

## 2020 EFB Users Forum EXPO and Sponsorship Opportunities

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### June 30 – July 1, 2020 EXPO

The Joint AEEC/IATA EFB Users Forum XX will be held June 30 – July 2, 2020, in Annapolis, Maryland at The Westin Annapolis. 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, June 30<sup>th</sup> from 2:00 pm to 7:00 pm in the Annapolis and Senate Ballrooms. The Main Expo will include a stand-up buffet from 3:00 pm to 5:00 pm.

The available space in Annapolis permits additional exhibit opportunities for the following day, July 1<sup>st</sup>. 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, June 30<sup>th</sup> is required if you wish to exhibit in the Supplemental EXPO on Wednesday July 1<sup>st</sup>. The Supplemental EXPO will be featured during coffee breaks and lunch.

Set-up will begin on Tuesday, June 30<sup>th</sup> at 9:00 am, with the EXPO commencing at 2:00 pm. Tear down will begin following the EXPO (7:00 pm) on Tuesday June 30<sup>th</sup> for one-day exhibitors, and at the conclusion of the afternoon coffee break (approximately 4:00 pm) on Wednesday July 1<sup>st</sup> 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](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.

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 also directly across the hall from the Capitol ballroom, location of the Forum presentations on Wednesday and Thursday. 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: + 410 972 4306  
Fax: + 4109724301  
[sspangler@westinannapolis.com](mailto:sspangler@westinannapolis.com)

### 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 \$10.00 per box charge plus all applicable taxes.

Large display cases over 20 pounds are \$25.00 for each

Pallets are \$100.00 each

Please provide your credit card information to the hotel to cover these charges.

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## 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 \$400 per individual. **Pre-registration will close on Thursday June 18, 2020.** 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](mailto: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 June 30<sup>th</sup>, and coffee breaks on Wednesday July 1<sup>st</sup> and Thursday July 2<sup>nd</sup>. 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 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!

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)

## 2020 EFB Users Forum EXPO and Sponsorship Opportunities

Return Completed Form by June 18, 2020 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>	<b>2,200.00</b>	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.</i>  <i>Find out more about AEEC Membership and Corporate Sponsor opportunities:</i>  <a href="https://www.aviation-ia.com/membership">https://www.aviation-ia.com/membership</a>	
<input type="checkbox"/> Additional day	\$650.00		
<input type="checkbox"/> <b>Double Table</b>	3,150.00		
<input type="checkbox"/> Additional day	\$775.00		
<input type="checkbox"/> <b>Triple Table</b>	4,100.00		
<input type="checkbox"/> Additional day	\$900.00		
<b>Break/Social Sponsor (\$4,000.00 USD each)</b>			
<input type="checkbox"/> EXPO Social June 30	<input type="checkbox"/> Wednesday AM July 1	<input type="checkbox"/> Thursday AM July 2	
<input type="checkbox"/> EXPO Buffet June 30	<input type="checkbox"/> Wednesday PM July 1	<input type="checkbox"/> Thursday PM July 2	
<input type="checkbox"/> <b>EFB Users Forum Registration Giveaways (\$700.00 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	
<input type="checkbox"/> <b>Mobil App – Organization Highlight</b>			
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>			
<b>Credit Card Number:</b>			<b>Exp. Date:</b>
<b>Name as it appears on the card:</b>			<b>Type of Card:</b> (American Express, Visa, Mastercard)
*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>			