

SPONSORSHIP & BRANDING OPPORTUNITIES



ORGANISED BY

10-11 FEBRUARY 2025

HIGH LEVEL SPONSORSHIP



➤ Platinum Sponsor \$38,425 USD

- Prime booth location (cost of raw space 9sqm/10x10 deducted)
- Opportunity to provide an Advisory Board or Task Force member (*Go Live! Theater* content recommendation)
- Opportunity to present a 15 minute *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
- Impression package for audience extension web banners (50,000 impressions)
- Geo-targeted audience extension campaign during the event, starting 3 days before and ending 1 day after (50,000 impressions)
- Social media promotion through Aviation Week Network media channels
- Identified in 'Wheels Down' (Aviation Week Network Event's email newsletter to the MRO industry) and in Press Releases as a Platinum sponsor
- Company profile with 3 executive profiles (full page) in the digital event guide / pre-show planner
- Full page advert in the digital event guide / pre-show planner
- Logo to be featured on on-site printed and digital signage
- Logo to be featured on marketing and promotional materials, both pre and post event and online
- Enhanced Premier Solution in the digital Event Wrap Up Report

➤ Gold Sponsor \$20,615 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
- Social media promotion through Aviation Week Network media channels
- Identified in 'Wheels Down' (Aviation Week Network Event's email newsletter to the MRO industry) and in Press Releases as a Gold sponsor
- Company profile (half page) in the digital event guide / pre-show planner
- Half page advert in the digital event guide / pre-show planner
- Logo to be featured on on-site printed and digital signage
- Logo to be featured on 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

\$17,195 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. 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 within the Airline Club Lounge and directional signage to it
- Ability to distribute promotional literature within the lounge
- Ability to provide branded gifts inside lounge (upon approval from Aviation Week Network 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
- Video to be played on a digital screen within the Airline Club Lounge throughout the two days
- Two floor sticker with the sponsors logo on in/around the Airline Club Lounge



➤ Registration Sponsor

\$11,500 USD

Sponsor MRO Middle East and AIME registration with multiple opportunities both online and onsite to showcase your brand and add visibility 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 Network media channels



HIGH LEVEL SPONSORSHIP



Networking Lounge Sponsor

\$15,370 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 promotional literature within the lounge
- Ability to provide branded gifts inside the lounge (upon approval from Aviation Week Network 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
- Video to be played on a digital screen within the Networking Lounge throughout the two days



App Meeting Zone Sponsor

\$15,370 USD

The App Meeting Zone is a dedicated lounge for 1-2-1 meetings to take place on the exhibition floor. Its convenient location allows you to connect with existing customers away from the busy show aisles or schedule meetings with new contacts via the event app. Become the sole sponsor of this prime networking area, putting your brand in front of high profile buyers and customers.

Benefits include:

- Company logo within the App Meeting Zone and directional signage to it
- Ability to distribute promotional literature within the lounge
- Ability to provide branded gifts inside the lounge (upon approval from Aviation Week Network and at cost to sponsor)
- A reserved area/tables within the App Meeting Zone for the sponsor to host meetings
- Logo on all marketing and promotional materials related to the App Meeting Zone
- Logo on all social media mentions and posts about the App Meeting Zone
- Video to be played on a digital screen within the App Meeting Zone throughout the two days



Closing Reception Sponsor

\$13,755 USD

Host our official offsite closing reception at the end of the event on 11 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
- 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

\$18,550 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 Network 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*
- Fifty (50) chair seat covers with company logo included.

Go Live! Theater Presentation

30 minute presentation \$10,385 USD


15 minute presentation \$5,185 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 Network media channels
- Marketing of session via various sources

EVENT BRANDING OPPORTUNITIES

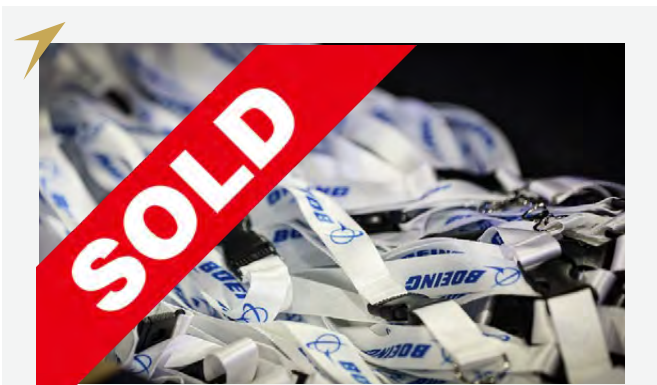
All of these opportunities are exclusive unless stated otherwise and include production of the item



