

## November 13-14, 2018 EXPO

The Joint AEEC/IATA EFB Users Forum XVI will be held November 13-15, 2018, in London, at the Radisson Blu Edwardian Heathrow 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, November 13<sup>th</sup> from 12:00 PM to 5:00 PM in the Commonwealth Suite and Atrium. A stand-up buffet will be included from 2:00 PM to 4:00 PM.

An additional exhibit opportunity is available the next day, November 14<sup>th</sup>. 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, November 13<sup>th</sup> is required if you wish to exhibit in the Supplemental EXPO on Wednesday November 14<sup>th</sup>. The Supplemental EXPO will be open only during coffee breaks and lunch.

Set-up will begin on Tuesday, November 13<sup>th</sup> at 9:00 AM, with the EXPO commencing at 12:00 PM. Tear down will begin following the EXPO (5:00 PM) on Tuesday November 13<sup>th</sup> for one-day exhibitors, and at the conclusion of the afternoon coffee break (approximately 4:00 PM) on Wednesday November 14<sup>th</sup> for two-day exhibitors.

The exhibit fee includes skirted table(s), chairs, power, and your organization listing in our Mobile App as an Exhibitor. 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](mailto: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.

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 Ms. Sophie Kelly at: [kellys@radisson.com](mailto:kellys@radisson.com) or call at +44 (0) 20 8757 7903.

## Shipping

The hotel will accept items for shipment up to three days in advance (Friday, November 9<sup>th</sup>). If you wish to ship items to the hotel, please address the materials to your own attention as follows:

**Radisson Blu Edwardian Heathrow Hotel**  
**c/o Your name**  
140 Bath Road, Hayes  
Middlesex, UB3 5AW  
United Kingdom  
Tel: +44 (0) 20 8757 7903 Fax: +44 (0) 20 8757 7904

## Event Management

**Ms. Sophie Kelly**  
Meetings & Events Sales Executive  
140 Bath Road, Hayes  
Middlesex, UB3 5AW  
United Kingdom  
Tel: +44 (0) 20 8757 7903 Fax: +44 (0) 20 8757 7904  
Email: [kellys@radisson.com](mailto:kellys@radisson.com)

## Power

The standard voltage in the United Kingdom is 230V and frequency is 50Hz. Sockets and plugs are known as type G:



## 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 \$700 per person. AEEC • AMC • FSEMC Members and ARINC Industry Activities Corporate Sponsors 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 • AMC • FSEMC Members are extended a discounted attendance fee of \$350 per individual. **Pre-registration will close on Sunday November 4, 2018.** All participants who are not pre-registered by that date will be required to register on-site.

Non-member and non-sponsor exhibit booths include one complimentary admission. The individual receiving the complimentary admission will need to disclose their contact information on the attached reservation form so that we can send an invitation to register and **must** register on line before the deadline to take advantage of the complimentary meeting attendance.

## 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 brand 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 links to your company's Facebook, Internet, LinkedIn, and Twitter addresses as well as the following details:

- Company logo (eps preferred)
- Company Address
- Brief description of your company
- Product/Service information sheet(s) in PDF format

If you elect the Organization Highlight, please provide this information in an email to [lorine.hess@sae-itc.org](mailto:lorine.hess@sae-itc.org).

## Event Sponsorships:

If you wish to enhance your company's visibility beyond the EXPO, sponsorships are available. These include the hosted beverages and buffet on Tuesday November 13<sup>th</sup>, and coffee breaks on Wednesday November 14<sup>th</sup> and Thursday November 15<sup>th</sup>. Morning and afternoon refreshments include regular coffee, decaffeinated coffee, tea, water, and light snacks.

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 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 breaks, you can also direct interested parties to your exhibit station as a part of your message.

Registration Giveaways such as caps, coffee mugs, lanyards, welcome bags, etc., can also be arranged. These items must be received at the registration desk by 10:30 AM on the morning of the EXPO set up, Tuesday November 13<sup>th</sup>.

Please contact me directly if you would like more information or have additional sponsorship suggestions.

## 2018 EFB Users Forum EXPO, Organization Highlight, & Sponsorship

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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](mailto:peter.grau@sae-itc.org)

# 2018 EFB Users Forum EXPO, Organization Highlight, & Sponsorship

## Return Completed Form by November 4, 2018 to:

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

<b>Given Name:</b>		<b>Family Name: (Surname)</b>	
<b>Company:</b>			
<b>Billing Address:</b>			
<b>Telephone:</b>		<b>Fax:</b>	
<b>Email:</b>			
<b>Exhibit Options (Tuesday – Wednesday)</b>			<b>Preferred Location</b>
<input type="checkbox"/> <b>Single Table</b> Corporate Sponsor/Member: \$2,100.00 Non-Corporate Sponsor/Member: \$2,900.00 (1 attendance included) <input type="checkbox"/> Additional day \$600.00 <input type="checkbox"/> <b>Double Table</b> Corporate Sponsor/Member: \$3,000.00 Non-Corporate Sponsor/Member: \$3,800.00 (1 attendance included) <input type="checkbox"/> Additional day \$700.00 <input type="checkbox"/> <b>Triple Table</b> Corporate Sponsor/Member: \$3,900.00 Non-Corporate Sponsor/Member: \$4,700.00 (1 attendance included) <input type="checkbox"/> Additional day \$800.00			1 <sup>st</sup> Choice: _____ 2 <sup>nd</sup> Choice: _____ 3 <sup>rd</sup> Choice: _____  <i>We will apply the appropriate charge based on membership/sponsorship status.                  Find out more about AEEC Membership and Corporate Sponsor opportunities:</i>
<b>Complimentary Attendee Name:</b> _____			<a href="https://www.aviation-ia.com/membership">https://www.aviation-ia.com/membership</a>
<b>Complimentary Attendee Email:</b> _____			
<b>Break/Social Sponsor (\$3,900.00 USD each)</b>			
<input type="checkbox"/> Wednesday AM November 14		<input type="checkbox"/> Thursday AM November 15	
<input type="checkbox"/> Wednesday PM November 14		<input type="checkbox"/> Thursday PM November 15	
<input type="checkbox"/> EXPO Social November 13			
<input type="checkbox"/> EXPO Buffet November 13			
<b><input type="checkbox"/> EFB Users Forum Registration Giveaways (\$650.00 for each Sponsor Item)</b>			
Sponsor Item Suggestions:			
<input type="checkbox"/> Caps	<input type="checkbox"/> Lanyards	<input type="checkbox"/> Screen Cleaning Cloths	
<input type="checkbox"/> Coffee Mugs	<input type="checkbox"/> Mouse Pads	<input type="checkbox"/> Welcome Bags	
<input type="checkbox"/> Flash Drives	<input type="checkbox"/> Note Pads	<input type="checkbox"/> Other	
<b><input type="checkbox"/> Organization Highlight – EFB Users Forum Mobile App</b>			
Corporate Sponsors: \$300.00		AEEC   AMC Members: \$300.00	All others: \$600.00
<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>			
<b>Credit Card Number:</b>			<b>Exp. Date:</b>
<b>Name as it appears on the card:</b>			<b>Type of Card:</b>
*Please provide your company logo and permission to use it for the EXPO layout map via email.			
*Please note you <b>MUST</b> 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. <a href="https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum">https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum</a>			