



Advertising Solutions Media Kit – Events Sponsorship

Increase your visibility from a trusted source

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IATA organises a wide array of international conferences, exhibitions and industry meetings year-round. Organisations active in all air transport industry sectors regularly attend to gain essential insight, participate in timely discussion and cooperate on new technologies and industry-related issues.

Sponsoring and exhibiting at IATA events will provide an ideal opportunity to:

- showcase your products and services to a focused and targeted audience
- engage in outstanding networking opportunities
- associate your business with the IATA brand, a world class global endorsement

Our offering (may vary per event):

Pre-event promotion

Web visibility: name and link on event website
Logo and hyperlink in email campaigns
Delegate profiles provided before event

During event

Exhibition booth

Visibility opportunities such as:

- Delegate bags
- Hotel room key
- Lanyard

Networking opportunities such as sponsoring:

- Lunch or Dinner
- Coffee break
- Breakfast

Complimentary delegate badges

Brochure or promotional item distributed in delegate bags

Print visibility: Logo and company bio in the e-onsite directory, welcome letter, onsite signage

Speaking opportunity

Post-event

Complete delegate list (addresses, phone numbers)

Cost:

Each event offers different opportunities. Please contact our event representative for more information.

* Dates are subject to change

World Cargo Symposium

March 2010

More than 800 delegates from the cargo supply-chain gather for this 3-day event. Along with industry meetings and the executive forums, this event is loaded with plenary sessions and tracks covering latest hot topics of the cargo industry.

Cargo Governance: Executive Forums ▪ Cargo Committee ▪ Cargo Executive Summit (incorporating a Customer Forum) ▪ Cargo 2000 Board and AGM ▪ e-freight Central Action Group ▪ Air Cargo Security Industry Forum ▪ CASS Policy Group ▪ Cargo Services Conference ▪ Cargo Agency Conference ▪ Live Animals and Perishables Board.

Symposium plenary and tracks: Economic Outlook ▪ Customs ▪ Time and Temperature ▪ Revenue Optimisation ▪ e-Freight ▪ Air Mail ▪ Secure Freight ▪ Quality ▪ Safety ▪ Environment ▪ ULD Management ▪ Dangerous Goods

Target audience: Freight Forwarders, Airlines, Shippers, Manufacturers, Suppliers

IATA Ground Operations Symposium

16-19 May 2010

An impressive gathering of industry experts and key stakeholders from the entire ground operations value chain, this event offers the opportunity to examine the most vital industry issues from all perspectives. Gain insight for more creative and profitable ground operations processes with expert advice from the best.

The IATA Ground Handling Council (IGHC) is the major forum of international ground handling executives. The council brings together over 400 organisations providing or purchasing ground handling services for airlines worldwide.

Target audience: Airlines, Ground Handling Companies, Airports, Head of Departments, Ground Handling VP, Directors and Managers

Bi-Annual Schedules Conference

June and
November 2010

With 1000 delegates, from some 300 airlines and representatives of over 200 schedules-facilitated or fully coordinated airports, this bi-annual meeting is IATA's largest event. The goal of the conference is for airlines and airports to obtain the slots to offer the best possible schedules to their customers.

Target audience: Any airline that is licensed (or has applied for a license) to operate air services ▪ Coordinators from slot coordinated airports and schedules facilitators.

* Dates are subject to change

IATA Revenue Accounting Meeting

September 2010

Revenue Accounting Meeting spans three days and is expected to attract 75-95 airlines and approximately 250 participants. The meeting is open to IATA member airlines and strategic partners. It affords system providers the opportunity to present their products to a large audience in a single venue. The main areas of focus are interline billing and settlement procedures used between carriers.

Target audience: Directors, Managers of Revenue Accounting of Airlines

Commercial Strategy Symposium

November 2010

In today's complex marketplace, effective strategy must focus on the abundant opportunities presented by changes in the business climate. For the forward thinking player, it is a good time to be proactive and learn how to reap the rewards of an effective game plan. The IATA Commercial Strategy Symposium is the central industry platform enabling airlines and their counterparts to review commercial actions and adjust their vision for the future.

Target audience: Key industry players from Business Development, Commercial Services, Loyalty Management and Marketing, Revenue Management and Pricing, Network Planning, Alliances and International Affairs.

AVSEC World

November 2010

Learn about new strategies, approaches and technologies to facilitate efficient and secure operation of civil aviation in a diverse and growing market. AVSEC World 2009 will examine how the industry is responding to these challenges.

Target audience: Airlines, Airports, Civil Aviation Authorities, Security Companies, VPs, Heads, Senior Directors, Managers of Security