover more visit www.apmexpo.com

More information for your website will be published in future Exhibitor Update Newsletters

PROFILE in the EXPO GUIDE

EXPO Guide Profile Listing

Fill in your free 100 word profile for the EXPO Guide via our online form. *Note that profiles are not proof read before they are printed*

Product Categories

The profile form includes Categories that we will list you under in the EXPO Guide

Add your Logo – How Much and How to Book?

Have your profile stand out by adding your logo to it for just £175 +VAT. Just tick the box on the profile form & we will call you to arrange it

SHOW DAILY

*****New for 2012*****

This year we will be releasing a Show Daily on Wednesday 2nd and Thursday 3rd May. A print version will be available for all event attendees and a digital copy will be emailed out to our database.

Submit a Press Release, information about contact signings, products & services that you are launching or anything interesting occurring on your stand, to showdaily@ubmaviation.com. Editor of ATE&M Jason Holland will be collating the information and we will have a dedicated Show Daily News journalist at the event.

The Show Daily will also include information about upcoming seminars, event highlights and Show Announcements from exhibitors, alongside interviews, articles and highlights from the previous day.

SHOW ANNOUNCEMENTS

*****New for 2012*****

We want to hear about EVERYTHING you are doing at this event to help engage with visitors whilst at the event. Your Online Company profile includes a section to add Show Announcements. These Announcements automatically populate a Show Announcements page on the website and will be printed in the EXPO Guide in chronological order. Tell us about any product demonstrations, service presentations, competitions, receptions, tweet-ups, and more that are occurring on your stand.

We are also interested to hear about events that you are running outside of visitor hours, but this information will be kept confidential.

ap&m exhibitor ATE&M Award

*****Voting Closes April 1st*****

Each year we recognize the best exhibitor at ap&m Europe as voted for by industry peers. Email [Colin Hall](mailto:Colin.Hall) with your vote.

For more information on the ATE&M Awards visit www.atemawards.com

DIGITAL FLYERS, BANNERS & BUTTONS

We have a selection of buttons, banners and flyers for you to use on your website, email signatures, blogs and email marketing campaign

Flyers

We will brand the official electronic flyers with your logo and booth number. These can be sent out to all your contacts to encourage them to visit you at the show

An example of the flyer is below.

If you would like a copy of the flyer email sinead.harvey@ubmaviation.com a .eps or high resolution JPEG logo and specify if you require it as a GIF or HTML file

Your flyer should be linked to your unique URL (detailed in your Exhibition Booking Overview sheet)

Why not tweet or blog about your attendance and link to the flyer for more information?

Buttons & Banners

We have a selection of buttons and banners with details of the event on. These can be downloaded from <http://www.apmexpo.com/Content/Promotional-Material-1/2/>

I don't have my unique URL

Don't have access to the Exhibition Booking Overview sheet and need your unique URL link? Email Sinead to request a copy sinead.harvey@ubmaviation.com

ADDITIONAL BRANDING TOOLS

Our additional branding tools are low cost, high impact opportunities to boost your brand exposure. To order simply email details of which branding tool you would like to Sinead at sinead.harvey@ubmaviation.com

Logo on Profile in EXPO Guide

Raise Brand awareness and stand out in our EXPO Guide by the simple addition of your Corporate logo to your profile entry for just £175 +VAT

Enhanced online profile

Add your logo to your profile, increase your company profile word limit to 100 words, and include your contact details on the profile. £250+VAT

Power online profile

Add your logo to your profile, increase your company profile word limit to 100 words, and include your contact details, and post video / images to the profile. £395 +VAT

Advertising in the EXPO Guide

There are four different sizes of advert available, however if you book an advert before February 17th 2012 we will do our best to accommodate any required advert size. For pricing of non standard advert sizes please email Sinead with the details of your advert.

Order by emailing details to Sinead at sinead.harvey@ubmaviation.com

1/4 page colour advert in EXPO Directory	£795+VAT
1/2 page colour advert in EXPO Directory	£1,145+VAT
Full page colour advert in EXPO Directory	£1,995+VAT

Artwork specifications will be sent to you after we have received your order

Sponsorship

We have a wide range of sponsorship options, including new options for 2012 such as Wi-Fi and a third day of conference sponsorship. For more information on the remaining sponsor and supporter options please call Colin Hall +44 207 579 4864

BOOTH MATERIAL PRINTING AND DELIVERY

Delivering Marketing Materials to the event

If you decide not to use our recommended freight & delivery company Agility Logistics, please address deliveries to the following address:

ap&m EXPO europe
Stand Number
Grand Hall
Olympia Exhibition Centre
London
W14 8UX

The venue and organisers cannot take responsibility for any deliveries. If you are not there to sign for them, the delivery will be turned away.

If you are concerned that you will be unable to receive your delivery, we recommend that you make use of the services of the recommended logistics company.

No Deliveries will be brought to your booth after 9.00am on Wednesday 2nd & Thursday 1st May 2011

Agility Logistics

We strongly recommend that you ship your good to the event using Agility Logistics.

Contact: Richard Web
Tel: +44 (0)121 780 2627
Email: rwebb@agilitylogistics.com

Service Information can be found in the Contractors appendix. Email Richard for a no obligation quote

Need to arrange printing of materials for the show?

Here are some suppliers that exhibitors have previously used and liked

D4-Digital

Great for Shell Scheme Posters that cover your entire wall –
<http://marsdendirect.co.uk/d4digital/index.php/shell-scheme-posters/>

Print Designs

Great for economy roller banners – <http://www.printdesigns.com/roller-banners/14-budget-roller-banner-stands.html>

Melville

Great for large format printing. View more information overleaf