



November 14-16
Dubai

IASS 2016

69th annual International Air Safety Summit
Conrad Dubai Hotel

Sponsor & Exhibitor PROSPECTUS

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

Organized by



Hosted by





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,

A stylized, handwritten signature in black ink, appearing to read 'Jon Beatty'.

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.

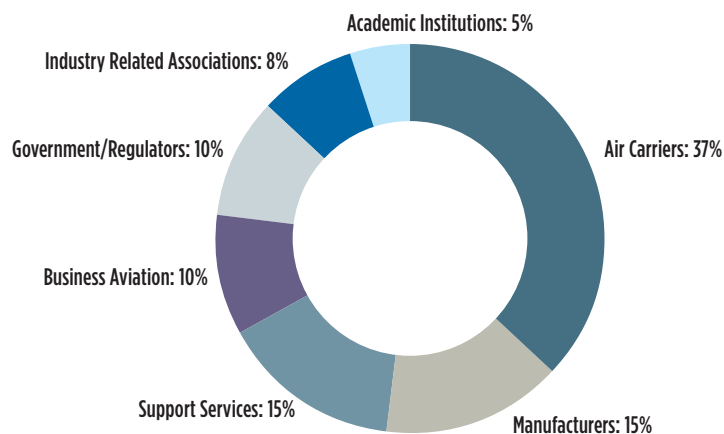


ABOUT THE INTERNATIONAL AIR SAFETY SUMMIT

Held annually since 1947, the Flight Safety Foundation's International Air Safety Summit is aviation's premier safety summit, drawing as many as 325 representatives from 50 or more countries to exchange information and propose new directions for further risk reductions and make the safest mode of transportation even safer. Summit content is designed to address issues surrounding safety, training, practical solutions, management, human factors and more.

IASS attendee profile

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



Job titles from past IASS events include:

- Air Safety Managers
- Air Accident Investigators
- Aviation Directors
- Aviation Psychologists
- Captains
- Deputy Directors for Safety
- Chief Investigators
- Chief Executive Officers
- Chief Commercial Officers
- Chief Operating Officers
- Chief Engineers, Aviation System Safety
- Chief Pilots
- Chief Safety Officers
- Corporate Safety and Risk Managers
- Deputy Heads of Flight Safety
- Directors of Flight Operations
- Directors of Air Operations Assurance
- Director Generals
- Directors of Ground Safety
- Directors of Safety and Compliance
- Directors of Safety Analysis and Protection
- Directors of Air Navigation Bureau
- Executive Vice President for Safety & Security
- First Officers
- Fleet Safety Captains/Managers
- General Managers for Safety Management
- Heads of Aviation Safety
- Heads of Cockpit Crew Training
- Operations Managers
- Pilots
- Presidents
- Professors of Aeronautics
- Safety Directors/Managers
- Safety Chiefs
- Safety Investigations Officers
- Senior Managers, Flight Safety and Investigations
- Senior Vice Presidents, Flight/Safety
- Senior Vice Presidents, Corporate Safety & Quality
- Senior Vice President Regulatory & Training
- Senior Vice President and General Manager, Corporate Safety
- SMS Managers
- Technical Directors
- Training Captains
- Vice Presidents, Corporate Safety
- Vice President, Crew Training
- Vice-President, Engineering/Product Integrity
- Vice President, Flight Operations/Safety
- Vice President, Safety, Security & Compliance



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+) include:

- 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) include:

- 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) include:

- 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) include:

- Standard benefits.
- One (1) 50% discount off the applicable full-conference registration.

SPONSORSHIP OPPORTUNITIES (updated October 8, 2016)

| BRANDING OPPORTUNITIES | | |
|--|--|-----------------|
| Summit Tote Bags | Let every summit attendee carry a conference tote bag with your organization's branding on it both during and after the summit. | \$5,000+ ✓ SOLD |
| Badge Lanyards | Conference badges are a must wear for participation. Put your organization's name on each lanyard and maximize exposure. | \$5,000+ ✓ SOLD |
| Reusable Water Bottles | Good for use both during and after the summit, place your organization's name and logo on a reusable water bottle. It's eco-friendly too! | \$5,000+ |
| Paper Notebook with Pen | A classic conference amenity, let the classic conference paper notebook with pen showcase your organization's brand. | \$5,000+ |
| Beach Towels | Dubai has the perfect warm weather climate to relax by a pool or along its beaches. Give IASS participants a plush, branded beach towel for use before or after IASS (never during!) or back home during summer or holidays. | \$4,000+ |
| Hotel Keycards | Put your organization's branding on the hotel room keycard distributed to BASS participants staying in the summit hotel. | \$2,500+ ✓ SOLD |
| SUNDAY, NOVEMBER 13, 2016 | | |
| Board of Governors Breakfast or Luncheon | | \$2,500 ✓ SOLD |
| International Advisory Committee Breakfast or Luncheon | | \$2,500 |
| Legal Advisory Committee Breakfast or Luncheon | | \$2,500 |
| VIP Reception | | \$5,000 ✓ SOLD |
| MONDAY, NOVEMBER 14, 2016 | | |
| Day One General Session Sponsor* | | \$12,500 ✓ SOLD |
| Day One: Arrival Coffee/Tea in Exhibit Marketplace | | \$3,750 |
| Day One: AM Refreshment Break in Exhibit Marketplace | | \$3,750 |
| Day One: Luncheon in Exhibit Marketplace | | \$7,500 |
| Day One: PM Refreshment Break in Exhibit Marketplace | | \$3,750 ✓ SOLD |
| TUESDAY, NOVEMBER 15, 2016 | | |
| Day Two: General Session Sponsor* | | \$12,500 ✓ SOLD |
| Day Two: Arrival Coffee/Tea in Exhibit Marketplace | | \$3,750 PENDING |
| Day Two: AM Refreshment Break in Exhibit Marketplace | | \$3,750 ✓ SOLD |
| Day Two: Luncheon in Exhibit Marketplace | | \$7,500 |
| Day Two: PM Refreshment Break in Exhibit Marketplace | | \$3,750 PENDING |
| WEDNESDAY, NOVEMBER 16, 2016 | | |
| Day Three General Session Sponsor* | | \$12,500 ✓ SOLD |
| Day Three: Arrival Coffee/Tea in Exhibit Marketplace | | \$3,750 |
| Day Three: AM Refreshment Break in Exhibit Marketplace | | \$3,750 |
| Day Three: Luncheon in Exhibit Marketplace | | \$7,500 ✓ SOLD |
| Day Three: PM Refreshment Break in Exhibit Marketplace | | \$2,500 |

* Sponsorship includes opportunity to show a three minute promotional video.

+ Sponsor provides or plus cost of sponsored item.

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

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Got a sponsorship idea not listed?

Contact Christopher Rochette at rochette@flightsafety.org or +1 (703) 739-6700, ext. 143 to explore the possibilities.

Conference Wireless Network

Mobile Device Charging Station ✓ **SOLD**

Contact Christopher Rochette at rochette@flightsafety.org or +1 (703) 739-6700, ext. 143

- 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.



SECURE YOUR SPONSORSHIP OR GET MORE INFORMATION

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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.
visiumAQD™ 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.

