

2014 Sponsor & Exhibitor PROSPECTUS







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DEAR AVIATION COLLEAGUE,

Flight Safety Foundation's seminars and summits 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 source where key decision-makers can exchange information on how the latest developments will impact their businesses.

In 2014 we'll be hosting two flagship events. The 59th annual Business Aviation Safety Summit

(BASS — our former corporate seminar rebranded) is scheduled for April 16–17 in San Diego, California, USA, and will focus on the interests and needs of the business aviation community.

The 67th annual International Air Safety Summit (IASS) is scheduled for November 11–13 in Abu Dhabi, United Arab Emirates. Held annually since 1947, the IASS brings together the international aviation community to discuss key safety issues, the latest ideas and safety news.

Also in 2014, the Foundation will launch a set of meetings called Regional Aviation Safety Seminars (RASS). RASS topics will vary, depending on the region and its needs. For 2014, we are planning at least two of these seminars. Please visit <flightsafety. org> for details, as we'll be posting details as the agendas for these events develop.

The BASS and the IASS will be deep dives into aviation safety, with BASS focused specifically on business aviation safety. Each RASS will focus on issues that pertain to specific regions of the world, with presentations, instruction and vendor breakout presentations.

All of these events will continue to cover safety, training, practical solutions, management, human factors and other issues for the respective parts of the industry. Each year, we engage with attendees from all the market segments and all around the world, safety professionals who tell us they view these events as an ideal time to hear about industry best practices and network with their colleagues.

In 2014, we'll also be hosting two new fundraising events. On April 15, the day prior to the BASS, we are planning to host a charity golf tournament, which will be both a great networking opportunity and will provide additional sponsorship options for our exhibitors and sponsors.

Later in the year, the Foundation will host its 2nd annual benefit dinner in conjunction with the IASS in Abu Dhabi. As in 2013, individual seats and table sponsorships will be available for purchase, and items may be donated for our silent auction. Please consider this as you plan your 2014 budget. All proceeds from the golf tournament and the benefit dinner will go directly to support the Foundation and its work. More details will follow in early 2014.

In 2015, the benefit dinner will return to Washington, D.C., where it subsequently will be held every other year. The benefit dinner will be held in conjunction with the IASS in alternate years. We realize that you have many options on how you allocate your marketing budget. The Flight Safety Foundation and its members appreciate your participation and support as a sponsor and exhibitor, and welcome any input on how we can make your experience even better.

Sincerely,

Capt. Kevin L. Hiatt President and CEO

59th annual Business Aviation Safety Summit BASS 2014

2014 SAFETY FORUM: Airborne Conflict

67th annual International Air Safety Summit IASS 2014 April 16–17, 2014 San Diego, California, USA

June 10–11, 2014 Brussels, Belgium

November 11–13, 2014 Abu Dhabi, United Arab Emirates

ABOUT THE FOUNDATION

Since 1947, Flight Safety Foundation has helped save lives around the world. The Foundation is an international nonprofit organization whose sole purpose is to provide impartial, independent, expert safety guidance and resources for the aviation and aerospace industry.

The Foundation is in a unique position to identify global safety issues, set priorities and serve as a catalyst to address the issues through data collection and information sharing, education, advocacy and communications. The Foundation's effectiveness in bridging cultural and political differences in the common cause of safety has earned worldwide respect.

Today, membership includes more than 1,000 organizations and individuals in 150 countries. The Foundation is based in Alexandria, Virginia, USA, has a regional office in Melbourne, Australia, and currently has affiliated organizations throughout the world.



independent • impartial • international



ATTENDEE DEMOGRAPHICS

Flight Safety Foundation's annual summits bring together aviation professionals from around the globe. These summits are designed primarily for people responsible for safety in design, manufacturing, development, training, maintenance, operations and regulation in the aerospace and aviation communities. Examples of the professional titles of our 2013 attendees included:

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 Vice President, Corporate Safety Division Vice President, Corporate Safety, Security, Quality and Environment

ABOUT THE CONFERENCES – BASS 2014



About the BASS:

The Business Aviation Safety Summit (BASS) 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 BASS is co-presented with the U.S. National Business Aviation Association (NBAA).

Hotel Reservations:

Special room rates have been negotiated with the Sheraton San Diego Hotel & Marina, the location of all summit activities including registration, general sessions and exhibits. All rates are listed in U.S. dollars and are exclusive of applicable state and local taxes, currently 12.565% (subject to change without notice).

Group Rates and Deadline:

Traditional Rooms \$189

Deluxe Rooms \$209

Club Level Rooms \$239

Suites \$400 +

Visit **flightsafety.org/BASS2014** for details and to book accommodations online.

Group rates are applicable until **Friday, March 24, 2014**, or until the group block is sold out. 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>.

Book accommodations online: flightsafety.org/BASS2014

ABOUT THE CONFERENCES – AIRBORNE CONFLICT



2014 SAFETY FORUM: Airborne Conflict

June 10-11, 2014

Brussels, Belgium — EUROCONTROL Headquarters, Brussels www.skybrary.aero/index.php/Portal:Airborne_Conflict

The Focus:

The Safety Forum aims to attract global participation of representatives from all the aviation sectors concerned with the aim of producing a conference report which documents the consensus findings and conclusions.

The Scope:

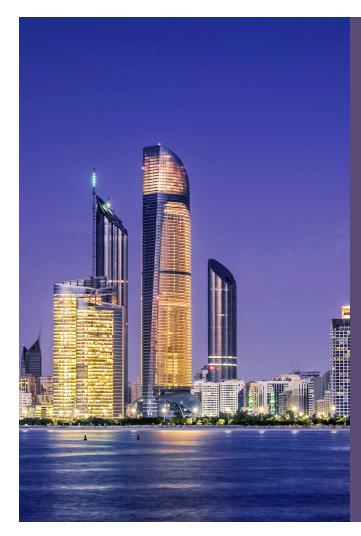
The forum will examine the risk associated with conflicts between aircraft generated in the air, including:

- Level Bust risk
- Looking into the future barometric or geometric altitude
- ATC system functionality and the management of airborne conflict
- Aircraft performance and airborne conflict
- Airspace design, utilization, airspace infringement and airborne conflict
- Pilot Controller interaction and the airborne risk
- Weather avoidance and the airborne risk
- Pilot self- and cross- monitoring issues
- Risk from operations without a functioning transponder
- Human performance and airborne conflict
- ATC coordination and airborne conflict
- The role of TCAS as a final safety barrier

Exhibitor and Sponsor Opportunities:

For details about exhibitor and sponsor opportunities in Brussels, please contact Kelcey Mitchell <mitchell@flightsafety.org>.

ABOUT THE CONFERENCES – IASS 2014



67th annual International Air Safety Summit **ASS** 2014

November 11-13, 2014

Abu Dhabi, United Arab Emirates Jumeirah at Etihad Towers Hotel



flightsafety.org/IASS2014 . Flightsafety #IASS2014

About the IASS:

Held annually since 1947, the IASS is aviation's premier safety summit, drawing as many as 400 representatives from 50 or more countries to exchange information and propose new directions for further risk reductions. The summit 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 Jumeirah at Etihad Towers Hotel, the location of all summit activities including registration, general sessions and exhibits. All rates are listed in UAE Dirhams and include complimentary Internet access and full buffet breakfast served in the Rosewater Restaurant, but exclude applicable taxes, fees and assessments (which are currently 16% but subject to change without notice) or applicable service, or hotel-specific fees.

Group Rates and Deadline:

Tower/Deluxe: 750 AED Grand Deluxe 950 AED Deluxe Club 1150 AED Grand Club 1350 AED

All rooms are quoted in UAE Dirhams for single/double occupancy. Additional occupant fees may apply.

Visit Flightsafety.org/IASS14 for details and to book accommodations online

The rates are applicable until Friday, October 17, 2014, or until the group block is sold out. 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>.

Book accommodations online: flightsafety.org/IASS2014

EXHIBITOR INFORMATION AND BENEFITS

Flight Safety Foundation is pleased to offer exhibitors associated with the aviation safety industry the opportunity to showcase their product and services at any or all of our 2014 events.

What's Included?

- One complimentary summit registration
- Exposure on the summit website and in the conference agenda
- Complimentary roster of pre-registered attendees' mailing addresses for pre-event promotions (available after early registration date)
- If a member of FSF, an 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
- Access to all summit sessions
- · Opportunity for inclusion in the conference daily e-newsletter, sent to all summit attendees and
- Flight Safety Foundation members
- Breakfasts and refreshment breaks in the exhibit hall
- Networking reception and lunches
- Post-conference delegate roster, so you can follow up on sales leads
- Opportunity to place item in golf tournament goody bags (BASS only)



Exhibit Pricing

(all costs below are shown in U.S. dollars)

IASS Booth Pricing:

Flight Safety Foundation Members — \$3,000 USD Individual and Non-Members — \$4,500 USD

BASS Booth Pricing (8 x 10 Basic Shell-Scheme):

FSF/NBAA Member Premium Booth Space — \$3,000 USD Individual/Nonmember Premium Booth Space — \$4,500 USD FSF/NBAA Member Regular Booth Space — \$2,750 USD Individual/Nonmember Regular Booth Space — \$4,250 USD

Basic Shell-Scheme Booth Packages Include:

One table

Two chairs

Company identifier sign

Bulk Discount Packages — Exhibit at Multiple Summits/ Seminars and Save!

To receive the discount, all package payments must be paid in full by February 14, 2014.

- Register to exhibit at two or more summits in 2014 and receive one additional complimentary registration in addition to complimentary registrations included with the exhibit space.
- Send five or more paying registrations from one company to any summit and receive one complimentary registration.

Have your company's literature prepackaged to be included 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 summit.

One Brochure/Pamphlet:

Flight Safety Foundation Members - \$500

Non-Members - \$750

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

Regional Aviation Safety Seminars (RASS):

For details about exhibiting at 2014 regional seminars, please visit <flightsafety.org> or contact Kelcey Mitchell <mitchell@flightsafety.org> +1 703.739.6700, ext. 105.

Exhibits Contact:

Namratha Apparao, seminar and exhibit coordinator, apparao@flightsafety.org, +1703.739.6700, ext. 101

SPONSORSHIP DETAILS

Flight Safety Foundation summits attract a highly qualified, professional audience. Use this opportunity to promote your company while showing support for the Foundation. Sponsors also have a variety of outstanding options to support the Foundation.

All Sponsor Packages include the following benefits:

- One complimentary attendee registration. One additional complimentary registration per each \$5,000 in sponsorship.
- Inclusion of company sponsor listing with link in all preshow email promotions
- Company logo listing with link on summit website, organized by sponsor level
- Badge ribbon with specific sponsor level designation for summit attendees
- Sponsor thank-you signs displayed prominently in high traffic areas
- Company logo listing in the conference agenda

- Company logo listing on Microsoft PowerPoint displays during general sessions
- A verbal thank-you
- Sponsor tent cards on all tables and bars for food function sponsors
- Opportunity to distribute company literature or a giveaway at your sponsored event
- Opportunity for inclusion in the conference daily e-newsletter, sent to all summit attendees and Flight Safety Foundation members
- Bonus priority ranking for sponsor and space selection for 2015 FSF summits

Sponsored Events List:

Bronze Level Recognition (\$1,000 – \$4,999 USD)	USD
Refreshment Break Co-sponsor	\$1,500
BASS Golf Tournament Hole Sponsor	\$2,000
BASS Golf Tournament Goodie Bags (must provide bags)	\$2,500
Coffee Break Day 3 (IASS only)	\$2,750
Coffee Break Day 2	\$3,000
BASS Golf Tournament Beverage Cart Sponsor	\$3,000
Coffee Break Day 1	\$3,250

Silver Level Recognition (\$5,000 – \$6,999 USD)	USD
Advisory Meeting Refreshments	\$5,000
Badge Lanyards (must provide lanyards)	\$5,000
Audio Visual Support	\$5,500
Interpretation Service	\$6,000
Refreshment Break Day 3 (IASS only)	\$6,500

Additional Silver Level Sponsor Benefits include:

- An opportunity to include one promotional item in the attendee registration bags (No publications allowed)
- 15 percent off the cost of an advertisement in the conference issue of AeroSafety World

SPONSORSHIP DETAILS (CONTINUED)

Gold Level Recognition (\$7,000 – \$12,000 USD)	USD
Refreshment Break Day 2	\$7.000
Refreshment Break Day 1	\$7,500
Agenda Printing	\$7,500
Spouse/Guest Program	\$10,000
Wi-Fi Sponsor	\$12,000

Additional Gold Level sponsor benefits include:

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

Platinum Level Recognition (\$12,000+ USD)	USD
Lunch Day 3 (IASS Only)	\$15,000
Lunch Day 2	\$16,500
Hotel Keycards	\$17,000
Lunch Day 1	\$18,000
Tote Bags	\$20,000
Keynote Speaker Sponsor	\$20,000
Opening Reception	\$20,000
BASS Golf Tournament Title Sponsor	\$20,000

Additional Gold Level sponsor benefits include:

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

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> +1 703.739.6700, 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 co-sponsors of events. Contributions made to FSF for the sponsorship program will be used to defray costs of the conference.

Hospitality Events and Space:

In order to host a hospitality event in conjunction with the FSF summits, you must also be a sponsor at the Silver Level (\$5,000 USD) or above.

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> +1 703.739.6700, ext. 105.

BE RECOGNIZED AS A SUPPORTER OF THE FOUNDATION THROUGH ADVERTISING

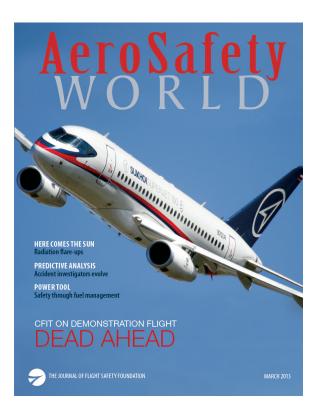
All Exhibitor and Sponsors are entitled to an additional 15% discount off the Foundation advertising rates in *AeroSafety World* (ASW), the official voice of the Flight Safety Foundation. All Summit attendees receive a personal copy of *ASW* in their registration bag. Each issue is also distributed to our regular hard copy and digital readership of more than 40,000.

We all know safety is the number one priority for major and regional airlines, corporate and charter operators, training and maintenance facilities, as well as support organizations and suppliers. With its global reach, *AeroSafety World* enables advertisers to get your message about your products or services to decision makers in virtually every segment of aviation industry.

Be recognized for your support of aviation safety by advertising in *AeroSafety World*. Electronic advertising opportunities are also available in the BASS and IASS daily newsletters published during these valuable safety events. 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



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Issue	Subject	Gene	Materials Dae	Event Nstribuitan
FEB 2014	Helicopter safety and training	Dec. 20, 2013	Jan. 10, 2014	Singapore Air Show, Singapore Heli-Espo 2014, Anahetin, CA 2014 Air Charles Safety Symposium, Ashburn, VA
MAR 2014	Cabin safety	Jan. 24, 2014	Jan. 31, 2014	RACS, London 10th annual OK Salety & Quality Sammet, Wincower, BC, Ganada 106A Ogo Conference, Bangkah, Thualand WHSS 2014, Ostnoh, R. 1942A 69th annual Conference, Panama Oto, Panama
APR 2014	Professionalism	Feb. 21, 2014	Feb 28, 2014	FSF 59th annual Business Antation Safety Summit (BASS), San Diege, CA
MAY 2014	Upset prevention recovery training	Mac 21, 2014	Max 28, 2014	EBACE, Senzeu, Switzmännt IVIA Cabin Safety Contensor, Madrid, Spain Lenei Back Safety Forum, Romen, Reidyum Jöh Annual RAN Convestion, St. Luas, MO 70 fu Annual RAN General Accordy Meeting & Wold Air Transport Summit, Doha, Quata
JUN 2014	Key safety issues in maintenance	Apr. 25, 2014	May 2, 2014	Fambomugh International Atshow, Fambomugh, UK Safe-Ranway Operations Training Course, Abu Dhabi, UAE
JUL 2014	Mobile learning/training	May 24, 2014	May 30, 2014	Sth Pan American Avlation Safety Summit, Caraçao
AUG 2014	Aviation English	Jun. 17, 2014	Jun. 24, 2014	Sth Pan American Aviation Safety Summit, Caraçao World Food Programme Global Humanitarian Aviation Conference
SEP 2014	Air Traffic Management safety prioritie	s Jul. 25, 2014	Aug. 1, 2014	ERA General Assembly, Bacelona, Spain MBD Europe Conference & Exhibition, London ISASI 2014 Seminue, Adelaide, Australia
OCT 2014	Safety issues in Africa and Middle East	Aug 22, 2014	Aug. 29, 2014	FSF 67th International Air Safety Summit (IASS), Abu Dhabi, UAE NBAA 65th Annual Merting & Concetton, Orlando, FL
NOV 2014	Winter operations	Sep. 26, 2014	0:13,2014	ARC Annual General Meeting & Badeshow, Vancouver, Canada ICAO Next Generation of Avation Professionals & TRAINING, Inhannesburg, South Africa Ground Handling in Sweden
DEC 2014/ JAN 2015	Top 10 safety issues	Oct. 24, 2014	Oct 31, 2014	FAA laternational Autoion Safety Forum
Additional D - President's Me - Editorial Page - Safety Calenda - InBriet/Safety	Strategic Issues Maintenance Matters	n ASW issues: - Safety Review - Safety Regula - Human Factor - ArWeather		