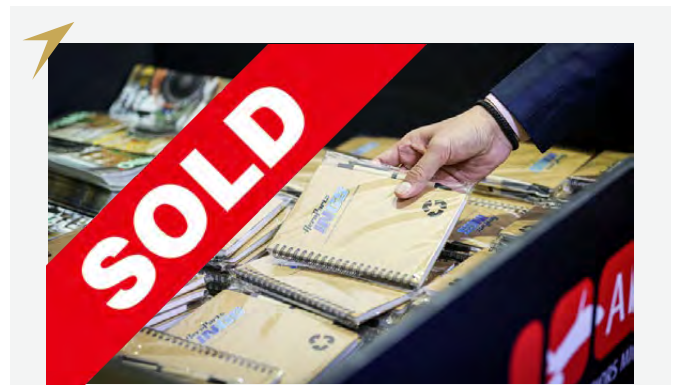
Bags \$11,500 USD




Pocket Agenda \$9,210 USD



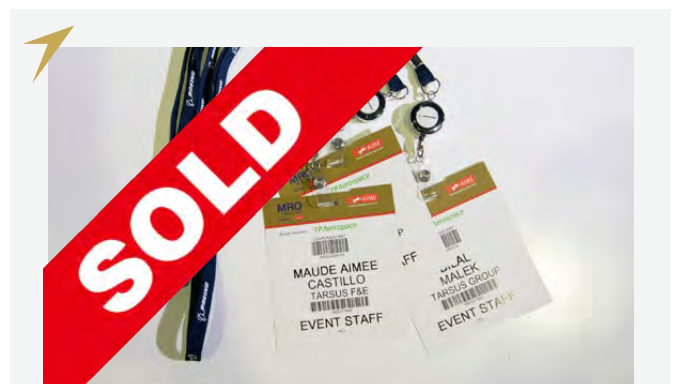
Lanyards \$8,000 USD



Notebooks \$8,000 USD




Pens \$8,000 USD




Badges \$7,475 USD

EVENT BRANDING OPPORTUNITIES



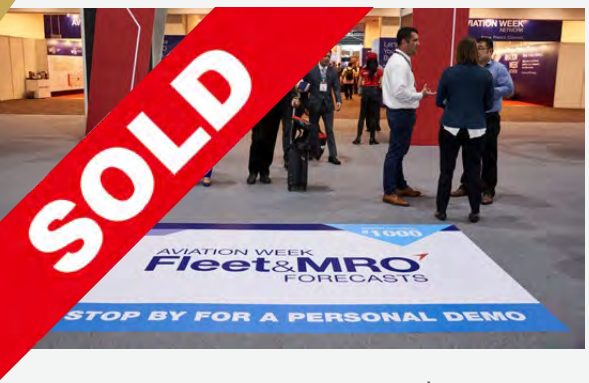
Lounge \$14,950 USD

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



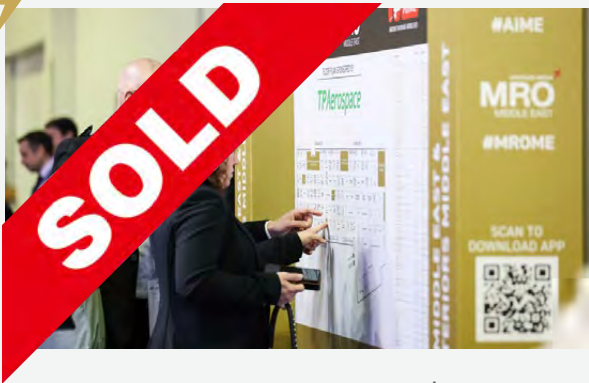
Charging Stations \$7,475 USD

(5 available)




Floor Stickers \$7,475 USD

(5 available)




Floorplan Sponsor \$7,475 USD



Digital Screen \$7,475 USD

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



App Sponsor \$26,500 USD

Exclusive sponsorship of the official event app, with both branding and advertising options included across web and mobile platforms.

