

2022 EFB Users Forum EXPO and Sponsorship Opportunities

June 1 – 3, 2022 EXPO

The Joint AEEC/IATA EFB Users Forum XXI will be held June 1-3, 2022, in Annapolis, Maryland at The Westin Annapolis. As in the past, this Forum will be held over a three-day period. Due to the day change, the traditional Main EXPO will run on **Wednesday** afternoon, June 1st, 12:00 pm to 5:00 pm, following the Regulatory Session presentations that morning. The Main Expo will include a stand-up buffet and open bar from 1:00 pm to 3:00 pm.

The available space in Annapolis permits additional exhibit opportunities for the following two days, June 2-3. Should you decide to choose this option, your location and table size will be the same as during the first day's Main EXPO. Please note that participation in the main EXPO event on Wednesday, June 1st is required if you wish to exhibit in the Supplemental EXPO on Thursday and Friday, June 2-3. The Supplemental EXPO will be featured during coffee breaks and lunch. Those exhibitors who kept their reservation funds on deposit from the originally planned 2020 event will have first choice of exhibit location in this event.

Set-up can begin as early as Tuesday afternoon, May 31st at 12:00 pm, with the EXPO commencing at approximately 12:00 pm on Wednesday, June 1st, following that morning's Regulatory presentation session. Tear down will begin following the EXPO (5:00 pm) on Wednesday June 1st for one-day exhibitors, and at the conclusion of the morning coffee break (approximately 10:30 am) on Friday June 3rd for Supplemental EXPO exhibitors.

The exhibit fee includes skirted table(s), chairs, power, and your organization listing in our Mobile App as an Exhibitor. Please note that the table sizes are 30" x 72". You may add your own backdrop, banners, and equipment. These additional items cannot exceed your total reserved exhibit table width and approximately five feet of depth. You may want to bring an additional power strip to expand your power outlets.

If you are planning to participate in the EXPO, please complete the reservation form attached to this packet and return to Lori Hess at: lorine.hess@sae-itc.org. Please include your desired location, along with a second and third choice, and your logo. Locations will be reserved on a first come, first served basis.

The EXPO in Annapolis will occupy two ballrooms: the Annapolis ballroom and the Senate ballroom. The first-floor layout shows their relative locations, both on the ground level of the hotel. The two ballrooms are a short walk across the lobby from each other, and both ballrooms will offer drinks and buffet. The Senate ballroom is directly across the hall from the Capitol ballroom, location of the Forum presentation sessions. Coffee breaks will be served in the EXPO ballrooms per usual practice. Please see the Exhibit Map on the EFB Users Forum web page for an illustration of currently available locations: <https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum>.

Special Requests/Event Management

If you have special requests for additional power, video displays, etc., please contact:

Ms. Susan Spangler
Senior Conventions Service Manager
Tel: +1 410 972 4306
Fax: +1 410 972 4301
sspangler@westinannapolis.com

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Shipping

The hotel will accept items for shipment up to three days in advance. If you wish to ship items to the hotel, please send it C/O to your company using the following address:

Guest Name and arrival Date
EFB Users Forum/Booth number
Ms. Susan Spangler
Westin Annapolis
100 Westgate Circle
Annapolis, MD 21401

There is a charge per box plus all applicable taxes as follows:

Letters	Free
Box (under 10 lbs.)	\$7.00 per box
Box (over 10 lbs.)	\$9.00 per box
Box (over 20 lbs.)	\$11.00 per box
Display Cases (under 20 lbs.)	\$20.00 per case
Display Cases (over 20 lbs.)	\$25.00 per case
Self-Contained Pallets	\$100.00 per pallet

Please provide your credit card information to the hotel to cover these charges. Due to limited storage space, please make your own arrangements for pallet deliveries. Packages that arrive for guests who have checked out or unclaimed packages without proper information on the label will be returned to sender COD.

For return shipping, all packages must be boxed, taped, and labeled. Exhibitors must provide their own boxes, tape, and shipping labels. The Westin does not have these materials on hand. Pickups will need to be scheduled by exhibitors. Westin staff can move boxes to the pickup area. (If you are using FedEx, the Westin can call for a pickup without an account number (however it may not be the same day). The Westin cannot call UPS for a pickup on behalf of someone else).

Preregistration and Exhibit

All individuals participating in the EXPO, the Users Forum, and/or associated activities of the conference must register on the ARINC website to obtain a badge and guarantee seating. A link to our online registration can be found at: <https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum>.

The standard attendance fee is \$800 per person. AEEC Members and Associate Members are extended complimentary attendance. Invited Speakers will receive an invitation to register as our guest without incurring the attendance fee. IATA Member Airlines that are not AEEC Members are extended a discounted attendance fee of \$400 per individual. **Pre-registration will close on Monday May 16, 2022.** All participants who are not pre-registered by that date will be required to register on-site.

