

AVIATION WEEK 

ap&m
EUROPE

**The Global MRO
Procurement Expo**

20-21 May 2020
Manchester Central, UK

Sponsorship & Branding Packages

**Contact our team today to discuss
the package that is right for you**



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Sponsorship Options

Our sponsorship packages are specifically designed to help you meet your business objectives, offering flexibility in the range of promotional opportunities available

There are a range of sponsorship options available to any company that wishes to position themselves as a major player in the commercial aviation aftermarket

Diamond Sponsor

£20,000

- Exclusive sponsorship of one element of the event (choose from below)
- Reference as the 'Diamond Sponsor' in all communications and top billing of logo placement
- 6 delegate places for the ap&m Summit
- Logo to be featured on all elements related to the event, both pre and post event and online
- Full Page Profile and 2 Full Page Adverts in the show guide
- 60 word Sponsor Spotlight and Banner Advert within the ap&m Show Daily email (one day only)
- 6 VIP passes
- 30% discount on any additional badges or advertising for the event



VIP Lounge

Exclusive sponsor for our VIP lounge, allowing you to host and entertain VIP pass holders, delegates and buyers in a secluded area on the show floor, the perfect place to hold business meetings whilst on site



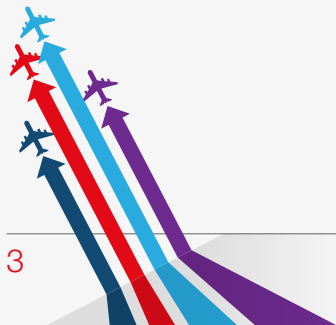
WiFi

Dedicated branded landing page for each user who accesses the complimentary wifi as well as branding on all wifi related signage



Meet The Buyers

Put your brand in front of the most sought after attendees at the show by sponsoring the Meet the Buyers area. Over 1,200 one-to-one meetings between buyers and suppliers take place in the Meet the Buyers zone across a four hour period on the first day of the exhibition



Platinum Sponsor

£15,000

- Exclusive sponsorship of one element of the event (choose from below)
- Reference as the 'Platinum Sponsor' in all communications and second billing of logo placement
- 4 delegate places for the ap&m Summit
- Logo to be featured on all elements related to the event, both pre and post event and online
- Half Page Profile and Full Page Advert in the show guide
- 60 word Sponsor Spotlight within the ap&m Show Daily email (one day only)
- 4 VIP passes
- 20% discount on any additional badges or advertising for the event



Registration & Badges

Add impact to your brand by sponsoring the registration and badges, worn by every attendee



Floor Plan & Pocket Guide

Sponsor the essential documents for attendees to navigate around the show floor, as well as pre-show by adding your logo to the floorplan (online and onsite) and the pocket guide (onsite only)



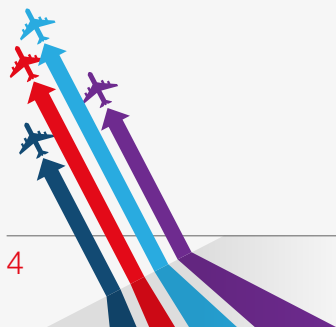
Visitor Seating Area

A place to relax, work and network, this is your opportunity to make the visitor seating area your own by adding your branding and colour schemes to this visitor hotspot



Lanyards

Gain exposure to every attendee by sponsoring the event lanyard, worn by visitors, exhibitors, delegates and buyers (lanyards be supplied by sponsor, or sourced by the organiser and costs passed on to sponsor)



Gold Sponsor

£10,000

- Exclusive sponsorship of one element of the event (choose from below)
- Reference as the 'Gold Sponsor' in all communications and third billing of logo placement
- 2 delegate places for the ap&m Summit
- Logo to be featured on all elements related to the event, both pre and post event and online
- Half Page Profile and Half Page Advert in the show guide
- Banner Advert within the ap&m Show Daily email (one day only)
- 2 VIP passes
- 10% discount on any additional badges or advertising for the event



VIP Lunch

Be the exclusive sponsor of the catering lounges and lunch vouchers, provided over the two days of the exhibition, available to VIP exhibitors, buyers and summit attendees



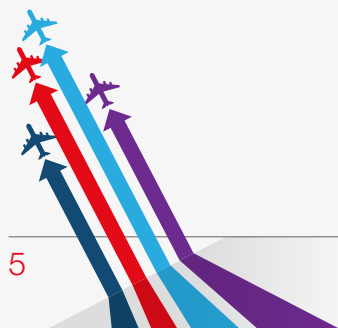
Welcome Reception

Opportunity to sponsor the VIP Welcome Reception, taking place the night before the main exhibition with over 400 VIPs in attendance



Summit Refreshments & Lunch

Sponsor the ap&m Summit networking breaks and lunch, offering a great opportunity to host senior level delegates and buyers in an intimate environment





Branding & Visibility Options

We have a variety of branding and visibility opportunities to attract more visitors to your stand, gain more exposure and achieve extended traction post-show

Branded Items

Bags

Get your brand carried around the event by sponsoring the bags, available to every attendee

£8,000



Charging Stations

Branding on the mobile phone charging stations located on the show floor, sure to attract plenty of users with drained batteries throughout both days

£6,000



Notebooks

Opportunity to sponsor the official event notepads, a re-usable item with a long lasting brand impact

£5,500



Pens

Get your branding on the pens given out at the summit, as well as at the entrance to the exhibition, available for all attendees

£5,500



Floor Tiles

Have 5 branded floor tiles (1m x 1m) placed around the venue in high footfall zones on the show floor

£5,000



USB Data Sticks

Opportunity to sponsor this useful giveaway which can also include your own content

£4,500



**Branded items included in cost of sponsorship*

Venue Options



Entrance Steps

Brand the exterior entrance steps to the hall to have an unmistakable visual impact on arrival and throughout the event

£5,000 - (55 Steps)



Entrance Flags

Make a great first impression on attendees by branding the flags outside the main entrance to the hall

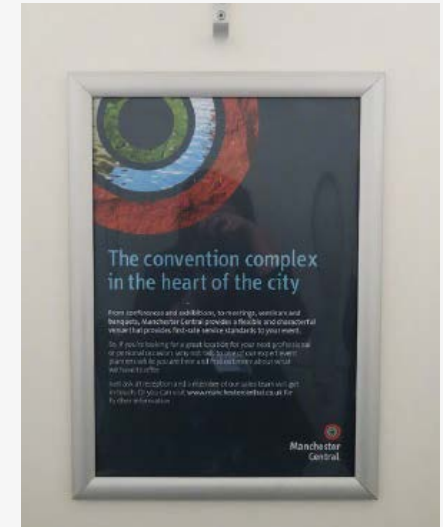
£2,000 - (4 Flags)



Main Clock Banners

Grab the attention of exhibitors, delegates and the great Mancunian public by branding this public-facing feature site

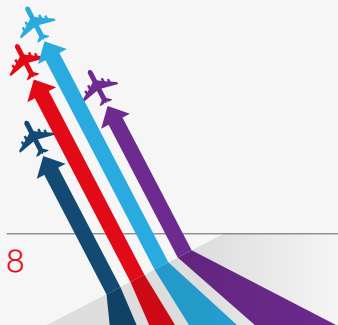
£5,500 (price per banner)



Washroom Cubicles

Brand the cubicle posters in all of the restrooms in and around the Central Hall. With 34 posters available in 4 washrooms, you are sure to get your message in front of all attendees over the 2 days of the event

£2,500



Venue Branding

Putting your brand in high-footfall areas like the forecourt, main entrances, foyers, reception areas and walkways offer great exposure to a targeted audience. We have a number of options available to put your company and services in front of all attendees



**Central Hall Exterior
Entrance**

£7,000

**Central Hall Exterior
Left Windows**

£7,500

**Central Hall Exterior
Right Windows**

£7,500



Venue Branding

Central Hall Interior Exit

£3,500



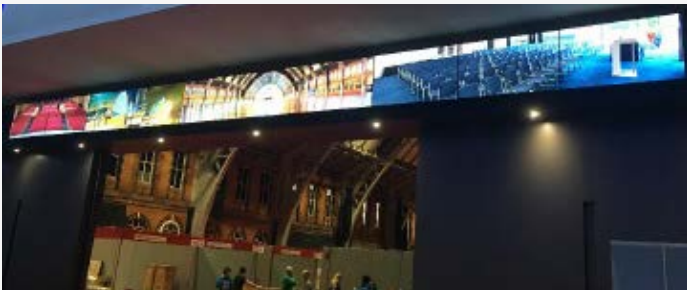
Central Hall Exterior Floor Sticker

£4,000



Central Hall Interior Floor Sticker

£3,500



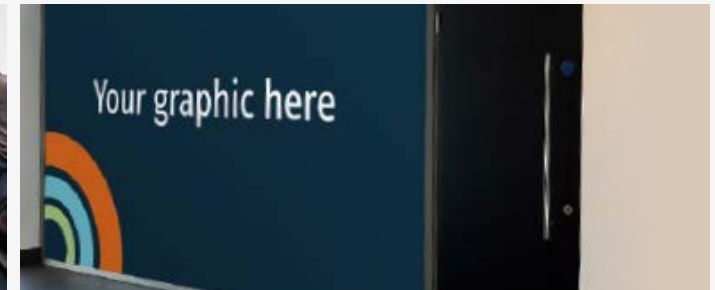
Central Hall Entrance Screens

£3,000



Central Foyer Branding 3

£3,000



Central Foyer Branding 4

£3,000

Advertising Options

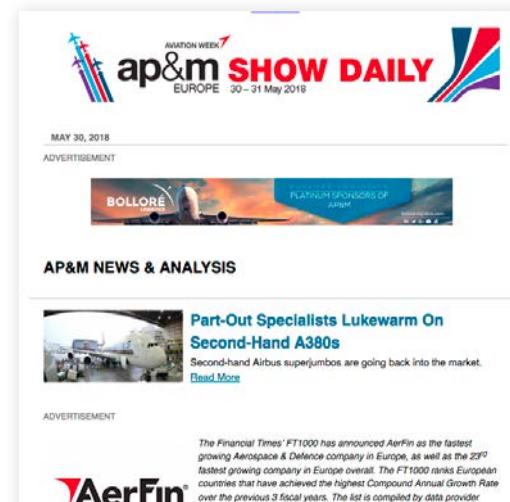


Show Guide Advertising

The onsite show guide is given to every single attendee and is a fantastic way to reach your potential customers

Half Page Advert: £1,275

Full Page Advert: £2,250

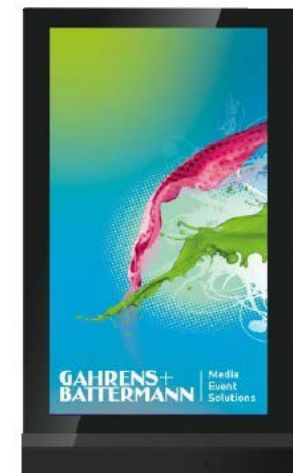


Show Daily Advertising

Advertise on the show daily email which summarises the latest and greatest news from the event. Sent to approx. 60,000 industry executives with an 80% open rate, you are sure to get your brand in front of the right audience

Banner Advert: £950 (one day)

Exhibitor Spotlight £1,200 (one day)



Screen Advertising

The exhibition hall will house 5 large screens in high footfall areas in which you can place your advertisements to attract visitors to your stand

Static or animated adverts on rotate displayed:

10 times each day: £2,500

20 times each day: £4,500



Booking Form

Sponsorship/Branding Item: _____

Total Cost: £ _____

Company Name (as it will appear in print): _____

Contact Name: _____

Address: _____

City: _____

State/County: _____

Postal/Zip Code: _____ Country: _____

Phone: _____ Email: _____

The Participating Company agrees that the undersigned has the full power and authority to enter into, bind and perform this Agreement on behalf of the Participating Company

Signature: _____

Print Name: _____ Date (DD/MM/YYYY): _____

(I have read and agree to abide by the Sponsorship/Branding Guidelines and Terms & Conditions including Cancellation policy https://exhibitor.apmexpo.com/apm20/CUSTOM/images/Terms_and_Conditions.pdf)

Payment: An invoice will be sent under separate cover. 100% payment is required thirty (30) days from invoice date. Please note that VAT will be charged in addition, if applicable, at the current rate.

Please fill out information below regarding billing instructions.

Billing Details

Billing details same as participating company details

Contact Name: _____

Address: _____

City: _____

State/County: _____

Postal/Zip Code: _____

Country: _____

Phone: _____

Email: _____

Aviation Week Representative: _____

This Agreement is entered into on the date of which the last of the parties sign the Agreement, as set forth below, by and between MRO Exhibitions Limited (part of the Aviation Week Network and Informa Media Inc), registered in England and Wales, registration number 02737787 and VAT No. GB 230 1379 46, with its office at 240 Blackfriars Road, London, SE1 8BF, UK and registered office at 5 Howick Place, London, SW1P 1WG and the Participating Company.