



**International Business-to-Business Forum and Conference**  
**Aero-Engines and the Aerospace Supply Chain**

**SPONSORSHIP OPPORTUNITIES**



**GREATER VISIBILITY FOR YOUR COMPANY AT THE**  
**AERO ENGINE FORUM BIRMINGHAM 2017!**

Organized by:



Endorsed by:



In partnership with:



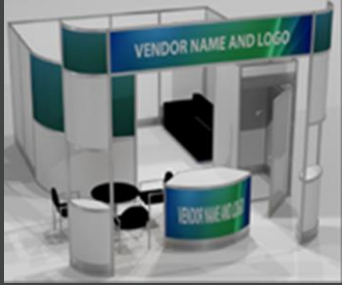
In association with:



BIRMINGHAM, UK



300 companies  
600 participants  
5000 BtoB meetings  
15 countries represented



This picture is subject to modifications

## PLATINUM SPONSOR: 20000 €

This package is a partnership that guarantees your company a high profiled participation.  
**No competitors of yours will be granted this option.**

- **A schedule with pre-arranged and approved meetings based on your own choices.** Unlimited access to the profiles of all the participants will help to identify and request meetings with companies you would like to target.

- **A 24sqm booth.** A very limited number of these booths will be available. These are shell scheme spaces including 2 meeting spots with 1 table, 1 coffee table, 4 chairs, 2 armchairs or sofas, 1 storage room, space for your company graphics.

- **An advert page in the soft copy of the event catalogue.** All the detailed profiles of the attendees will be saved on a pdf format and downloadable by all the participants. This is an excellent channel to circulate your message through the industry as our participants access this file even when the event is over.

- **A two sided advert page in the event program booklet.** The program booklet is distributed to all the participants entering the show. It's the event guide providing such information as the general program, conferences summaries, floor plan and so forth. You'll supply the artwork on a printable and high definition format.

- **A two sided flyer presenting your company** services, capabilities or products inserted in the folders distributed to all participants. These folders contain the participant's schedules of meetings and are handed over to every participant. You will supply the flyers on A4 format and courier them to the address the organizers will indicate.

- **An up to 90sec video presenting your company.** This file will be played nonstop on screens located at the VIP area where top executives have their meetings as well as at strategic spots such as the business center, coffee corner, and main entrance. As well as the media wall centrally located at the ICC. The video shall bear no sound and be supplied by you.

- **Your company logo visible:** on the event official website, on other marketing materials, at strategic locations at the venue, on floor plans, etc.

- **Unrestricted access to the convention for up to 5 delegates of your choice**

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### GOLD SPONSOR: €15000

- **A schedule with pre-arranged and approved meetings based on your own choices.** Unlimited access to the profiles of all the participants will help to identify and request meetings with companies you want to target.
- **A 12sqm booth.** This is shell scheme space including 2 meeting spots with 2 tables, 6 chairs, a shelves rack and a company sign. This booth will be located at a strategic location.
- **A two sided advert page in the event program booklet.** The program booklet is distributed to all the participants entering the show. It's the forum guide providing such information as the general program, conferences summaries, floor plan, etc. You'll supply the artwork on a printable and high definition format.
- **An advert page in the soft copy of the event catalogue.** All the detailed profiles of the attendee will be saved on a pdf format and downloadable by all the participants. This is an excellent channel to circulate your message through the industry as our participants access this file even when the event is over.
- **An up to 90sec video presenting your company.** This file will be played nonstop on screens located at the VIP area where top executives have their meetings as well as at strategic spots such as the business center, coffee corner, and main entrance. As well as the media wall centrally located in the ICC. The video shall bear no sound and be supplied by you.
- **Your company logo visible:** on the event official website, on other marketing materials, at strategic locations at the venue, on floor plans, etc.
- **Unrestricted access to the convention for up to 3 delegates of your choice.**
- **Free goodies:** supply 1000 small items bearing your company logo (ie. airplanes). These free goodies will be distributed to all the companies having booths and visitors going through our reception desk.

### APPLICATION SPONSOR AND ONLINE VISIBILITY: €11000

The AEF Birmingham matchmaking program is entirely web-based. All the participants must sign up, edit their details, request meetings and access their schedules of meetings from the online platform or application. Take this opportunity and make your company visible to all from AEF online platforms:

- **Application sponsor:** AEF expects nearly 1000 users of the event's application. The application will be downloadable from the moment every participant signs up to the release of their meetings schedule. Your company logo will be displayed on all the app's pages. This is reserved for 2 non-competing sponsors only.
- **Website visibility:** Your logo with embedded link to your website will be displayed on top of the list of participants and on our online platform. This is a strategic location where all the participants can make their meetings requests.
- **A schedule with pre-arranged and approved meetings based on your own choices.** Unlimited access to the profiles of all the participants will help identify and request meetings with companies you want to target.
- **A 12sqm booth).** This is shell scheme space including 2 meeting spots with 2 tables, 6 chairs, a shelves rack and a company sign. This booth will be located at a strategic location.
- **An advert page in the event program booklet:** a full page reserved for your company and inserted before the conference program. The program booklet is distributed to all the participants entering the show. It's the forum guide providing such information as the general program, conferences summaries, floor plan, etc. You'll supply the artwork on a printable and high definition format
- **Unrestricted access to the convention for up to 4 delegates of your choice.**

### SILVER SPONSOR: €10000

- **A schedule with pre-arranged and approved meetings based on your own choices.** Unlimited access to the profiles of all the participants will help identify and request meetings with companies you want to target.
- **A 12sqm booth.** This is shell scheme space including 2 meeting spots with 2 tables, 6 chairs, a shelves rack and a company sign. This booth will be located at a strategic location.
- **An advert page in the soft copy of the event catalogue.** All the detailed profiles of the attendee will be saved on a pdf format and downloadable by all the participants. This is an excellent channel to circulate your message through the industry as our participants access this file even when the event is over.
- **Your company logo visible:** on the event official website, the flyer on pdf, other marketing materials, at strategic locations at the venue, on floor plans, etc.

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**Premium booth location (near Rolls-Royce's)**

**13000 €**

Four 24sqm booths will be built right after the entrance. Two of these are reserved for Rolls-Royce and the Midlands Aerospace Alliance. The other two will be granted to corporations willing to be located at a strategic spot and close to our main partners. A 24sqm booth includes 2 meeting spots with 1 table, 1 coffee table, 4 chairs, 2 armchairs or sofas, 1 storage room, space for your company graphics. A schedule of meetings with requested and approved contacts is also part of this item.

**Hot and cold beverage area**

**12000 €**

Take the opportunity to support a complimentary beverage spot on April 19 & 20. This area would consist of tables at two different locations where the attendees can have free hot and cold drinks. It is possible for you to have a rollup banner, supplied by you, as well as your supplied brochures on a shelves rack. A great opportunity to introduce your organization to the attendees coming for drinks.

**VIP Lounge**

**10000 €**

The VIP lounge is the selective area reserved for top executives with busy schedules of meetings. Non VIP attendees can access this area only when they have meetings with a VIP. This is an outstanding opportunity to show off your company to an audience of high level delegates.

- A rollup banner, supplied by you, presenting your company placed at the area entrance or inside
- 4 easels with your company name laid on bar where executives enjoy free hot and cold beverages
- An up to 30sec video presenting your company. This file will be played nonstop on screens located at the VIP area. The video shall bear no sound and be supplied by you.

**Lanyards**

**10000 €**

600 attendees are expected at this event. Every single attendee will receive a badge with the lanyard. Supply lanyards with your company name and logo and we'll distribute them along with the personal badges. You shall supply and deliver the lanyards at the address we'll indicate.

**Reception desk / Main Entrance**

**2000 €**

Our front desk is always busy with attendees needing assistance. Supply graphics and flyers presenting your company. We'll stick the graphics on the desk and lay the flyers on shelves.

**Online partnership**

**2000 €**

Supply your company logo and we'll post it on the event official website below all the official partners.

**Rolls-Royce article special advert**

**2000 €**

The event guide will feature a two page article from Rolls-Royce. A one page advert will be placed between the two pages. The guide is distributed to all the attendees and Rolls-Royce's messages are always a special attraction. An opportunity for a company eager to optimize its visibility. Note that this option is subject to approval.

**Official event guide**

**1000 €**

A program booklet will be distributed to all the participants entering the show. It's the forum guide providing such information as the general program, conferences summaries, floor plan, etc. Supply art work and you'll have a two sided advert inside.

**IMPORTANT NOTE:** You'll find a booking form below. Once you've made your choice please fill it out, sign and return it to us by email. **All requests are subject to validation by BCI Aerospace, a division of Advanced Business Events.** Your sponsorship will become effective upon the latter approval. Advanced Business Events reserves the right to deny any potential sponsors their requested options.

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## BOOKING FORM

The form must be accurately completed and sent back together with the signed terms and conditions.