Organization Highlights and Information (Mobile App)

Our EFB Users Forum Mobile App offers many opportunities for staying connected to the conference, reaching out to business partners and customers, and increasing your company's exposure. Our Mobile App is available before, during, and after the conference. Taking advantage of the organization highlight opportunity keeps your brand and product information in the hands of those attending the conference. This opportunity includes:

- Company logo (eps preferred)
- Company address
- Web address
- Facebook address
- LinkedIn address
- Twitter address
- Brief description of your company
- Product/Service information sheet(s) in PDF format
 - Not limited in quantity; size must be under 10M each

If you elect the Organization Highlights on the reservation form, please provide this information in an email to: lorine.hess@sae-itc.org

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Event Sponsorships

If you wish to enhance your company's visibility beyond the EXPO, sponsorships are available. Traditional sponsorships include the hosted beverages or buffet on Wednesday June 1st, and four different coffee breaks on Wednesday morning, Thursday morning and afternoon, and Friday morning June 1-3. Morning and afternoon refreshments include regular coffee, decaffeinated coffee, tea, water, and light snacks. Additional specialized sponsorships are also available upon request.

Should you elect to sponsor the hosted beverages, buffet, or a coffee break, your company will be named in meeting presentations and reports, your company name and logo will be placed on the EFB Users Forum webpage and projected during the break, recognition of your sponsorship will be added to the EFB Users Forum Mobile App, and takeaways may be distributed. You will also have the opportunity to convey a short message (three minutes or less) to the captive audience verbally or with a pre-recorded video. Unlike the presentations which must remain neutral and unbiased, these messages are the perfect opportunity to promote your company's products and services, along with new developments, partnerships, and clients. As the Supplemental EXPO will be open during the Wednesday and Thursday breaks, you can also direct interested parties to your exhibit station as a part of your message.

Item sponsorships such as caps, coffee mugs, lanyards, welcome bags, t-shirts, etc., can also be arranged. Please contact me directly if you would like more information or have additional sponsorship suggestions.

This promises to be another exciting event, and we look forward to seeing you all there!

Best Regards,

Peter

Peter H. Grau
Lead Principal Engineer
ARINC Industry Activities
SAE-ITC
16701 Melford Blvd. Ste 120
Bowie, MD 20715
(240) 334-2580
peter.grau@sae-itc.org

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Return Completed Form by May 16, 2022 to:

Attention: Lori Hess
 Email: lorine.hess@sae-itc.org
 Tel: +443.534.7439

Given (First) Name:		Family (Last) Name:	
Company:			
Billing Address:			
Telephone:		Email:	
Exhibit Options (Wednesday – Friday)			Preferred Location
<input type="checkbox"/> Single Table AEEC Member/Associate Member \$2,200.00 Non-Member/Associate Member \$3,100.00 (1 attendance included) <input type="checkbox"/> Additional days \$650.00 <input type="checkbox"/> Double Table AEEC Member/Associate Member \$3,150.00 Non-Member/Associate Member \$4,050.00 (1 attendance included) <input type="checkbox"/> Additional days \$775.00 <input type="checkbox"/> Triple Table AEEC Member/Associate Member \$4,000.00 Non-Member/Associate Member \$5,000.00 (1 attendance included) <input type="checkbox"/> Additional days \$900.00			1 st Choice: _____ 2 nd Choice: _____ 3 rd Choice: _____ We will apply the appropriate charge based on membership status. Find out more about AEEC Membership and Associate Membership opportunities: https://www.aviation-ia.com/membership
Break/Social Sponsor (\$3,900.00 USD each)			
<input type="checkbox"/> EXPO Social June 1		<input type="checkbox"/> Wednesday AM June 1	
<input type="checkbox"/> EXPO Buffet June 1		<input type="checkbox"/> Thursday PM June 2	
<input type="checkbox"/> EXPO Social June 2		<input type="checkbox"/> Thursday AM June 2	
<input type="checkbox"/> EXPO Buffet June 2		<input type="checkbox"/> Friday AM June 3	
<input type="checkbox"/> EFB Users Forum Registration Giveaways (\$700.00 for each Sponsor Item)			
Sponsor Item Suggestions:			
<input type="checkbox"/> Caps		<input type="checkbox"/> Lanyards	
<input type="checkbox"/> Coffee Mugs		<input type="checkbox"/> Mouse Pads	
<input type="checkbox"/> Flash Drives		<input type="checkbox"/> Note Pads	
<input type="checkbox"/> Screen Cleaning Cloths		<input type="checkbox"/> Welcome Bags	
<input type="checkbox"/> Other			
<input type="checkbox"/> Mobil App – Organization Highlight			
AEEC Members: \$400.00		AEEC Associate Members: \$400.00	
All others: \$800.00			
<i>Please provide payment information below. Fees are non-refundable. Your exhibit location, break sponsorship, and/or organization highlight will NOT be reserved until payment has been processed successfully.</i>			
Credit Card Number:			Exp. Date:
Card Holder Name:			Type of Card: (AmEx, Visa, MC)
*Please provide your company logo and permission to use it for the EXPO layout map via email.			
*Please note you MUST register with us through the registration website to attend any of the activities including the exhibits. Please visit our web site for a link to registration and other conference material. https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum			