

# 2021 EFB Users Forum Virtual EXPO and Sponsorship Opportunities

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## June 8-10, 2021 EXPO

We are excited to hold our first online EFB Users Forum conference. The Joint AEEC/IATA EFB Users Forum will be held June 8-10, 2021 online. Presentations will be held on Day 1 and Day 2. We will be hosting a live Virtual EXPO on Day 3.

## Registration

All individuals participating in the EXPO and the Users Forum **must register** on the ARINC website to guarantee admittance. A link to our online registration can be found at: <https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum-2021>.

The standard attendance fee is \$150 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 \$75 per individual. **Registration will close on Wednesday June 2, 2021.** Registration is required for you to receive the invite to join the Virtual Meeting.

## Exhibit Options

**Booths:** The virtual exhibit will consist of unmanned virtual booths. Three different EXPO virtual booth sizes will be available: Small, Medium, and Large. Pricing will be \$250, \$350, and \$450 respectively for AEEC Member and Associate Member Organizations. For non-AEEC Member and Non-Associate Member Organizations the pricing is \$500, \$700, and \$900, respectively. Arrangement of the booths will be in descending order by size, prioritized on a first come, first served basis. These booths will be presented for the **entire** duration of the three-day event and are not manned.

Booths include (required unless otherwise noted):

- Exhibitor Name
- Exhibitor Email (one POC)
- Exhibitor Headline
- Short description about the organization
- Video Link/Content Provider (one from below)
  - YouTube
  - Vimeo
  - Wistia
  - Google Slides
- Video URL or its ID
- Social Media Links
  - Website
  - Twitter (optional)
  - Facebook (optional)
  - Instagram (optional)
  - LinkedIn (optional)
- Optional additional information to show under the video

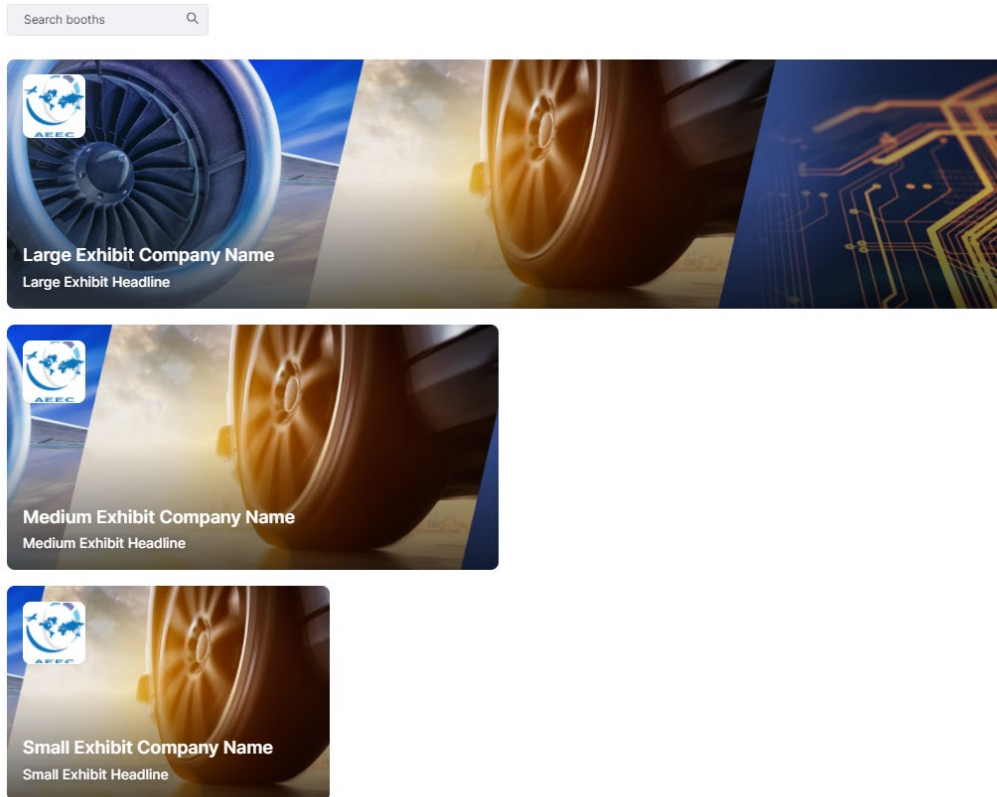
Booth sizes and recommended images sizes are:

- Company Logo Image (1:1)
  - 1080 x 1080
- Booth Banner – Image Sizes – Limited to max upload of 2MB
  - Large (4:1)
    - Recommended: 2000 x 500
    - Minimum: 1500 x 660
  - Medium (2:1)
    - Recommended: 1500 x 750
    - Minimum: 1000 x 500
  - Small (3:2)
    - Recommended: 1500 x 1000
    - Minimum: 1000 x 670

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The relative size of the banners on the exhibit display page will be as follows:



**Live Exhibits:** Day 3 will include the manned, interactive portion of the EXPO from 0900 to 1300 EDT. This enables live interaction and demonstrations analogous to a face-to-face conference. A booth reservation is required to secure a demo session. The manned demo sessions on Day 3 can be added to any size booth for an additional \$150 for AEEC Members/Associate Members and \$300 for Non-AEEC Members/Non-Associate Members but is not required.

### Event Sponsorships:

If you wish to enhance your company's visibility beyond the EXPO, sponsorships are available at this event. These include break, registration, and lobby sponsorships, as well as organizational highlights in the event app.

#### Break Sponsorship:

As in face-to-face events, break sponsors have the opportunity to convey a short message to the full captive audience verbally or with a pre-recorded video (two minutes or less) during the scheduled break between presentations. 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 live, manned EXPO will be open on Thursday, you can also direct interested parties to your exhibit session as part of your message. Should you elect to sponsor a 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, and recognition of your sponsorship will be added to the EFB Users Forum Mobile App. Refreshments are not applicable at this virtual event, although there will be a 15-minute break before presentations resume.

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## Registration Sponsorship:

Registration sponsorships will be available for this event, and will be visible to all registrants at sign-in. This consists of a banner including the following:

Registration Sponsor – shows on the sign-in page.

- Company Name
- Logo
- Company Website address

Three sizes will be available: Gold, Silver, and Bronze, with placement in descending order of size and prioritized on a first-come, first served basis. Pricing will be \$200, \$150, and \$100, respectively. Registration sponsors will be listed in the meeting report. The relative size of the banners will be as follows:

Description	Sponsors	Booths
Proudly Supported By		
Gold		
		
		
Silver		
		
		
Bronze		
		
		

## Lobby Sponsorship:

Lobby sponsorships will be available for this event and will be visible to all participants as they navigate through the event application over the entire three-day period. This consists of a banner including the following:

Lobby Sponsor – shows in the lobby/landing page in the event.

- Company Name
- Logo
- Company Website address

Three sizes will be available: Gold, Silver, and Bronze, with placement in descending order of size and prioritized on a first-come, first-served basis. Pricing will be \$400, \$325, and \$250, respectively. Lobby sponsors will be listed on the EFB Users Forum webpage and listed in the meeting report. The relative size of the banners will be as follows:

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SAE ITC Test Event SAE International

Proudly Supported By

Gold

- SAE ITC An SAE International Affiliate
- iamts International Alliance for Mobility, Testing and Standardization A Program of SAE ITC
- ASPQP Aerospace Standards Part Qualification Program A Program of SAE ITC
- AESO STRATEGY GROUP A Program of SAE ITC
- ARINC INDUSTRY ACTIVITIES A Program of SAE ITC

Silver

- SAE ITC An SAE International Affiliate
- iamts International Alliance for Mobility, Testing and Standardization A Program of SAE ITC
- ASPQP Aerospace Standards Part Qualification Program A Program of SAE ITC
- AESO STRATEGY GROUP A Program of SAE ITC
- ARINC INDUSTRY ACTIVITIES A Program of SAE ITC

Bronze

- SAE ITC An SAE International Affiliate
- iamts International Alliance for Mobility, Testing and Standardization A Program of SAE ITC
- ASPQP Aerospace Standards Part Qualification Program A Program of SAE ITC
- AESO STRATEGY GROUP A Program of SAE ITC
- ARINC INDUSTRY ACTIVITIES A Program of SAE ITC

Chat

## 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)

## **2021 EFB Users Forum Virtual EXPO and Sponsorship Opportunities**

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Thank you for your participation. This promises to be an 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  
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## 2021 EFB Users Forum Virtual EXPO and Sponsorship Opportunities

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**Return Completed Form by May 31, 2021 to:**

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

<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, &amp; Thursday (Demo on Thursday))</b>			
<input type="checkbox"/> <b>Small</b>	<b>Exhibit</b>	<input type="checkbox"/> <b>With Demo</b>	<i>We will apply the appropriate charge based on membership status.</i>
AEEC Member/Associate Member:	\$250	\$400	
Non-AEEC Member/Associate Member:	\$500	\$800	
<input type="checkbox"/> <b>Medium</b>	<b>Exhibit</b>	<input type="checkbox"/> <b>With Demo</b>	<i>Find out more about AEEC Membership opportunities:</i>
AEEC Member/Associate Member:	\$350	\$500	
Non-AEEC Member/Associate Member:	\$700	\$1000	<a href="https://www.aviation-ia.com/membership">https://www.aviation-ia.com/membership</a>
<input type="checkbox"/> <b>Large</b>	<b>Exhibit</b>	<input type="checkbox"/> <b>With Demo</b>	
AEEC Member/Associate Member:	\$450	\$600	
Non-AEEC Member/Associate Member:	\$900	\$1200	
<b>Break Sponsorship (\$500 each)</b>			
<input type="checkbox"/> Tuesday June 8		<input type="checkbox"/> Wednesday June 9	
<b>Registration and Lobby Sponsorships</b>			
<b>Registration Sponsorships:</b>		<b>Lobby Sponsorships:</b>	
<input type="checkbox"/> Bronze: \$100		<input type="checkbox"/> Bronze: \$250	
<input type="checkbox"/> Silver: \$150		<input type="checkbox"/> Silver: \$325	
<input type="checkbox"/> Gold: \$200		<input type="checkbox"/> Gold: \$400	
<input type="checkbox"/> <b>Organization Highlight – EFB Users Forum Mobile App</b>			
AEEC Members/Associate Members: \$400		All others: \$800	
<i>Please provide payment information below. Fees are non-refundable. Your exhibit, 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)	
<i>*Please provide your company logo and all other necessary information via email to <a href="mailto:lorine.hess@sae-itc.org">lorine.hess@sae-itc.org</a>.</i>			
<i>*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.</i>			
<a href="https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum-2021">https://www.aviation-ia.com/conferences/electronic-flight-bag-efb-users-forum-2021</a>			