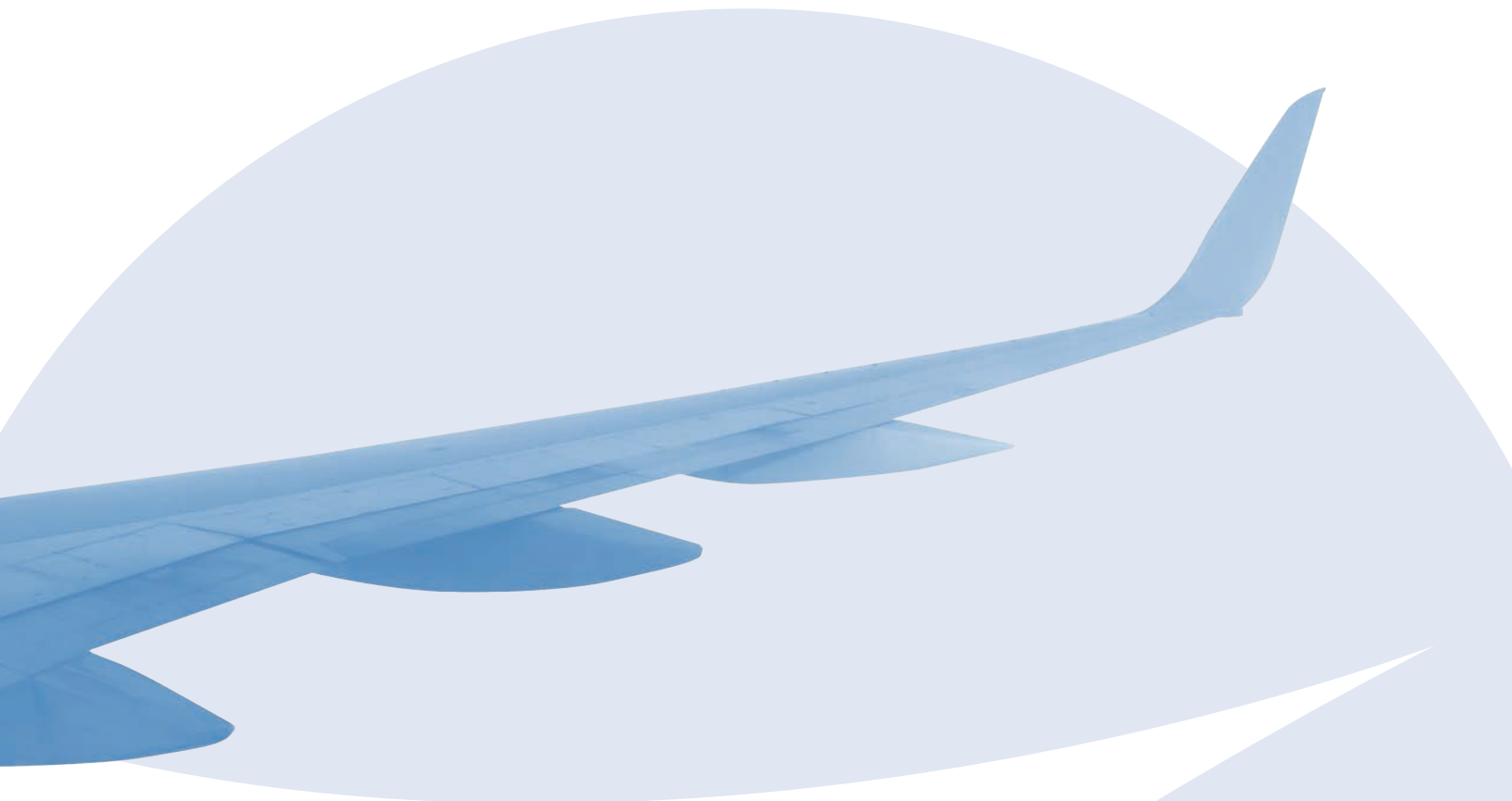


**FLIGHT
SAFETY**



F O U N D A T I O N



2012

Sponsor & Exhibitor Prospectus

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DEAR AVIATION COLLEAGUE,

The Flight Safety Foundation aviation safety seminars give you, as an exhibitor or sponsor, the ideal venues to connect with hundreds of aviation safety professionals, including some of the world's most influential leaders from all across the industry. These events are a one-stop resource where key decision-makers can exchange information on the latest developments impacting their businesses. We hold three major aviation safety seminars each year. The International Air Safety Seminar (IASS), held annually since 1947 in the autumn, is a forum that brings together the international aviation community for the latest safety news and face-to-face discussions of key safety issues. The European Aviation Safety Seminar (EASS) is held early each spring. This seminar provides a focus on issues facing the European aviation community and is held each year in a different European city. The Corporate Aviation Safety Seminar (CASS) focuses on the unique needs of the corporate community. While traditionally held in the US in the late spring, recent CASS's have attracted attendees from all around the world.

All of these seminars cover safety, training, practical solutions, management, human factors and other issues for all parts of the industry. Each year, we see attendees from all the market segments from all around the world who view these events as an ideal time to hear that latest news and network with their colleagues.

We realize that you have several options on how you allocate your marketing budget. The Flight Safety Foundation and its membership appreciate your participation and support as a sponsor and exhibitor, and welcome any input on how we can make your experience even better.

Sincerely,



William R. Voss
President and CEO

24th annual European Aviation Safety Seminar (EASS) 2012

February 29–March 1, 2012 ~ Dublin, Ireland
Flightsafety.org/EASS

57th annual Corporate Aviation Safety Seminar (CASS) 2012

April 18–19, 2012 ~ San Antonio, Texas USA
Flightsafety.org/CASS

65th annual International Air Safety Seminar (IASS) 2012

October 23-25, 2012 ~ Santiago, Chile
Flightsafety.org/IASS

Visit <http://flightsafety.org/aviation-safety-seminars>
for details on additional regional seminars.

About the Foundation

Formed in 1947, the Flight Safety Foundation is the only non-profit organization whose sole purpose is to provide impartial, independent, expert safety guidance and resources for the commercial and business aviation industry worldwide. The Foundation meets its mission of pursuing the continuous improvement of global aviation safety through research, auditing, education, advocacy and publishing.

Today, membership includes more than 1,200 organizations and individuals in 150 countries. The Foundation is based in Alexandria, Virginia, U.S., has a regional office in Melbourne, Australia, and is affiliated with associate organizations in Japan, Russia, Southeast Europe, Taiwan, China and West Africa.



Attendee Demographics

Flight Safety Foundation's annual seminars bring together aviation professionals from around the globe. These seminars are designed for people with the responsibility for safety in design, manufacturing, development, training, maintenance, operations and regulation in the aerospace and aviation communities. Sample job titles from our 2011 seminars include:

- Advisor, International Safety Affairs
- Air Safety Engineer
- Air Safety Investigator
- Airline Safety Manager
- Airport Director
- Aviation Safety Analyst
- Chief Pilot
- Chief Safety Officer
- Civil Aviation Safety Officer
- Deputy Director Flight Department
- Deputy Director General, Flight Standards Department
- Director Flight Department
- Director General, Office of Aviation Safety
- Director of Safety & Security
- Director of Safety, Training, Security, Aeromedical
- Director Quality Assurance
- Executive Air Safety Chairman
- Executive Director & Chief Air Safety Investigator
- Executive Vice President
- Flight Instructor
- Flight Operations Director
- Flight Safety Engineer
- Flight Safety Investigator
- Flight Safety Manager
- Flight Safety Officer
- Head of Safety & Risk Management
- Head of Safety Analysis and Research
- Manager Crew Training
- Manager Flight Operations Safety & Security
- Operational Safety Director
- President & CEO
- Safety & Human Factors Manager
- Safety Airworthiness Inspector
- Safety Analyst
- Safety Initiatives Project Leader
- SVP Corporate Safety Oversight
- SVP, Corporate Safety, Security & Compliance
- Vice President Flight Safety
- Vice President Global Aviation Services
- Vice President Safety & Quality
- VP Corporate Safety Division
- VP-Corporate Safety, Security, Quality and Environment

The European Fatigue Risk Management Symposium (EFRMS)

February 28, 2012

The Burlington Hotel, Dublin, Ireland - www.burlingtonhotel.ie
Flight Safety Foundation will hold a one-day Fatigue Risk Management Symposium on the day prior to its EASS seminar in Dublin, Ireland. This is a continuing discussion on FRM for the European community, evolving from a similar 2011 symposium in Washington, D.C. The agenda will be a full day of speakers and a panel discussion and is **FREE** to attend for confirmed paid EASS attendees. If you would like to attend **only** the European Fatigue Risk Management Symposium with a \$250.00 registration fee, you can register online at flightsafety.org/EASS

24TH ANNUAL EUROPEAN AVIATION SAFETY SEMINAR (EASS) 2012

Flightsafety.org/EASS

Presented by Flight Safety Foundation, European Regions Airline Association and Eurocontrol

Hosted by the Irish Aviation Authority and Aer Lingus

February 29–March 1, 2012

The Burlington Hotel, Dublin, Ireland - www.burlingtonhotel.ie



About the EASS

Held annually, the EASS is Europe's premier safety seminar, drawing as many as 250 representatives to exchange information and offer directions for further risk reductions. The seminar covers safety, training, practical solutions, management, human factors and other issues for scheduled airlines, manufacturers and equipment suppliers, trainers, flight crews, maintenance personnel and industry executives.

Hotel Reservations

Special room rates have been negotiated with the Burlington Hotel. The hotel is the location of all seminar activities including registration, general sessions and exhibits. All rates are listed in euros and are inclusive of appropriate national and local taxes (subject to change), daily breakfast and complementary internet access.

Classic Rooms:

€125/night single/ €145/night double €20 for each extra person.

Visit Flightsafety.org/EASS to download the online booking form.

*The rates are applicable until Friday, **February 3, 2012**, or until the group block is sold-out, whichever comes first. To ensure that you receive the group rate please book your room early. For assistance with hotel reservations, please contact Kelcey Mitchell, mitchell@flightsafety.org.*

57TH ANNUAL CORPORATE AVIATION SAFETY SEMINAR (CASS) 2012

Flightsafety.org/CASS
April 18–19, 2012
Grand Hyatt San Antonio, San Antonio, Texas
www.grandsanantonio.hyatt.com



About the CASS

The Corporate Aviation Safety Seminar (CASS) is held annually in various North American cities. It provides a forum for examining safety matters of special concern to business aviation. Industry leaders, operators, regulators and university researchers participate. The CASS is co-presented with the U.S. National Business Aviation Association (NBAA).

Hotel Reservations

Special room rates have been negotiated with the Grand Hyatt San Antonio Hotel. The hotel is the location of all seminar activities including registration, general sessions and exhibits. All rates are listed in US dollars and are inclusive of complimentary wired/wireless internet in all guest rooms, but exclusive of applicable state and local taxes (which are currently 16.75% but subject to change) or applicable service, or hotel specific fees.

Group Rates and Deadline:

Single Occupancy: \$199
Double Occupancy: \$224
Triple Occupancy: \$249
Quadruple Occupancy: \$274

Visit Flightsafety.org/CASS to download the online booking form.

*Group rates are applicable until **March 22, 2012**, or until the group block is sold-out, whichever comes first. To ensure that you receive the group rate, please book your room early. For assistance with hotel reservations, please contact Kelcey Mitchell, mitchell@flightsafety.org.*

65TH ANNUAL INTERNATIONAL AIR SAFETY SEMINAR (IASS) 2012

Flightsafety.org/IASS

Presented by Flight Safety Foundation and the Latin American and Caribbean Air Transport Association (ALTA)

Hosted by the Directorate General of Civil Aviation of Chile

October 23-25, 2012

Sheraton Santiago Hotel and Convention Center, Santiago, Chile

www.sheraton.com/santiago



About the IASS

Held annually since 1947, the IASS is aviation's premier safety seminar, drawing as many as 400 representatives from 50 or more countries to exchange information and offer directions for further risk reductions. The seminar covers safety, training, practical solutions, management, human factors and other issues for scheduled airlines, manufacturers and equipment suppliers, trainers, flight crews, maintenance personnel and industry executives.

Hotel Reservations

Special room rates have been negotiated with the Sheraton Santiago Hotel and Convention Center. The hotel is the location of all seminar activities including registration, general sessions and exhibits. All rates are listed in US dollars and are inclusive of daily American buffet breakfast, complementary internet access, and a welcome drink.

Group Rates and Deadline:

Rates at Sheraton Santiago:

Classic single/double: \$185/\$195 + 19% local tax

Club Floor single/double: \$205/\$215 + 19% local tax

Rates at San Cristóbal Tower:

Grand Deluxe single/double: 245/255 + 19% local tax

Visit Flightsafety.org/IASS to download the online booking form.

Guests not wishing to make reservations online, may contact the hotel by the following methods and reference the FSF IASS

Toll free: 123.00.200.126

Hotel Direct: 056.2.7070690

Reservations Fax: 056.2.707.0694

Reservations Email: maria.castillo@sheraton.com

*Group rates are applicable until **September 21, 2012**, or until the group block is sold-out, whichever comes first. To ensure that you receive the group rate, please book your room early. For assistance with hotel reservations, please contact Kelcey Mitchell, mitchell@flightsafety.org.*

EXHIBITOR INFORMATION AND BENEFITS

What's Included?

- One complimentary seminar registration
- Exposure on the seminar websites and in the conference program
- Complimentary roster of pre-registered attendees' mailing addresses for pre-show promotions (*available after early registration date*)
- If a member of FSF, a FSF Member sign to display in your booth
- 15% off an advertisement in *AeroSafety World*
- If an advertiser in *AeroSafety World*, an advertiser sign to display in your booth
- Attendance at all business sessions
- Breakfasts and refreshment breaks in the exhibit hall
- Networking reception and lunches
- Post-conference delegate roster, so you can follow up on sales leads

EXHIBIT PRICING

(ALL COSTS ARE IN US DOLLARS)

EASS & IASS:

Flight Safety Foundation Corporate Members —
\$3,000 USD

Individual and Non-Corporate Members —
\$4,500 USD

CASS:

Member Rates:

Premium Space: \$3,000 per 8 x 10 space:

Regular Space: \$2,750 per 8 x 10 space:

Non-Corporate Member Rates:

Premium Space: \$4,000 per 8 x 10 space:

Regular Space: \$3,750 per 8 x 10 space:

Basic Shell-Scheme Booth Package:

Includes the following for each booth space reserved:

White fascia board with company name

One information counter or table

Two chairs

Bulk Discount Packages – Exhibit at multiple events and save!

Exhibit at two seminars in 2012, and receive the third exhibit space at 50% off, plus two additional complimentary registrations. To receive the discount, all package payments must be paid in full by February 17, 2012.

- Register to exhibit at two or more seminars in 2012 and receive three complimentary registrations at each seminar.
- Send five or more paying registrations from one company to any seminar and receive one complimentary registration.

Have your company's literature prepackaged with every conference attendee's registration materials. This is a great way to draw people to your booth and a great option for those who can't attend the conference.

