How can a Sponsorship or Exhibit at the International Air Safety Summit Help Your Organization?
Dear Aviation Colleague,

Flight Safety Foundation’s summits give you, as a sponsor and or exhibitor, the ideal venue 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.

The 69th annual International Air Safety Summit (IASS) is scheduled for November 14-16, 2016 in Dubai, United Arab Emirates and is hosted by Emirates. Held annually since 1947, the IASS brings together the international aviation community to discuss key safety issues, trends, and best practices. At every IASS, we engage with attendees from a wide variety of global market segments. Safety professionals tell us they view IASS as an ideal time to hear about industry best practices and network with their colleagues.

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 or exhibitor, and welcome any input on how we can make the experience even better and maximize your return on investment.

Kind regards,

Jon Beatty
President & CEO
About the Foundation

Since 1947, Flight Safety Foundation has helped save lives around the world. The Foundation is an international non-profit 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.
IASS attendee profile

IASS participants come from organizations around the globe and represent the upper and middle management levels of their organizations.
**Sponsorship Opportunities**

Looking to connect with IASS’s senior-level audience and strengthen your brand? With sponsorship opportunities available through all of IASS’s participant touchpoints, the sky is the limit when it comes to reaching Flight Safety Foundation members and summit participants. Whatever aligns best with your brand, strategy, and budget, the Foundation has a sponsorship solution for you. Select a sponsorship item listed on the proceeding page or combine items to achieve a higher level of benefits.

In addition to the specific sponsor level benefits below, all FSF sponsors receive the following standard benefits:

- Company logo with link to website in pre-show email promotions.
- Company logo with link to website on summit website.
- Badge ribbon with specific sponsor level designation for registered summit participants from your company.
- Sponsor thank-you signs displayed prominently in high traffic areas.
- Company logo listing in the conference agenda.
- Company name and contact person listed in the Sponsor & Exhibitor listing.
- Sponsor tent cards on all tables and bars for food function sponsors.
- Opportunity to distribute company literature or giveaway at your sponsored event.
- Opportunity to include news/updates about your organization in one of the IASS eDailies sent to all attendees and FSF members.

### Platinum Level sponsor benefits ($15,000+)

- Standard benefits.
- Three (3) complimentary full-conference registrations to the summit.
- An opportunity to include one promotional item in the attendee registration bags. (No publications allowed)
- A complimentary roster of pre-registered conference attendees in Excel format for preshow promotions. (Available seven business days prior to the summit start)
- An invitation for two to the VIP reception held with the FSF Executive Committee, guest speakers and other industry VIPs.
- Dedicated recognition on FSF social media outlets Twitter and Facebook.
- 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*.
- Bonus priority ranking for sponsor and exhibit space selection for 2016 FSF summits.

### Gold Level sponsor benefits ($10,000 — $14,999)

- Standard benefits.
- Two (2) complimentary full-conference registrations to the summit.
- An opportunity to include one promotional item in the attendee registration bags. (No publications allowed)
- A complimentary roster of pre-registered conference attendees in Excel format for preshow promotions. (Available seven business days prior to the summit start)
- 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*.
- Bonus priority ranking for sponsor and exhibit space selection for 2016 FSF summits.

### Silver Level sponsor benefits ($5,000 — $9,999)

- Standard benefits.
- One (1) complimentary full-conference registration to the summit.
- 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*.

### Bronze Level sponsor benefits ($2,500 — $4,999)

- Standard benefits.
- One (1) 50% discount off the applicable full-conference registration.
### Sponsorship Opportunities (updated August 25, 2016)

#### BRANDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summit Tote Bags</td>
<td>$5,000+</td>
</tr>
<tr>
<td>Badge Lanyards</td>
<td>$5,000+</td>
</tr>
<tr>
<td>Reusable Water Bottles</td>
<td>$5,000+</td>
</tr>
<tr>
<td>Paper Notebook with Pen</td>
<td>$5,000+</td>
</tr>
<tr>
<td>Beach Towels</td>
<td>$4,000+</td>
</tr>
<tr>
<td>Hotel Keycards</td>
<td>$2,500+</td>
</tr>
</tbody>
</table>

**BRANDED OPPORTUNITIES**

#### Sunday, November 13, 2016

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Governors Breakfast or Luncheon</td>
<td>$2,500</td>
</tr>
<tr>
<td>International Advisory Committee Breakfast or Luncheon</td>
<td>$2,500</td>
</tr>
<tr>
<td>Legal Advisory Committee Breakfast or Luncheon</td>
<td>$2,500</td>
</tr>
<tr>
<td>VIP Reception</td>
<td>$5,000</td>
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</tbody>
</table>

**SOLD**

#### Monday, November 14, 2016

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day One General Session Sponsor*</td>
<td>$12,500</td>
</tr>
<tr>
<td>Day One: Arrival Coffee/Tea in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
<tr>
<td>Day One: AM Refreshment Break in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
<tr>
<td>Day One: Luncheon in Exhibit Marketplace</td>
<td>$7,500</td>
</tr>
<tr>
<td>Day One: PM Refreshment Break in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

**SOLD**

#### Tuesday, November 15, 2016

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Two: General Session Sponsor*</td>
<td>$12,500</td>
</tr>
<tr>
<td>Day Two: Arrival Coffee/Tea in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
<tr>
<td>Day Two: AM Refreshment Break in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
<tr>
<td>Day Two: Luncheon in Exhibit Marketplace</td>
<td>$7,500</td>
</tr>
<tr>
<td>Day Two: PM Refreshment Break in Exhibit Marketplace</td>
<td>$3,750</td>
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</tbody>
</table>

**SOLD**

#### Wednesday, November 16, 2016

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Three General Session Sponsor*</td>
<td>$12,500</td>
</tr>
<tr>
<td>Day Three: Arrival Coffee/Tea in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
<tr>
<td>Day Three: AM Refreshment Break in Exhibit Marketplace</td>
<td>$3,750</td>
</tr>
<tr>
<td>Day Three: Luncheon in Exhibit Marketplace</td>
<td>$7,500</td>
</tr>
<tr>
<td>Day Three: PM Refreshment Break in Exhibit Marketplace</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**SOLD**

* Sponsorship includes opportunity to show a three minute promotional video.
+ Sponsor provides or plus cost of sponsored item.

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**Secure Your Sponsorship or Get More Information**

Contact Mr. Christopher Rochette at rochette@flightsafety.org or call +1.703.739.6700, ext. 143.
## Special Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Special Sponsorship Opportunities</th>
<th>Contact Christopher Rochette at <a href="mailto:rochette@flightsafety.org">rochette@flightsafety.org</a> or +1 (703) 739-6700, ext. 143 to explore the possibilities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Wireless Network</td>
<td>Contact Christopher Rochette at <a href="mailto:rochette@flightsafety.org">rochette@flightsafety.org</a> or +1 (703) 739-6700, ext. 143</td>
</tr>
<tr>
<td>Mobile Device Charging Station</td>
<td></td>
</tr>
</tbody>
</table>

- Your level of support for these special sponsorship opportunities will determine benefit level.
- All sponsorships must be paid in full at the time of purchase and are non-refundable. Sponsorship confirmation and benefits will begin when full payment is received.
EXHIBIT MARKETPLACE OPPORTUNITIES

Why Exhibit At IASS?

IASS provides exhibitors with access to a global gathering of some of the most influential decision makers in aviation safety all under one roof. Unlike some massive trade shows, the ‘boutique’ atmosphere of IASS allows exhibitors and attendees to interact in a more personal, one-on-one manner. Backed by almost 70 years of history and the Foundation’s independence and impartiality, make IASS the one aviation safety event you don’t want to miss.

Exposure

95% of IASS participants visit the exhibit marketplace and 80% find exhibitors relevant to their day-to-day operations. Market your product/service or conduct a demonstration to IASS attendees and to the Foundation’s 1,000 members through the eDaily IASS newsletter.

Networking

Build new relationships and enhance existing ones with current and prospective customers.

Professional Development

Gain complimentary access to all programming sessions and connect the content back to your organization’s product/service.

