



11th Asian  
*Ground Handling International*  
Conference, Bangkok

27th – 29th March 2018

CONFERENCE  
**SPONSORSHIP**



# ABOUT OUR CONFERENCES

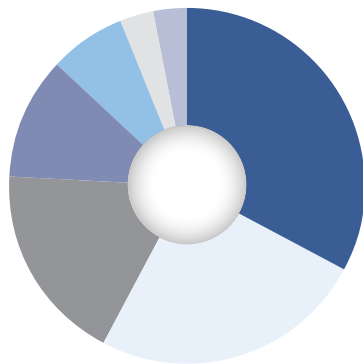
With over 20 years of experience organising top level conferences targeted at aviation industry decision-makers, *Ground Handling International's* events have become the sector's benchmark for excellence. For essential industry updates, topical presentations, thought-provoking forums, One-to-One Meetings and networking opportunities, these events offer the ultimate service to senior executives who are actively engaged in the international ground handling market.



# COVERING YOUR MARKET

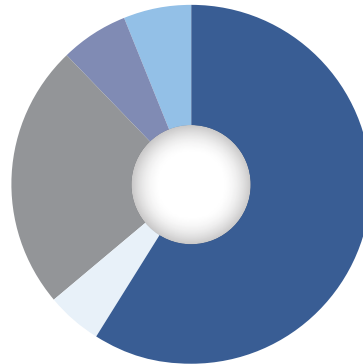
Ground Handling International conferences attract a truly global audience of influencers, decision-makers and budget holders. Taking place at the Centara Grand at Centralworld, Bangkok this years Asian Conference provides the ideal opportunity to meet senior executives representing prospective and existing clients, suppliers and business partners.

## Delegates by Industry Sector



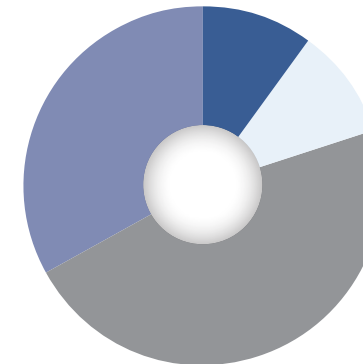
Ground Handler	33%
Airline	25%
Manufacturer and Agent/Distributor	18%
IT Provider	11%
Service Provider	7%
Airport/Airport Authority	3%
Training/Consultancy/Financial Institution	3%

## Delegates by Region



Asia	59%
Australia and Pacific	5%
Europe	24%
Middle East and Africa	6%
North America	6%

## Delegates by level of Seniority



Chairman, President, CEO, Partner	10%
Managing Director, Board Director, Associate	10%
VP, Deputy Director, General Manager	47%
Department Manager, Project Manager, Supervisor	33%



# PLATINUM SPONSORSHIP



The Platinum sponsorship package provides an exceptional, high profile branding presence that stands out from the crowd. It will appeal to organisations who see themselves as market leaders and who want to confirm their position among a highly influential audience.

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**COST: \$15,000**

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## Print Advertising

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- Logo branding on all pre-event print advertising in *Ground Handling International* and *Ramp Equipment News*
- Two-page Company advertisement in conference guide

## E-Branding

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- Logo on the conference website
- Standard banner on *Ground Handling International* website
- Logo on all promotional E-communications
- Logo on delegate personal page

## Editorial/PR coverage

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- Company Logo in post event editorial write up in *Ground Handling International* magazine
- Pre-event interview in *Ground Handling International* with nominated senior executive – one page
- Post event editorial write up on *Ground Handling International* website

## On-site Branding

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- Logo printed on registration desk and welcome banner
  - A5 company leaflet supplied by sponsor to place in delegate bag
  - Logo projected as Platinum sponsor on main conference screen for duration of event
  - Logo printed on table flags and postcards displayed in the networking and exhibition area
  - Logo printed on the welcome banner and table flags and postcards at the delegate dinner
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# GOLD SPONSORSHIP



Make an impact with your branding across all media formats before and during the event to establish a strong presence among industry leaders and influencers.

**COST: \$10,000**

## Print Advertising

- Logo branding on all pre-event print advertising in *Ground Handling International* and *Ramp Equipment News*
- One-page Company advertisement in conference guide

## E-Branding

- Logo on the conference website
- Logo on all promotional E-communications
- Logo on delegate personal page

## Editorial/PR coverage

- Company Logo in post event editorial write up in *Ground Handling International* magazine
- Post event editorial write up on *Ground Handling International* website

## On-site Branding

- Logo printed on registration desk and welcome banner
- Logo projected as Gold sponsor on main conference screen for duration of event
- Logo printed on table flags and postcards displayed in the networking and exhibition area on Day 2 of the conference
- Logo printed on the welcome banner and table flags and postcards at the delegate dinner

# SILVER SPONSORSHIP



Ground Handling International sponsorship packages are designed to achieve maximum brand exposure and marketing opportunities in all pre-event communications and among this important delegate audience at the event itself.

**COST: \$7,500**

## Print Advertising

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- Logo branding on all pre-event print advertising in *Ground Handling International and Ramp Equipment News*
- Half page Company advertisement in conference guide

## E-Branding

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- Logo on the conference website
- Logo on all promotional E-communications
- Logo on delegate personal page

## Editorial/PR coverage

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- Logo in post-event editorial write up on *Ground Handling International* website

## Onsite Branding

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- Logo printed on registration desk and welcome banner
- Logo projected as Silver sponsor on main conference screen for duration of event
- Logo printed on table flags and postcards displayed in the networking and exhibition area on Day 3 of the conference

# BESPOKE SPONSORSHIP



Want to stand out from the crowd  
by branding a bespoke option?  
The bespoke options provide  
exposure for all budgets.

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**COST: from \$4,000**

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- Sponsor of delegate Dinner Venue
- Sponsor of delegate Dinner Entertainment
- Sponsor of delegate Dinner Cocktail
- Sponsor of delegate Dinner Gifts
- Sponsor of One-to-One Meetings
- Sponsor of Bar
- Sponsor of Bottled Water
- Sponsor of Notebook and pens
- Sponsor of Room Key Cards
- Sponsor of delegate Bags
- Sponsor of Mints
- Sponsor of Transfer and Meet & Greet
- Sponsor of Drinks Coasters

# CONTACT



**Don't just take our word for it...here's what our delegates say**

*"GHI do an excellent conference and deliver the best attention to the participants."*

Gary Bennett JBT Aerotech

*"The most important event of our business."*

Maria Rosaria Pisano, SEA Handling

*"...Very well organized and invaluable in being able to meet with as many of our ground handlers as possible, as well as being introduced to some new ones, that we will now ensure are on our radar for future RFP opportunities... Thank you once again for a great experience."*

Christopher Morrison, UNITED AIRLINES

## **International sales director**

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