Download ASW 2014 Media Guide

Advertising Contact (Emerald Media): Cheryl Goldsby, cheryl@emeraldmediaus.com +1 703.737.6753 Kelly Murphy, kelly@emeraldmediaus.com +1 703.716.0503

DONATE TO FLIGHT SAFETY FOUNDATION AND ENSURE CONTINUED PROGRESS IN AVIATION SAFETY

Thousands of people are alive today as a direct result of aviation safety professionals and their efforts to eliminate the causes of accidents. Fatalities and injuries prevented, in accidents avoided, won't show up in newspaper headlines. But even if you can't see the results directly, you'll have the satisfaction of knowing you've personally contributed to global aviation safety. However, there is always more to be done. The work is never complete.

For this reason we have created two new fundraising events that will be co-located with the BASS and the IASS in 2014.

The Foundation will host a charity golf tournament in conjunction with the BASS on April 15, the day before the BASS. All proceeds from the tournament will go directly to support the Foundation and its work. More details will follow in early 2014.

The Foundation will host its 2nd annual Benefit Dinner in conjunction with the IASS. As in 2013, the purchase of table sponsorships or individual seats will be available, as well as the opportunity to donate items to a silent auction. This event will be hosted in Washington, DC, every other year and, along with the IASS, in alternate years. Please consider this as you plan your 2014 budget.

There are several ways you can donate:

Donate directly to us through Network for Good <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 help fund the Foundation's full range of programs and operations. You can even specify which Foundation programs you would like your donation to support, and all donations are tax-deductible.

Flight Safety Foundation also participates in the yearly Combined Federal Campaign for U.S. Government and Military personnel.

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

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.

Donate

Donation Contact: Susan Lausch, senior director of membership and business development, development@flightsafety.org, +1703.739.6700, ext. 112

FLIGHT SAFETY FOUNDATION MEMBERSHIP

Not a member of the Flight Safety Foundation? Exhibit and/or sponsor with the Foundation in 2014 and you'll receive a 20% discount for your first year's membership (in addition to receiving the member prices on sponsorship, exhibiting and advertising). Please contact Susan Lausch at <lausch@flightsafety.org> or phone +1 703.739.6700, ext. 112.



CONTACTS

To register or exhibit at the summit, contact Namratha Apparao, tel: +1 703.739.6700, ext. 101, apparao@flightsafety.org.

To sponsor an event, contact Kelcey Mitchell, tel: +1 703.739.6700 ext. 105, mitchell@flightsafety.org.

To receive membership information, contact Susan Lausch, tel: +1 703.739.6700 ext. 112, lausch@flightsafety.org.

To advertise in *AeroSafety World*, Contact Emerald Media for more information: Cheryl Goldsby, cheryl@emeraldmediaus.com or tel: +1 703.737.6753 Kelly Murphy, kelly@emeraldmediaus.com or tel: +1 703.716.0503