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## Sponsorship Opportunities 2012

### Singapore Airshow 2012

Asia's Largest Aerospace and Defence Event

14 - 19 February 2012



Organised by:

SINGAPORE AIRSHOW  
& EVENTS PTE LTD

Supported by:



Endorsed by:



Held in:





### Invest in Your Brand

Enhance the value and prestige of your products and services by being a sponsor of Singapore Airshow, Asia's Largest Aerospace and Defence event. Take advantage of the sponsorship opportunities listed here to leverage your presence and be recognized by the delegations, trade visitors and exhibitors of the event. Your sponsorship will greatly enhance your global brand recognition.

## Why Sponsor?

- Gives you immediate recognition as an industry leader
- Differentiate yourself and stand out from the crowd
- Strengthen your existing bonds with your stakeholders
- Tap into unrivalled partnerships
- Impacts visitors more powerfully than any marketing platform
- Sponsorship integrates your message with your guest experience
- Maximise your investment by telling your guests where you are located and why they should visit you

### Singapore Airshow 2010 Achievements

Singapore Airshow 2010 was a resounding success and the show received more than 43,000 trade visitors and hosted a record number of high-level foreign dignitaries, including 259 government and international delegations from 80 countries. Visiting aviation industry leaders include 27 airline CEOs, the heads of the International Air Transport Association (IATA) and the International Civil Aviation Organisation (ICAO).

The following statistics speak of the lucrative opportunities that await aviation's finest at Singapore Airshow:

- 897 companies from 36 countries including 62 of the top 100 aerospace companies, were represented
- 43,459 trade attendees from 133 countries
- 259 foreign government and international delegations from 80 countries
- 846 accredited media personnel representing 269 media outlets
- Defence organizations form 55% of the participants while civil aviation companies account for the other 45%

At Singapore Airshow, we believe in working with our sponsors to develop a unique and distinctive sponsorship programme, specific to their corporate needs. We will brainstorm with you on various sponsorship ideas, work with designated themes or utilize products or giveaways to make your sponsorship a memorable experience. No matter what your budget is, we can tailor a special package just for you.





# Singapore Airshow 2012

Asia's Largest Aerospace and Defence Event

**Dates:**

Trade days: 14 – 17 February 2012 • Public days: 18 – 19 February 2012

**Venue:**

Changi Exhibition Centre, 9 Aviation Park Road, Singapore 498760

**Visitor Profile**

Singapore Airshow 2012 is poised to attract over 43,000 trade visitors and 90,000 public visitors. You can expect to see:

- Airlines
- Airport Operators
- Civil Aviation Authorities
- Corporate / Private Aircraft Operators
- High Net Worth Individuals (HNWIs)
- Leasing and Financing Companies
- Maintenance Organisations
- Ministries of Defence and Transport
- Tri Services (Air, Land and Sea Forces)
- Worldwide High Ranking Government and Military Delegations and C-Level Corporate Executives

**Exhibitor Profile**

Expect more than 800 exhibiting companies showcasing the latest technology in:

- Air Traffic Control Equipment
- Aircraft (Fixed and Rotary)
- Airport Terminal Solutions and Services
- Armament and Ordnance
- Avionics and Unmanned Technologies
- Business Aviation
- Chemicals
- Communication Equipment and Services
- Engines
- Ground Support Equipment
- Leasing and Financing
- Materials, Parts and Components
- MRO Services
- Satellites and Space Systems
- Security and Surveillance
- Simulators, Training Equipment and Services



**SINGAPORE AIRSHOW 2012**  
**SPONSORSHIP TIERS**

Diamond Sponsors (By Invitation Only)	S\$ 200,000
Platinum Sponsors	S\$ 80,000
Gold Sponsors	S\$ 40,000
Eco Sponsors	S\$ 30,000



**NETWORKING EVENTS SPONSORSHIP**



**Singapore Airshow 2012 Industry Welcome Reception**

Held on the eve of the opening day, the Industry Welcome Reception is a prolific event attended by over 2,000 exhibitors and delegates alike. Take advantage of this opportunity to network and showcase your brand to this targeted group of industry professionals.

