



EBACE[®]

21-23 MAY 2019 | GENEVA

SPONSORSHIP PROSPECTUS



Early Bird 30% Discount: April 16, 2019

www.ebace.aero | sponsorships@ebace.aero

EBACE

21-23 MAY 2019 | GENEVA



SPONSORSHIP & BRANDING OPPORTUNITIES

GET YOUR BRAND IN FRONT OF 13,000 ATTENDEES!

Our sponsorship team is available to help customize a package that's right for you and your budget!
Contact us today to start planning sponsorships@ebace.aero

EBACE TV

Imagine your company's message being promoted to a captive audience during EBACE2019. Be a part of the action and give your message maximum reach both onsite and online. TV Sponsors will have presence on multiple EBACE TV monitors on-site at Geneva Palexpo and online via EBACE.aero website, EBACE Report Newsletter, EBACE Facebook page, Twitter feed and EBACE Mobile App.

- * **Title Sponsorship** (Exclusive) \$40,000 | Complete Pre-Show, Show Week and Post-Show Coverage [Video, Digital, Social Media, Onsite interview]
- * **Daily TV Sponsor** (3 days) \$15,000/day | Single Day - Full Coverage
- * **Video Advertiser** (Multiple) \$6,500/day | Pre-Produced 20 second video to run on loop, airing 80-100 times during assigned showday
- * **Product Spotlight** \$2,500 each | Single Day - 30 second interview



CHARGING LOUNGE IN REGISTRATION

- Make a big first impression to EBACE visitors by sponsoring a branded lounge area near the show floor entrance. This 4.5m x 4.5m area will offer guests a place to rest their feet and charge their devices throughout the day
- Area to include comfortable lounge furniture, charging table, (2x) floor graphics, (1x) Standing sign with sponsor logo/artwork
- Sponsor will be allowed to place marketing materials on the coffee table for additional promotion.

(Exclusive) \$11,500 | SOLD

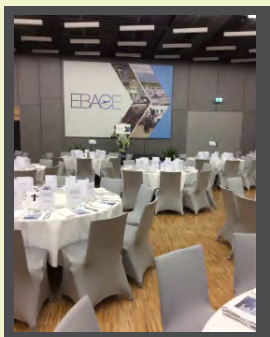


SPONSORSHIP & BRANDING OPPORTUNITIES

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EBACE MEDIA LUNCHEON

- Exclusive Sponsor of the "invite only" press luncheon
 - Welcome members of the Press, share company video, provide promotional materials, reserved table, signage and a verbal thank you during the opening Keynote Session
- (Exclusive) \$18,000 | SOLD**



STATIC DISPLAY SHUTTLE BUSES



- Greet all EBACE attendees visiting the Static Display with your company branding on the shuttle buses
- (4x) Buses to include sponsor graphics on both sides and backside

(Exclusive) \$25,000 | SOLD

DIGITAL ADVERTISING

- Reach out to all EBACE attendees with full digital coverage in and around Palexpo (41 screens total). A 2 min loop divided into 12 advertising spots of 10 seconds each. **Receive over 30,000 impressions over the course of 4 days**



(Multiple) \$6,750 per spot | AVAILABLE

YoPro NETWORKING EVENT

- Gain greater brand recognition and exposure to over 150+ young professionals at EBACE2019. Verbal sponsor recognition at event and logo on signage.



(Multiple) \$775 per co-sponsor | AVAILABLE

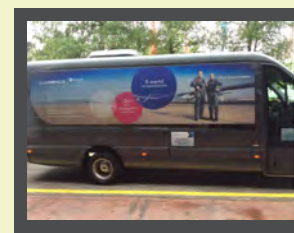
HALL 6 STAIR GRAPHICS

- Welcome all traffic from Hall 7 - Static Display, into Exhibit Hall 6 with company branding on the stairs
- 19 individual strips create one entire image to promote your brand



(Full Set) \$9,000 | SOLD

MINI BUS TRANSPORT



- Sponsor graphics displayed on exterior of Mini Shuttle Buses transporting EBACE attendees to/from the Train Station-Arena pick up to the front entrance near registration
- One way vision graphics will be visible as attendees enter/exit bus

(Exclusive) \$20,000 | AVAILABLE



BRANDED COFFEE CART

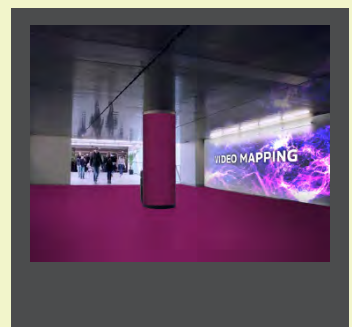
- All inclusive coffee service providing complimentary beverages to EBACE attendees
- Coffee cart is branded with sponsor graphics.
- Sponsor to provide logo cups, napkins, sleeves, etc.

(Exclusive) \$15,000 | SOLD

HALL 6-7 CONNECTOR TUNNEL

- Create an immersive area, giving the attendees a full brand experience on their way to/from the Static Display of Aircraft
- Sponsor branding on the floor, walls and center column
- Digital videos screens

(Exclusive) \$19,500 | SOLD



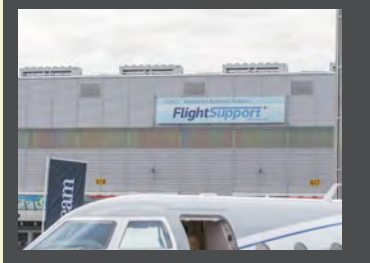


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EXTERIOR BANNER - B1

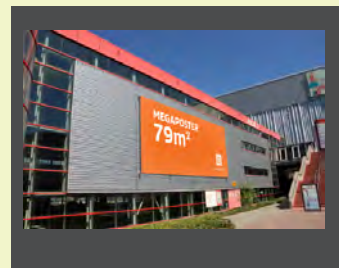
- Giant Megaposter displayed outside of Hall 6 -facing the Static Display of Aircraft. Visible from the tarmac and all in-bound / out-bound flights at Geneva Airport
- Size: Horizontal 23.7M x H 3M



(QTY. 1) \$19,500 | **AVAILABLE**

EXTERIOR BANNER - B19

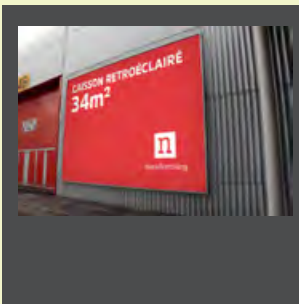
- Giant Megaposter displayed on the outside of Exhibit Hall 7 visible from the roadway and as attendees walk to/from the train station to Palexpo
- Size: Horizontal 13.4M x H 5.8M



(QTY. 1) \$19,500 | **AVAILABLE**

EXTERIOR BANNER - B24

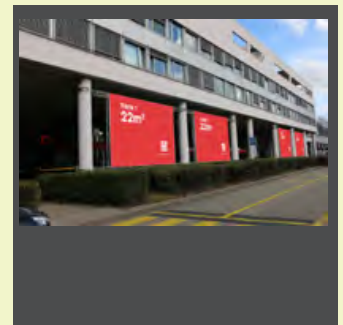
- Large framed banner displayed outside of Hall 5, visible along the walkway to Hall 4 registration and entrance onto the show floor
- Size: Horizontal 7.1M x H 4.8M



(QTY. 1x) \$15,700 | **AVAILABLE**

EXTERIOR BANNERS - B27

- (4) double sided truss banners displayed outside of main entrance doors into Palexpo - visible by all vehicle / attendee traffic at the show
- Size: Horizontal 5.8M x H 3.8M



(QTY. 4x) \$13,250 each |

\$53,000 total | SOLD

EXTERIOR BRANDED FLAGS

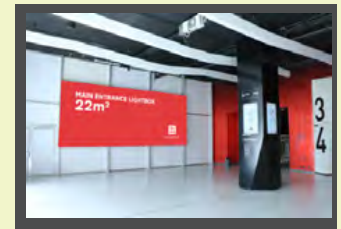
- (13x) Flags displayed along the driveway towards the front entrance of Geneva-Palexpo
- Size: Vertical 1.5M x H 6.0M
- Nylon Material



(Exclusive) \$18,000 total | SOLD

INTERIOR MAIN ENTRANCE BACK-LIT BANNER B10

- Large back-lit banner located in the main lobby of Palexpo, visible as attendees enter from outside and head towards registration
- Size: Horizontal 7.3M x H 3M



(QTY. 1x) \$22,500 | **SOLD**

EXTERIOR WELCOME BANNERS - B28_B29

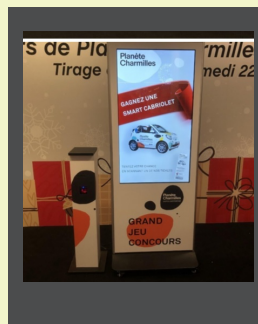
- One horizontal banner s/s
- Size: 32M x H 1.2M (x1)
- Two large d/s truss banners to include sponsors welcome message on both sides
- Size: 5.8M x H 3.8M (x2)



(QTY. 3x) \$41,000 total | **SOLD**

SHOW DIRECTORY - YOU ARE HERE UNITS

- Digital, touch screen displays to assist attendees on the show floor
- Sponsor branding included on the unit
- Sponsor apparel (shirt, hat, vest) can be worn by staff in certain locations



(QTY. 3+) \$5,500 ea. | **AVAILABLE**

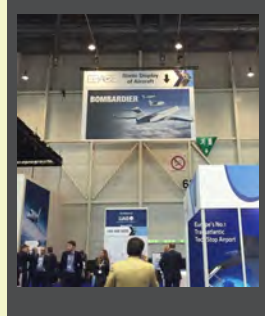


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INTERIOR BANNER B3

- Located in Hall 6 above the stairway leading to the connector concourse and Static Display shuttle buses
- Size: Horizontal 9.1M x H 6.1M (30' w x 20' high)



(QTY.1x) \$17,000 | SOLD

INTERIOR BANNER B11

- Located in Hall 7 at the top of the escalators leading to the connector concourse and Exhibits in Hall 6
- Size: Horizontal 6.7M x H 2.9M (22' w x 9.5' high)



(QTY. 1x) \$15,500 | SOLD



INTERIOR BANNER B17

- Located in Hall 7 above Security entrance to Static Display shuttle buses.
- Size: Horizontal 8.33M x H 4.33M

(QTY.1x) \$26,000 | SOLD

INTERIOR BANNERS B18 - 19

- Two 30' long horizontal banners displayed on each side of the connector bridge between Hall 6 & Hall 7
- Size: 10.60M x H 1.20 M



(QTY. 2x) \$17,000 | SOLD

INTERIOR BANNER B31

- Large Double Sided banner displayed in Hall 7, above escalators leading to/from the Static Display Shuttle Bus zone
- Size: Horizontal 8.33M x 5.33M (27' w x 17.5' d/s)



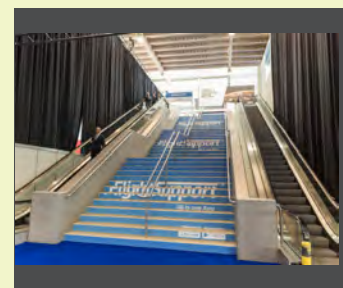
(QTY.1x) \$28,600 | SOLD

BRANDED FLOOR CLING

- Large graphic welcoming all attendees heading to the Static Display shuttle bus loading zone in Hall 7
- Size: Horizontal: 6M x H 3M
- Adhesive Carpet Cling



(QTY.1x) \$ 8,800 | SOLD



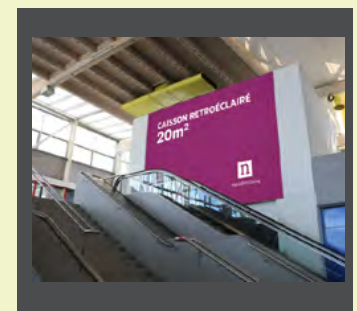
HALL 7 STAIR GRAPHICS

- Three sets of stair graphics displayed in Hall 7, visible to all attendees returning from the Static Display and entering into Exhibit Hall 6
- Size: Horizontal: 4M x H 0.17M
- Multiple strips per section to create one image

(QTY.1x) \$13,000 | SOLD

HALL 7 WALL BANNER

- Large banner displayed in Hall 7, on the wall above escalators leading to/from the Static Display Shuttle Bus zone
- Size: 20 M2 - special size



(QTY.1x) \$22,500 | AVAILABLE



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BRANDED TOTE BAGS

- Be in the hands of all EBACE attendees with this high impact sponsorship
- Official EBACE tote bag handed out at registration and available to all guests
- Sponsor logo displayed on tote bag and on branded display unit



(Exclusive) \$\$\$\$+ | SOLD

BRANDED LANYARDS

- All EBACE attendees will sport your company logo with this tangible item
- Official EBACE lanyard provided to all registered guests, speakers, press, etc.
- Sponsor logo displayed on lanyard and on branded display unit



