



# IATA World Cargo Symposium Vancouver, 2010

Again for this fourth edition, IATA will assemble **over 20 cargo events in one single gathering**. Not just another conference, the IATA World Cargo Symposium concentrates decision makers, key stakeholders, cargo specialists and business owners, so you can develop your business based on the latest knowledge, best practices and benchmarks.

## Benefits of attending

- Excellent networking opportunities!
- Meet with top-level speakers and delegates from all over the world and from the region
- Get the best overview of this market and its environment to align successfully your development strategy
- Hear the industry leaders discuss the key principles underlying their success in the region
- Help delegates find solutions to overcome the upcoming air cargo industry challenges

## Who You Will Meet

- CEO's
- CIO's
- Heads of Cargo
- Cargo vice-presidents and directors
- Freight forwarders: vice-presidents and directors responsible for sales & marketing and operations
- Airport planners
- Pricing and revenue managers & directors
- Managers in IT, planning, scheduling & marketing departments
- Mail operators
- Shippers: vice-presidents and directors
- Civil aviation authorities
- Shippers

## Sponsorship Pricing Concept

In addition with the association with the IATA brand – a world-class global endorsement – the sponsorship options available are tailored to strengthen your company profile, launch new products and services, and generate new business.

IATA's Sponsorship Pricing is made up of two elements:

- **The Sponsorship Fee**, which is a fixed price and includes our research and logistical services.
- **The Production Costs**, which are within your control, depending how elaborate or simple you wish to be. These two elements will be invoiced separately once an agreement on the price has been achieved.

As the concept of Sponsorship Fee has been introduced across our events, IATA offers you a variety of options from its sponsorship portfolio, or we can work with you to tailor your sponsorship scheme to your company's needs. Liaising with you every step of the way, our experienced events team can provide menu options (refreshment breaks, lunches or receptions) as well as brand merchandising ideas (delegate bags, gifts or promotional items).

We can also help you with other branding and merchandising ideas, for example, the style or design of the delegate bags or gifts that can be inserted in the delegate bags.

**Strategic partners get a Premium Booth for the price of a Regular booth**

**For more information on Sponsorship & Exhibition Opportunities, please contact**

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## Sponsorship Fee World Cargo Symposium '10 offer

Below are some networking and branding suggestions that provide the perfect opportunity for your company to be represented and make an impact at **IATA World Cargo Symposium 2010**

### Networking Opportunities Priced in USD

- \*Gala Dinner head sponsor ..... \$Cost of the dinner
- \*Welcome Reception ..... \$15,000 + costs
- \*Track Sponsorship.....US\$20,000 to US\$50,000
- \*Lunch ..... \$25,000 (costs included)
- \*Refreshment Break . . . . . \$10,000 **(4 remaining)**

### Branding Opportunities Priced in USD

- \*Internet Cafe ..... \$10,000 + costs
- \*Delegate Bags. .... \$25,000
- Lanyards (exhibitors only). . . . . \$15,000 **SOLD**
- Stationary (exhibitors only). . . . . \$4,000 + costs
- Hotel Room Keys (exhibitors only). . . . . \$4,000 + costs
- Delegate Bag Insert (exhibitors only). . . . . \$2,000 + costs

### All sponsorship opportunities includes:

- 2 Delegate badge (comes standard with items identified with a “\*\*”)
- Delegate list before the event
- Logo on the event website plus hyperlink
- Company bio in the onsite directory
- Logo on signage at the conference (Thanks to our Sponsor)

*\*All prices are subject to applicable sales taxes.*

## Exhibitor Fees

### Early Bird rates (before September 15, 2009)

Regular Booth:..... \$4,995  
Premium Booth: . . . . . \$5,500

### Regular rates (After September 15, 2009)

Regular Booth: ..... \$5,500  
Premium Booth:. . . . . \$6,000

IATA offers a USD \$250 discount per booth (not applicable on the first booth) for multiple booth occupancy by the same company.

### Exhibit price includes:

- 2 All Access Badges
- Logo on the event website
- Company bio in the onsite directory