

## AAD2012 SPONSORSHIP/BRANDING OPPORTUNITIES AVAILABLE

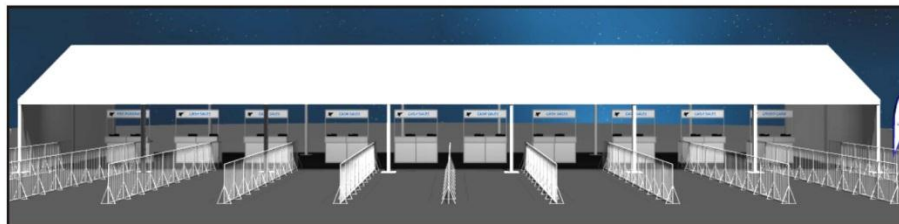
### 1 TRADE VISITORS REGISTRATION AREA

**R 360 000.00**

Be among the first to greet thousands of visitors who will be attending AAD2012 for 5 days. Promote your company to everyone at AAD2012 as they arrive at the show. The registration area is located at the main entrance of AFB Waterkloof and provides tremendous exposure to every person at the show.

The Sponsor will benefit from the following

- Exclusive branding of the Trade Visitor Registration Area
- As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
- Your company logo, stand number and URL will appear on the online registration page
- Your company logo, stand number and corporate message on the trade invite
- Your company name and logo featured prominently on the panel above the visitor registration area for 5 days
- Your company link and logo on the AAD2012 website
- Sponsors 8 x Banners registration area
- Sponsors 8 x Flags
- 20 x Public Day Tickets
- 20 x Trade Day Invites
- Use of the AAD2012 logo until 30 September 2012



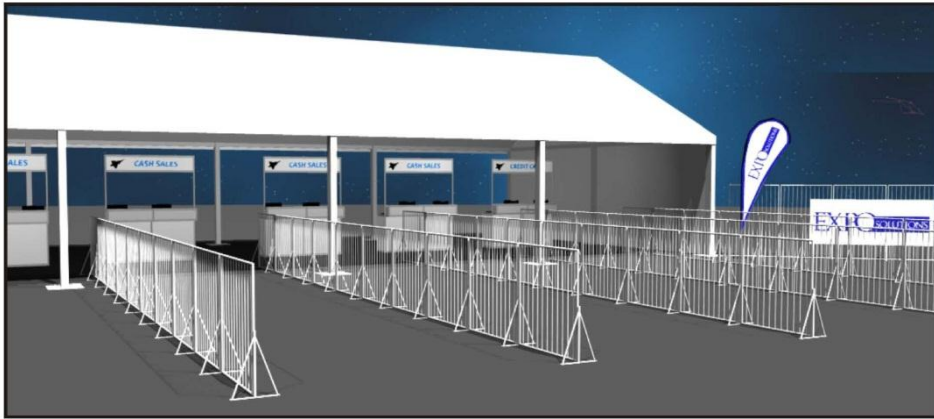
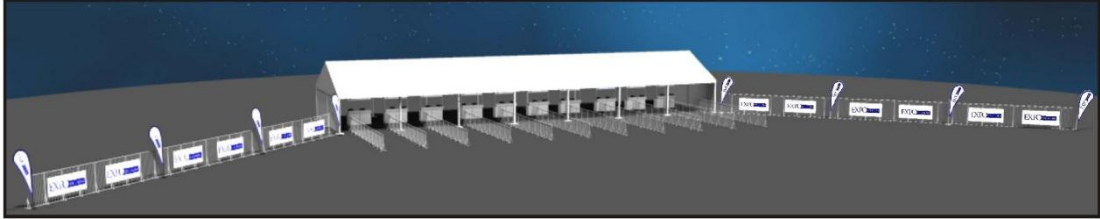


# Rising to new dimensions

19-23 September 2012

AFB Waterkloof, Centurion, City of Tshwane, South Africa

The largest exhibition of air, sea and land capability on the African continent



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air



sea



land

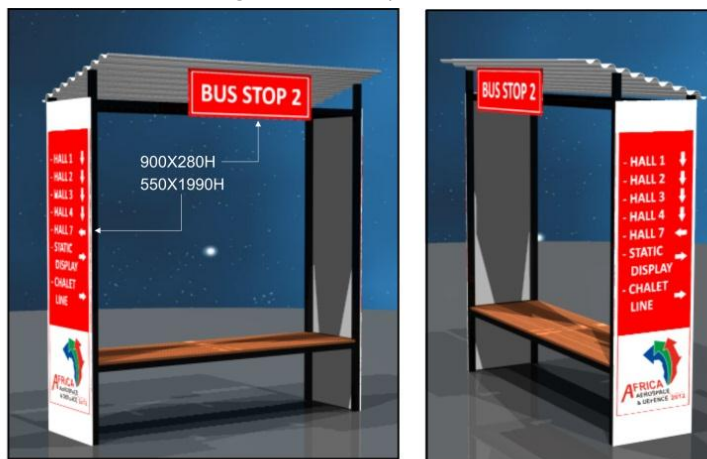
## 2. BUS STOPS – one bus stop per sponsor

### R 20 000 per bus stop

Take the opportunity to brand the golf cart /shuttle bus stop with your company message or company branding, substantially boosting awareness of your presence at the show for 5 days.

#### The Sponsor will benefit from the following

1. Placing your company name, logo, booth number and URL on the shuttle buses and bus stops alongside AAD2012 logo
2. As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
3. Your company link and logo on the AAD2012 website
4. Use of the AAD2012 logo until 30 September 2012.



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## 3. LANYARDS

### Quantity 20 000

Lanyards are a walking advert for your brand. Ensure your company logo and message is seen by thousands of visitors, exhibitors and media.

#### The Sponsor will benefit from the following

1. Sponsor the lanyards and badge holders that will be worn by all of AAD2012's visitors, exhibitors and press, highly effective tool to display your corporate logo and stand number will appear alongside AAD2012 logo
2. As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
3. Your company link and logo on the AAD2012 website
4. Use of the AAD2012 logo until 30 September 2012.

#### 4. DIRECTION FLOOR TILES

Vinyl floor tile 1m x 1m

R1900.00 per floor tile

These floor tiles will be placed at strategic locations throughout the exhibition halls.

#### The Sponsor will benefit from the following

1. Ensure your customers find their way quickly to your stand.
2. Have your company logo and stand number highlighted on each guiding people to your stand.
3. As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
4. Your company link and logo on the AAD2012 website
5. Use of the AAD2012 logo until 30 September 2012.

#### Requirements / specifications

Vinyl floor tile 1m x 1m

- Includes artwork
- Includes correx backing
- Includes lamination to protect images

#### 5. WEBSITE BANNER

R9 000 per company

1. Sponsor banners will be linked to your company's website.
2. All banners must include the sponsorship company name, logo or icon and can contain animation
3. The banner will be located at the bottom of the home page
4. Minimum sponsor period until 30 September 2012

#### Requirements / specifications

Your ad must be emailed according to these exact specifications. (Banners that do not meet these specifications cannot be accepted.)

- 468 x 60 pixels
- 72 DPI JPEG or GIF file
- File size should be less than 15 kb

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Centurion, Pretoria  
South Africa

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## 6. HANGAR WALL BRANDING

Price: R 10 000

Size: 1, 8 h x 2, 4 w

There are 6 hangers with opportunity to brand wall entrances as per the picture below  
The following has been booked, please note that only 2 companies are allowed to brand the wall.

Hangar no	North side	South side
1.	available / available	AISI / available
2.	Damen shipyard / Armscor	Thales group / Aztec Electrical
3.	Throughtec/ available	Arinc / German
4.	Denel / Desert-wolf	BAE Systems/ Reutech
5.	available / available	DOD / available
6.	DCD / RCS	Size IT "Media centre sponsor" / available

### The Sponsor will benefit from the following

1. By branding the hangar wall entrance, this will direct exhibitors and visitors to your stand by placing your logo and stand details
2. As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
3. Your company link and logo on the AAD2012 website
4. Use of the AAD2012 logo until 30 September 2012

## 7. AIR CREW RECEPTION CENTRE

R60 000.00

### The Sponsor will benefit from the following

1. Exclusive branding of the of Air Crew Reception Centre (No posters)
2. As a sponsor you will be acknowledged on the sponsors board/"wall of fame" on-site at registration
3. Your company link and logo on the AAD2012 website
4. Use of the AAD2012 logo until 30 September 2012.
5. As a sponsor you may provide complimentary gifts (if any) to the air crew

## 8. BIG Screens branding and Digital floor plan branding

Contact Craig McDonald [craigm@exposolutions.co.za](mailto:craigm@exposolutions.co.za) for pricing and info