

MRO

MIDDLE EAST

Organised by
AVIATION WEEK
NETWORK



March 1-2, 2023
Dubai World Trade Centre
Sheikh Saeed Halls 1 & 2

Co-located with



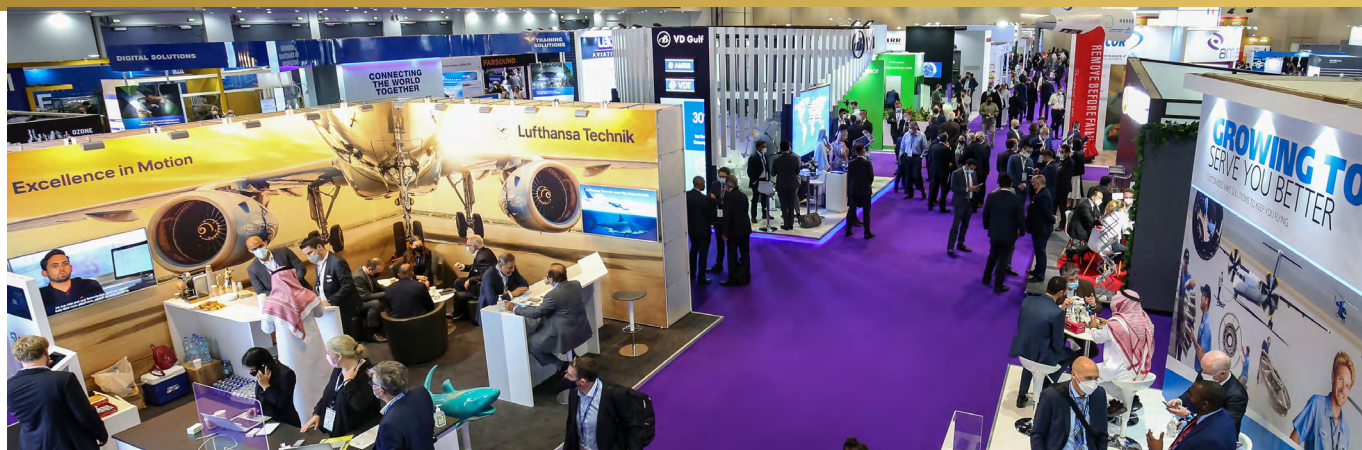
Sponsorship & Branding Opportunities



mromiddleeast.aviationweek.com

AVIATION WEEK
NETWORK

High Level Sponsorship



➤ Platinum Sponsor \$34,850 USD

- Prime booth location (cost of raw space 9sqm/10x10 deducted)
- Opportunity to provide an Advisory Board or Task Force member (Go Live! content recommendation)
- Opportunity to present a Go Live! Theater session (subject to availability and approval by our conference producer)
- Logo and link on the sponsor page on the event website
- Sponsor Slider on the event website (per category)
- Event Website Banner 300 x 250
- Impression package for retargeting web banners (25,000 impressions)
- Social media promotion through Aviation Week Network media channels
- Identified in 'Wheels Up' (Aviation Week Network Event's email newsletter to the MRO industry)
- Company profile with 3 executive profiles (full page) in the digital event guide
- Full page advert in the digital event guide
- Logo to be featured on on-site signage
- Full page advert in the digital Event Wrap Up Report
- Enhanced Listing in the digital Event Wrap Up Report
- Priority on reserving a meeting room (subject to availability)

➤ Gold Sponsor \$18,695 USD

- Access to a prime sponsor-only booth location. Usual booth costs apply.
- Opportunity to provide a moderator for a Go Live! Theater session (subject to availability and approval by our conference producer)
- Logo and link on the sponsor page on the event website
- Sponsor Slider on the event website (per category)
- Impression package for retargeting web banners (15,000 impressions)
- Social media promotion through Aviation Week Network media channels
- Identified in 'Wheels Up' (Aviation Week Network Event's email newsletter to the MRO industry)
- Company profile (half page) in the digital event guide
- Half page advert in the digital event guide
- Logo to be featured on on-site signage
- Quarter page advert in the digital Event Wrap Up Report
- Enhanced Listing in the digital Event Wrap Up Report
- Priority on reserving a meeting room (subject to availability)

High Level Sponsorship

Airline Club Lounge Sponsor

\$15,600 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 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

\$10,400 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 media channels

High Level Sponsorship



Closing Reception Sponsor

\$12,475 USD



New for 2023, MRO Middle East and AIME will be hosting an offsite closing reception at the end of the event at 4pm on 2 March. 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 poséur tables. Please note: production and shipping of items at cost to 'Sponsor'

Go Live! Theater Sponsorship



Go Live! Theater Sponsor \$15,600 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 \$4,700 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 and include production of the item



Bags

\$10,400



Pocket Agenda

\$8,350



Lanyards

\$7,250



Notebooks

\$7,250



Pens

\$7,250



Badges

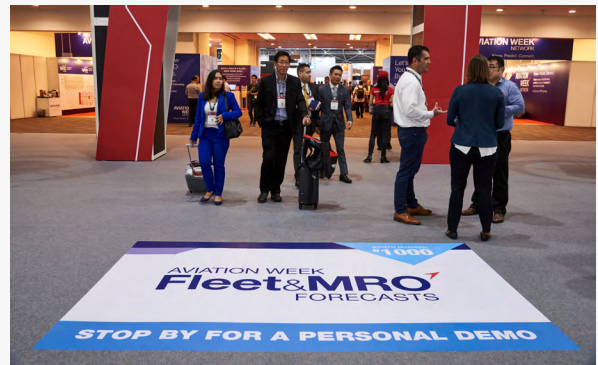
\$6,750

Event Branding Opportunities



Charging Stations

\$6,750 (4 available)