VENUE BRANDING - OUTDOOR



Outdoor Tower Box \$7,475 USD

(12 available)
Impact on receptive entrance of Sheikh Saeed Halls & strategic position in front of outlets.



Archway - Outdoor \$14,950 USD

per unit cost (2 available)
Strategically located in high traffic spots as visitors walk up to the entrance of Sheikh Saeed Halls.



Flags \$7,475 USD

cost per 3 units (10 available)
Placed in the "drop off" area of the main exhibition gate.



Cube - Printed Graphic \$7,475 USD

per unit cost (5 available)
Located outside entrance hall in exhibition plaza



Metro Glass Branding \$20,615 USD

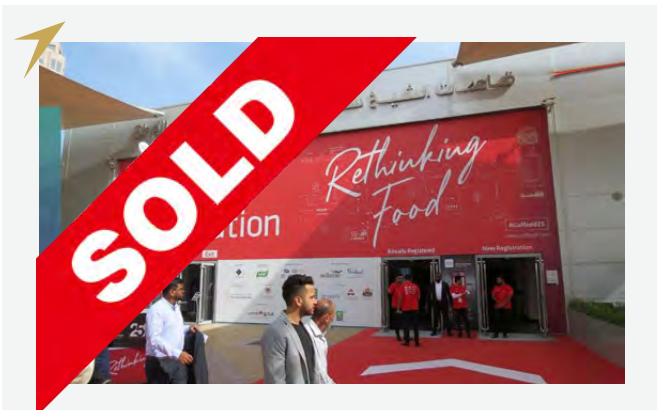
(1 available)
First to be seen when coming out of the DWTC metro station.



Metro Outdoor Hoarding \$20,615 USD

(1 available)
Wrapping 4 sides and is located at the drop off point for visitors entering the venue.

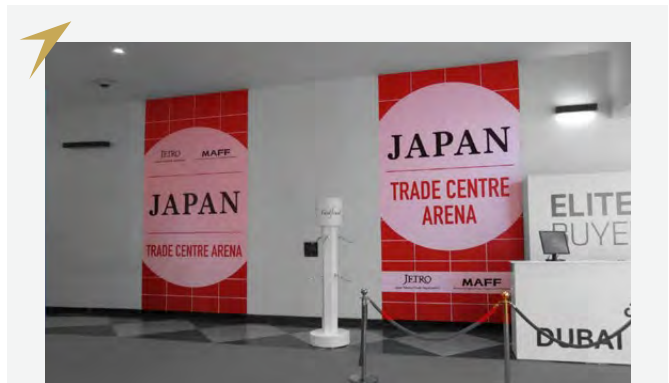
VENUE BRANDING - ENTRANCE



Entrance Banner \$22,000 USD

(1 available)

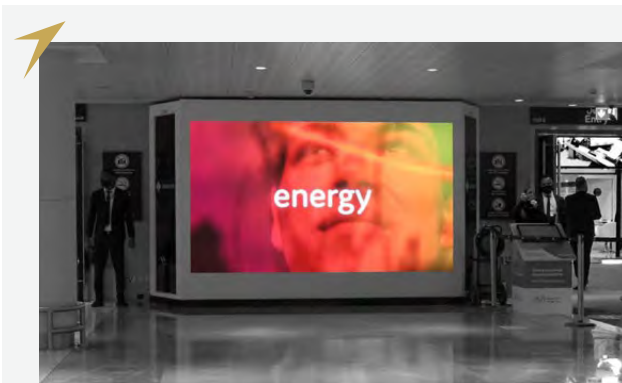
Covering the Sheikh Saeed Hall 3 entrance, shared with show management.



Vertical Banners \$14,950 USD

per unit cost (4 available)

Distinctive branding panels inside the registration area and entrance.



Entrance Video Wall \$14,950 USD

per slot (9 slots available)

Digital branding opportunity inside the registration area as visitors enter the hall.