One brochure/pamphlet:

\$500 members

\$750 nonmembers

Disclaimer:

Please review the Exhibitor Application & Guidelines Forms for each individual seminar as booth sizes and packages may differ slightly depending on location and service contractor. Due to individual hotel rules & regulations floor plans and set-up may differ slightly from original versions.

Exhibits Contact: Namratha Apparao, seminar and exhibit coordinator, apparao@flightsafety.org,
+ 1 (703) 739-6700, ext. 101

SPONSORSHIP DETAILS:

All Sponsor Packages include the following benefits:

- Inclusion of company sponsor listing with link in all pre-show email promotions
- Company listing with link on seminar website, organized by sponsor level
- Badge ribbon with specific sponsor level designation for seminar attendees
- Sponsor thank-you signs displayed prominently in high traffic areas
- Company logo listing in the conference agenda
- Company logo listing on PowerPoint displays during general sessions
- A verbal thank-you during the event's welcome address
- Sponsor tent cards on all tables and bars for food function sponsors
- Opportunity to distribute company literature or giveaway at your sponsored event
- Bonus priority ranking for sponsor and space selection for 2013 FSF seminars

Bronze Sponsors \$1,000–\$4,999 USD

Additional benefits include:

- One complimentary delegate registration
- Listing as a refreshment function co-sponsor — (\$3,000 and above)

Silver Sponsors \$5,000–\$9,999 USD

Additional benefits include:

- Three complimentary delegate registrations
- An opportunity to include one promotional item in the conference registration bags (No publications allowed)
- 15 percent off the cost of an advertisement in the conference issue of *AeroSafety World*
- Refreshment Break Day 3 (IASS Only) — \$6,500
- Refreshment Break Day 2 — \$7,000
- Refreshment Break Day 1 — \$7,500

Exclusive Silver Opportunities:

- Advisory Meeting Refreshments — \$5,000
- Audio Visual Support — \$5,000

- Badge Lanyards — \$5,000 (must provide lanyards)
- Interpretation Service — \$5,000
- Continental Breakfast Day 3 (IASS only) — \$5,500
- Continental Breakfast Day 2 — \$6,000
- Continental Breakfast Day 1 — \$6,500
- Agenda Printing — \$7,500

Gold Sponsors \$10,000–\$14,999 USD

Additional benefits include:

- Five complimentary delegate registrations
- An opportunity to include one promotional item in the conference registration bags (No publications allowed)
- A complimentary roster of pre-registered conference attendees for preshow promotions (available after the early delegate registration date)
- 25 percent off the cost of an exhibit booth at the show
- 20 percent off the cost of an advertisement in the conference issue of *AeroSafety World*

Exclusive Gold Opportunities:

- Wi-fi Sponsor — \$10,000
- Spouse/Guest Program — \$11,000

Platinum Sponsors \$15,000 USD +

Additional benefits include:

- Seven complimentary delegate registrations
- An opportunity to include one promotional item in the conference registration bags (No publications allowed)
- A complimentary roster of pre-registered conference attendees for preshow promotions (available after the early delegate registration date)
- An invitation for two to the VIP reception/dinner held with the FSF Executive Committee, guest speakers and other industry VIPs
- 50 percent off the cost of an exhibit booth at the show
- 25 percent off the cost of an advertisement in the conference issue of *AeroSafety World*

SPONSORSHIP DETAILS (CONTINUED)

Platinum Sponsors (continued)

Exclusive Platinum Opportunities:

- Lunch Day 3 (IASS Only) — \$15,000
- Lunch Day 2 — \$15,500
- Lunch Day 1 — \$16,000
- Hotel Keycards — \$17,000
- Tote Bags - \$20,000
- Keynote Speaker Sponsor — \$20,000
- Opening Reception — \$20,000

Sponsorship Contact:

Interested in building a custom sponsorship package to suit your needs or have a new idea for a sponsorship opportunity? Contact Kelcey Mitchell, mitchell@flightsafety.org, + (703) 739-6700, ext. 105.

All sponsorship packages are subject to change and based on first-come, first-served availability. Please note that the costs listed do not represent the full cost of the event and FSF reserves the right to list companies as cosponsors of events. Contributions made to FSF for the sponsorship program will be used to defray costs of the conference.



Reinforce Your Message through Advertising

Tight budgets today are a common problem. More than ever you need to know that your advertising message will reach its destination with the accuracy of a precision approach. *AeroSafety World* will get you there as the only official publication of the FSF Seminars. In addition to being included in each attendee's seminar bag, the annual conference issue will be distributed to our regular hard copy and digital readership of more than 40,000.

Show your support for aviation safety by being an advertiser in the print edition of *AeroSafety World*.

Contact Emerald Media for more information: Cheryl Goldsby, cheryl@emeraldmediaus.com or +1 703 737 6753

Kelly Murphy, kelly@emeraldmediaus.com or +1 703 716 0503

Hospitality Events and Space

In order to host a hospitality event in conjunction with an FSF seminar, you must be an **FSF member** that meets one of the following requirements:

1. Exhibit (minimum of a 3 x 3 m space)
2. Sponsor at the Silver level (\$5,000)
3. Advertise in the conference issue of *AeroSafety World* with a half-page, color or larger advertisement

FSF realizes that our exhibitors and sponsors like to host events outside of the exhibit hall. Please remember that hospitality events, meetings and private events cannot conflict with scheduled exhibit hall hours, conference programming and events. For more information, contact Kelcey Mitchell, Mitchell@flightsafety.org, + (703) 739-6700, ext. 105.

Donate to Flight Safety Foundation and Ensure Continued Progress in Aviation Safety

Your investment today is an investment in the future of aviation safety. For more than 60 years, FSF has contributed significantly to the improvement of global aviation safety. Our various programs and products have earned prestigious industry awards for their contributions to the aviation safety community, and many of the initiatives on which the Flight Safety Foundation has been working are supported by your valuable donations. Our partnership with the World Food Programme is fully supported by donations and your help allows us to provide safe humanitarian efforts around the world.

Yet there is much more to do to continue the Foundation's tradition of quality research, auditing, education, advocacy and publishing. Because effective action requires long-term planning and a secure financial base, the Foundation has created an endowment fund.

Your investment today is an investment in the future of aviation safety.

The Foundation is creating a new student membership program which will incorporate, among other things, a mentoring program. Pairing students with current leaders in professional aviation will produce an enriching experience for both the student and the mentor and will strengthen the future of aviation safety.

There are several ways you can donate:

Donate directly to us through Network for Good, <http://www1.networkforgood.org>. You can give a one-time donation in any amount or you can choose to donate any amount on a recurring basis. These donations will be spent to fund the Foundation's full range of programs and operations.

Endowment donations may be made in a number of ways. The principal of the endowment is not spent. Instead, the fund's investment income is used to support FSF programs and activities. You can even specify which Foundation programs you would like your donation to support.

Flight Safety Foundation also participates in the yearly Combined Federal Campaign.

Donors will be recognized at the Foundation's seminars, both on-site and in printed material, as well as future issues of *AeroSafety World*.



For more information contact Susan Lausch at development@flightsafety.org or phone +1 703.739.6700, ext. 112.



CONTACTS

To register or exhibit at the seminar, contact
Namratha Apparao, tel.: +1 (703) 739-6700, ext. 101, apparao@flightsafety.org.

To sponsor an event, contact
Kelcey Mitchell, ext. 105, mitchell@flightsafety.org.

To receive membership information, contact
Susan Lausch, ext. 112, lausch@flightsafety.org.

To advertise in *AeroSafety World*, Contact Emerald Media for more information:
Cheryl Goldsby, cheryl@emeraldmediaus.com or +1 (703) 737-6753
Kelly Murphy, kelly@emeraldmediaus.com or +1 (703) 716-0503