

February 22-23, 2022

Dubai World Trade Centre, Sheikh Saeed Halls 2 & 3

Co-located with



## Sponsorship & Branding Opportunities



# High Level Sponsorship



## **Platinum Sponsor** \$33,500 USD

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- Provide a speaker and moderator for the *Go Live! Theater*
- Advisory Board or Task Force member (conference content recommendation)
- Three survey questions on Slido (Q&A and polling platform during conference)
- Prime booth location (cost of 9sqm deducted)
- Company profile/3 executive profiles (full page) in Digital Program Book
- Full Page advert in Digital Program Book
- Sponsor Slider on event website (per category)
- Logo and link on sponsor page (event website)
- Event website banner – 300 x 250
- Impression package for retargeting web banners (25,000 impressions)
- Logo featured on on-site signage
- Identified in The Wire (email newsletter to the MRO industry)
- Social media promotion through Aviation Week and Tarsus F&E media channels
- Enhanced listing in the Event Wrap Up
- Half page ad in Event Wrap Report up
- Priority on reserving a meeting room

## **Gold Sponsor** \$17,975 USD

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- Provide a moderator for the *Go Live! Theater*
- Logo or survey question on Slido (Q&A and polling platform during conference)
- Select a prime sponsor-only booth location (usual booth costs apply)
- Company profile (half page) in Digital Program Book
- Full Page advert in Digital Program Book
- Sponsor Slider on event website (per category)
- Logo and link on sponsor page (event website)
- Impression package for retargeting web banners (15,000 impressions)
- Logo featured on on-site signage
- Identified in The Wire (email newsletter to the MRO industry)
- Social media promotion through Aviation Week and Tarsus F&E media channels
- Enhanced listing in the Event Wrap Up
- Half page ad in Event Wrap Report up
- Priority on Reserving a Meeting Room



# High Level Sponsorship



## Airline Club Lounge Sponsor

\$15,000 USD



MRO Middle East and AIME will invite specific members of the airline/leasing community to attend on a complimentary basis. All individuals are vetted and approved and their pass includes access to this lounge alongside pre-show and at-show concierge services and a separate registration check in. Become the sole sponsor of the airline club lounge, hosting potential customers in a dedicated area on the show floor and put your brand in front of a qualified buyer audience. Benefits include:

- Company logo on signage relating to and on the back wall of the dedicated registration area
- Company logo within the Airline Club Lounge and directional signage to it
- Ability to distribute promotion literature within the lounge
- Ability to provide branded gifts inside lounge (upon approval from Aviation Week/Tarsus F&E and at cost to sponsor)
- Logo, link and profile on dedicated website page for the Airline Club Lounge
- Logo on email marketing to all airline/lessor prospects, buyers & alumni
- Logo featured on follow up confirmations to all registered airlines and lessors highlighting company as Airline Club Lounge sponsor
- Invitation to sponsor's booth distributed at check in
- Social media mentions and posts about the Airline Club Lounge



## Registration Sponsor

\$10,000 USD



Sponsor the MRO Middle East and AIME registration with multiple opportunities both online and onsite to showcase your brand and add impact to your presence at the event:

- Company logo on onsite branding of registration desk
- Company logo on any registration directional signage
- Company logo on QR Code registration Boards
- Company logo and link on website with title 'Registration Sponsor'
- Company logo to appear on Leaderboard banner on MRO/AIME Registration Landing Page
- Company logo to appear on registration system header banner
- Logo, company boilerplate (280 characters) and website link to appear on email confirmations
- Social media post announcing registration sponsorship across all Aviation Week and Tarsus F&E media channels

# High Level Sponsorship



## Closing Reception Sponsor

\$12,000 USD



New for 2022, MRO Middle East and AIME will be hosting an offsite closing reception at the end of the event at 4pm on 23 February. Sponsor this networking function where attendees can unwind and continue to develop connections in a relaxed environment and review the outcomes of the event.

Benefits include:

- Logo on agenda (in brochure, website and guide) announcing company as reception sponsor
- Logo on signage/banners in reception area announcing company as reception sponsor.  
Please note: sponsor can provide artwork for the signage/banners if preferable (specs provided by Aviation Week)
- Drinks and snacks/canapés included in sponsorship price
- Opportunity for 'Sponsor' attendees to 'meet and greet' attendees at entrance to reception
- Opportunity to distribute promotional items during reception. Please note: production and shipping of items at cost to 'Sponsor'
- Opportunity to provide branded items for reception e.g. napkins, drinks accessories, menus for poseur tables. Please note: production and shipping of items at cost to 'Sponsor'

# Go Live! Theater Sponsorship



## Go Live! Theater Sponsor \$15,000 USD

The *Go Live! Theater* will host 2 days of dedicated content on the MRO Middle East and AIME exhibition floor allowing all attendees to access industry leading speakers, cutting edge discussions and unique networking opportunities. Become the exclusive sponsor of the *Go Live! Theater* positioning yourself as a Thought Leader in the region, connecting your brand with this critical learning experience and capitalising on this unique opportunity to engage with the event audience. Benefits include:

- 30 minute dedicated company session and opportunity to provide a moderator for another session on the main agenda (topic and moderator to be vetted and approved by conference producer)
- Company logo within the *Go Live! Theater* and directional signage to it
- Ability to distribute promotion literature within the theater
- Ability to provide branded gifts inside theater (upon approval from Aviation Week and at cost to sponsor)
- Logo, link and profile on dedicated website page for the *Go Live! Theater*
- Logo featured on all marketing communications and promotional materials for the *Go Live! Theater*
- Invitation to sponsor's booth distributed at entrance to *Go Live! Theater*
- Social media mentions and posts about the *Go Live! Theater*

