



midlands aerospace alliance

# Stand out and grow with the MAA

## Media and partnership opportunities 2023 - 2024 information pack



# It's time to get noticed and **grow your business**

The MAA represents one of the largest aerospace clusters in the world and is a leading regional voice for the industry and its growing supply chains. Our strong partnerships mean our reach expands to a wide range of complementary sectors including defence, space and air mobility.

We have great relationships with companies at all levels of the supply chain including the primes - such as Airbus, Boeing, Rolls-Royce - and Tier 1s - including Collins Aerospace, ITP Aero, Moog Aircraft Group, Parker Meggitt.

The MAA is very active in raising the profile of the industry and what it needs from government through our partnerships with other clusters and ADS. We also have strong relationships with influential bodies including the Department for International Trade, Innovate UK as well as leading aerospace experts at universities across the region.

We work strategically with our members to ensure the Midlands is always at the forefront of the global aerospace industry and are pioneers of innovation.

The influence we've established over 20 years through our popular events, publications, and online channels, means that getting involved could create great opportunities for your company. This could help you get noticed by thousands of companies, generate leads and grow.

In this pack, you'll discover the partnership and advertising opportunities open to you this year as well as some FREE bonuses exclusive to members.

**All prices quoted in this pack include your special members' discount**



Find out more! Book a call with our team at [info@midlandsaerospace.org.uk](mailto:info@midlandsaerospace.org.uk)

# Stand out at key industry events

We've been running high-profile industry events for over 20 years from airshow exhibitions to major conferences to networking. Together, they draw in thousands of visitors every year not just from the 300 aerospace companies in our region, but also from other industries, other regions and other countries, as our international reach continues to expand.

We offer a wide variety of partnership and advertising opportunities at our events. In addition to our set packages, we're also open to ideas. If you have a proposal for promoting your company, we would be delighted to discuss how we could support you at one of our events.



## The Inside...series

The MAA's 'Inside...' events enable supply chain companies to visit major aerospace and defence companies across the Midlands such as Collins Aerospace, Moog Aircraft Group, Parker Meggitt and Rolls-Royce.

The events are a great chance for delegates to hear the latest insights direct from the senior leadership team, meet key decision makers and have an exclusive tour, while networking.

Companies attending these events receive a feature in an exclusive catalogue which can be used to promote your capabilities. This is distributed to senior leaders at the host company as well as delegates.

# MAA Annual Conference

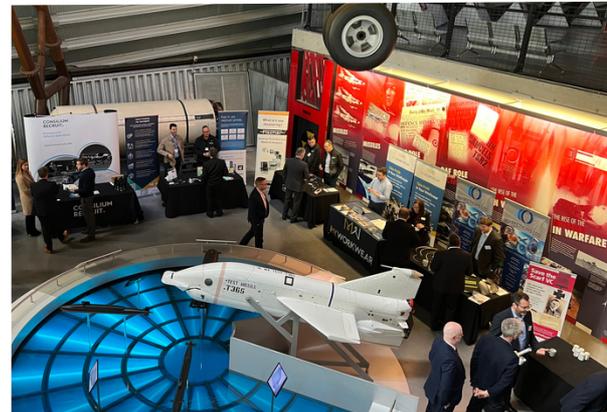
This major event is the place to be for companies operating in the aerospace and defence industries or interested in entering these sectors. It draws in over 150 delegates including prominent industry figures. Experts take to the stage to share the latest industry news, market trends, insights and business opportunities.

## Sponsorship packages

**Bronze:** Exhibition stand, logo on stage, logo in conference brochure, and more - **£1,500 + VAT**

**Silver:** All of the above plus 1/4 page advert in conference brochure, present to delegates from the stage, and more - **£4,000 + VAT**

**Gold:** All of the above plus longer presentation, branded banner on stage and an exclusive dinner with keynote speakers - **£10,000 + VAT**



## Summer BBQ

Our popular summer BBQ is a fun way to grow your business network. First place free for all member companies.

**Stand out as a partner - £2,750 + VAT**



## Golf Day

Midlands companies come together for a fun game of golf while raising funds for an important cause.

**Sponsorship package is £500 + VAT and goes to the chosen charity.**

## Major international airshows

The MAA's presence at major aerospace trade shows – including Farnborough and Paris – has been growing, with an increasing number of companies exhibiting with us. Our stands are located in the UK Pavilion, attracting thousands of visitors every year.



The activities and events we organise draw visitors to us, giving exhibitors the opportunity to stand out, get noticed and generate new leads. The opportunity is a convenient and great value way to grow your business on an international stage.

**Interested in exhibiting?** Contact [maxine.oatridge@midlandsaerospace.org.uk](mailto:maxine.oatridge@midlandsaerospace.org.uk) to request a copy of our free information pack and discuss your requirements.



## Drinks reception

We hold a popular drinks reception on our airshow stands, drawing in a crowd of industry professionals.

**Catch the attention of everyone who joins us! be our event partner £1,500 + VAT.**

## Industry dinners

Taking place at both Farnborough and Paris, our popular industry dinners are an airshow highlight.

**Make a big impression as the event - £2,500 + VAT.**





## Black-tie dinner

Our prestigious, black-tie dinner brings the industry together in the autumn. The event includes a Champagne reception, three-course dinner, after dinner speaker, entertainment and a charity raffle.

Over 200 professionals join us from across the supply chain including primes and tier 1s.

**Drinks reception partnership: Includes branding in the reception, branding in the event materials and 2 tickets - £2,000 + VAT**

**Main event partner: Package includes dedicated promotional area, speaking opportunity, branding in event materials, plus a table for 10 guests - £5,000 + VAT.**

## Members meetings and AGM

The MAA holds regular meetings that are free for all of our members to attend. If you'd be interested in hosting one of our meetings on your site and having our members visit you, why not put your company forward?

You'll have the opportunity to address everyone who joins, share promotional materials and, of course, show off your site and talented people.

Our biggest members meeting of the year includes our annual AGM and opportunities are available to host this too. There's no charge for your company. Your only costs should be catering, refreshments and your time.



# Promotional opportunities

The MAA's audience is a highly engaged community of professionals in aerospace, defence and other advanced sectors. Our audience includes managing directors, senior leaders, business development and procurement professionals, and more. They work for companies across the supply chain.

## Four great ways to reach our audience...

### 01: Newsletter sponsorship

Get noticed in our newsletter **received by over 6,000 people** across aerospace and defence.

Sponsorship includes your logo, promotional paragraph and a link to your company's website.

**1 edition: £300 + VAT**

**2 editions: £500 + VAT**

### 02: Member news

Included in your membership price, is the opportunity to promote your company's news.

Send us your press release and at least one high-quality photo. We'll publish it in the members news section of our website.

**FREE!**

### 03: Member spotlight

We regularly spotlight MAA members on our website.

Simply ensure your profile and logo is up to date in the MAA Members Directory and we'll spotlight your company on our homepage at least once during your membership year.

**FREE!**

### 04: Website sponsorship

Our website homepage receives **1,300+ unique views monthly**.

Get visitors' attention. Sponsor our website and we'll display your logo, promotional message and a link to your website.

**30 days: £600+ VAT**

**60 days: £1,000 + VAT**

# Maximise your impact with **PRIME**

If your company would like to make the most of the opportunities to advertise and partner with us to get noticed and generate new leads, our **PRIME** membership package is fantastic value. It includes...



Silver partnership of the MAA Conference to stand out and address delegates including OEMs and Tier 1s.



Champagne drinks reception partner, at the prestigious, MAA black-tie dinner, and a table for 10.



A complementary place on a visit to a major aerospace company as part of the 'Inside...' series.



Preferential opportunity to get companies visiting you by hosting one of our popular members meetings.



Be seen by over 12,000 people across the industry on our website, newsletter and social media channels

**... and more!**

ACTUAL VALUE  
**£9,740**  
+ VAT FOR 1 YEAR

JOIN NOW  
FOR ONLY  
**£6,480**  
+ VAT FOR 1 YEAR

**Interested in PRIME membership?** To join or upgrade your membership, contact [info@midlandsaerospace.org.uk](mailto:info@midlandsaerospace.org.uk) to find out more and apply.

