



AMSTERDAM RAI
6 - 8 MARCH
www.atcglobalhub.com

WHY SPONSOR OR EXHIBIT AT THIS EVENT?

Exhibiting at **ATC Global** is one of the **most efficient, effective and successful marketing activities** for all companies offering an ATM and ATC related product or service.

No other form of marketing can get you in a room with so many potential customers actively looking for suppliers and give you the chance to have hundreds of face to face meetings in such a short period of time.

And if that is not enough here are the 5 main ways attending this event can benefit your organisation:

- Receive premium **branding exposure** to the entire ATC/ATM industry
- **Network with a global audience** of almost 5,500 Air Traffic Management professionals from over 109 countries
- **Reinforce your profile** in the market with your existing customers
- Position your company as a **thought-leader** in the ATC/ATM space
- Conduct extensive market research by **gauging face-to-face market reaction** to your products and services

"All our international customers were here so it was a good opportunity to network. All the big players are here and we've already booked for next year. We exhibit at other shows but this is the only international one."

RICHARD HITCHCOCK
VP of Business Development, L3USA

*According to independent research

92%

OF EXHIBITORS REPORTED HAVING FULLY ACHIEVED THEIR EXHIBITING OBJECTIVES AT ATC GLOBAL 2011*

96%

OF EXHIBITORS RE-BOOK THEIR STAND 12 MONTHS AHEAD OF THE NEXT ANNUAL EXHIBITION & CONFERENCE

"Overwhelmed this year! Great position, first time we have had space only and we have had 8 times the traffic compared to last year – we ran out of brochures! Excellent show, great quality of visitors and the content of the show this year was 100% perfect for our market. It is a must to be at ATC Global if you are an ATM professional and the meeting place for the whole community. ATC Global is our top priority and is THE show to exhibit at. We have already rebooked!"

NATHALIE HAMMERICH
Managing Director, ATRICS

81%

OF VISITORS SAY THEY ARE LIKELY TO DO BUSINESS WITH EXHIBITORS AS A RESULT OF THEIR VISIT*

EXHIBITION STAND OPTIONS FOR 2012



SPACE ONLY

- **£425** + VAT per square metre*
- **£190** Stand Audit fee**

This option does not include carpeting. Stand construction must comply with the stand fitting regulations that are issued in the Exhibitor Technical Manual.

*This fee is only applicable to exhibitors booking space only stands. All space only exhibitors are required to supply stand plans in advance of the show.

**The stand audit fee covers the cost of plans being checked and approved.

SHELL SCHEME

- **£505** + VAT per square metre*



The framework and basics of your stand are provided and include: walls, carpet, name board, electrical socket, spotlight, 1 table and 2 chairs.

*All exhibitors are required to carry public liability insurance for at least £2 million public liability and provide us with a copy of the policy. A copy of the cover we can provide is available on request and is automatically supplied to anyone requesting us to make arrangements on their behalf.

ADDITIONAL FEES

Digital Registration Fee (required)

- **£350** + VAT. This is a flat fee, independent of stand size that is charged per stand and includes listing in our Product and Services Directory

EXHIBITION SPONSORSHIP OPPORTUNITIES

Options	Price	Availability
Pre-Show		
Insert in visitor badge and event preview mailing	£2980	✓
Show countdown sponsorship (5 month exposure)	£2079	✓
Exclusive sponsorship of pre-show marketing emails	From £795	✓
Onsite		
Piazza sponsor (exclusive)	£16995	SOLD
Seminar theatre sponsor (exclusive)	£13495	✓
Exhibition drinks reception (exclusive)	£12000	✓
Registration Area (exclusive)	£8500	SOLD
Welcome signage (exclusive)	£8250	SOLD
You are here board (exclusive)	£7500	✓
Lanyards (exclusive)	£7350	SOLD
Exhibition and conference attendee badges	£6064	✓
Staircase stickers (exclusive)	£6000	SOLD
Central foyer graphic (exclusive)	£5513	SOLD
Pocket guide (exclusive)	£5513	✓
Visitor carrier bag sponsor (exclusive)	£4463	✓
4m x 1m Entrance floor tile graphic (1 per hall)	£4250	2 SOLD 1 AVAILABLE
5 x 1m ² Carpet graphics	£2025	✓
Promotional character walking the show	£1995	✓
Insert in visitor carrier bags	£1680	✓

✓ = available at time of printing

For more information on the above opportunities, please contact:

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