## Go Live! Theater Presentation – 15 minute presentation \$4,500 USD

The *Go Live! Theater* area on the showfloor will allow all attendees visiting the tradeshow to take advantage of the free content taking place during exhibit hall hours. Take a slot here and showcase your company and services through a short demonstration, tech talk or industry case study, an excellent way to engage with this regional audience and introduce your brand to attendees:

- Exclusive sponsorship of a 15 minute session in the *Go Live! Theater* on the show floor with branding on all marketing and communications associated with the session – you control the content and speakers under the guidance of our conference producer. AV and set up included in the package cost.
- Sponsor name/logo on event website; on promotional materials and emails (subject to deadlines)
- Signage with Sponsor name announcing session on-site
- Social media promotion through Aviation Week media channels
- Marketing of session via various sources



# Event Branding Opportunities

All of these opportunities are exclusive unless stated otherwise



**Bags**

\$10,000



**Pocket Agenda**

\$8,000



**Lanyards**

\$7,000



**Notebooks**

\$7,000



**Pens**

\$7,000



**Badges**

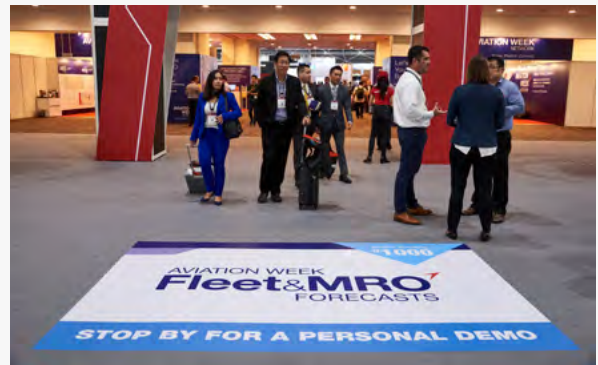
\$6,500

# Event Branding Opportunities



## Charging Stations

\$6,500 (5 available)



## Floor Stickers

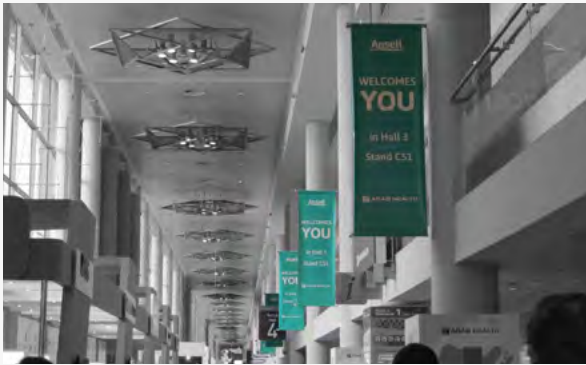
\$6,500 (3 sets available)



## Floorplan Sponsor

\$6,000

# Venue Branding Opportunities



## Double Sided Hanging Banners

\$5,000 per banner (7 available)



## Cube

\$3,000 per cube (5 available)



## Al Wasl Curved Glass Branding

\$37,900 (exclusive)



## Outdoor Archway

\$12,000 per unit (4 available)



## Flags

\$12,000 for 10 flags (exclusive)



## Metro Glass Branding

\$17,850 (exclusive)



# Venue Branding Opportunities



## Outdoor Tower Box

\$3,000 per box (21 available)



## Outdoor Digital Screens

\$9,500 (6 slots available shown on 2 screens, duration of slot 12 seconds)



## Sheikh Saeed 3 Entrance Façade Branding

\$9,750 per banner (2 available)



## Sheikh Saeed 3 Glass Entrance Branding

\$18,500 (exclusive, *N.B. Must include show logo*)



## Registration Foyer Banners

\$3,500 (4 available)

# Advertising Opportunities



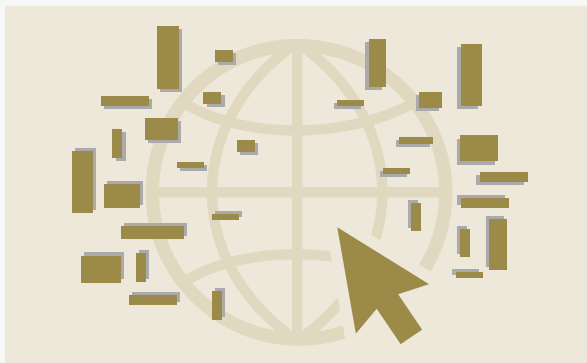
## Digital Program Book

**Back Cover** \$5,500  
**Inside Front Cover** \$5,000  
**Inside Back Cover** \$5,000  
**Full Page Advert** \$4,500  
**Half Page Advert** \$2,750



## MRO Middle East Website

**Top Leaderboard** \$7,500  
(728 x 90, 5 available)  
**Banner 1** \$4,500  
(300 x 250, 5 available)



## Ad Retargeting

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget & advertise directly to MRO Middle East website visitors & attendees pre-show, post-show & year-round!

Package Options – Impressions/Cost

- 50,000 = \$4,500
- 100,000 = \$6,000
- 150,000 = \$7,000

# Contact

To sponsor at MRO Middle East please contact your account representative

## Europe/Russia/CIS/Africa/Israel



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**Contract**      **Event/Item:** \_\_\_\_\_

Company Name: \_\_\_\_\_  
(as it will appear in print)

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

I have read and agree to abide by the *Sponsorship/Added Value Guidelines and Terms & Conditions*  
<https://events.aviationweek.com/en/exhibitor.html>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Payment: Please fill out information below regarding billing instructions. If same as above, you may leave blank.

An invoice from Informa will be sent under separate cover.      Total Payment: US\$ \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Your URL Address: \_\_\_\_\_

This link is contingent upon a link back to [www.aviationweek.com/conferences](http://www.aviationweek.com/conferences)

Sales Representative: \_\_\_\_\_