Company name:

Contact person:

Job position:

Address:

## Confirm your selected options

<input type="checkbox"/> Platinum Sponsor	€20000
<input type="checkbox"/> Gold Sponsor	€15000
<input type="checkbox"/> AEF registration and online catalog	€11000
<input type="checkbox"/> Silver Sponsor	€10000
« A la carte »	
<input type="checkbox"/> Premium booth location	€13000
<input type="checkbox"/> Hot and cold beverage area	€12000
<input type="checkbox"/> VIP Lounge	€10000
<input type="checkbox"/> Lanyards	€10000
<input type="checkbox"/> Reception desk / Main Entrance	€2000
<input type="checkbox"/> Online partnership	€2000
<input type="checkbox"/> Rolls-Royce article special advert	€2000
<input type="checkbox"/> Official event guide	€1000
Total	
Taxes, if applicable**	
<b>Grand total due</b>	

### \*\*Additional Information on tax

a) Your company is registered in France, French tax (VAT) is due

b) Your company is registered in a European Union country, excluding France, French tax is not applicable (you must report it to your fiscal administration). Please indicate the tax registration number of the billed company.

c) Your company is based in a non-European country, no taxes are applicable.

Your company is registered in Italy; Italian tax (VAT) is due. Our Rome office will bill you and include the VAT amount.

# advanced business events

## Terms & Conditions

Event name: **ENGINE FORUM BIRMINGHAM** (referred to as the "Event"):

Date: **April 18-20, 2017** (referred to as the "Event date")

Location: **The ICC** (referred to as the "Place"):

City: **Birmingham, United Kingdom**

### 1/ ORGANIZATION

The Event is organized by **abe - advanced business events**, a limited company with a stated capital of 50.000 Euros, whose registered head office is located at 35/37 rue des Abondances - 92513 BOULOGNE-CEDEX - France, hereafter referred to as the Organizer.

### 2/ PURPOSE

These regulations stipulate the terms and conditions according to which the Organizer sets up and runs the Event. They detail the respective rights and obligations of the Organizer and the signing company, hereafter referred to as the Participant. The Participant formally undertakes to abide by these regulations.

### 3/ PLACE AND DATE

The Event will be held at the Place and dates indicated here above. The Organizer is free to change the Place or Date of the Event in case the Place is rendered unavailable or in case of force majeure, in which case no compensation shall be due to the Participant. The Organizer is free to cancel the Event further to expressly notifying the Participant, in which case ongoing registration applications shall be cancelled ipso jure, without any compensation due to the participant.

### 4/ REGISTRATION, CANCELLATION, PAYMENT

Any company or institution is allowed to attend the Event provided it has the relevant skills to enter into negotiations with other attendees. The Organizer reserves the right to deny any registration without any obligations to justify their decision.

The participant may cancel their registration forty-five days (45) or more prior to the Event without any penalties. However if the cancellation is submitted twenty-one (21) to forty-four (44) days prior to the Event, the Participant must pay thirty percent (30) of the total amount of their registration fees. If the cancellation is submitted twenty day (20) and less prior to the Event, the Participant must pay the full amount.

All invoices issued and sent to the Participant must be remitted at the latest 5 days prior to the Event. The Organizer reserves the right to deny access the Participant to the Event if their accounts are not settled.

### 5/ SERVICES INCLUDED IN THE OVERALL PARTICIPATION FEE

The Organizer shall deliver the services and products as explicitly described in the booking form attached to this agreement.

### 6/ OBLIGATION TO PRODUCE A RESULT

The Organizer undertakes to diligently use the resources available to it without being subject to an obligation to produce any results.

### 7/ INSURANCE

The Organizer is the sole legal responsible for the Event. However the Organizer's responsibility shall not be engaged for any damage caused to the Participant by a third party. The Place is the sole legal responsible for the facility and premises, permanent or temporary, used for the Event, as well as all companies and activities operating and running under their direct request.

The Participant must hold an insurance policy that covers all damages caused by them, their staff or their belongings to a third party. The Participant must hold an insurance policy that covers all damages caused to their equipment and materials brought to the Event.

### 8/ APPLICABLE AMENDMENTS

The Organizer reserves the right to bring additional amendments to this agreement to deal with any matters not initially mentioned in the agreement. Such amendments shall be notified and diligently sent to the Participant and come into force immediately.

Any infringement of this agreement by the Participant can lead to their expulsion from the Event provided the Organizer explicitly notifies it. In this case no refund or compensation of any kind shall be due to the Participant.

### 9/ USE OF PARTICIPANT LOGO

The Organizer reserves the right to retrieve and use the Participant's company logo in marketing materials designed to promote the event by showing a list of registered companies, called participants. If the Participant disagrees and wishes their logo to be removed from such marketing materials, they must explicitly address their request in a written form.

### 10/ SETTLEMENT

The Participant agrees with these terms and conditions by signing this agreement. In the event of disagreement the Participant agrees to first submit their query to the Organizer and seek amiable settlement. If no amiable settlement is found the tribunal of Nanterre, France, shall be the sole competent tribunal to handle the case.

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact name: \_\_\_\_\_

I hereby agree with the advanced business  
events terms and conditions:

Date: \_\_\_\_\_

Signature:

Company seal: