

CONFERENCE SPONSORSHIP PACKAGES

Helicopter Support & Capability Sustainment

Wednesday 10th – Thursday 11th June 2009

CONFERENCE THEME

Helicopters are, by their nature, complex machines which require significant support effort in service. Operational concepts are evolving towards more remote and self sufficient operations with small, or single, numbers of helicopters and crews, where support infrastructure & facilities are limited. Operationally, it remains essential to maximise agility and responsiveness to deliver capability. These factors lead to considerable challenges for all stakeholders to achieve satisfactory levels of airworthiness, operational availability and safety.

The stakeholder community encompasses helicopter providers (including airframe and avionic system designers & manufacturers); service providers including operators, flight & mission crews, and maintainers; and providers of support systems such as the engineering and training support environments. A critical issue for current and future operations is sustainment of the maintainer and field support staff skill base.

Furthermore, the service life expectancy of helicopters is increasing; this is especially true in the military where airframe lives of over 50 years are predicted. Conversely, advances in system technology, often driven from outside the aviation community, are resulting in rapid obsolescence of avionics and other on-board operating systems. These factors, together with changing and more onerous operational demands, particularly in military operations, drive the need for a strategy for long term sustainability of the aircraft, together with flexibility in system design to permit affordable upgrading of both hardware and software.

The Royal Aeronautical Society's unique ability to stimulate discussion and exchange ideas is becoming ever more relevant with the need to harness the diverse nature of the industry into a cohesive entity. RAeS Conferences seek to be at the forefront of this process and is a highly acclaimed sponsorship and exhibition opportunity.

Why the RAeS?

- The RAeS is globally recognised as the only professional institution dedicated to the entire aerospace community
- As a not-for-profit organisation we are committed to reinvesting back into industry through scholarships, the National Aerospace Library and the only aerospace careers centre in the UK
- By positioning your company, brand and message alongside the RAeS's already prestigious name you'll be working with the world's most influential aeronautical organisation
- Your sponsorship signifies commitment to the industry and will ensure you receive recognition as an active participant in the aerospace community
- In short, we provide a cost-effective and direct route to influence the key decision makers within the Aerospace industry, ensuring a targeted and effective outreach for your marketing campaign



Excellence

Value

Prestige

Sponsorship & Exhibition Packages Available

We offer a number of branding packages covering various areas of the conference. Details of the individual packages and opportunities follow, with associated costs ranging from £500.

If you wish to discuss an alternative or bespoke package please contact Kirstie Eaton in the Conference & Events Department on 020 7670 4343 or email kirstie.eaton@aerosociety.com

Lead Sponsor: £10,000

- Lead Sponsor Package

Sponsors: £2,500

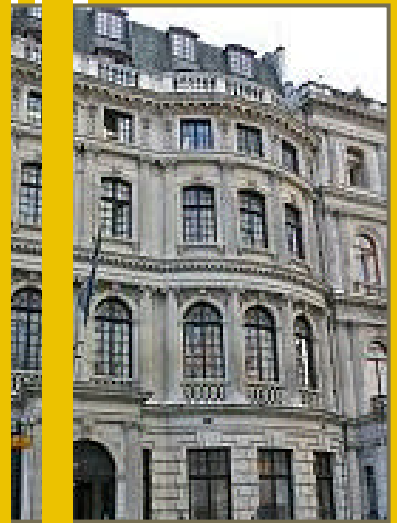
- Welcome Reception
- Conference Proceedings
- Delegate Lunch Packages (one per day)
- Refreshment Break Package (two per day)

Supporters: - £500 - £1,500

- Exhibition Package
- Delegate Insert Package

Reap the rewards

- Sponsorship of the RAeS is the ideal way to reinforce your company's brand, improving its credibility and visibility in the market
- It will enable you to promote your company and products to create new business opportunities at the same time as ensuring successful customer interface with current clients
- We understand how crucial it is to derive return on your sponsorship investment and our packages will maximise this in the months before, during and after the conference



Lead Sponsor Package

Brand Positioning

1. Identification as lead sponsor in final conference programme
2. Logo displayed in most prominent position on all relevant conference literature
3. Logo displayed during the Lunch and Refreshment breaks
4. Logo on main conference slide (non-exclusive)

Promotional Opportunities

5. Single insert of corporate literature in delegate packs
6. Opportunity to provide branded lanyards for delegate badges
7. Logo, company synopsis and contact details on the sponsors page of the proceedings
8. Logo and hyperlink to your homepage alongside the conference listing within the Society's website
9. Post-conference mailing to delegates

Networking Opportunities

10. Sponsor will receive three (3) complimentary delegate places at the Conference
11. Sponsor is entitled to ten (10) complimentary places at the Welcome Reception
12. Sponsor will be entitled to the RAeS Member Discount on all additional conference delegate places
13. Sponsor is entitled to complimentary exhibition space at the conference in a prominent position in the room

Lead Sponsorship Package @ £10,000 (ex VAT)

All enquiries to – kirstie.eaton@aerosociety.com

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Welcome Reception Package

Brand Positioning

1. Identification as Welcome Reception sponsor in final conference programme
2. Logo on all relevant conference literature
3. Logo prominently displayed on signage during the Welcome Reception
4. Logo on main conference slide (non-exclusive)

