



## **IATA Webinars Sponsorship Opportunities**

***IATA produces regularly various free interactive live Webinars covering different areas in the commercial aviation industry.***

### **Exclusive Sponsor**

Sponsor Benefits include:

**Third Party Affiliation:** The IATA name attached to the Webinar increases quality turnout by heightening the credibility and perception of the event as informational and educational.

**High Quality Audience:** Webinars allow sponsor to participate with content in front of an audience of airline decision-makers around the world who would otherwise be unlikely to be assembled in one place at one time.

**Be perceived as a thought-leader:** IATA Webinars will exclusively position your company as an expert, and leading educator, on subjects important to your company and to the IATA communities.

**Turnkey Execution:** IATA promotes, produces and administers the entire event. Sponsor works in shaping the agenda and attends rehearsals, but IATA handle all the technological, promotional and administrative logistics.

**Panelists:** Sponsor representative(s) or third party analyst/expert, IATA experts

**Leads:** Each IATA Webinar will generate hundreds of qualified leads. All opt-in registrant and attendee information is shared with the exclusive sponsoring organization immediately after the event is produced, allowing for prompt follow-up. Attendees have given third party consent to exclusive sponsor to contact them.

**Shelf Life:** Webinars will be archived on IATA web sites for one year.



## Primary Sponsor

Sponsor Benefits include:

**Third Party Affiliation:** The IATA name attached to the Webinar increases quality turnout by heightening the credibility and perception of the event as informational and educational.

**High Quality Audience:** Webinars allow sponsor to participate with content in front of an audience of airline decision-makers around the world who would otherwise be unlikely to be assembled in one place at one time.

**Be perceived as a thought-leader:** IATA Webinars will position your company as an expert, and leading educator, on subjects important to your company and to the IATA communities. The non-exclusive primary sponsor allows additional non competitive sponsoring companies with their logo.

**Turnkey Execution:** IATA promotes, produces and administers the entire event. Sponsor works in shaping the agenda and attends rehearsals, but IATA handle all the technological, promotional and administrative logistics.

**Panelists:** Sponsor representative(s) or third party analyst/expert, IATA experts.

**Leads:** Each IATA Webinar will generate hundreds of qualified leads. All opt-in registrant and attendee information is shared with the primary sponsoring organization immediately after the event is produced, allowing for prompt follow-up. Attendees have given third party consent to primary sponsor to contact them.

**Shelf Life:** Webinars will be archived on IATA web sites for one year.

## Global Sponsor

Sponsor Benefits include:

**Logo exposure:** Sponsor has logo associated with IATA along with primary sponsor on the webinar including all pre & post marketing promotion for the live webinar and up to one-year on IATA web sites. Second level of logo positioning

**Third Party Affiliation:** The IATA name attached to the Webinar along with your logo increases quality turnout by heightening the credibility and perception of the event as informational and educational.

**Be perceived as a thought-leader:** IATA Webinars will position your company as an expert, and leading educator, on subjects important to your company and to the IATA communities.



## Webinar Sponsor

Sponsor Benefits include:

**Logo exposure:** Sponsor has logo associated with IATA along with primary sponsor on the webinar including all pre & post marketing promotion for the live webinar and up to one-year on IATA web sites. Third level of logo positioning

**Third Party Affiliation:** The IATA name attached to the Webinar along with your logo increases quality turnout by heightening the credibility and perception of the event as informational and educational.

**Be perceived as a thought-leader:** IATA Webinars will position your company as an expert, and leading educator, on subjects important to your company and to the IATA communities.

	30.000 USD	20.000 USD	7.500 USD	5.000 USD
Exclusive Sponsor	✓			
Primary Sponsor		✓		
Global Sponsor			✓	
Webinar Sponsor				✓

Stay Tuned for upcoming live events: [www.iata.org/events](http://www.iata.org/events)

Contact:

Al Popescu, Sales Manager, IATA  
Tel.: +1 514 390-6732  
Fax: +1 514 874 1779  
E-mail: [popescua@iata.org](mailto:popescua@iata.org)