

2019 EFB Users Forum EXPO and Sponsorship Opportunities

November 5-6, 2019 EXPO

The Joint AEEC/IATA EFB Users Forum XIX will be held November 5-7, 2019, in Madrid, Spain at the Madrid Marriott Auditorium Hotel and Conference Center. 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 5th from 2:00 pm to 7:00 pm in the England Rooms. The Main Expo will include a stand-up buffet from 3:00 pm to 5:00 pm.

The available space in Madrid permits additional exhibit opportunities for the following day, November 6th. 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 Tuesday, November 5th is required if you wish to exhibit in the Supplemental EXPO on Wednesday November 6th. The Supplemental EXPO will be featured during coffee breaks and lunch.

Set-up will begin on Tuesday, November 5th at 9:00 am, with the EXPO commencing at 2:00 pm. Tear down will begin following the EXPO (7:00 pm) on Tuesday November 5th for one-day exhibitors, and at the conclusion of the afternoon coffee break (approximately 4:00 pm) on Wednesday November 6th 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 1.80 m x 0.50 m. The tables will be doubled to increase depth, therefore, each table will be 1.80 m x 1.0 m. 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-its.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/Event Management

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

Ms. Judit Criado
Events Manager
Tel: +34 91 400 44 53
judit.criado@marriottauditorium.com

Shipping

The hotel will accept items for shipment up to two days in advance (Sunday November 3rd). If you wish to ship items to the hotel, please send it C/O to your company using the attached shipping label to the following address:

Madrid Marriott Auditorium
C/O *Your Company*
Avenida de Aragón 400
28022 Madrid
Spain

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 • 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

2019 EFB Users Forum EXPO and Sponsorship Opportunities

\$400 per individual. **Pre-registration will close on Sunday October 20, 2019.** All participants who are not pre-registered by that date will be required to register on-site.

Non-member and non-sponsor exhibit space pricing includes 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 online 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 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
 - 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

Event Sponsorships:

If you wish to enhance your company's visibility beyond the EXPO, sponsorships are available. Traditional sponsorships include the hosted beverages and buffet on Tuesday November 5th, and coffee breaks on Wednesday November 6th and Thursday November 7th. 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

2019 EFB Users Forum EXPO and Sponsorship Opportunities

Return Completed Form by October 20, 2019 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:			
Exhibit Options (Tuesday – Wednesday)			Preferred Location
<input type="checkbox"/> Single Table Corporate Sponsor/Member: \$2,200.00 Non-Corporate Sponsor/Member: \$3,100.00 (1 attendance included) <input type="checkbox"/> Additional day \$650.00			1 st Choice: _____
<input type="checkbox"/> Double Table Corporate Sponsor/Member: \$3,150.00 Non-Corporate Sponsor/Member: \$4,050.00 (1 attendance included) <input type="checkbox"/> Additional day \$775.00			2 nd Choice: _____
<input type="checkbox"/> Triple Table Corporate Sponsor/Member: \$4,100.00 Non-Corporate Sponsor/Member: \$5,000.00 (1 attendance included) <input type="checkbox"/> Additional day \$900.00			3 rd Choice: _____
Complimentary Attendee Name: _____			<i>We will apply the appropriate charge based on membership/sponsorship status.</i> <i>Find out more about AEEC Membership and Corporate Sponsor opportunities:</i> https://www.aviation-ia.com/membership
Complimentary Attendee Email: _____			
Break/Social Sponsor (\$3,900.00 USD each)			
<input type="checkbox"/> EXPO Social November 5		<input type="checkbox"/> Wednesday am November 6	
<input type="checkbox"/> EXPO Buffet November 5		<input type="checkbox"/> Wednesday pm November 6	
<input type="checkbox"/> Audio/Visual		<input type="checkbox"/> Thursday am November 7	
<input type="checkbox"/> EXPO Buffet November 5		<input type="checkbox"/> Thursday pm November 7	
<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"/> Organization Highlight – EFB Users Forum Mobile App			
Corporate Sponsors: \$400.00		AEEC AMC 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:
Name as it appears on the card:			Type of Card: (American Express, Visa, Mastercard)
<i>*Please provide your company logo and permission to use it for the EXPO layout map via email.</i>			
<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.</i> https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum			