

MRO MIDDLE EAST • MRO AMERICAS • MRO ASIA-PACIFIC • MRO EUROPE



SPONSORSHIP **AVIATION WEEK** **MRO** PACKAGES 2025  
EVENTS

Raise Brand Awareness • Generate Leads • Drive Booth Traffic • Grow Your Business





## ✦ Platinum \$38,425

- Prime booth location (cost of raw space 9sqm/10x10 deducted)
- 8 complimentary conference registrations (discounts also available on additional registrations)
- Opportunity to provide an Advisory Board or Task Force member (conference content recommendation)
- Opportunity to have a panel moderator or speaker on the conference agenda (subject to availability and approval by our conference producer)
- Opportunity to present a *Go Live! Theater* session (subject to availability and approval of content)
- Logo and link on the sponsor page on the event website
- Sponsor Slider on the event website
- Event Website Banner on rotation (size 300 x 250)
- Impression package for audience extension web banners (50,000 impressions)
- Geo-targeted audience extension campaign during the event, starting 3 days before and ending 1 day after (25,000 impressions)
- Social media promotion through Aviation Week Network media channels
- Identified in 'Wheels Down' (Aviation Week Network Event's email newsletter to the MRO industry) and in Press Releases as a Platinum sponsor
- Tier 3 enhanced exhibitor listing, see page 10 for details
- Logo to be featured on on-site printed and digital signage
- Logo to be featured on the rotating slides in the conference room
- Logo to be featured on marketing and promotional materials, both pre and post event and online
- Priority on reserving hotel rooms
- Priority on reserving a meeting room (subject to availability)



## Gold \$20,615

- Access to a prime sponsor-only booth location. Usual booth costs apply.
- 4 complimentary conference registrations (discounts also available on additional registrations)
- Logo and link on the sponsor page on the event website
- Sponsor Slider on the event website
- Social media promotion through Aviation Week Network media channels
- Identified in 'Wheels Down' (Aviation Week Network Event's email newsletter to the MRO industry) and in Press Releases as a Gold sponsor
- Tier 2 enhanced exhibitor listing, see page 10 for details
- Logo to be featured on on-site printed and digital signage
- Logo to be featured on the rotating slides in the conference room
- Logo to be featured on marketing and promotional materials, both pre and post event and online
- Priority on reserving hotel rooms
- Priority on reserving a meeting room (subject to availability)



## ➤ Company Hosted Session \$29,735

- Exclusive sponsorship of a hosted conference session, included in the main conference program. Work with our conference producers to develop a session on a specific topic, providing credible and thought provoking content with expert speakers delivering insights and crucial information on the key issues facing the market. An excellent opportunity to connect your brand with thought leadership, position your company as a subject matter expert and engage with our audience through crafted content creation
- Hosted Session will be included in the registration options/process for all delegates
- Session hosted in a conference room with AV and set up included in the package cost
- 3 complimentary conference registrations (discounts also available on additional registrations)
- Sponsor name/logo on event website; on promotional materials and emails and on all marketing and communications associated with the session (subject to deadlines)
- Signage with sponsor name announcing session on-site
- Social media promotion through Aviation Week Network media channels
- Marketing of session via various sources

*It is recommended that the Sponsor greet guests and collects business cards for follow up.*



## ➤ Go Live! Theater Sponsor \$18,550

The *Go Live! Theater* hosts market leading and innovative content on the exhibition floor allowing all attendees to access industry leading speakers, cutting edge discussions and unique networking opportunities. Become the exclusive sponsor of the *Go Live! Theater* positioning yourself as a Thought Leader, connecting your brand with this critical learning experience and capitalising on this unique opportunity to engage with the event audience. Benefits include:

- 30 minute presentation and opportunity to provide a moderator for another session on the main agenda (topic and moderator to be vetted and approved by conference producer)
- Company logo within the *Go Live! Theater* and directional signage to it
- Ability to distribute promotion literature within the theater
- Ability to provide branded gifts inside theater (upon approval from Aviation Week Network and at cost to sponsor)
- Logo, link and profile on dedicated website page for the *Go Live! Theater*
- Logo featured on marketing communications and promotional materials for the *Go Live! Theater*
- Invitation to sponsor's booth distributed at entrance to *Go Live! Theater*
- Social media mentions and posts about the *Go Live! Theater*

*It is recommended that the Sponsor greet guests and collects business cards for follow up.*



## **Go Live! Theater** 30 Minute Presentation \$10,385 15 Minute Presentation \$5,185

The *Go Live! Theater* area on the showfloor will allow all attendees visiting the tradeshow to take advantage of the free content taking place during exhibit hall hours. Take a slot here and showcase your company and services through a short demonstration, tech talk or industry case study, an excellent way to engage with our MRO audience and introduce your brand to attendees:

- Exclusive sponsorship of a 30 or 15 minute session in the *Go Live! Theater* on the show floor with branding on all marketing and communications associated with the session – you control the content and speakers under the guidance of our conference producer. AV and set up included in the package cost.
- Sponsor name/logo on event website; on promotional materials and emails (subject to deadlines)
- Signage with sponsor name announcing session on-site
- Social media promotion through Aviation Week Network media channels
- Marketing of session via various sources

*It is recommended that the Sponsor greet guests and collects business cards for follow up.*

# Premium, Added Value and Venue Branding

All of the MRO events have a wide range of Premium, Added Value and Venue Branding options available.  
Please contact your Sales Representative for further details and pricing.



## Lead App Sponsor \$26,500

- Exclusive branding on splash screen and login page of the app
- Leaderboard Banner on Exhibitor, Product, Attendee and Session pages
- Logo featured on the dedicated app page on the event website
- Logo featured on onsite signage promoting the app
- 1 x notification sent through the app 1 week prior to the event
- 2 x notifications sent through the app each day of the event
- Enhanced exhibitor listing
- Featured on the app preview email, sent out pre-show to all registered attendees
- Full suite of analytics for your banners on the app



## Promoted Advertorial Features

An exclusive opportunity to promote your company and its services. Includes a journalist supported advertorial, an interview at the event with a member of your team, and for enhanced sponsorships, a pre-event video interview with an executive of your team.

### Enhanced \$6,325

- Company logo
- 700-word article
- Up to three company images incorporated into article page
- Video interview of the sponsor's team at the event: incorporated into article page
- One FastChat executive video interview, conducted in advance of the event; incorporated into article page
- To include 'contact us' link for prospect engagement

### Standard \$3,995

- Company logo
- 300-word article
- Up to three company images; incorporated into article page
- Video interview of the sponsor's team at the event: incorporated into article page

## Website Banner

| Ad Position | Description     | Size      | # of Spots | Cost                |
|-------------|-----------------|-----------|------------|---------------------|
| 1           | Top Leaderboard | 728 x 90  | 5          | \$8,595 (per event) |
| 2           | Banner 1        | 300 x 250 | 5          | \$5,145 (per event) |

GIF, Animated GIF, PNG, JPEG, HTML, Flash, Rich Media, 3rd Party Tag. Max Size 40k

Event website banners will generate targeted exposure:

- Reach all of the show's attendees including YOUR customers when they visit the event website
- Specifically target global aviation executives who are interested in the MRO Events
- Confirm that your messages are seen by the most relevant audiences
- Offer high-impact opportunities to leverage word-of-mouth marketing and generate buzz about your company.

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

1



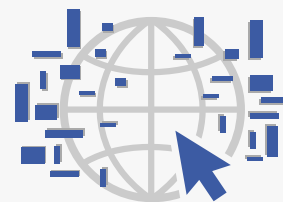
A potential **customer** visits the designated MRO event website.

2



Ad campaign is activated – viewers are now **“cookie”** 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!

## Audience Extension

Aviation Week Network offers exhibitors the ability to use audience extension to expand brand awareness. We can now target prospects and attendees from the MRO event of your choice while they search the internet and interact on social media with our audience extension program. This opportunity increases brand exposure and adds additional influence to your online marketing campaign prior to the event and you can also target prospects you didn't connect with, after the event. You provide the creative, we take care of the rest!

### Benefits:

#### Guaranteed Reach

Audience extension guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.

#### Quantifiable ROI

Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached (available upon request).

#### Pre-Event

- Build brand awareness
- Drive booth traffic
- Promote at-event

#### Post-Event

- Send follow-ups
- Nurture leads
- Offer incentives to attendees

#### Package Options – Impressions/Cost

|                |         |
|----------------|---------|
| <b>50,000</b>  | \$5,245 |
| <b>100,000</b> | \$6,890 |
| <b>150,000</b> | \$8,000 |

N.B. Price is per event – available for all MRO events

# Exhibitor Profile Listings

As part of our continued efforts to develop and deliver the best added value possible, we are introducing a new tiered, exhibitor listing benefit. All exhibitors will receive a tier one listing and have the opportunity to upgrade to a higher level based on their needs and business goals for the event. The enhanced features of the exhibitor listing enable exhibitors to share more information about their company and products with our MRO attendees prior to the show as well as after the event.

## **Tier 1 – Included with all booth purchases at no additional charge.**

### **Exhibitor listing on event website**

*Included when Event Website goes live*

- Company Name
- Company Website
- 75 word company description
- 3 category/ search words

### **Exhibitor Dashboard access via the Feathr tool**

- Exhibitor landing page
- Customizable exhibitor invitations
- Customizable exhibitor banners

## **Tier 2 – Included with Gold Sponsorships. Purchased for \$1500 (Not available for purchase at MRO Americas)**

### **Exhibitor listing on event website**

*Included when Event Website goes live*

- Company Name
- Company Website
- 75 word company description
- Company Logo
- 5 category/ search words

*Included 8-10 weeks prior to event start date*

- 1 piece of collateral or image
- Featured on pre-show news page

*Included 2 weeks prior to event start date*

- **Enhanced listing on app**

### **Exhibitor Dashboard access via the Feathr tool**

- Exhibitor landing page
- Customizable exhibitor invitations
- Customizable exhibitor banners

## **Tier 3 – Included with all sponsorships above Gold. Purchased for \$5500. Limited number available.**

### **Exhibitor listing on event website**

*Included when Event Website goes live*

- Company Name
- Company Website
- 75 word company description
- Company Logo
- 7 category/search words

*Included 8-10 weeks prior to event start date*

- 1 piece of collateral or image
- Fixed place on Featured Providers section
- 1 Executive Bio (75 words)
- Social media links and contact information

*Included 2 weeks prior to event start date*

- **Enhanced listing on app**

### **Exhibitor Dashboard access via the Feathr tool**

- Exhibitor landing page
- Customizable exhibitor invitations
- Customizable exhibitor banners

## **Tier 4 – Available to Diamond/Sponsorship purchased over 75K. Purchased for \$12,500**

### **Exhibitor listing on event website**

*Included when Event Website goes live*

- Company Name
- Company Website
- 75 word company description
- Company Logo
- 10 Category/ search words

*Included 8-10 weeks prior to event start date*

- 2 pieces of collateral or images
- 2 Executive Bio (75 words)
- Fixed place on pre-show news page
- Advert in Aviation Week Network's MRO e-newsletter
- Social media links and contact information

*Included 2 weeks prior to event start date*

- **Enhanced listing on app**

### **Exhibitor Dashboard access via the Feathr tool**

- Exhibitor landing page
- Customizable exhibitor invitations
- Customizable exhibitor banners

Promoted Advertorial- a journalist supported advertorial, a video interview at the event with a member of your team, a 700 word article released post event and a pre-event FastChat video interview with an executive of your team. All of which are promoted through Aviation Week Social Media, Email and Market Briefing channels pre and post event.

- One FastChat executive video interview, conducted in advance of the event.
- 700-word article (interview will take place prior to event with live footage shot at the event to accompany)
- Up to three company images incorporated into article page
- Video interview of the sponsor's team at the event: incorporated into article page
- Exhibitor will have access to all video including B-Roll, post event for their own marketing initiatives

## Contact

To sponsor or exhibit, please contact your account representative:

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### All Americas/Canada



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## 2025 MRO Events

**MRO Middle East** February 10-11, Dubai, UAE

**MRO Americas** April 8-10, Atlanta, GA, USA

**MRO Asia-Pacific** September 16-18, Singapore

**MRO Europe** October 7-9, London, UK

For information about our regional MRO conferences and other events visit:  
**events.aviationweek.com**

**Contract**      **Event/Item:** \_\_\_\_\_

Company Name: \_\_\_\_\_  
(as it will appear in print)

Marketing Contact: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Your URL Address: \_\_\_\_\_

This link will be used on the event site to link back to your company site

I have read and agree to abide by the ***Sponsorship/Added Value Guidelines and Terms & Conditions***

<https://events.aviationweek.com/en/exhibitor.html>

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

Payment: Please fill out information below regarding billing instructions. If same as above, you may leave blank.

An invoice from Informa will be sent under separate cover.

100% payment is due upon receipt of invoice.

Total Payment: \$ \_\_\_\_\_

Finance Contact: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Aviation Week Representative: \_\_\_\_\_

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