Mega Digital Cube \$20,615 USD

Exclusive

New outdoor digital innovation, located opposite entrance in the heart of the exhibition plaza.

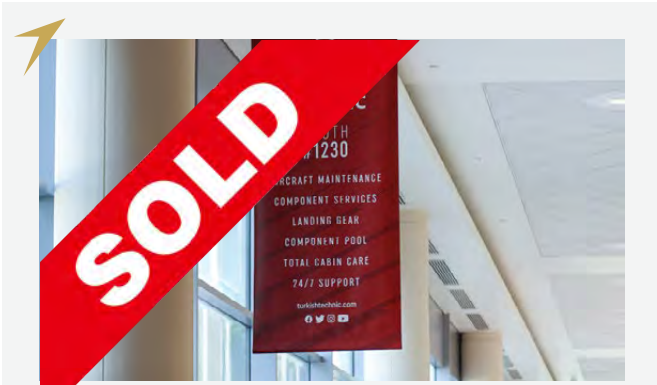


Saeed Hall Glass \$20,615 USD

(1 available)

Located in the heart of the Exhibition Plaza located next to the Concourse 1 Gate entrance.

VENUE BRANDING - INDOOR



Double Sided Hanging Banners

\$2,600 USD

3 for \$7,475 (3 available)

Visibility option within the main concourse near to many catering outlets.



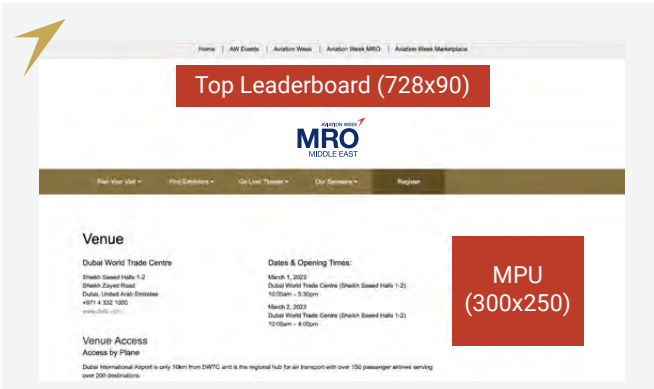
Digital Cube - Indoor Location

\$7,475 USD

per cube (4 available)

Digital cubes located in the main concourse, be seen in different angles making your brand stand out among the rest

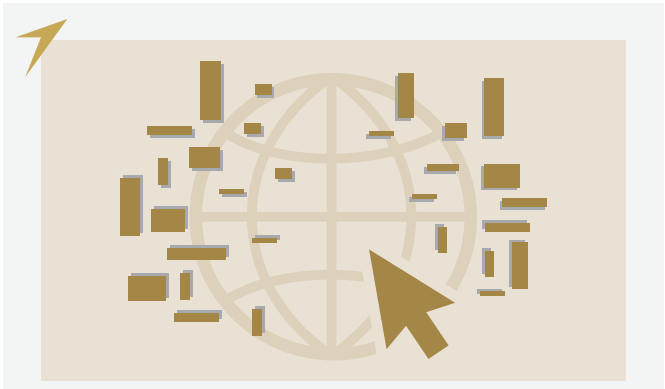
ADVERTISING OPPORTUNITIES



The screenshot shows the MRO Middle East website with a navigation bar at the top. A red banner at the top left highlights a 'Top Leaderboard (728x90)' ad spot. The website content includes sections for 'Venue' (Dubai World Trade Centre), 'Dates & Opening Times' (March 1, 2012 and March 9, 2012), and 'Venue Access'. A red box on the right side of the page highlights an 'MPU (300x250)' ad spot.

MRO Middle East Website

Top Leaderboard 728 x 90	\$8,595 (5 available)
MPU 300 x 250	\$5,145 (5 available)



The illustration shows a globe with several vertical bars of varying heights around it, representing data or audience reach. A large mouse cursor is pointing towards the globe, symbolizing the concept of Audience Extension.

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 = \$5,245
- 100,000 = \$6,890
- 150,000 = \$8,000

ADVERTISING OPPORTUNITIES

MEKCO Group Aviation Powers Inflight Entertainment and Sales with AirFi America

MEKCO Group Aviation is constantly searching for innovative ways to improve the passenger experience while keeping costs low for airlines and is boosting the charge with their IFE and Connectivity division, AirFi America and the product, AirFi, a unique inflight entertainment (IFE) and connectivity solution.

Bill Uebel, President and CEO of MEKCO Group Aviation reveals how AirFi is changing the game for airlines by providing a one-stop solution for entertainment, onboard sales and messaging services.

AirFi's wireless IFE system allows passengers to enjoy movies, TV shows and other content while simultaneously serving as a point-of-sale device for cabin crews to sell food, beverages and duty-free items. AirFi allows passengers to use their own devices for entertainment, thereby reducing airlines' IFE maintenance needs.

The system also includes in-flight connectivity with payment validation, crew and passenger messaging with global coverage. This cost-effective and scalable solution is perfect for various aircraft types, from large commercial planes to regional carriers. Traditional IFE systems come with high maintenance costs and complex installations. However, AirFi installation is quick and straightforward. An airport walk-in or A320 takes about 10 hours while a 737 requires just two days to complete, for example. Removal of AirFi units is even faster.

"Let's say an aircraft is leased and now it's time to return that aircraft back to its lessor," Uebel says. "They can remove this system in a matter of hours to four hours and be able to board in an another aircraft. So your investment moves with you - you don't leave it behind."

The AirFi is a flexible, scalable and interoperable solution. A one-stop solution. www.mekcogroup.com

Call: 786.747.4955
Email: info@mekcogroup.com
Visit Our Site

Example Advertorial

EngineWise: Smart. Responsive. Global.

Pratt & Whitney, a division of Raytheon Technologies Corporation (NYSE: RTX), is a world leader in design, manufacture and service of aircraft engines and auxiliary power units. Committed to providing sustainable aviation, Fuel & Oil-free is focused on advancing engine technology to help our Pratt & Whitney GTF™ engine, enabling a transition toward cleaner fuels, and implementing green and more efficient manufacturing and MRO operations. Pratt & Whitney EngineWise solutions represent our commitment to optimizing engine performance. Tailored to address customer training/business needs, Pratt & Whitney's portfolio of smart, straightforward solutions helps passenger and cargo operators get the most from their engines.

GO BEYOND

EngineWise 2022 Update

Example Premier Provider profile

Post Show Report

This is an unique opportunity to extend your reach well beyond the days of the event. Increase engagement while providing visitors with helpful information about your company, products and services. The Post Show Report is distributed to all registered attendees as well as being available to website visitors.

Advertorial Features

An exclusive opportunity to promote your company and its services. Includes a journalist supported advertorial, an interview at the event with a member of your team, and for enhanced sponsorships, a pre-event video interview with an executive of your team.

Enhanced \$6,305

- Company logo
- 700-word article
- Up to three company images incorporated into article page
- Video interview of the sponsor's team at the event: incorporated into article page
- One FastChat executive video interview, conducted in advance of the event; incorporated into article page
- To include 'contact us' link for prospect engagement

Standard \$3,710

- Company logo
- 300-word article
- Up to three company images; incorporated into article page
- Video interview of the sponsor's team at the event: incorporated into article page

Enhanced Exhibitor Listing \$395

- Company Name
- Company Logo
- Company Website
- 75 word company description

Premier Provider

Your own dedicated space within the event guide, available in various sizes to suit all budgets. As a sponsor, this is an ideal opportunity to introduce your brand and warm the relationship with prospects through exclusive, need-to-know information that will pique interests.

Enhanced \$2,175

(Included with Platinum Sponsorship)

- Company logo
- Company image
- Company website, destination URL
- Company social media links
- Company message (100 words): summary, call to action, etc.
- One related resource asset (i.e. video, white paper, etc.)
- Contact information: email address, link to form/calendar

Standard \$745

(Included with Gold Sponsorship)

- Company logo
- Company website, destination URL
- Company social media links
- Company message (50 words): summary, call to action, etc.

Banner Advert \$1,590

- Exclusive offer for only 8 companies
- Half Page Banner Ad 300x600px
- The ads set to rotate

CONTACT

To sponsor at MRO Middle East and Aircraft Interiors Middle East please contact your account representative

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