

ADTS 2009

# SPONSORSHIP & ON SITE BRANDING

**ADTS** | aerospace  
& defence  
training show



## BADGES & LANYARDS

**\$10,000**

Each badge and lanyard will feature the sponsor's logo. Have your logo prominently displayed on every Visitor.



## BANNERS

**\$8,250 for 5 plus production**

This double sided banner package includes 4 at the front entrance and 1 at the exit of the reception building. Price does not include production.



## CENTRAL HALL PILLAR

**\$4,000 each plus production**

Central Hall has prominent pillars (1 pillar on each side of the main staircase) that makes them ideal for product advertising. We recommend that sponsors use two sides of each pillar. Price does not include production.



## EAST & WEST BAY SITES

**\$10,000 each plus production**

These four sites will be seen by all exhibitors and visitors to the show, they will be clearly seen as people walk around Central Hall.



## ENTRANCE HALL FLOORPLAN

**\$5,000**

Immediately located on the floor at the entrance to the exhibition hall, this plan will show the entire floorplan and location of all exhibitors. Get your message in front of visitors as soon as they enter the hall!



## FLOORPLANS

**\$8,000**

All visitors and exhibitors will be given a copy of the Floorplan when they arrive at the show and will use it as a guide to find their way through the exhibition hall. Place your company message and advertisement on this useful show guide.

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## HALL CARPET

**\$40,000**

The ultimate in sponsorship, place your company logo on prominent main aisles throughout the exhibition. Printed directly on the surface of the carpet this opportunity will ensure your company gets noticed!



## INTERNET CAFÉ

**\$10,000**

The internet café can be used by all exhibitors and visitors. This is an excellent opportunity to get your company logo and message in front of them.



## PRESS CENTER

**\$10,000**

This is a great opportunity to get your company message in front of the regional and international press. The sponsor will be able to brand the entire press centre and press lounge inside and out.



## RECEPTION AREA

**\$10,000 plus production**

Brand the entrance and the inside of the reception area with your company identity and key messages.



## RECEPTION BUILDING BANNER

**\$10,000 plus production**

This banner will be seen by all exhibitors and visitors as they walk around Central Hall.



## STAIRCASE BRANDING

**\$10,000 plus production**

The main staircase in Central Hall is available for branding. Place your corporate message on the stairs as people come and go from the show.

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## TRADE VISITOR BAGS

**\$10,000 plus production**

Carrier bags will be issued to each visitor to collect all their brochures in. Have your company message and logo carried around the exhibition floor.



## VISITOR LOUNGES

**\$10,000**

These seating areas provide a place for visitors to relax, catch up on notes or hold informal meetings. The sponsor can brand each individual seating area dotted around the exhibition hall.



## VISITOR TRADE TICKETS

**\$10,000**

Over 4,000 trade visitor tickets are widely distributed in advance of the show. Have your branding together with an advert or message included on this targeted mailing.



## WEBSITE BANNER

**\$1,000**

This is an opportunity for a sponsor to have a banner advertisement on any page of their choice on the ADTS Website. Don't miss out on the homepage. Be the first to sign up!



## YOU ARE HERE SIGNS

**\$5,000**

The 'You Are Here' signage placed around the site indicates the direction of the stands, press centre, food court, organisers office, etc. Promote your logo all over the exhibition site with these signs.

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# SPONSORSHIP PACKAGES FOR 2009



An excellent way to increase your profile at **ADTS 2009** is to take sponsorship at the event. Just some of the opportunities that are available are listed below. We are constantly adding to this list so for updated information and to find out which options are still available please contact the organisers.

## PLATINUM SPONSORSHIP PACKAGE

**\$30,000**

**The highest profile sponsorship package for your company to be associated with the event.**

**This package offers the following:**

- Logo on the ADTS homepage including web link
- Logo on the floorplan
- Logo on ADTS related marketing information including catalogue, manual and tickets (including advertisements)
- 36 sqm of exhibition space
- 1 complimentary usage of press conference facilities (up to 1 hour)
- Logo on sponsor signage at the show entrance
- 1 full page advertisement in the show catalogue
- 10 complimentary invitations to the Civil Conference
- Logo prominently displayed on the Civil Conference stage

## GOLD SPONSORSHIP PACKAGE

**\$15,000**

**This package offers the following:**

- Logo on the ADTS homepage
- Logo on the floorplan
- Logo on any additional ADTS related marketing information (including advertisements)
- 20 sqm of exhibition space
- Logo on sponsor signage at the show entrance
- 5 complimentary invitations to the Civil Conference
- Logo prominently displayed on the Civil Conference stage

## SILVER SPONSORSHIP PACKAGE

**\$10,000**

**This package offers the following:**

- Logo on the ADTS homepage
- Logo on the floorplan
- Logo on any additional ADTS related marketing information (including advertisements)
- 12 sqm of exhibition space
- 3 complimentary invitations to the Civil Conference
- Logo prominently displayed on the Civil Conference stage