

2024 Added Value Opportunities



AVIATION WEEK 
MRO
ASIA-PACIFIC

September 24-26, 2024 • Singapore

Welcome to the MRO Asia-Pacific 2024 Added Value opportunity options. We are happy to work with you to select the best opportunities to meet your goals for this event. Please ask us about customized or new opportunities.

For more information, please contact your salesperson or

Dale Serena, Added Value Manager
dale.serena@informa.com • 203-464-4562

Please note that all items are posted with approximate sizes. Final product could vary slightly.



September 24-26, 2024 • Singapore

Exhibit Hall



September 24-26, 2024 • Singapore

Meterboard — \$7,050 each

20 opportunities

NAME	Meterboard
LOCATION	Exhibit Hall
CONSTRUCTION	Double sided Sided
SPONSOR SIZE	865mm x 2360mm
PRICE	\$7050.00 each
QTY AVAILABLE	20
OPPORTUNITY NAMES	MB 1-20

Meterboard



Floor Stickers— \$7,050 each

10 opportunities – each opportunity is a set of 5

NAME	Floor Stickers
LOCATION	Building B – Level 1
CONSTRUCTION	Single-sided
SPONSOR SIZE	1000mm x 1000mm
PRICE	\$7,050 (pack of 5)
QTY AVAILABLE	10
OPPORTUNITY NAMES	FS1-10

Floor Stickers



Exhibition Billboards— price varies by size

Continuous graphic banner printed and displayed in the seating lounge area of the exhibit hall

NAME	Billboards
LOCATION	Exhibit Hall
CONSTRUCTION	Single Sided
SPONSOR SIZE	2 meter (5 opportunities) — \$9,000 each 3 meter (5 opportunities) — \$11,000 each 4 meter (3 opportunities) — \$14,000 each
OPPORTUNITY NAMES	BB2M 1-5 BB3M 1-5 BB4M 1-3

Billboards



Small Sponsor Lounge— \$7,050 each

NAME	Small Sponsor Lounge
LOCATION	Exhibit Hall
CONSTRUCTION	4 Sided
SPONSOR SIZE	310mm x 2360
PRICE	\$7,050
QTY AVAILABLE	6
OPPORTUNITY NAMES	SSL1-6

Small Sponsor Lounge



Outside the Exhibit Hall

AVIATION WEEK 
MRO September 24-26, 2024 • Singapore
ASIA-PACIFIC

LED Screens — \$7,050

15 Screens disbursed throughout the walkway between halls 1-6

NAME	LED Screens
LOCATION	Walkway
CONSTRUCTION	Digital Video
SPONSOR SIZE	1080px x 1530px and 1920px x 870px
PRICE	\$7,050- 12 second ad playing on all 15 screens - repeats every 3 minutes
QTY AVAILABLE	10
OPPORTUNITY NAMES	LED1-10

LED Screens

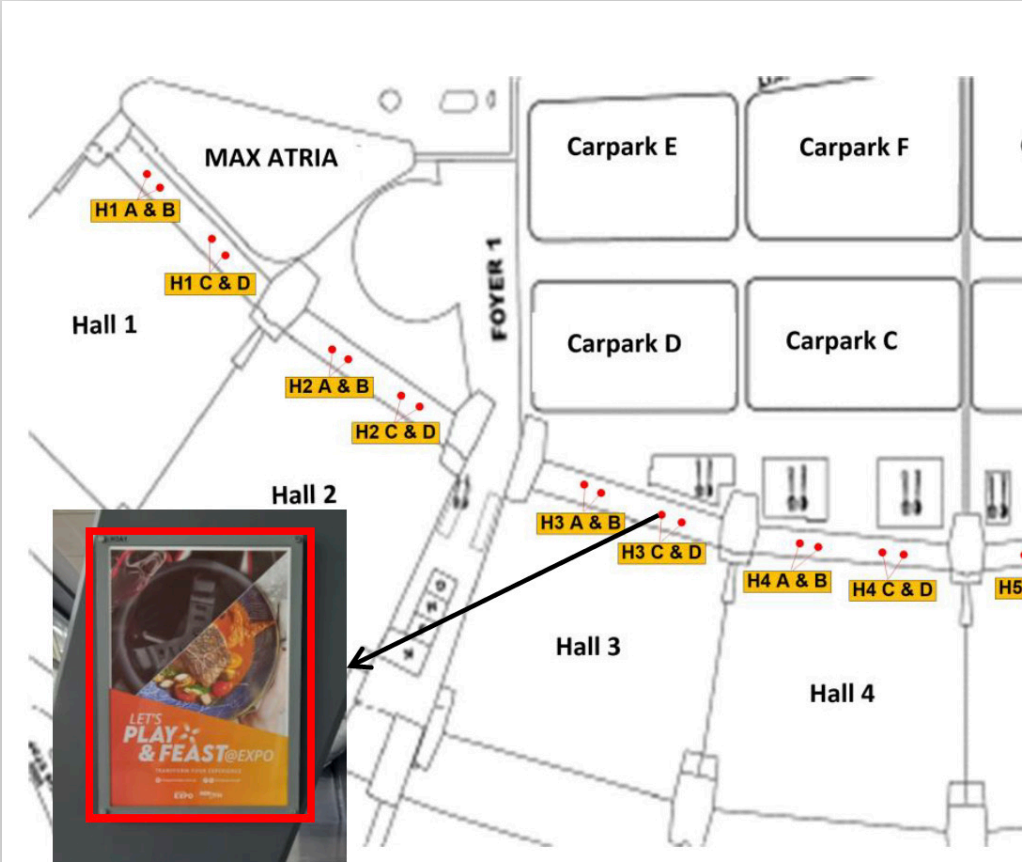


Walkway Posters — \$7,050

Aircon Walkway Halls 3 & 4A

NAME	Walkway Posters
LOCATION	Aircon Walkway Halls 3 & 4
CONSTRUCTION	Single-sided poster
SPONSOR SIZE	594mm x 891mm (set of 6)
PRICE	\$7,050
QTY AVAILABLE	1
OPPORTUNITY NAMES	Walkway Posters

Walkway Posters



Aircon Walkway between Halls 3 & 4

NAME	Walkway Billboard C
LOCATION	Aircon Walkway between Halls 3 & 4
CONSTRUCTION	Single-sided banner
SPONSOR SIZE	2900mm x 1900mm
PRICE	\$7,050
QTY AVAILABLE	1
OPPORTUNITY NAMES	Walkway Billboard C

The top image is a 3D perspective view of the exhibition hall layout. It shows a long, narrow hall divided into six sections labeled Hall 1 through Hall 6. Hall 1 is at the top left, followed by Hall 2, Hall 3, Hall 4, Hall 5, and Hall 6 at the bottom right. The hall is flanked by walls on the left and right. On the left wall, there are labels A, B1, and B2. On the right wall, there are labels C, D, E, and F. Arrows indicate the direction of flow: 'Towards Foyer 1' at the top and 'Towards Foyer 2 / MRT' at the bottom right. The bottom image is a 2D floor plan of the same exhibition hall. It shows the layout of the hall, including the entrance, the six halls, and the surrounding areas. The hall is labeled 'Hall 1' through 'Hall 6'. The entrance is labeled 'MAX ATRIA'. The surrounding areas include 'Carpark A' through 'Carpark F'. The floor plan also shows the location of 'FOYER 1' and 'FOYER 2'. The layout is consistent with the 3D perspective view, with Hall 1 at the top left and Hall 6 at the bottom right. The entrance is at the top left, and the exit is at the bottom right. The floor plan also shows the location of the 'MAX ATRIA' and the 'Carpark A' through 'Carpark F'. The layout is consistent with the 3D perspective view, with Hall 1 at the top left and Hall 6 at the bottom right. The entrance is at the top left, and the exit is at the bottom right. The floor plan also shows the location of the 'MAX ATRIA' and the 'Carpark A' through 'Carpark F'.



Atrium Digital Screens— \$7,050

Outside hall 4A

NAME	Atrium Digital Screen
LOCATION	LED Screen outside Hall 4
CONSTRUCTION	Digital
SPONSOR SIZE	9000mm x 5000mm, 1872px x 1040px (approx.), 15 second ad
PRICE	\$7,050
QTY AVAILABLE	15
OPPORTUNITY NAMES	ADS_1-15

Atrium Digital Screen

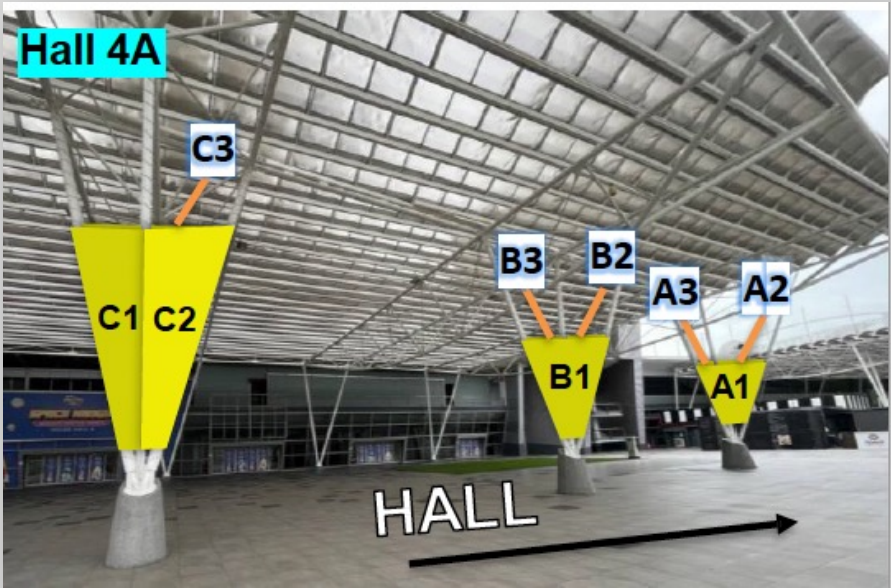


Tripod Banners — \$10,000

Outside hall 4A

NAME	Tripod Banners
LOCATION	Outside hall 4A
CONSTRUCTION	3 sided
SPONSOR SIZE	2140mm x 3600mm x 2 1750mm x 3500mm x 1
PRICE	\$10,000
QTY AVAILABLE	3
OPPORTUNITY NAMES	TPA TPB TPC

Tripod Banners

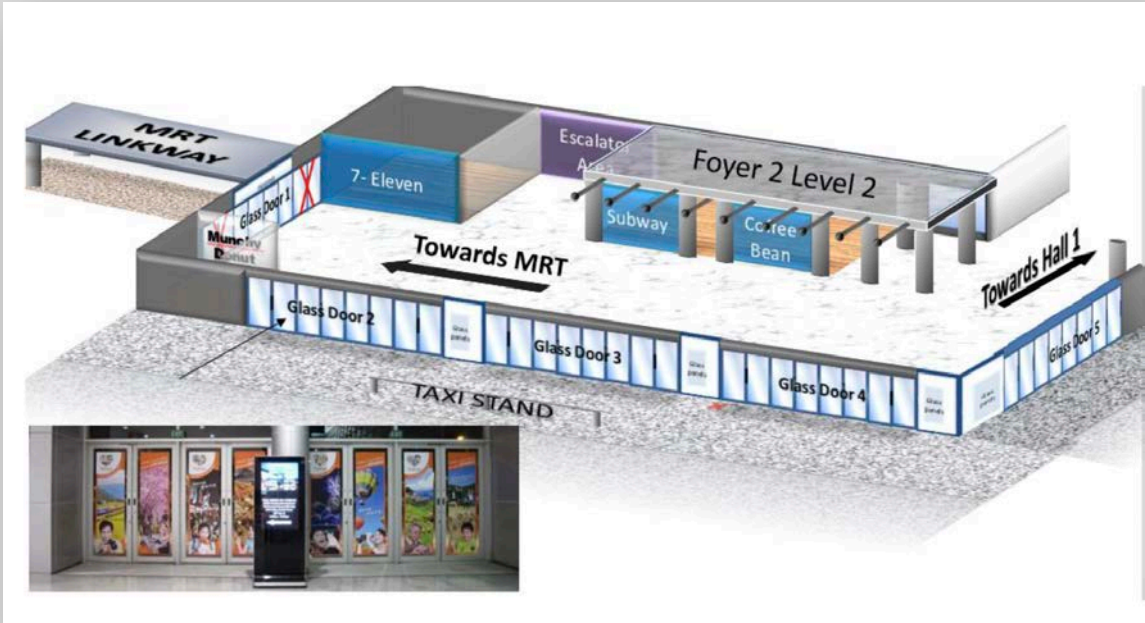


Foyer 2 Glass Doors — \$10,000

Foyer 2 near the MRT Station

NAME	Foyer 2 Glass Doors
LOCATION	Foyer 2
CONSTRUCTION	Set of 4 Window Clings
SPONSOR SIZE	600mm x 2000mm each
PRICE	\$10,000 set of 8 (except door 1)
QTY AVAILABLE	5
OPPORTUNITY NAMES	F2GD1 – set of 4 - \$8500 F2GD2 F2GD3 F2GD4 F2GD5

Foyer 2 Glass Doors



Foyer 2 Digital Screen— \$7,050

Foyer 2 near the MRT Station

NAME	Foyer 2 Large Advertising Panel
LOCATION	Foyer 2
CONSTRUCTION	Single sided
SPONSOR SIZE	5000mm x 3000mm, 1920px w x 1152px h
PRICE	\$7.050
QTY AVAILABLE	10
OPPORTUNITY NAMES	15 second ad plays 6x /hour minimum



Foyer 2 MRT Linkway Banners — \$7,050

MRT Station passage – banner locations highlighted in yellow

NAME	Linkway Banners
LOCATION	MRT Station passage
CONSTRUCTION	Double-sided
SPONSOR SIZE	4260mm x 1220mm (front) 3740mm x 1220mm (back)
PRICE	\$7,050 each
QTY AVAILABLE	4
OPPORTUNITY NAMES	LWB1-4

Foyer 2 MRT Linkway Banners

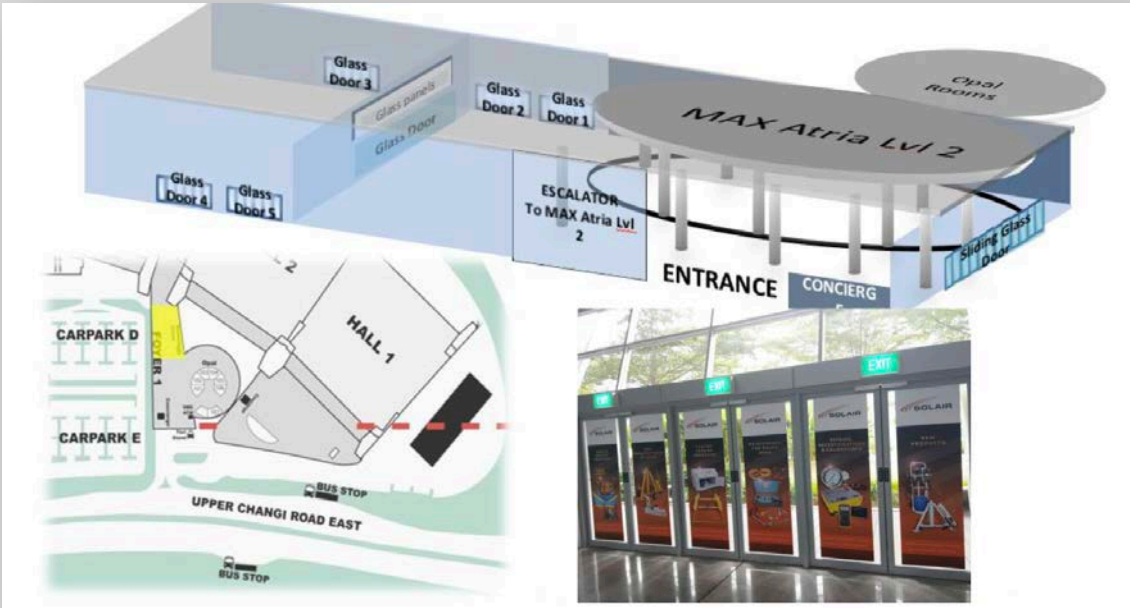


Foyer 1 Glass Doors — \$10,000

Glass doors located between the Exhibit Hall and the Max Atria (Conference Area)

NAME	Foyer 1 Glass Doors
LOCATION	Between the Exhibit Hall and the Max Atria
CONSTRUCTION	Double-sided glass cling
SPONSOR SIZE	600mm x 2000mm
PRICE	\$10,000 (set of 6)
QTY AVAILABLE	5
OPPORTUNITY NAMES	F1-GD1 – faces courtyard F1-GD2 – faces courtyard F1-GD3 – faces courtyard F1-GD4 – faces carpark F1-GD5 – faces carpark

Foyer 1 Glass Doors



Branded and More

AVIATION WEEK 
MRO
ASIA-PACIFIC

September 24-26, 2024 • Singapore

Pre-show Planner / Event Guide

NAME		Pre-show Planner / Event Guide
GUIDE SPONSOR		
ADDL LISTING		\$435
FULL PAGE		\$4850
HALF PAGE		\$2950
INSIDE FRONT COVER		\$5950
(CV2)		
INSIDE BACK COVER		\$5410
(CV3)		
BACK COVER (CV4)		\$5950

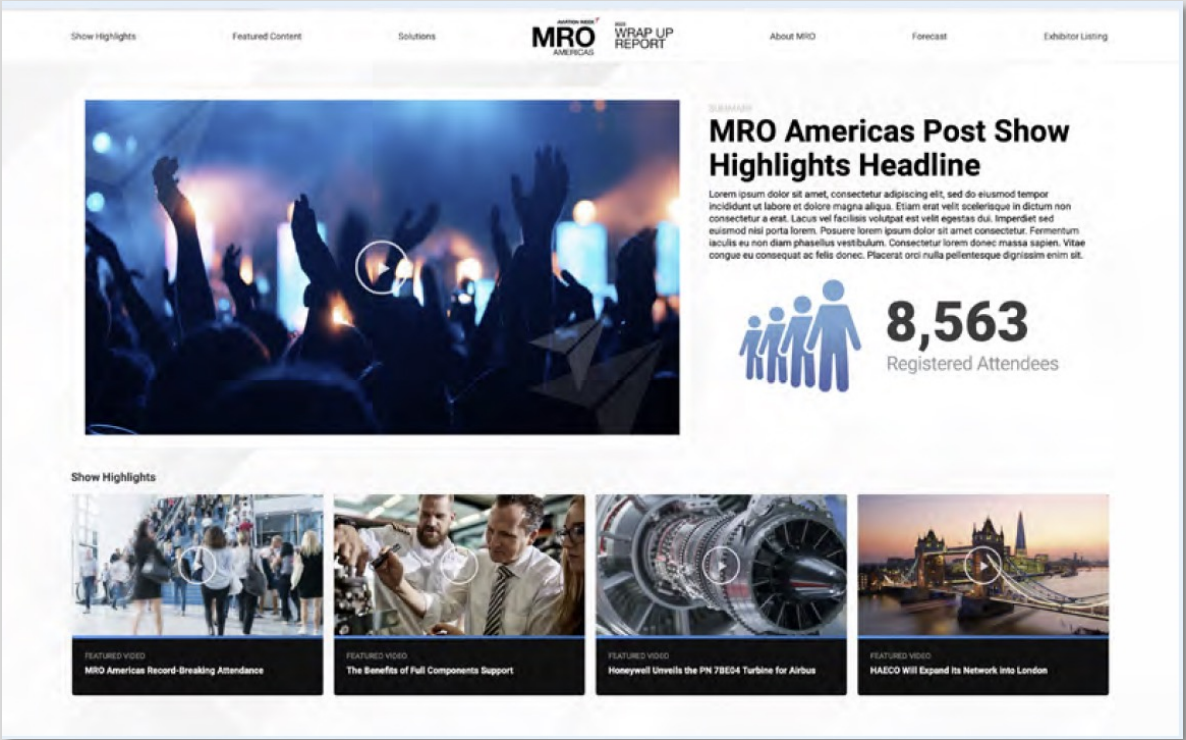
Pre-show Planner / Event Guide



Digital Post Show Report

CONSTRUCTION	Digital
PRICE Ask rep for details	Enhanced Advertorial with video Standard Advertorial with video Enhanced Listing Standard Listing

Digital Post Show Report



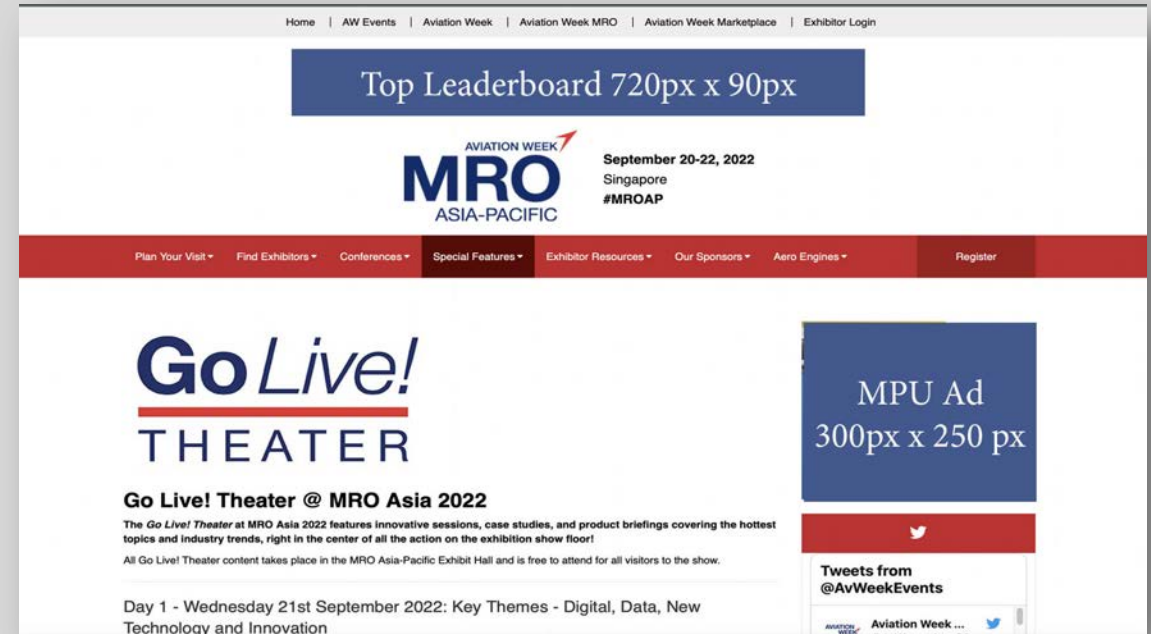
Website Advertising

NAME	Top Leaderboard
LOCATION	Event website
SPONSOR SIZE	728px x 90px
PRICE	\$8,110
QTY AVAILABLE	5
OPPORTUNITY NAMES	LB 1-5

SOLD

NAME	MPU (rectangle)
LOCATION	Event website
SPONSOR SIZE	300px x 250px
PRICE	\$4,850
QTY AVAILABLE	5
OPPORTUNITY NAMES	RC 1-5

Website Advertising



Audience Extension

NAME	Audience Extension	
CONSTRUCTION	Digital	
SIZE	Four Universal Sizes 300 x 250 160 x 600 728 x 90 180 x 150	Mobile Sizes 320 x 100 320 x 50
PRICE	AE50 - \$4,950	AE100 - \$6,500 AE150 - \$7,550
QTY AVAILABLE	RT50 - 3	RT100 - 3 RT150 - 3
OPPORTUNITY NAME	RT50.1 - RT50.3	RT100.1 - RT100.3 RT150.1 - RT150.3

Audience Extension

What is Audience Extension, and How Can it Help You?

1



A potential customer visits the designated MRO event website.

2



Ad campaign is activated – viewers are now “cooked” to allow for your brand’s ads to be displayed on other sites.

3



Your ads are served to potential customers on websites they visit in their daily browsing.

Audience Extension uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget & advertise directly to website visitors & conference attendees pre-show, post-show & year-round!

Please contact
your sales
representative
for more
information

Asia Pacific

Clive Richardson, Director, Exhibit Sales
+44 (0) 7501 185257 • clive@accessgroup.aero

Margaret Chong, Manager, Exhibit Sales
+65 9736 1722 • Margaret@accessgroup.aero

Europe/CIS/Africa/Middle East

Mike Elmes, Managing Director, Aerospace Media
+44 1206 321639 •
mike.elmes@aerospacemedia.co.uk

Matt Elmes, Sales Associate, Aerospace Media
+44 7770 741404 •
matthew.elmes@aerospacemedia.co.uk

Tom Watkins, Sales Associate, Aerospace Media
+44 7770 741404 •
tom.watkins@aerospacemedia.co.uk

All Americas/Canada

Beth Eddy, Director, Exhibit Sales
+1.561.279.4646 • beth@aviationexhibits.com

Mimi Smith, Manager, Exhibit Sales
+1.561.279.4646 •
mimismith@aviationexhibits.com

Alyssa Bernkrant, Manager, Exhibit Sales
+1.561.279.4646 • alyssa@aviationexhibits.com



September 24-26, 2024 • Singapore