

May 15-16, 2018 EXPO

The Joint AEEC/IATA EFB Users Forum XVI will be held May 15-16, 2018, in Miami, at the Miami Marriott Dadeland Hotel. As in the past, this Forum will be held over a three-day period. The traditional Main EXPO will run on the day preceding the Forum, May 15th from 12:00 PM to 5:00 PM in the Datran Ballroom and mezzanine. A stand-up buffet will be included from 2:00 PM to 4:00 PM.

An additional exhibit opportunity is available the next day, May 16th. Your location and table size will be the same as during the previous day's Main EXPO. Please note that participation in the main EXPO event on Tuesday, May 15th is required if you wish to exhibit in the Supplemental EXPO on Wednesday May 16th. The Supplemental EXPO will be open only during coffee breaks and lunch.

Set-up will begin on Tuesday, May 15th at 9:00 AM, with the EXPO commencing at 12:00 PM. Tear down will begin following the EXPO (5:00 PM) on Tuesday for one-day exhibitors, and at the conclusion of the afternoon coffee break (approximately 4:00 PM) on Wednesday for two-day exhibitors.

The exhibit fee includes tables, chairs, draping, power, and your organization listing in our Mobile App as an Exhibitor. Each table is 30 in x 72 in. You may add your own backdrop, banners, and equipment. These additional items cannot exceed your reserved table width and approximately five feet of depth. You may want to bring a power strip to expand your power outlets.

If you are planning to participate in the EXPO, please complete the reservation form 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.

Most visitors will be arriving via the stairways marked by the red arrows. 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

If you have special requests for additional power, video displays, etc., please email Mr. Ben Mederos, Director, Event Technology, PSAV at: bmederos@psav.com or call him at: +1 305-671-5079.

Shipping

The hotel will accept items for shipment up to three days in advance (Friday, May 11th). If you wish to ship items to the hotel, please address the materials to your own attention as follows:

Miami Marriott Dadeland Hotel
c/o Your name
9090 S. Dadeland Blvd.
Miami, Florida 33156
Tel: +1 305-670-1035 Fax: +1 305-670-7540

Event Management

Yessenia Salazar
Event Meeting Planner
9090 S. Dadeland Blvd.
Miami, FL 33156
Tel: +1 305-671-5037 Fax: +1 305-671-7540
Email: Yessenia.Salazar@mdmusa.com

Preregistration and Exhibit

In response to requests for all-inclusive pricing, we have modified our standard procedures from past events. Please note that for non-members and non-sponsors, reserving an exhibit booth will now include one complimentary admission. The individual receiving the complimentary admission will need to disclose their contact information on the attached reservation form. All other 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 attendance fee is \$700 per person. AEEC • AMC • FSEMC Members, Corporate Sponsors, and Invited Speakers are exempt from attendance fee. IATA Member Airlines that are not AEEC • AMC • FSEMC Members are extended a discounted attendance fee of \$350 per individual. **Pre-registration will close on Tuesday, May 1, 2018.** All participants who have not pre-registered by that date will be required to register on site.

Organization Highlights and Information (Mobile App)

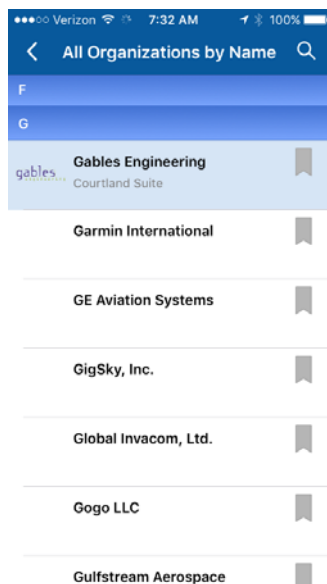
Our EFB Users Forum Mobile App has become a great tool readily available at your fingertips. There are many great features and various pieces of conference information loaded to the mobile app. One of the features allows you to increase brand recognition and put your product information in the hands of current and potential customers before, during, and after the EFB Users Forum.

This opportunity includes links to your company's Internet, Twitter, Facebook, and LinkedIn sites. Additional information includes such details as:

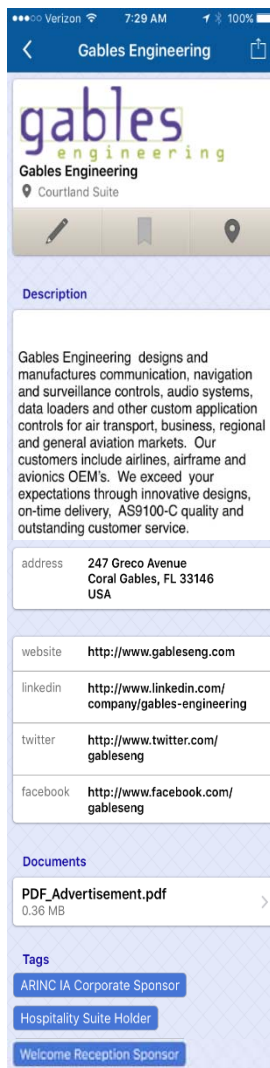
- Brief description of your company (to be added in the mobile app)
- Company logo (high resolution with largest side being 300 pixels)
- PDF Advertisement and/or slipsheet of products and services offered or highlighted

Example:

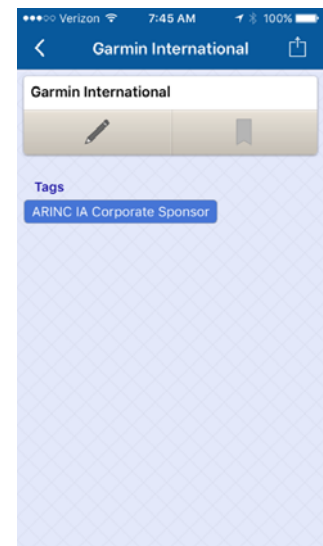
Listing



Highlighted



Not Highlighted



If you elect the Organization Highlight, please provide the following information in an email to lorine.hess@sae-itc.org:

- Physical address (mailing address)
- Your organization's Internet, Twitter, Facebook, and LinkedIn URL
- Brief description of your company (to be added in the mobile app)
- Company logo (EPS format)
- PDF Advertisement and/or slipsheet of products and services offered or highlighted

Item Sponsorships:

If you wish to enhance your company's visibility beyond the EXPO, sponsorships are available. These include caps, coffee mugs, lanyards, welcome bags, hosted beverages, and coffee breaks on Wednesday May 16th and Thursday May 17th. Morning and afternoon refreshments include regular coffee, decaffeinated coffee, tea, water, and light snacks. Should you elect to sponsor the hosted beverages or a coffee break, your company will be named in meeting presentations and reports, your company name and logo will be projected during the break, highlighted in the Smartphone 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 breaks, you can also direct interested parties to your exhibit station as a part of your message. Please contact me directly if you would like more information or have additional sponsorship suggestions.

This promises to be another exciting event, and I 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

2018 EFB Users Forum EXPO, Organization Highlight, & Sponsorship

Return Completed Form by May 1, 2018 to:

Attention: Lori Hess
 Email: lorine.hess@sae-itc.org
 Tel: +240-334-2578
 Fax: +301-383-1231

Given Name:		Family Name: (Surname)		
Company:				
Billing Address:				
Telephone:		Fax:		
Email:				
Table Options	Tuesday May 15		Wednesday May 16	Preferred Location:
	Corporate Sponsors and AEEC AMC Members	All Others		
<input type="checkbox"/> Single Table	\$2,100.00	\$2,900.00	<input type="checkbox"/> \$600.00	1 st Choice:
<input type="checkbox"/> Double Table	\$3,000.00	\$3,800.00	<input type="checkbox"/> \$700.00	2 nd Choice:
<input type="checkbox"/> Triple Table	\$3,900.00	\$4,700.00	<input type="checkbox"/> \$800.00	3 rd Choice:
Complimentary Attendee Name:			Email:	
Break/Social Sponsor (\$3,700.00 USD each)				
<input type="checkbox"/> Wednesday AM May 16		<input type="checkbox"/> Thursday AM May 17		<input type="checkbox"/> EXPO Social May 15
<input type="checkbox"/> Wednesday PM May 16		<input type="checkbox"/> Thursday PM May 17		
Item Sponsorship (\$600.00 USD each)				
<input type="checkbox"/> Caps		<input type="checkbox"/> Lanyards		<input type="checkbox"/> Other
<input type="checkbox"/> Coffee Mugs		<input type="checkbox"/> Welcome Bags		
<input type="checkbox"/> Organization Highlight – EFB Users Forum Mobile App				
Corporate Sponsors: \$300.00		AEEC AMC Members: \$300.00		All others: \$600.00
Please provide the following information in an email to lorine.hess@sae-itc.org :				
<ul style="list-style-type: none"> • Physical address (mailing address) and contact. • Your organization's Internet, Twitter, Facebook, and LinkedIn URL • Brief description of your company (to be added in the Mobile App) • Company logo (EPS file preferred) • Product/Service information sheet(s) in PDF format 				
We will apply the appropriate charge if this option is selected.				
<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 (as it appears on the card):				
<i>*Please provide your company logo and permission to use it for the EXPO layout map via email.</i>				
*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. http://www.aviation-ia.com/aeec/projects/efb_users_forum/index.html				