

CONFERENCE SPONSORSHIP OPPORTUNITIES

Towards Commercial Exploitation of Unmanned Aircraft

Wednesday 10 - Thursday 11 November 2010

No.4 Hamilton Place, London, W1J 7BQ



CONFERENCE THEME

There are many obstacles to, but also opportunities for, the routine national and international commercial exploitation of unmanned aircraft systems (UAS).

This conference is the second of a series of annual conferences run by the Royal Aeronautical Society to identify and assess these issues. The conference series will review progress of those activities which are already underway with a view to sharing information and encouraging co-operation. Each conference will seek to identify new subjects which have to be addressed, with a view to catalysing the establishment of work programmes to address them.

This year, the proposed themes are given below:

Access to Airspace

Central to the civil and commercial exploitation of UAS is access to non-segregated airspace. This can only be achieved by the development of standards and the promulgation of regulations by the Authorities. Reports are invited to cover the work of EASA, EUROCONTROL, UK CAA, FAA, EUROCAE WG73, RTCA SC-203, ASTM F38, ASTRAEA, MIDCAS, Air 4 All, NATO and experienced military UAS users.

Visual Line of Sight Operations using light UAS

In many countries, particularly the UK, it is possible for civil government and commercial operators to fly light unmanned aircraft (UA) for gain under strictly defined and limited conditions. While, in the European Union, 'light' is taken to mean a maximum take-off weight (MTOW) of 150kg or less, the more accessible opportunities for commercial exploitation are for UA with a MTOW of 25kg/55lbs or less. Subjects to be addressed include:

- How to obtain approval to operate
- Case studies and business cases (civil government and commercial)
- Current and potential applications
- Technology issues
- Training

UAS content in Aerospace Degree courses

In order to ensure that nations are able to exploit emerging unmanned systems technologies, the workforce has to be suitably prepared. In particular, scientists and engineers have to be educated and trained in these areas. At the first conference in this series there was a lively debate about how UK aerospace engineering degree courses might be designed to meet these needs, with at least three different approaches being presented. Papers are invited to further this discussion, with a view to encouraging further progress.

Commercialisation of UAS

A wide range of professional, business, legal and cultural issues have to be addressed to enable routine civil and commercial UAS use, Papers are invited which discuss the components of a UAS commercialisation programme, especially those connected with the professional, financial and legal aspects (e.g. insurance).

Excellence

Value

Prestige

All enquiries to – gemma.crabb@aerosociety.com

Sponsorship & Exhibition Packages Available



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 are a highly acclaimed sponsorship and exhibition opportunity.

Lead Sponsors: £10,000

- Lead Sponsor (page 3)

Sponsors: £2,500

- Speakers' Dinner (page 4)
- Welcome Reception (page 5)
- Delegate Lunch Package (page 6)
- Conference Proceedings (page 7)
- Refreshment Break Package (page 8)

Supporters: £500 - £1,500

- Exhibition Package (page 9)
- Corporate Insert Package (page 9)
- Web Advertising Package (page 9)

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

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 Gemma Crabb in the Conference & Events Department on +44 (0)20 7670 4345 or email gemma.crabb@aerosociety.com

Excellence

Value

Prestige

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 or promotional video played during conference
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

Networking Opportunities

9. Sponsor will receive two (2) complimentary delegate places at the Conference
10. Sponsor is entitled to two (2) complimentary places at the Speakers' Dinner *
11. Sponsor is entitled to five (5) 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 + VAT

Excellence

Value

Prestige

Speakers' Dinner Package



Brand Positioning

1. Identification as Speakers' Dinner sponsor in final conference programme
2. Logo on all relevant conference literature
3. Logo prominently displayed at the Speakers' Dinner and on the Dinner menu
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 sponsor branding of the Speakers' Dinner 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 place for the Conference
10. Sponsor is entitled to two (2) complimentary places at the Speakers' Dinner
11. Sponsor will be entitled to the RAeS Member discount on all additional conference delegate places

Speakers' Dinner Package £2,500 + VAT

Please note: Speakers' Dinner would take place on the evening of Tuesday 9 November 2010.

Excellence

Value

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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 sponsor 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 alongside the conference listing within the Society's website

Networking Opportunities

9. Sponsor will receive one (1) complimentary place 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

Welcome Sponsorship Package **£2,500 + VAT (drinks & canapés)**
£1,500 + VAT (drinks only)

Excellence

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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 sponsor 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 + VAT (per day)

Excellence

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

Conference Proceedings Sponsorship Package £2,500 + VAT

Excellence

Value

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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 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 sponsor 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. entitled to the RAeS Member discount on all additional conference delegate places

Refreshments Sponsorship Package

£2,500 + VAT per day
£1,500 + 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 two (2) exhibitor passes for the event (does not include access to the presentations)

Exhibition Package **£1,500 + VAT – 2 days**
£1,000 + VAT – 1 day

Corporate Insert Package

Promotional Opportunities

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

Corporate Insert Package **£500 + VAT**

Web Advertising Package

Promotional Opportunities

1. Logo and hyperlink to homepage from Conference website

Web Advertising Package **£500 + VAT**

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All enquiries to – gemma.crabb@aerosociety.com

RAeS Conference Sponsorship Booking Form

Towards Commercial Exploitation of Unmanned Aircraft

Friday 15th October 2010

No.4 Hamilton Place, London, W1J 7BQ



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 | | 5,000.00 | 875.00 | 5,875.00 |
| Networking Reception | 1 | | 2,500.00 | 437.50 | 2,937.50 |
| Proceedings | 1 | | 2,500.00 | 437.50 | 2,937.50 |
| Lunch | 1 | | 2,500.00 | 437.50 | 2,937.50 |
| Refreshments (per day) | 1 | | 2,500.00 | 437.00 | 2,937.00 |
| Refreshments (per break) | 2 | | 1,500.00 | 262.50 | 1,762.50 |
| Corporate Insert | 10 | | 500.00 | 87.50 | 587.50 |
| Web Advertising | 10 | | 500.00 | 87.50 | 587.50 |
| Exhibition space (2 day) | Subject to Availability | | 1,500.00 | 262.50 | 1,762.50 |
| Exhibition space (1 day) | | | 1,000.00 | 175.00 | 1,175.00 |
| 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 Dept (Ref 644)
 Royal Aeronautical Society, No.4 Hamilton Place, London W1J 7BQ, UK
 Tel: +44 (0)20 7670 4345 Fax: +44 (0)20 7670 4349
 Email: gemma.crabb@aerosociety.com