2 Main Sponsors (per sponsor)  
4 Co-Sponsors (per sponsor)

**Sponsorship Price**  
S\$200,000  
S\$ 60,000



**Singapore Airshow 2012 Welcome Lunch**

The Singapore Airshow 2012 Welcome Lunch is one of the highest profile events of the week and provides the perfect platform for you to showcase your company. Attended by official delegates and international aviation professionals, you get the opportunity to showcase your brand through various touch-points e.g. pre-event branding on invitation cards, event signage, access to special VIP areas and a pre-agreed number of complimentary tickets.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 80,000

**EVENT ON-SITE SPONSORSHIP**



**Hotel Shuttle Buses**

Extend your branding beyond the show grounds and reach out to a captive audience! Our shuttle buses run to and from the show grounds, picking up delegates and guests from a number of hotels and designated locations. As a sponsor, you will enjoy exclusive branding rights on the interior of the buses, transportation schedules as well as bus stop signage.

Principal Sponsor (exclusive)  
Individual Sponsor (per bus)

**Sponsorship Price**  
S\$120,000  
S\$ 30,000



**Registration Gateway**

Grab the attention of attendees even before they enter the exhibition hall, our Registration Gateway offers tremendous exposure to all exhibitors, guests and delegates, with exclusive branding opportunities. Create an impact and brand your company in a BIG way by sponsoring the Registration Gateway. Branding of the Registration Gateway is subjected to organiser's approval and excludes production.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$100,000



**Seaborne Billboards**

Dominate the landscape! Visible from almost anywhere at the show grounds, these Seaborne Billboards offer sponsors tremendous exposure at the event.

Principal Sponsor (4 billboards)  
Individual Sponsor (per billboard)

**Sponsorship Price**  
S\$ 80,000  
S\$ 25,000



**Aisle Banner**

Gain maximum visibility by sponsoring our exhibition hall Aisle Banners. Highly visible from within the hall, attendees will see your company name prominently displayed on the Aisle Banner. Sponsorship fee includes production and rigging cost.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 80,000



**Flying Control Tower**

The highest point on-site, all attention will be naturally drawn to the Flying Control Tower upon entry to the show grounds. Be assured of maximum exposure when you sponsor this prominent location. Visible from anywhere on the show ground, the Flying Control Tower provides an excellent branding opportunity for your company.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 80,000



**Golf Buggies**

These Golf Buggies will be used by all trade visitors to get around the show site. Get your message or company branding on these highly visible and highly sought-after vehicle during the show. Branding of the buggies is subjected to organiser's approval and excludes production.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 80,000



**Lamp Post Banners**

There's no better way to take your message right from the entrance of the event grounds to the Airshow! Using double sided banners, the Lamp Post Banners along the Aviation Park road is definitely a fantastic vehicle to ensure massive visibility for your brand.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 80,000



**Media Centre and Hospitality Chalet**

With hundreds of international and local media covering the Airshow, the Media Centre and Hospitality Chalet is the hot-spot to hit for great press. Build your brand and increase your presence among this group of specialized professionals by sponsoring our media facilities. Exclusive branding opportunities both inside and outside the Media Centre and Hospitality Chalet provide you with great visibility to all guests and exhibitors to the Airshow!

Principal Sponsor (exclusive)  
Media Brunch (excludes F&B cost)

**Sponsorship Price**  
S\$ 75,000  
S\$ 20,000



**VVIP Lounge**

Exclusive to hosted delegates and visiting officials, the VVIP Lounge is the perfect platform to make a lasting impression on these high-level guests. As a sponsor, you will enjoy branding opportunities inside the VVIP Lounge, increasing your company's presence among our VIP guests. Sponsorship fee excludes the design, fabrication and fitting-up of the VVIP Lounge.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 50,000

**EVENT ON-SITE SPONSORSHIP**



**Trade Tickets**

A must-have for all visitors during trade days, our Trade Tickets provide you the perfect opportunity to promote your company to every Singapore Airshow attendee. Place your company branding on our Trade Tickets and reach out to global aerospace professionals and invited guests during the trade days.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 50,000



**Badges and Lanyards**

Badges and Lanyards are distributed to all guests upon registration and are required for entrance to the event. With custom-printed lanyards complete with your company logo, you are guaranteed non-stop exposure throughout the show! Sponsorship fee excludes production.

Trade Visitor Lanyard Sponsor  
Exhibitor Lanyard Sponsor  
Badge Sponsor  
Media Badge Sponsor

**Sponsorship Price**  
S\$ 40,000  
S\$ 35,000  
S\$ 20,000  
S\$ 15,000



**Visitor Information Counter**

The first-stop for any guest with questions about Singapore Airshow 2012, the Visitor Information Counter boasts one of the highest traffic on-site. As a sponsor, your brand will be showcased in a prominent area, visible to all attendees.

Principal Sponsor (exclusive)  
Individual Sponsor (per location)

**Sponsorship Price**  
S\$ 40,000  
S\$ 25,000



**Location Board and Map**

With an exhibition hall the size of 40,000 sqm and an accompanying static aircraft display area of 90,000 sqm, the first stop for any visitor to get their bearings right would definitely be our Location Boards and Maps. Located at strategic crossroads, entrances and exits at the show grounds, our Location Boards and Maps guarantee maximum exposure at high traffic areas for your company.

Principal Sponsor (exclusive)  
Exhibition Layout Plan (4 boards)  
Site Layout Plan (2 boards)

**Sponsorship Price**  
S\$ 40,000  
S\$ 25,000  
S\$ 25,000



**Car Park Shuttle Buses**

Looping around the carpark compound to pick-up and drop-off visitors, the Car Park Shuttle Buses are a good platform to reach out to your desired audience. Brand both the interior and exterior of the buses and leave a lasting impression on guests before they enter the exhibition site and when they leave the site. Branding of the Car Park Shuttle Buses is subjected to organiser's approval and the sponsorship fee excludes production.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 40,000



**Captains' Club Lounge**

The Captains' Club Lounge caters to an exclusive group of members – high level executives in the aviation and aerospace industry. Sponsoring the Captains' Club Lounge allows you to initiate direct contact with the delegates, VIPs and fellow exhibitors. Your company will also benefit from the extensive branding on the interior and exterior of the lounge. Branding of the Captains' Club Lounge is subjected to organiser's approval and the sponsorship fee excludes the fabrication and fitting up of the lounge.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 40,000



**Internet Centers**

In our fast-paced world, we are virtually connected 24/7. The internet transcends time zones and at an event with international participation, no email goes unchecked. While exhibitors and attendees log on to check their email, they will not miss your company logo and website prominently displayed on the screen savers. Branding of the screen savers is subjected to organiser's approval and the sponsorship fee excludes set-up and equipment.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 40,000



**Recycling Bins**

Help save the Earth! Enhance your company's presence by sponsoring the Recycling Bins at Singapore Airshow 2012. Located at strategic areas in the main exhibition hall and around the venue, branding these Recycling Bins not only increases visibility to all guests but also shows your company's commitment to the environment. Sponsorship fee excludes production.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 40,000



**Beer Garden**

Nothing beats an ice-cold beer on a hot day! With our warm February weather, guests will definitely head out for a cold refreshing beer. As the Beer Garden sponsor, you will enjoy an exclusive seating area for your invited guests as well as branding opportunities inside and outside the beer garden. Sponsorship fee does not include the set-up of the beer garden.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 25,000



**Corporate Hospitality Desks**

Corporate Hospitality Desks offer dedicated check-in lanes exclusively for your VIPs. This ensures a smooth registration and red carpet entry to the show for your most important guests and dignitaries. Limited to 6 Hospitality Desks only!

