



ICAO SAM REGIONAL RUNWAY SAFETY SEMINAR

16-19 JULY 2012

SPONSORSHIP INFORMATION

1. Benefits of Becoming an Exhibitor

- ❖ Take the opportunity at the *ICAO Regional Runway Safety Seminar* to market your products and services to a public and private sector audience from ICAO Member States – SAM Region. A unique event that will bring together regulators from the CAAs, international organizations, airport operators, industry and airport service providers.
- ❖ Meet potential customers at this seminar for sharing developments and perspectives from regional and industry partners. The seminar will provide information on runway safety (RRSS), runway safety teams (RST) and best practices in the Region.
- ❖ Enhance the awareness of your brand's products and/or services and network with senior officials from civil aviation administrations and industry executives during and after the event.

2. Sponsorship Opportunities

❖ **Hospitality Events**

The following table shows the sponsorship categories, hospitality events and the current sponsorship status:

Hospitality Slot No.	Sponsor Category	Hospitality Event	Day/Approximate Time	Status
1	Silver SAM	Simultaneous Interpretation	Monday to Thursday	Available
2	Bronze SAM	Coffee/Refreshments	Monday to Thursday, Morning	Available
3	Bronze SAM	Coffee/Refreshments	Monday to Wednesday, Afternoon	Available
4	Bronze SAM	Closing Cocktail	Thursday, Afternoon	Available

❖ **Delegate Bag**

The delegate bag will display the sponsor's logo and be handed to each delegate at registration. The following table shows the current sponsorship status:

Status
Available

❖ **Promotional Material Distribution**

A piece of the sponsor's promotional material will be inserted into the delegate bag which will be given to each delegate at registration.



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3. Sponsorship Privileges

Silver, Bronze and the Delegate Bag sponsorship categories obtain the following exclusive privileges:

Privileges	Silver Sponsor	Bronze Sponsor	Delegate Bag Sponsor
Sponsor's logo and link on the event Web site	✓		
Complimentary prime location exhibition space	✓	✓	✓
Delegate bag includes up to three pieces of promotional material	✓	✓	✓
Recognition by the event moderator during the opening and closing ceremonies	✓	✓	
Display of sponsors' logos in the venue areas	✓		

4. Sponsorship Fees

The following fees have been established for the exclusive sponsorship privileges described above:

Silver SAM:	U.S.\$5,000.
Bronze SAM:	U.S.\$2,000.
Delegate Bag:	U.S.\$1,000.
Promotional Material Distribution	U.S.\$ 500.

5. Booking a Sponsorship Privilege

Sponsorship privileges will be allocated on a first-come, first-served basis. See Item No. 2 above for the current availability of the sponsorship opportunities and then complete the Sponsor Booking Form.

6. Further Information

Further information about the *ICAO SAM Regional Runway Safety Seminar* can be obtained from:

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