Promotional Opportunities

5. Single insert of corporate literature in delegate packs for the Conference
6. Opportunity for sponsoring branding of the Welcome Reception space
7. Logo, company synopsis and contact details on the sponsors page of the proceedings
8. Logo and hyperlink to your homepage on RAeS Conference & Events website

Networking Opportunities

9. Sponsor will receive one (1) complimentary places for the Conference
10. Sponsor is entitled to two (2) complimentary places at the Welcome Reception
11. Sponsor will be entitled to the RAeS Member Discount on all additional conference delegate places

Reception Sponsorship Package £2,500 (ex VAT)

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Value

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Conference Proceedings Package

Brand Positioning

1. Identification as sponsor of the Proceedings in final conference programme
2. Logo on all relevant conference literature
3. Logo on the front of all Conference Proceedings
4. Logo on main conference slide (non-exclusive)

Promotional Opportunities

5. Single insert of corporate literature in delegate packs
6. Logo, company synopsis and contact details on the sponsors page of the proceedings
7. Logo and hyperlink to your homepage alongside the conference listing within the Society's website

Networking Opportunities

8. Sponsor will receive one (1) complimentary delegate place at the Conference
9. Sponsor will be entitled to the RAeS Member Discount on all additional conference delegate places

Proceedings Sponsorship Package £2,500 (ex VAT)

Excellence

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Prestige

Lunch Package

Brand Positioning

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

Promotional Opportunities

5. Single insert of corporate literature in delegate packs
6. Opportunity for sponsoring branding of the Lunch space
7. Logo, company synopsis and contact details on the sponsors page of the proceedings
8. Logo and hyperlink to your homepage alongside the conference listing within the Society's website

Networking Opportunities

9. Sponsor will receive one (1) complimentary delegate place at the Conference
10. Sponsor will be entitled to the RAeS Member Discount on all additional conference delegate places

Lunch Sponsorship Package £2,500 (ex VAT) (Per Day)

Excellence

Value

Prestige

Refreshment Break Packages

Brand Positioning

1. Identification as Refreshment Break sponsor in final conference programme
2. Logo on all relevant conference literature
3. Logo prominently displayed on signage during all three (3) Refreshment Breaks
4. Logo on main conference slide (non-exclusive)

Promotional Opportunities

5. Single insert of corporate literature in delegate packs
6. Opportunity for sponsoring branding of the Refreshment Break space
7. Logo, company synopsis and contact details on the sponsors page of the proceedings
8. Logo and hyperlink to your homepage alongside the conference listing within the Society's website

Networking Opportunities

9. Sponsor will receive one (1) complimentary delegate place at the Conference
10. Sponsor will be entitled to the RAeS Member Discount on all additional conference delegate places

Refreshments Sponsorship Package £2,500 (ex VAT) Per Day
£1,500 (ex VAT) Per Break

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Exhibition Package

Promotional Opportunities

1. Single insert of corporate literature in delegate packs for the Conference
2. Logo, company synopsis and contact details on the sponsors page of the proceedings

Networking Opportunities

3. Free exhibition space at the conference, including 2 exhibitor passes for the event (does not include access to the presentations)

Sponsorship Package £1,000 (ex VAT) – 1 day
£1,500 (ex VAT) – 2days

Corporate Insert Package

Promotional Opportunities

1. Single insert of corporate literature in delegate packs for the Conference

Sponsorship Package £500 (ex VAT)

Web Advertising Package

Promotional Opportunities

1. Logo and hyperlink to homepage from Conference website

Sponsorship Package £500 (ex VAT)

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RAeS Conference Sponsorship Booking Form
Helicopter Support & Capability Sustainment
 Wednesday 10th – Thursday 11th June 2009

| BOOKING FORM | |
|----------------------|--|
| Company Name: | |
| Contact Name: | |
| Position: | |
| Address: | |
| | |
| Tel: | |
| Fax: | |
| Email: | |
| SIGNATURE: | |

| Sponsorship & Exhibition Packages | | | | | |
|------------------------------------|-------------------------|---------------------|-----------|----------|-----------|
| Package | # Packages Available | # Packages Required | Fee £ | VAT £ | Total £ |
| Lead Sponsor | 1 | | 10,000.00 | 1,500.00 | 11,500.00 |
| Welcome Reception | 1 | | 2,500.00 | 375.00 | 2,875.00 |
| Proceedings | 1 | | 2,500.00 | 375.00 | 2,875.00 |
| Lunch (per day) | 2 | | 2,500.00 | 375.00 | 2,875.00 |
| Refreshments (per day) | 2 | | 2,500.00 | 375.00 | 2,875.00 |
| Refreshments (per break) | 6 | | 1,500.00 | 225.00 | 1,725.00 |
| Corporate Insert | | | 500.00 | 75.00 | 575.00 |
| Web Advertising | | | 500.00 | 75.00 | 575.00 |
| 2 Day Exhibition | Subject to Availability | | 1,500.00 | 225.00 | 1,725.00 |
| 1 Day Exhibition | | | 1,000.00 | 150.00 | 1,150.00 |
| Total amount | | | £ | | |

PAYMENT

On receipt of the completed application form, confirmation of sponsorship / exhibition space will be sent in writing and an invoice issued accordingly.

Please return your completed form to: Conference & Events Department (Ref 596)
 Royal Aeronautical Society, No.4 Hamilton Place, London W1J 7BQ, UK
 Tel: +44 (0)20 7670 4345 Fax: +44 (0)20 7670 4349
 Email: conference@aerosociety.com



Conference Proceedings