Floor Stickers

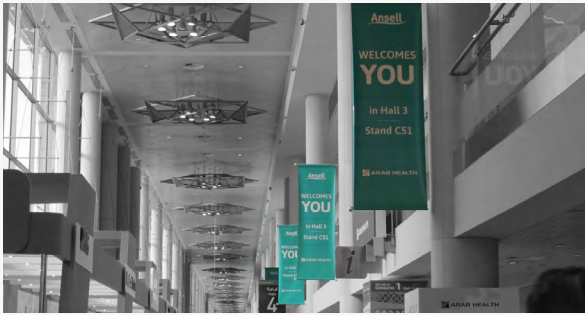
\$6,750 (5 sets available)



Floorplan Sponsor

\$6,250

Venue Branding Opportunities



Double Sided Hanging Banners

\$5,500 for 4 banners (1 set of 4 available)

This remarkable high visibility panel offers exceptional value and ROI to advertisers



Indoor Tower Box

\$1,950 per box (4 available)

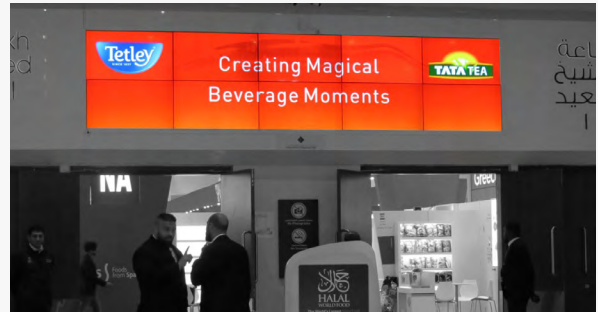
Positioned in the concourse, this dynamic eye catching network of columns is sure to be noticed by the entire audience in the main concourse



Outdoor Tower Box

\$3,000 per box (21 available)

Four sided structure that guarantees maximum impact on receptive entrance of Sheikh Saeed Halls & strategic position front to the outlets. A perfect branding to target visitors coming from the Dubai World Trade Centre Metro Station



Entrance Video Wall - Sheikh Saeed Hall 1

\$10,000 per slot (6 slots available, duration of slot 12 seconds)

Very exclusive branding opportunity at the hall entrance, visible for all the visitors entering to the hall



Outdoor Archway

\$12,000 per unit (2 available)

Customized arch structure, strategically located in the traffic spots targeting the maximum flow of visitors



Vertical Banners

\$3,550 per banner (4 available)

Distinctive branding panels in the foyer area of the hall that creates coherent and reinforced connections between your brand and the audience

Venue Branding Opportunities



Link Banners

\$3,995 per banner (2 available)

Located at the link area of Sheikh Saeed Halls, these banners have high visibility across the concourse 1 and the Foyer of Sheikh Saeed Halls



Concourse 1 - Entrance Banner (Exhibition Plaza)

\$9,900 (exclusive)

Strategically positioned at the main exhibition entrance, this site provides high exposure & visibility due to its unique location



Square Indoor LED

\$4,625 per slot (6 slots available, duration of slot 12 seconds)

One of the most strategic sites in the venue, located at the concourse for high exposure & reach



Entrance Branding- Sheikh Saeed Hall 2

\$7,000 (exclusive)

Brand the banner above the entrance doorway to the registration area

N.B. Graphics must include two event logos for MRO Middle East and AIME. Materials template with logo positions will be provided

Advertising Opportunities



Digital Program Book

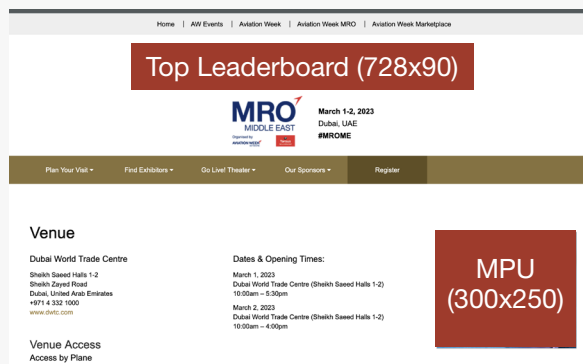
Back Cover \$5,720

Inside Front Cover \$5,200

Inside Back Cover \$5,200

Full Page Advert \$4,680

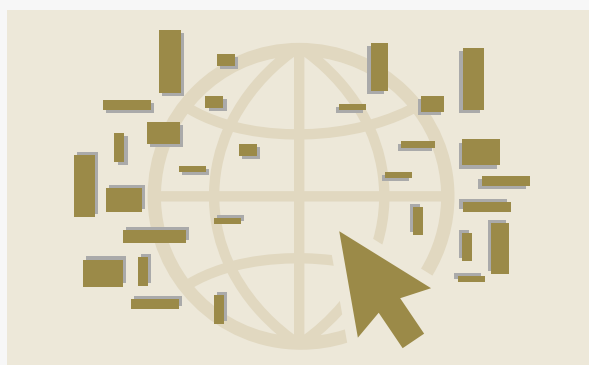
Half Page Advert \$2,850



MRO Middle East Website

Top Leaderboard \$7,800
(728 x 90, 5 available)

Banner 1 \$4,680
(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 = \$4,750
- 100,000 = \$6,250
- 150,000 = \$7,250

Contact

To sponsor at MRO Middle East please contact your account representative

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Contract Item/Package: _____

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

Marketing Contact: _____

Contact Title: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Your URL Address: _____

This link will be used on the event site to link back to your company site

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.

100% payment is due upon receipt of invoice.

Total Payment: \$ _____

Finance Contact: _____

Company: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Aviation Week Representative: _____