Per Hospitality Desk

**Sponsorship Price**  
S\$ 25,000



**Business Centre**

The Business Centre plays a pivotal role for hundreds of exhibitors and guests to the Airshow. As a sponsor, you will be providing a valuable service to this group of people and your branding message will be integrated into the facilities, including the Centre's exterior and interior. Sponsorship fee excludes production.

Principal Sponsor (exclusive)

**Sponsorship Price**  
S\$ 25,000

**EVENT ON-SITE SPONSORSHIP**



**Flying Display Shades**

Set against the clear blue skies of Changi coast, the exciting aerial performances are always a crowd-puller. Guests to the Airshow will receive our Flying Display Shades upon registration, a practical necessity to help neutralise the sun's glare while viewing the flying displays. Place your brand in the hands of aviation professionals and enthusiasts and enjoy maximum exposure for your company. Sponsorship fee excludes production.

**Sponsorship Price**  
S\$ 20,000

Principal Sponsor (exclusive)



**Show Carrier Bags**

Exclusive to our event, the Singapore Airshow 2012 Show Carrier Bags live well beyond the show and allow extended visibility for your brand. Given to all guests upon registration, the bags are a useful item for storing documents and necessities. The Show Carrier Bags will feature both the Singapore Airshow logo as well as your company's logo. Branding of the Show Carrier Bags is subjected to organiser's approval and the sponsorship fee excludes production.

**Sponsorship Price**  
S\$ 20,000

Principal Sponsor (exclusive)



**LCD TV Screens at Registration Area**

Schedule a 30-sec commercial or video display on our LCD TV Screens at the Registration Area and be the first to greet guests even before they enter the exhibition hall.

**Sponsorship Price**  
S\$ 20,000

Individual Sponsor (2 screenings per hour)



**Brochure Display Stands at Entrance**

Place your brochures and flyers where you will really be noticed! Guests walking past the stands will pick up the information and enter the hall with your flyers in their hands!

**Sponsorship Price**  
S\$ 10,000

Per Brochure Stand

**WEB BANNERS AND ONLINE SPONSORSHIP**



**Singapore Airshow 2012 Website**

Interactive platforms take centre stage in this digital age and as the sponsor of the Singapore Airshow Website, you can be assured of constant visibility for your brand. Our website consistently registers high traffic and in the month of the Airshow alone, over 25 million hits were generated, making it the ideal platform to reach out to aviation professionals and enthusiasts alike!

**Sponsorship Price**  
S\$ 50,000  
Banner on Exhibitor's Listing page S\$ 15,000  
Banner on any other page S\$ 8,000

Principal Sponsor (exclusive)



**Singapore Airshow 2012 eNewsletter**

Electronic editions of our Singapore Airshow Newsletter are sent quarterly to our delegate, exhibitor and visitor databases via emails. Every issue is also uploaded on the website for downloads. With prominent logo and banner ad displays in every issue, you can be sure of greater exposure for your company!

**Sponsorship Price**  
S\$ 5,000

Banner ad hyperlink per e-issue

**PRINT SPONSORSHIP**



**Singapore Airshow 2012 Visitors' Guide**

This handy sized fold-out guide contains important show details, maps and information all guests need to get around the Airshow! Given out to all trade visitors upon registration, sponsors of the Visitors' Guide can be certain of constant visibility throughout the show.

**Sponsorship Price**  
S\$ 35,000

Principal Sponsor (exclusive)



**Singapore Airshow 2012 Aircraft Guide**

Sponsor one of the well-used guides at the show! The Aircraft Guide shows the location and names of each aircraft on the static aircraft display area and will be distributed at high-traffic areas.

**Sponsorship Price**  
S\$ 20,000

Principal Sponsor (exclusive)



**Singapore Airshow 2012 Flying Display Guide**

The Flying Display Guide lists the order of appearance and timings of aerial displays and aircraft flying on a daily basis. Distributed at high-traffic areas throughout the show grounds, the Flying Display Guide is one of the most sought after pieces of literature at the Airshow.

**Sponsorship Price**  
S\$ 20,000

Principal Sponsor (exclusive)



**Singapore Airshow 2012 Telephone Directory**

This is the most useful piece of information for all exhibitors at Singapore Airshow 2012 as it contains all relevant and important telephone numbers. Copies of the Telephone Directory will be available at all stands, chalets, flying control committee office, media centre and at the various lounges at the show site. As a sponsor, your company's logo will be prominently displayed on the Telephone Directory.

**Sponsorship Price**  
S\$ 5,000

Principal Sponsor (exclusive)



**Singapore Airshow 2012 Newsletter**

The Singapore Airshow 2012 Newsletters will be sent to our delegates, exhibitors and visitors on a regular basis. With every issue, there will be updates on the show which exhibitors and visitors look forward to reading. By placing advertisements in our Newsletter, you can be ensured of extended readership with your right target audience as our latest exhibition floor plan will also be enclosed within the issue. Furthermore, the Newsletters will also be distributed at major airshows around the world.

**Ad Placement (Per issue)**

Full Page FC	S\$ 7,000
Half Page FC	S\$ 5,000
Belly Band (excludes production)	S\$ 10,000
Bookmarks (excludes production)	S\$ 10,000

**OFFICIAL TRADE DIRECTORY ADVERTISING**

Placing advertisements in the Official Trade Directory will help you gain exposure with guests and exhibitors at Singapore Airshow 2012 and beyond! The Official Trade Directory is the only publication that contains comprehensive details of all exhibitors and it is guaranteed to enjoy extended readership even after the event. The Trade Directory will be distributed to all delegates, exhibitors and accredited members of the media. It will also be sold at the event as well as via mail order before and after the show.



In addition to the highly visible placement on the cover of this publication, you can also reserve space on the centre spread as well as the special featured options such as the gatefold on the front cover, bookmarks and divider cards. Place your order now and enjoy the first right of refusal on this premium space in the next issue!

**Ad Placement**

Gatefold on Front Cover FC	S\$ 23,000	■
Centre Spread FC	S\$ 20,000	■
Double Page Spread FC	S\$ 18,000	■
Outside Back Cover FC	S\$ 15,000	■
Inside Front Cover FC	S\$ 15,000	■
Full Page Facing Content Page FC	S\$ 15,000	■
Inside Back Cover FC	S\$ 12,000	■
Any Full Page Facing Messages FC	S\$ 12,000	■
Full Page FC	S\$ 11,000	■

**Special Options**

Belly Band	S\$ 16,000	■
Bookmarks (excludes production)	S\$ 12,000	■



**BILLBOARD ADVERTISEMENTS**

**Maximise your presence at Singapore Airshow 2012!**

In 2010, giant outdoor V-shaped, to double sided billboards on the event grounds gave advertisers prominent space to display their brand messages.

For 2012, Singapore Airshow will continue to provide the V-shaped, double-sided billboards that will ensure visibility going to and from the exhibition site. What's more, the pedestrian bridge billboards will also guarantee more eyeballs for your brand.

**Rates and Locations**

Prices range from S\$5,000 to S\$50,000 and are based on the size and location of each billboard. A standard handling fee is charged for Made-to-Order and irregular sizes. Production is charged at cost and is not included in the price of the billboard.



**Locations**

**Along Aviation Park Road** – Visible to all visitors driving in and out of the show grounds, these double-sided large billboards ensure high visibility for your company branding!

**Car Park** – These large billboards situated near the registration area ensure your message will be visible to the thousands of trade and public visitors at the event.

**Pedestrian Bridge** – All visitors must cross this bridge in order to reach the event site and this means a consistent traffic flow and enhanced visibility for your company with billboards flanking both sides of the bridge!

**Plaza Entrance** – Capture visitor attention with large billboards right at the plaza entrance and create a long lasting impression in the minds of the show attendees.

**Exhibition Hall Exterior** – Large banners on the side of the hall facing the car park and pedestrian bridge offers great dual visibility for you.

**Static Aircraft Display Area** – This is a high traffic area which offers good positions for A-sign Boards that will be displayed at the railing surrounding the area.

**Along Chalet Line** – Chalet holders will be entitled to special discounts for placement of A-sign Boards outside their chalets.

CONFERENCE SPONSORSHIP



**Singapore Airshow Aviation Leadership Summit 2012**

This high-level summit brings together representatives of Government, regulators and airline CEOs from around the world for a closed-door discussion on key issues facing the airline industry.

Following its success in 2008 and 2010, the 3rd Aviation Leadership Summit will once again be held in conjunction with Singapore Airshow 2012. This summit is a collaborative effort by the International Air Transport Association (IATA), Civil Aviation Authority of Singapore (CAAS) and the Ministry of Transport (MOT)

Attendance for this summit is by invitation only. As a sponsor, your brand will be visible to top level executives and decision makers.



	Sponsorship Price	
	Principal Sponsor (exclusive)	Co-Sponsors (max 3)
Dinner	S\$100,000	S\$ 50,000
Lunch	S\$ 60,000	S\$ 40,000
Tea Break	S\$ 30,000	S\$ 20,000
Seat Cover (excludes production)	S\$ 50,000	
Delegation Bag (excludes production)	S\$ 30,000	



**Asia Pacific Security Conference 2012**

Since the inception of the Asia Pacific Security Conference 2012, it has become a high profile event for members of the defence and security community and analysts of strategic affairs to exchange views and insights into some of the pressing security challenges confronting the region.

Sponsoring this key event allows you to reach out to a niche audience and helps create strong brand visibility for your company.



	Sponsorship Price	
	Principal Sponsor (exclusive)	Co-Sponsors (max 3)
Dinner	S\$100,000	S\$ 50,000
Lunch	S\$ 60,000	S\$ 40,000
Tea Break	S\$ 30,000	S\$ 20,000
Seat Cover (excludes production)	S\$ 50,000	
Delegation Bag (excludes production)	S\$ 30,000	



**Land Defence Conference 2012**

The Land Defence Conference will be held in conjunction with the Land Defence Pavilion at Singapore Airshow 2012, where the latest land defence technologies will be showcased to a big audience consisting of high-ranking buyers from the region and beyond.

Sponsoring the Land Defence Conference gives you immediate recognition as an industry leader and strengthens your existing bonds with your stakeholders.

	Sponsorship Price	
	Principal Sponsor (exclusive)	Co-Sponsors (max 3)
Dinner	S\$ 50,000	S\$ 30,000
Lunch	S\$ 35,000	S\$ 25,000
Tea Break	S\$ 20,000	S\$ 15,000
Seat Cover (excludes production)	S\$ 30,000	
Delegation Bag (excludes production)	S\$ 20,000	

DON'T MISS OUT ON THE SPONSORSHIP OPPORTUNITIES!

Garner Global Recognition for your company at Singapore Airshow 2012.

Branding opportunities and other benefits can be customized to meet your marketing objectives and budget. Contact us now to secure the branding and advertising opportunities for your company.

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- All information is correct at the time of printing and is subject to change. In some instances, the changes may be required by the organizer and hence the terms contained here cannot form part of an offer or contract.
- All sponsorship opportunities are stated in Singapore Dollars unless otherwise stated.
- All sponsorship opportunities stated exclude production costs unless otherwise stated.