

# MRO

MIDDLE EAST

Organised by  
AVIATION WEEK  
NETWORK

Tarsus  
AEROSPACE

March 5-6, 2024  
Dubai World Trade Centre  
Zabeel Halls 2 & 3

Co-located with

AIME  
AIRCRAFT INTERIORS MIDDLE EAST

## Sponsorship & Branding Opportunities



[mromiddleeast.aviationweek.com](http://mromiddleeast.aviationweek.com)

AVIATION WEEK  
NETWORK



# High Level Sponsorship



## **Platinum Sponsor** \$36,245 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 (50,000 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
- Logo to be featured on all marketing and promotional materials, both pre and post event and online
- Enhanced Premier Solution in the digital Event Wrap Up Report

## **Gold Sponsor** \$19,445 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 (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 (half page) in the digital event guide
- Half page advert in the digital event guide
- Logo to be featured on on-site signage
- Logo to be featured on all marketing and promotional materials, both pre and post event and online
- Standard Premier Solution in the digital Event Wrap Up Report

# High Level Sponsorship

## Airline Club Lounge Sponsor

\$16,225 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

\$10,850 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



## Networking Lounge Sponsor

\$14,500 USD



The networking lounge is the perfect place to schedule meetings and catch up with customers and industry peers during the busy show open hours. Located on the exhibition floor it provides an excellent location for branding and a great opportunity to host clients and colleagues in a relaxed environment. Become the sole sponsor of this high profile, prime location networking area. Benefits include:

- Company logo within the Networking 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)
- A reserved area/tables within the lounge for the sponsor to host meetings
- Logo on all marketing and promotional materials related to the networking lounge
- Logo on all social media mentions and posts about the networking lounge



## Closing Reception Sponsor

\$12,975 USD



New for 2024, MRO Middle East and AIME will be hosting an offsite closing reception at the end of the event at 4pm on 6 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 poseur tables. Please note: production and shipping of items at cost to 'Sponsor'

# Go Live! Theater Sponsorship



## **Go Live! Theater Sponsor** \$17,500 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** – 30 minute presentation \$9,795 USD – 15 minute presentation \$4,895 USD

The *Go Live! Theater* area on the show floor 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 30 or 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**

\$10,850



**Pocket Agenda**

\$8,690



**Lanyards**

\$7,550



**Notebooks**

\$7,550



**Pens**

\$7,550



**Badges**

\$7,050

All prices in \$USD

# Event Branding Opportunities



## Charging Stations

\$7,050



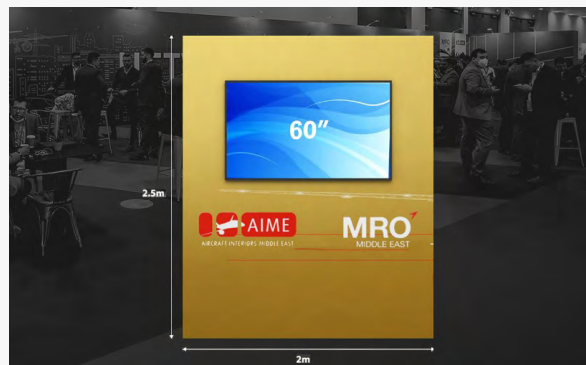
## Floor Stickers

\$7,050 (2 sets available)



## Floorplan Sponsor

\$7,050



## Digital Screen

\$3,900 (9 slots available)

Have a 30 second corporate video (no sound) on rotation on a digital screen placed in the networking area



## Lounge

\$11,395 (3 available)

Host an 18sqm lounge area located on the show floor with your company logo highly visible

All prices in \$USD

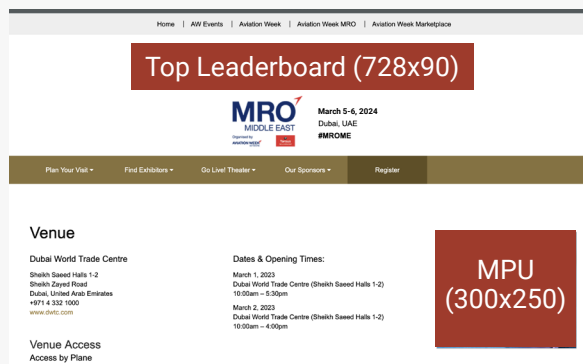


# Advertising Opportunities



## Digital Program Book

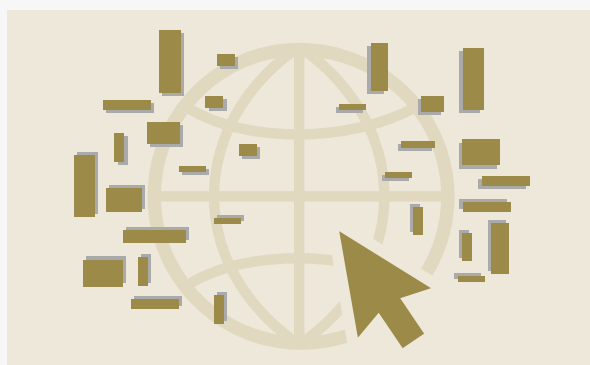
**Back Cover** \$5,950  
**Inside Front Cover** \$5,950  
**Inside Back Cover** \$5,410  
**Full Page Advert** \$4,850  
**Half Page Advert** \$2,950



## MRO Middle East Website

**Top Leaderboard** \$8,110  
(728 x 90, 5 available)

**Banner 1** \$4,850  
(300 x 250, 5 available)



## Audience Extension

Audience Extension 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 = \$4,950
- 100,000 = \$6,500
- 150,000 = \$7,550

*All prices in \$USD*



# Contact

To sponsor at MRO Middle East please contact your account representative

## Europe/Africa/Israel/CIS



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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: \_\_\_\_\_