



ICAO

SPONSORSHIP OPPORTUNITIES

Strategic Trends in Air Cargo Regional Symposium in Brazil



São Paulo, Brazil

December 10-11, 2013

SPONSORSHIP INFORMATION

1. Benefits of Becoming a Sponsor

- Take the opportunity at the *Strategic Trends in Air Cargo* Regional Symposium, to market your products and/or services to a public and private sector audience from the aviation and transportation communities, including air lines, customs, civil aviation and other authorities involved in the logistics, the regulations, and the operational aspects of the air cargo sector.
- Enhance the awareness of your brand's products and/or services through promotional opportunities during hospitality events.
- Meet potential customers as well as key decision-makers and network with senior officials to discuss important new developments and trends in the air cargo sector.



Market your products to an audience from the aviation and transportation communities



Engage attendees through promotional opportunities during hospitality events



Network with senior officials and key decision-makers in the industry

2. Sponsorship Opportunities

The following tables show the sponsorship categories, hospitality events and the privileges associated to each level of sponsorship.

Hospitality Slot No.	Sponsorship Level	Hospitality Event	Day / Approximate Time
1	Gold	Lunch	Day 1 - 12:30 - 14:00
2	Gold	Lunch	Day 2 - 12:30 - 14:00
3	Silver	Welcome Cocktail Reception	Day 1 - 17:30 - 19:30
4	Silver	Closing Cocktail Reception	Day 2 - 18:00 - 20:00
5	Bronze	Coffee Break / Refreshments	Day 1 - 10:00 - 10:30
6	Bronze	Coffee Break / Refreshments	Day 1 - 15:00 - 15:30
7	Bronze	Coffee Break / Refreshments	Day 2 - 10:00 - 10:30
8	Bronze	Coffee Break / Refreshments	Day 2 - 15:00 - 15:30

Sponsorship Privileges	Gold	Silver	Bronze
Sponsor Logo on event web site (with link)	✓		
Sponsor Logo on event web site		✓	✓
15 min presentation to audience during hospitality event	✓		
Promotional table top during hospitality event	✓	✓	
Insertion of up to three web pages (HTML only) on the ICAO Digital Distribution kit	✓		
Up to three single sheets of printed promotional material (8½×11 inch or A4) inserted into the event folder	✓	✓	
One single sheet of printed promotional material (8½×11 inch or A4) inserted into the event folder			✓
Recognition by the event moderator during the opening and closing ceremonies as well as before the sponsored hospitality event	✓	✓	✓
Display of sponsors' logos in the venue areas	Large	Medium	Small
Sponsor's name and logo on the Symposium auditorium screen before the sponsored hospitality event	✓	✓	✓
Display of the sponsor's logo on the screen inside the lunch area during the sponsored event	✓		
Display of the sponsor's logo on four 2m x 1m banners inside the cocktail area during the sponsored event		✓	
Display of sponsor's logo on billboards (8.5×11 inch or A4) inside the coffee break area during sponsored event			✓
Sponsor Logo on e-mail marketing	Large	Medium	Small
Sponsor Logo on main printed advertisement	Large	Medium	Small
Free event passes	4	2	1
Additional free cocktail invitations	2	1	

N.B. Hospitality events will take place in the event area. ICAO will make arrangements to cater and pay for the hospitality events with recommended local caterers.

3. Sponsorship Fees

The following fees have been established for the sponsorship opportunities:

Gold:	USD 18,000
Silver:	USD 12,000
Bronze:	USD 8,000

4. Booking

Sponsorship packages will be allocated on a first-come, first-served basis. See Item No. 2 for the available packages and then complete the relevant section of the *Sponsor Agreement Form*.

5. Further information

Additional information about the Strategic Trends in Air Cargo Regional Symposium, can be obtained from our web site (<http://icao.int/meetings/regional-symposia/sp-ac-2013>) or contacting:

ICAO Regional Symposium Initiative

Tel. No.: +1 514.954.8219 (ext. 7001 / 7474) Email: rsi@icao.int

GOLD SPONSORSHIP PRIVILEGES

*The following product mockups illustrate select gold sponsorship privileges and may not be exactly as shown



Sponsor logo on email marketing campaigns*



Sponsor logo on event web site (Linked to sponsor's website)*

Sponsor's logo on main printed advertisement*



Display of sponsor's logo in the venue areas*



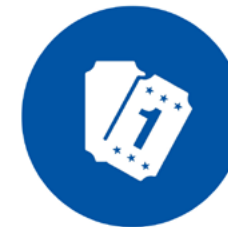
Recognition by Moderator



Promotional table top during hospitality event



Sponsor's name and logo on the Symposium auditorium screen before the sponsored hospitality event and inside the lunch area during sponsored event*



Free Event Passes



15 min presentation during hospitality event

Up to three single sheets of printed promo material (8.5 x 11 inch or A4) inserted into event folder*

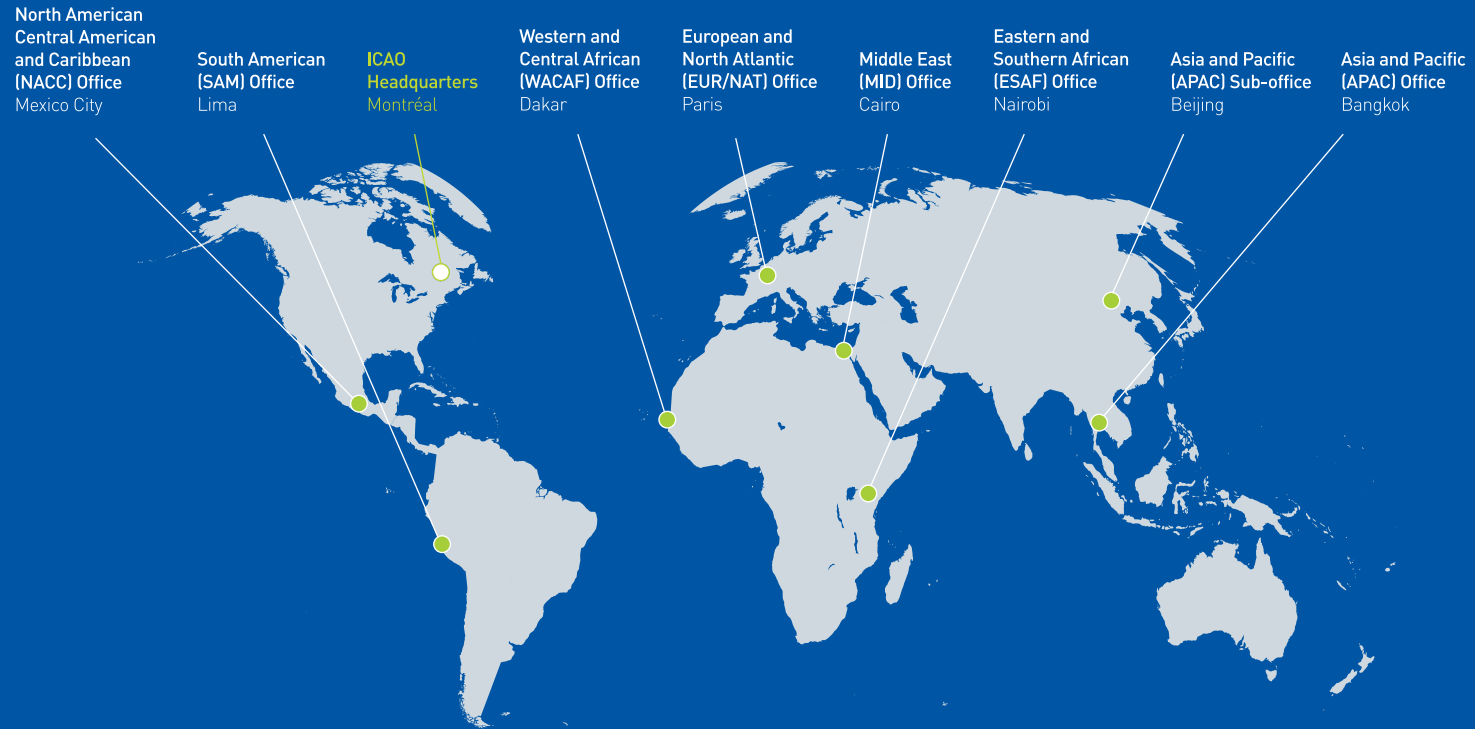


Insertion of up to three web pages (HTML) on the USB ICAO Digital Distribution Kit*



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