



midlands aerospace alliance



Sponsorship packages with the Midlands Aerospace Alliance at Farnborough 2012

Let the MAA represent your organisation at the Farnborough Airshow 9-13 July 2012

Package 1: Gold sponsorship of MAA stand

Become a gold sponsor and use the MAA's marketing drive to promote your company.

Included in the package:

- your branding displayed prominently as a Gold sponsor on the MAA stand
- your marketing material displayed on the stand
- one free one day pass to the show
- additional promotion on the MAA website leading up to the show
- additional promotion in the MAA e-letter leading up to the show
- entry into the UK Pavilion brochure (70 word write up and logo)
- use of MAA meeting room (for one 1 hour meeting during show)

Cost: £2,500

Additional opportunities:

- or negotiate a package including advertising in AIM: 25% discount on the normal rates for the Farnborough edition of AIM (see below, package 3)
- host a 1.5 hours drinks reception on the MAA stand and invite your customers: 25% discount on the normal rate £1,000 (plus actual catering costs ordered through MAA from Farnborough on-site caterers)

Package 2: Sponsor the MAA's 10th birthday celebrations

The MAA will be celebrating its 10th birthday at the Farnborough airshow with a drinks reception. Promote your organisation by sponsoring this exciting event, with your company's name appearing on all promotional material. To discuss your requirements, contact Emma Burgess (see below).

Package 3: Advertise in the MAA newsletter AIM, distributed before and at the airshow

The special Farnborough edition of AIM is distributed to over 3,000 subscribers before the airshow. It is also distributed widely at the show in July!

The deadline to reserve advertising space is Monday 21 May.

Cost to advertise: back page - £2,000; full page – £1,200; half page - £800; quarter page - £600.

Additional opportunity: Hold your VIP meeting in the Meeting Room on the MAA stand

Cost: £200 per hour.

Contact emma.burgess@midlandsaerospace.org.uk for more information about any of these packages, or call Emma on 024 7643 0250.