

3rd World Conference on Fear of Flying

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EXHIBITION AND SPONSORSHIP OPPORTUNITIES

About the Exhibition

1. Benefits of being an exhibitor

- This is a unique opportunity to present your products/services to key decision makers.
- This event will attract a world wide attendance of regulators and policy makers, aviation security experts, key industry stake holders including airlines, airport operators, manufacturers and representatives from travel and tourism industries.
- In addition, high-level representatives from ICAO's 189 Member States and civil aviation industry and organizations will be participating in this prestigious event.
- Enhanced awareness of your brand's products/services.
- Maximizing exposure and potential networking of your organization's brand during and after the event.

2. The Exhibition area

The Exhibition will be held in a spacious area located at the heart of the Conference venue: the Foyer on the fourth floor which surrounds the conference room. In order to attract visitors and ensure optimal visibility for the exhibitors, the hospitality events included in the Conference Programme will take place in that area.

3. Exhibition booth spaces

There are 30 standard single booth spaces (8 x 8 feet or 2.5 x 2.5 m.) available to exhibitors. Since visibility of booths depends on their location, there are 20 booth spaces classified as "Prime location" and 10 as "Standard location". Priority will be given to sponsors for the allocation of prime-location booths.

To see the floor plan and the Booking Status, please click [here](#):

4. Exhibition dates and hours

Exhibition hours: Monday, 4 June: 9:00 am – 7:00 pm
Tuesday, 5 June: 9:00 am – 5:30 pm
Wednesday, 6 June: 9:00 am – 5:00 pm

Move-in: The exhibition booths will be set up and available for sponsors to move-in on Sunday, 3 June at 1:00 pm

Move-out: Wednesday 6 June, 5:30 pm

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5. Exhibition services

| Item | Included in the fee | Not provided by ICAO | Remarks |
|--|---------------------|----------------------|--|
| Exhibition space – single booth (8 x 8 ft. or 2.5 x 2.5 m.) | ✓ | | The Exhibition hall has carpet and air conditioning |
| Electric supply – one 110V outlet for 15 Amp. max. | ✓ | | For each single booth rented |
| Internet access | ✓ | | Wireless unlimited access |
| 24-hour security | ✓ | | Special security measures will be in place. However, ICAO is not responsible for any loss or damage of goods left in the exhibition booth |
| Listing in the Exhibitor Directory | ✓ | | |
| A photo-ID Pass and Conference bag for one representative | ✓ | | For each single booth rented |
| Invitation to coffee breaks, lunch buffets and reception | ✓ | | For representatives holding a Conference Pass |
| Daily cleaning of public areas | ✓ | | |
| Stands and furniture | | ✓ | Standard booth stands must be rented from the provider chosen by ICAO. Discount packages are offered |
| Lighting in the booth | | ✓ | Included in the above-mentioned packages |
| Banners and/or fascia | | ✓ | Included in the above-mentioned packages |
| Transportation and/or storage of goods and/or importation/exportation services | | ✓ | Through the services provider chosen by ICAO |
| Electric accessories (transformers, extensions, power-bars, etc.) | | ✓ | <u>It is strongly recommended</u> that exhibitors bring their own accessories, as they are difficult to locate and expensive to rent in Montreal |

6. Fees

| | |
|--------------------------------------|---------------|
| Prime-location single booth space | U.S. \$ 3,000 |
| Standard-location single booth space | U.S. \$ 2,500 |

Exhibitors renting two or three adjoining booth spaces will obtain a 20% discount on the total booth fees and be entitled to bring their own “pop-up” booth stands.

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7. Exhibition Rules

a) Booking

- *Allocation of booths.* Booths will be allocated on a first come, first served basis according to availability and best interest of the Conference.
- *Sales Representative.* FCM Communications Inc. (FCM) is ICAO's authorized sales representative for sponsorship and exhibition activities held at this event.
- *Booking procedure.* In order to ensure a clear and fair booking process that protects ICAO and exhibitors' interests, it is requested that all exhibitors comply with the following requirements:

1. *Booking request:* The [Booking Request Form](#) must be completed and sent to FCM. If the requested booth(s) are available, an FCM message confirming a temporary booking will be sent to the requesting organization which will have one calendar week to comply with the next requirement (Exhibitor Agreement).
2. *Exhibitor Agreement:* The request for a booking will be formalized by completing, signing and faxing or e-mailing the corresponding [Exhibitor Agreement](#) to:

Fax: +1(450) 677-4445

E-mail: fcmmunications@videotron.ca

FCM will reply confirming receipt of the Agreement and establishing the target date for the corresponding payment (30 days after the confirmation date but not later than 30 days before the first day of the Exhibition).

3. *Payment of fees.* When in the Exhibitor Agreement an exhibitor chooses to pay the fees through a bank transfer, the exhibitor should provide a copy of the bank transfer by fax or e-mail (PDF format) before the payment target date; this will confirm the reservation and avoid its cancellation. Only through the completion of this final step will ICAO honour the booking. Exhibitors failing to comply on time with this requirement will be subject to a cancellation fee (see below).

b) Cancellation Policy.

An exhibitor organization which has formalized a booking may cancel it, without penalty, if the cancellation request is made no later than seven calendar days after the Exhibitor Agreement was sent to FCM. If the cancellation is requested after this date but within 15 calendar days, the exhibitor will pay, as a penalty charge, 25% of the total fees. Cancellations made after this 15 day time period will be subject to a penalty of 50% of the fees. If the cancellation, however, is made during the 30 previous calendar days to the opening date of the event, the penalty will be 100% of the fees.

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c) Invoices.

FCM will provide an original invoice to one of the Exhibitor's representatives at the Exhibition and will also provide a PDF version by e-mail upon request.

d) Exhibition services not provided by ICAO.

- ICAO will only be committed to provide the exhibition services which are indicated as “Included in the fee” in the related table shown in this website and are also included in the agreement document to be signed by sponsors and exhibitors.
- Exhibitors should contact directly the official providers of exhibition services and/or storage and transportation of goods, to make the arrangements which fit their particular needs.
- *ICAO-authorized exhibit booth.* The official exhibition supplier, Clarkson-Conway Inc. (CC), was selected to provide logistical support to exhibitors because of its extensive experience in organizing exhibitions in Montreal. Exhibitors renting single booth spaces must order an ICAO-authorized booth stand from CC as these stands are sized to fit in ICAO's exhibition floor plan. This rule is optional for sponsors and exhibitors renting double or triple booths who opt to bring their own “pop-up” booth stand. These sponsors/exhibitors, however, should verify that their stand fits into the respective booth space allocated by ICAO. If the stand does not fit, they must rent a booth stand like any other exhibitor. To see information about CC services, products and discount packages, please [click here](#).
- *Storage, transportation and Customs services.* Since there are no storage areas on ICAO premises, it is strongly recommended that exhibitors needing any of these services contact the official customs brokers for this event: Mendelssohn, Customs and Transportation Co. To see information about Mendelssohn's services, please [click here](#).

e) Exhibitor logos, description and coordinates.

For the inclusion of the exhibitors' logos, descriptions and coordinates in the Exhibition Leaflet, the material must be e-mailed to FCM 30 days before the initial day of the Exhibition. The exhibitor organization's description must be brief (maximum 100 words) and two logo versions (one in colour and one in black and white) must be provided. These logos will be printed/displayed in the Exhibition material only if they are provided with a resolution higher than 800x600 pixels and in one of the following formats (identified by software or file extension), in order of ICAO preference: (1) .cdr -Corel Draw, version 6 to 10; (2) .bmp; (3) .tif; (4) .psd.

8. Floor plan – Booking status

To see the Exhibition floor plan and the current booking status, please [click here](#).

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9. Booking a booth

- a. To see and/or download the [Exhibition Booking Form](#), please [click here](#).
- b. To see and/or download the [Exhibitor Agreement Form](#), please [click here](#).

10. Important information for exhibitors

Please note the following issues relating to the Exhibition that all exhibitors should take into account when arranging their participation in this event. This information should be distributed amongst the staff involved and used as a **check list**.

1) *Electrical supply.* The Exhibition hall has electric circuits for 110 volts and 15 amperes maximum. One outlet will be available for each single booth, at no cost. Please check the electrical requirements in terms of total amperes of the equipment to be used at your booth during the exhibition and ensure that it meets the above-mentioned specifications. FCM should receive notification of additional requirements at least 15 calendar days before the first day of the event. This information will enable our technical support staff to provide you with your electrical requirements.

2) *Specifications for computer equipment.* Access to a Public Wireless Network (PWN) is available throughout ICAO's Conference Facilities (free of charge). In order to access the Internet via PWN, users need computer equipment, such as wireless enable laptops, compatible with Wi-Fi 802.11 b/g. The following specifications apply for ICAO's PWN:

| | |
|--------------------|--|
| Protocol | 802.11 b and g |
| Speed | 11 or 54 Mbps |
| DHCP | yes |
| SSID | Broadcasted, Intl. Civil Aviation Org. INET |
| Shared key | yes |
| Encryption | None |
| Available Services | Conference Block, all rooms and open areas Public Internet Access |

Under normal circumstances, users of Windows 2000 and XP will not have to set any special configuration parameters.

3) *Promotional material* to be provided to the participants in the Conference and Exhibition by exhibitors *should not display any military applications or reference to the Republic of Taiwan*.

4) *Invoices.* FCM will provide an original invoice to one of your representatives at the Exhibition and will also provide a PDF version by e-mail upon request.

5) *Exhibitor supplier.* Clarkson-Conway Inc. (CC) can provide you with additional information on its products and services to meet your needs as an exhibitor. [Click here](#) for additional information.

6) *Temporary importation of goods to Canada.* ICAO is registering the event with the Canadian government to facilitate entry into Canada. Exhibitors will receive a copy of the reply letter for ease of reference as soon as it becomes available.

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7) *Registration of Exhibitor's representatives.* Registration will begin on **June 3** at 13:00 hours. In order to facilitate this process, all the exhibitors' representatives should pre-register online on the event's web site, before **May 25**. *Registered participants are entitled to participate in all the activities programmed for the Conference and Exhibition.*

8) *Canadian visas.* In order to facilitate the process by which exhibitors obtain Canadian visas for their representatives at the Conference, ICAO will send supporting letters to the corresponding Canadian Embassy, upon request by an exhibitor. To this end, concerned exhibitors should e-mail fcmcommunications@videotron.ca the following personal data for each person needing a Canadian Visa: full name, title, date of birth, passport number, date of issue, and date of expiry.

9) *Hotels.* The Delta Centre-Ville Hotel in Montreal is located across the street from ICAO Headquarters and has made special arrangements with the Organizing Committee to secure rooms at a special price for the attendees of the Conference. For more information or to reserve your room, click on the following link:

<http://www.deltahotels.com/icao> .

Participants can also benefit from discounted hotel rates as they appear on the following link: http://www.icao.int/cgi/goto_m.pl?icao/en/listofhotels.html .

Please note that the Conference will be during the peak of tourist season in Montreal and that June 4-10 is the week of the Formula 1 racing weekend (http://www.formula1.com/race/destination_guide/775.html). We strongly urge you to reserve your hotel as early as possible. For reservations, please contact the hotel(s) directly and be sure to quote the "**ICAO rate**" at the time of booking.

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Exhibitor Booking Request Form

Please type or complete this form electronically

1. Exhibitor contact details

Organization name:
Contact person:
(Mr. Mrs. First name, Surname)
Job title:
Address:
City:
Province/State:
Country:
Postal Code / ZIP Code:
Telephone:
Fax:
E-mail address:

2. Type of booth

Please indicate the type of booth space you would like to rent:

single (8 x 8 ft; 2.5 x 2.5 m)
double (two adjoining singles)
triple (three adjoining singles)

3. Preferred booth locations – please indicate *booth number(s)* shown on the floor plan that would conform to the type of booth you have chosen above:

1st choice

2nd choice

3rd choice

4th choice

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4. Standard stand package

Exhibitors renting a double or triple booth are not obliged to rent a standard stand package from the exhibition services provider (Clarkson-Conway Inc.). However, please indicate whether you intend to bring your own "pop-up" booth stand:

Yes

No

5. Type of products/services to be displayed

6. Signature _____ Date _____

7. Fax this form to: +1 (450) 677-4445 or e-mail its PDF version to:
fcmcommunications@videotron.ca.

A message confirming the temporary booking will be sent to you shortly.

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Exhibitor Agreement

The undersigned hereby accepts the terms of reference outlined below to exhibit at the 3rd World Conference on Fear of Flying from Monday to Wednesday, June 4-6, 2007. Reservation of the allocated booth(s) will be guaranteed by return of the **completed form not later than 11 May and payment of the exhibition fee not later than 21 May 2007.**

| | |
|----------------------------------|--|
| Name of company or organization: | |
| Contact: | |
| Title: | |
| Address: | |
| City: | |
| Province/State/Country: | |
| Postal code: | |
| Tel.: | |
| Fax : | |
| E-mail : | |
| Signature: | |

Schedule and Location

Exhibition hours: Monday, 4 June: 9:00 am – 7:00 pm
Tuesday, 5 June: 9:00 am – 5:30 pm
Wednesday, 6 June: 9:00 am – 5:00 pm

Move-in: The exhibition booths will be set up and available for sponsors to move-in on Sunday, 3 June at 1:00 pm

Move-out: Wednesday 6 June, 5:30 pm

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The exhibition will be located in the foyer surrounding the ICAO Assembly Hall at ICAO Headquarters in Montreal, Canada.

Please ensure that the dimensions of your exhibition objects, such as large components or demonstration equipment, conform to the logistics at ICAO Headquarters in terms of the freight elevator (depth: 8 feet), the doors of which measure 4 feet wide and 7 feet high.

Specification of the exhibition booth space(s), services and fees to pay

Use the information provided in the message confirming the temporary booking to complete the table below through the following steps:

- Write the booth number(s) which will be included in this agreement;
- If you have booked more than one booth space, calculate the total fees, multiply this result by 0.8 and write the final figure in the "Fees" column;
- If you have booked a single booth only, write the fee in the corresponding column. *This is the amount that your sponsoring organization will pay to ICAO through FCM Communications Inc.*

| Items | Fees |
|--|-------------|
| Exhibit space (2.5 x 2.5 m / 8 x 8 ft) reserved booth(s) numbers _____ | |
| TOTAL | |

The exhibition services included in the fees are:

- The allocated exhibition space(s) indicated above;
- Organization's logo and text included in the Symposium Sponsors and Exhibitors leaflets;
- One bag and one complimentary photo-ID pass for each booth rented;
- Invitation to all social activities of the event; and
- Daily cleaning of public areas.

ICAO will register the event with the Canadian government to facilitate entry into Canada and you will receive a copy of the reply letter for ease of reference as soon as available.

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Rules applicable to this agreement

1. *Payment of fees.* When in the Exhibitor Agreement an exhibitor chooses to pay the fees through a bank transfer, the exhibitor should provide a copy of the bank transfer by fax or e-mail (PDF format) before the payment target date; this will confirm the reservation and avoid its cancellation. Only through the completion of this final step will ICAO honour the booking. Exhibitors failing to comply on time with this requirement will be subject to a cancellation penalty (see below).
2. *Cancellation Policy.* An exhibitor organization which has formalized a booking may cancel it, with no penalty, if the cancellation request is made no later than seven calendar days after the Exhibitor Agreement was sent to FCM Communications Inc. If the cancellation is requested after this date but within 15 calendar days, the exhibitor will pay, as a penalty charge, 25% of the total fees. Cancellations made after this 15 day time period will be subject to a penalty of 50% of the fees. If the cancellation, however, is made during the 30 previous calendar days to the opening date of the event, the penalty will be 100% of the fees.
3. *Invoices.* FCM Communications Inc will provide an original invoice to one of the Exhibitor's representatives at the Exhibition and will also provide a PDF version by email upon request.
4. *Exhibition services not provided by ICAO.*
 - 4.1 ICAO will only be committed only to provide the exhibition services that appear above as included in the fees, in accordance to the following specifications:

| Item | Included in the fee | Not provided by ICAO | Remarks |
|--|---------------------|----------------------|--|
| Exhibition space(s) | ✓ | | The Exhibition hall has carpets and air conditioning. |
| Electric supply – one 110V outlet for 15 Amp. Max. | ✓ | | For each single booth rented. |
| Internet access | ✓ | | Wireless unlimited access. |
| 24-hour security | ✓ | | Special security measures will be in place. However, ICAO is not responsible for any loss or damage of goods left in the exhibition booth. |
| Stands and furniture | | ✓ | Standard booth stands must be rented from the provider chosen by ICAO. Discount packages are offered. |
| Lighting in the booth | | ✓ | Included in the above-mentioned packages. |
| Banner or fascia | | ✓ | Included in the above-mentioned packages. |
| Transportation and/or storage of goods and/or importation/exportation services | | ✓ | Through the services provider chosen by ICAO. |

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| | | | |
|---|--|---|---|
| Electric accessories (transformers, extensions, power-bars, etc.) | | ✓ | It <u>is strongly recommended</u> that exhibitors bring their own accessories, as they are difficult to locate and expensive to rent in Montreal. |
|---|--|---|---|

- 4.2 Exhibitors should contact directly the official providers of exhibition services and/or storage and transportation of goods, to make the arrangements which fit their particular needs.
- 4.3 *ICAO-authorized exhibit booth.* The official exhibition supplier, Clarkson-Conway Inc. (CC), was selected to provide logistical support to exhibitors because of its extensive experience in organizing exhibitions in Montreal. Exhibitors renting single booth spaces must order an ICAO-authorized booth stand from CC as these stands are sized to fit in ICAO's exhibition floor plan. This rule is optional for sponsors and exhibitors renting double or triple booths who opt to bring their own "pop-up" booth stand. These sponsors/exhibitors, however, should verify that their stand fits into the respective booth space allocated by ICAO. **If the stand does not fit, they must rent a booth stand like any other exhibitor.**
- 4.4 *Storage, transportation and Customs services.* Since in the ICAO premises there is no storage areas, it is strongly recommended that exhibitors needing any of these services contact the official **customs brokers for this event: Mendelsohn, Customs and Transportation Co.**

Description of your organization

Please provide a brief description and a logo of your organization to be included in the Exhibition Leaflet. This text, along with a graphic file of your logo (black and white), should be e-mailed to fcmcommunications@videotron.ca not later than **25 May 2007**.

| | |
|-------------------------------|--|
| Name of company/organization: | |
| Mailing address: | |
| Contact name: | |
| Tel.: | |
| Fax: | |
| E-mail: | |
| Text (maximum 100 words) : | |

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Methods of Payment

Bank transfer

Bank Transfer Payment

The exhibition fee is payable to FCM Communications Inc. – indicate “3rd World Conference on Fear of Flying Exhibition Fee” and the sender. An additional charge of U.S. \$10.00 should be added to cover local bank charges. All other bank charges must be prepaid and the total in U.S. dollars paid into the following account:

| | | |
|-----------------------------|--------------------------------|------------------------------------|
| Beneficiary Bank: | Transit code: 05101 | Currency of account: U.S.\$ |
| Royal Bank of Canada | ABA code (Europe): 02 | |
| 1140 St. Catherine | 1000021 | |
| Street West | Swift code: ROYCCAT2 | |
| Montréal, Québec | Bank code: 003 | |
| Canada H3B 1H7 | Bank account: 404 6 843 | |

Credit Card

For off-line payment by major credit cards (American Express, MasterCard and Visa), please provide your credit card details below. Please note that the fee will be charged in Canadian dollars at the UN exchange rate of U.S. \$ 1 = Canadian\$ 1.16 although the fee is quoted in U.S. dollars.

American Express

MasterCard

Visa

Card number:

Expiry date:

Cardholder's name:

Signature:

Please return the completed form by fax or e-mail the scanned version to:

FCM Communications Inc.

Mr. Yves Allard

E-mail: fcmcommunications@videotron.ca

Fax: +1 (450) 677-4445