(Exclusive) \$17,000 | SOLD

BRANDED SHOW BADGES

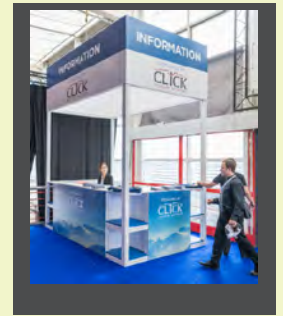
- All EBACE attendees will wear your company logo printed on each badge
- Official EBACE badges provided to all registered guests, speakers, press, etc.
- Sponsor logo displayed on both sides of the badge and have two ad spaces available on registration print out



(Exclusive) \$8,500 | SOLD

INFORMATION COUNTERS

- Attendee Information counters branded with sponsor logo and booth number
- Info counters installed in Hall 5 and Hall 7 upper level foyer
- Sponsor literature can be placed at info counter



(QTY. 2x) \$8,600 | AVAILABLE

HOTEL SHUTTLE BUS KIOSKS

- Display kiosk with EBACE hotel shuttle bus route information and sponsors branding
- Located outside of the Hall 4 entrance near the shuttle bus drop off / pick up area



(SET- 2x) \$5,500 | AVAILABLE

MOBILE APP BANNER ADS

Prime APP Sponsor - \$5,000
-Dedicated Splash Page, (3x) More Rotation of General Banner Ad

General Rotating Banner Ad - \$995
-Appears on the bottom of the page. artwork and url link to be provided

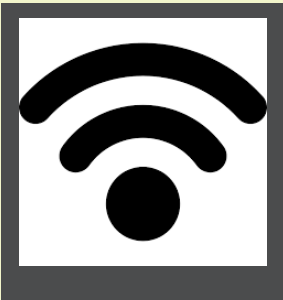
(Multiple) AVAILABLE



EXHIBIT HALL WIFI

- Sponsored Free WiFi in Exhibit Halls
- Sponsor landing page visible upon entry
- Signage in exhibit halls and at registration with sponsor logo

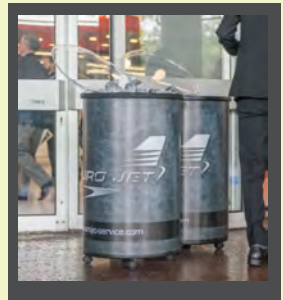
(Exclusive) \$19,000 | SOLD



BRANDED WATER COOLERS

- EBACE approval to display branded water bottle coolers outside main entrance
- Sponsor provides all materials and makes arrangements to water supply to be restocked as needed during event

(Exclusive) \$6,500 | SOLD





GENERAL SHOW INFORMATION



SHOW LOCATION

Palexpo and Geneva International Airport
Geneva, Switzerland

EXHIBIT & STATIC DISPLAY HOURS

TUESDAY, 21 MAY 10:00 – 18:00
WEDNESDAY, 22 MAY 9:00 – 18:00
THURSDAY, 23 MAY 9:00 – 16:00 Exhibits
 9:00 – 14:00 Static Display

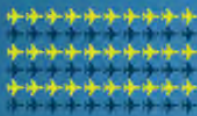
EBACE PROFILE



400+ Exhibitors



13,000 Attendees



50+ Aircraft on Static Display

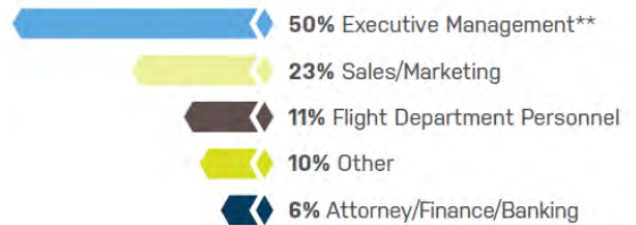


10+ Education Sessions

Attendees' Influence on Company Purchasing Decisions:

- 40%** Evaluate and recommend one or more products/ services for purchase
- 25%** Have final say in purchase decisions
- 21%** Specify supplier

Attendees' Job Functions:



** Owner, Founder, Chairman, CEO, President, Managing Director, Partner, CFO, COO, Vice President

Top Five Reasons Attendees Register:

- 1 Network with vendors and colleagues
- 2 Meet with clients/customers
- 3 Keep up-to-date on industry trends
- 4 Visit companies whose products and services they utilize
- 5 See the latest products and services

39% of EBACE visitors are first-time attendees