Past Exhibitors

Aerobytes Ltd.
ALTA - Latin American & Caribbean Air Transport Association
ARGUS International, Inc.
Baldwin Safety & Compliance
CAE
CAE Flightscape
CEFA Aviation
CGE Risk Management Solutions
Embry-Riddle Aeronautical University’s Robertson Safety Institute
EtQ, Inc.
Flight Data Services
HighWater Innovations
Honeywell Aerospace
Ideagen Gael
IWS Predictive Technologies/Inflight Warning Systems
MER Systems
Plane Gard
Presage Group Inc.
Pulsar Informatics, Inc.
Safety Line
SAGEM
Teledyne Controls
The Air Group/Applied Informatics & Research Inc.
The Boeing Company
Universal Weather & Aviation, Inc.
visiumAOD™ Safety, Quality and Risk Management/Rolls-Royce
VisionSafe Corporation
Wyvern Consulting, Ltd.
Zodiac Arresting Systems
IASS 2016 Exhibit Package

- 10’ x 10’ (3m x 3m) pipe and drape or basic shell-scheme booth/stand space.

- One skirted table, two side chairs, one wastebasket, and one company identifier sign. Additional booth materials may be purchased directly from our exhibit contractor, details will be forwarded to confirmed exhibitors 6 weeks prior to summit.

- Company profile complete with notice of booth events in the Exhibitor Directory.

- One full complimentary registration providing access to all summit programming and the networking reception; discounted registrations for additional personnel.

- Exposure on the summit website and in the conference agenda.

- E-roster of pre-registered attendee list including email and mailing addresses.

- E-roster of the final attendee list including email and mailing addresses.

- Members of the Foundation receive a ‘FSF Member’ sign to proudly place in their booth.

- 15% off an advertisement in AeroSafety World.

- Opportunity to include news/updates about your organization in one of the IASS eDailies sent to all attendees and FSF members.

- Placement of morning coffee, refreshment breaks, and lunch in the exhibit hall to help drive traffic to your booth.

IASS 2016 Exhibit Pricing

(All costs are in USD dollars; includes one complimentary full conference registration)

- Flight Safety Foundation Members — $3,000 USD

- Individual and Non-Members — $4,500 USD
Exhibit Schedule *(Subject to Change)*

**Sunday, November 13, 2016**
1400 – 1800  Exhibitor Registration
1400 – 1800  Exhibitor Set-up (All stands must be set-up by 1800 on Sunday, November 13, 2016)

**Monday, November 14, 2016**
0730 – 1700  Exhibit Marketplace Open
0730 – 0830  Morning Coffee & Tea with Exhibitors
1000 – 1030  Morning Break with Exhibitors
1200 – 1300  Buffet Lunch with Exhibitors
1600 – 2100  Host Event. Sponsored by Emirates.

**Tuesday, November 15, 2016**
0730 – 1700  Exhibit Marketplace Open
0730 – 0830  Morning Coffee & Tea with Exhibitors
1000 – 1030  Morning Break with Exhibitors
1200 – 1300  Buffet Lunch with Exhibitors
1500 – 1530  Afternoon Break with Exhibitors

**Wednesday, November 16, 2016**
0730 – 1700  Exhibit Marketplace Open
0730 – 0830  Morning Coffee & Tea with Exhibitors
1000 – 1030  Morning Break with Exhibitors
1200 – 1300  Buffet Lunch with Exhibitors
1530  Exhibitor Tear-down

Flight Safety Foundation follows the International Association for Exhibition and Events (IAEE) Guidelines for Display Rules & Regulations. These guidelines are incorporated by reference and made part of these Rules and Regulations and included in the official Exhibitor Service Manual.

**Cancellation Policy**

Refund or credit, less a US $250 administrative fee, will be given for exhibit cancellations received by Monday, August 1st, 2016. Between Tuesday, August 2nd, 2016 and Friday, August 5th, 2016, you can cancel and receive a credit only, less $250 administrative fee, towards the 2017 International Air Safety Summit exhibition. Credit cannot be applied towards membership dues. No refund or credit will be given for cancellations received after Friday, August 5th, 2016. Canceled booths also forfeit exhibitor benefits such as complimentary registration and attendee lists. All cancellation, refund, and credit requests should be sent by email to Ms. Namratha Apparao at apparao@flightsafety.org. Exhibitors who do not attend the summit, and have not sent an email cancellation by the deadline, will forfeit the entire exhibitor fee.