



18 - 20 November, Johannesburg - South Africa

AFRICA'S AVIATION SAFETY CONFERENCE

Sponsorship & exhibition packages

CONFERENCE OVERVIEW

At the Foundation, we are keen to keep investing in African aviation safety perhaps even more so now and in the coming months, with COVID-19 hopefully carefully subsiding. The Safety in African Aviation Conference is part of the AviAssist Foundation's program to inspire and promote professionalism in African aviation safety. We are keen to get safety promotion in Africa's aviation industry back on track when our industry gets back on its feet. In recognition of the hardship our industry is facing at the moment and will continue to face for the foreseeable future, we have lowered our sponsorship rates to give you an opportunity for affordable brand exposure as you help us push for safety excellence.

The conference has been designed to help busy aviation professionals with the increasingly difficult task of keeping up with all the new developments, papers and guidelines that are relevant to our daily work. It will update and refresh delegates, and also help them create a platform from which they can build their learning portfolio for personal and organisational development. The conference is prepared and presented by fellow aviation professionals and gives an accessible digest of recent developments in light of the reality of everyday aviation operations.

By organizing the Safety in African Aviation conference, the Foundation will bring together aviation professionals, policy makers and specialists to discuss pressing issues in aviation safety and to share information and developments that can contribute to improving the region's safety record as well as regulatory and operational know-how.

Twenty years of work in African aviation safety has shown the Foundation that communication and understanding is key when trying to improve even the slightest bit.

Now in its seventh edition, the conference has grown into THE annual aviation safety event.

Papers will be presented by leading experts. For this edition, we are expecting more than 120 delegates from all over Africa. Event marketing is done throughout Africa in the Foundation's own magazine SafetyFocus, via the Foundation's social media channels, in partnership with the Flight Safety Foundation, direct e-mailing to the Foundation's email marketing database, through flyers and posters in the primary target countries, with media barter deals and through advertising in Africa's prime aviation magazines, World Airnews & African Aerospace.

This wide-ranging conference is likely to examine the latest developments in:

- State safety programs
- Safety Management Systems
- Just Culture
- Flight operations control
- International Air Law & Policy
- Aviation mental health
- Flight Data management
- Aviation insurance
- Drones (RPAS)
- Airport wildlife management
- Human factors
- Emerging issues

And other aviation safety related subjects.

Whatever the delegates' aspirations, they will not fail to leave the Safety in African Aviation Conference invigorated with greater knowledge and renewed vision and a way to find your products and services.



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Why sponsor this conference?

The African air transport market is the second biggest growth market in the world. Gradually, air transport becomes an industry run along liberal market concepts and sees operators, airlines and maintenance companies come up. Airports and air navigation services are being upgraded to accommodate the growth. These companies and organisations need access to best safety practices. They also need services and products you offer. But the market is much disorganised. Use your participation in the conference to get insight in the purchasing culture in the sub-region and organise your market. Establish direct contacts with prospective customers who usually find it difficult to get in touch with you without such personal contact.

The AviAssist Foundation's unique ability to stimulate discussion and exchange ideas is becoming more to harness the diverse nature of the African aviation safety community. The Safety in African Aviation Conference seeks to be at the forefront of this process and presents a unique sponsorship and exhibition opportunity.

- The AviAssist Foundation is Africa's only independent, non-profit institution dedicated to the promotion of professionalism in aviation safety.
- As a not-for-profit organisation, we reinvest all our revenues back into the African aviation community by offering subsidized training courses and distributing our free quarterly magazine SafetyFocus.
- By positioning your company, brand and message alongside the AviAssist Foundation's already well-established name, you'll be working with the world's only and well respected organisation that specifically targets African aviation safety professionals
- We will help you organise Business-to-business (BSB) meetings or product presentations during breaks and after the conference sessions.
- We expect to launch a One-on-one meeting scheduler for this edition of the conference
- Your sponsorship signifies commitment to the African (and international) industry and will ensure you receive recognition as an active participant in the African aviation safety community
- In short, we provide a unique cost-effective route to reach key professionals and decision makers within the African aviation community, ensuring a targeted and effective outreach for your message.

We offer a number of branding packages. Details of the individual packages and opportunities follow, with associated costs starting from €500.

- *Delegate Lunch packages*
- *Cocktail package*
- *Refreshment Breaks package*
- *Event bag package*
- *Exhibition packages*

Have an idea? Talk to us about it!

If you wish to discuss an alternative or bespoke package please contact us at SIAA@aviassist.org

Bespoke package to give your brand the exposure it deserves could include:

- Headline sponsor
- Registration Desk
- Lanyards
- Registration Badges
- Delegate bags
- Delegate pens
- Delegate pads of paper
- Branded coffee cups
- Folders
- USB sticks
- Branded t-shirts
- Branded bottled water



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Lunch sponsor package

Brand Positioning

- Identification as Lunch Break sponsor in final conference programme
- Logo on all relevant conference literature
- Logo prominently displayed on signage during Lunch Break on selected day
- Logo on main conference slide (non-exclusive)

Promotional Opportunities

- Opportunity for a 2 minute speech addressing all delegates at the beginning of the lunch (exclusive)
- Single insert of corporate literature in delegate packs for the Conference
- Opportunity for sponsoring branding of the Lunch space
- Logo, company synopsis and contact details on sponsors page of the conference delegate packs
- Opportunity to provide branded gifts for delegates
- Logo and hyperlink to your homepage alongside the conference listing at the event's website

Networking Opportunities

- Sponsor will receive two (2) complimentary delegate places at the Conference
- Free exhibition space at the conference (2 days) – see exhibition sponsor package below for details

Lunch Sponsorship Package €950 (ex VAT) per day/ lunch

Event cocktail sponsor package at the end of conference day one

Brand Positioning

- Identification as cocktail sponsor in final conference programme
- Logo on all relevant conference literature
- Logo prominently displayed on signage during cocktail
- Logo on main conference slide (non-exclusive)

Promotional Opportunities

- Opportunity for a 2 minute speech addressing all delegates at the beginning of the cocktail (exclusive)
- Single insert of corporate literature in delegate packs for the Conference
- Opportunity for sponsoring branding of the cocktail area
- Logo, company synopsis and contact details on sponsors page of the conference delegate packs
- Logo and hyperlink to your homepage alongside the conference listing at the event's website

Networking Opportunities

- Refreshment sponsors will receive one (1) complimentary delegate places at the Conference
- Free exhibition space at the conference (2 days) – see exhibition sponsor package below for details



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Cocktail Sponsorship Package €850 (ex VAT) per day (one cocktail only)

Event bag package

Brand Positioning

- Identification as event bag sponsor in final conference programme
- Logo & web address on event bag (exclusive)
- Logo on main conference slide (non-exclusive)

Promotional Opportunities

- Single insert of corporate literature in the event bag for the Conference
- Logo, company synopsis and contact details on sponsors page of the conference delegate packs
- Opportunity to provide branded gifts for delegates
- Logo and hyperlink to your homepage alongside the conference listing at the event's website
- Lasting exposure of your brand & commitment to the industry in the home markets of delegates

Networking Opportunities

- Sponsor will receive one (1) complimentary delegate places at the Conference

Event Bag Sponsorship Package €550 (ex VAT) per day/ lunch

Refreshment sponsor package

Brand Positioning

- Identification as Refreshment Break sponsor in final conference programme
- Logo on all relevant conference literature
- Logo prominently displayed on signage during Refreshment Break on selected day
- Logo on main conference slide (non-exclusive)

Promotional Opportunities

- Single insert of corporate literature in delegate packs for the Conference
- Opportunity for sponsoring branding of the Refreshment space
- Logo, company synopsis and contact details on sponsors page of the conference delegate packs
- Logo and hyperlink to your homepage alongside the conference listing at the event's website

Networking Opportunities

- Refreshment sponsors will receive one (1) complimentary delegate places at the Conference
- Free exhibition space at the conference (2 days) – see exhibition sponsor package below for details

Refreshment Sponsorship Package €500 (ex VAT) per day (2 refreshment breaks)



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Exhibition sponsor package

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Promotional Opportunities

- Single insert of corporate literature in delegate packs for the Conference
- Logo, company synopsis and contact details on sponsors page of the conference delegate packs
- Exhibitors will be provided with two chairs and one 6-foot table for the duration of the conference, clothed but not draped. Limit of two persons per table
- Logo and hyperlink to your homepage alongside the conference listing at the event's website
- Additional tables (again clothed but not draped) are available for €100 each.

Networking Opportunities

- Sponsor will receive one (1) complimentary delegate place at the Conference

Exhibition sponsor package €650 (ex VAT)



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SPONSORSHIP LETTER OF INTENT

Please sign this sponsorship letter of intent confirming that you would like to participate by supporting this important event. Due to conference organizational deadlines, we must receive your agreement forms, contributions, and fees no later than August 1st 2020. Please check your desired sponsorship below.

Package	Packages Available	Fee €	VAT €	Total €
Lunch (one per day)	2	€950	€190	€1.140 per day
Cocktail (exclusive)	1	€850	€170	€1.020
Event bag (exclusive)	1	€550	€110	€660
Refreshment (two per day)	4	€500	€100	€600 per break
Exhibition	Subject to availability	€500	€100	€600 per stand

- Yes, I would like to sponsor _____ lunch(es) (€950 per lunch) Amount _____
- Yes, I would like to sponsor the cocktail (€850 for the cocktail) Amount _____
- Yes, I would like to sponsor _____ the event bag (€550) Amount _____
- Yes, I would like to sponsor _____ refreshment(s) (€500 per refreshment) Amount _____
- Yes, please reserve a table for our exhibit (€500 per table) Amount _____

Company Name: _____

Contact Name: _____

Position: _____

Address: _____

Tel: _____

Fax: _____

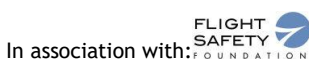
Email: _____

PAYMENT

On receipt of the Letter of Intent, confirmation of sponsorship / exhibition space will be sent in writing and an invoice issued accordingly. Payment terms are within 30 days of invoice.

PLEASE RETURN TO:

AviAssist Foundation E: SIAA@aviassist.org	T: +44 (0)7552.816435
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Sponsors include:

