SPONSORSHIP AND BRANDING OPPORTUNITIES

AAD2020

16-18 Sept 2020
Trade Exhibition

19-20 Sept 2020
Public Air Show

Air Force Base Waterkloof
Centurion, Pretoria, South Africa

Unlocking Africa’s Aerospace and Defence Potential

Our Partners:
## INDEX

### PREMIUM SPONSOR OPPORTUNITIES
- Diamond Sponsor Package: 8
- Platinum Sponsor Package: 8
- Gold Sponsor Package: 8
- Gold Sponsor Package - Official Delegations Partner: 8

### ON-SITE OPPORTUNITIES
- Media Resource Centre: 10
- Vehicle Mobility Track Demonstration Area: 11
- Commentator Tower: 11
- Media Backpack and Kit: 11
- Directional Floor Tiles: 12
- Overhead Stand Rigging: 12
- Hangar Door Branding - Standard: 13
- Hangar Door Branding - Large: 13
- Speed Fencing: 14
- Air Force Base Wall Banner: 15
- Pylons - Triangular: 15
- Pylons - Rectangular: 15
- Stand Locator: 16
- Hangar Directional Signage: 16

### OFF-SITE OPPORTUNITIES
- Billboard Partner: 18

### DIGITAL OPPORTUNITIES
- MOBI APP: 19
- Website Banner: 20

### SPONSOR OPPORTUNITIES
- Air Crew Thank You Event: 21

### GALA DINNER SPONSORSHIP OPPORTUNITIES
- Diamond Sponsor Package: 22
- Platinum Sponsor Package: 22
- Gold Sponsor Package: 22

### YOUTH DEVELOPMENT SPONSORSHIP OPPORTUNITIES
- Diamond Sponsor Package: 24
- Platinum Sponsor Package: 24
- Gold Sponsor Package: 27
- Silver Sponsor Package: 27
Why Exhibit at AAD2020

- **486** Exhibitors featured
- **40** Countries represented as exhibitors
- **68** Aircrafts on static display
- **32538** Trade visitors from South Africa and around the globe
- **15** National pavilions
- **55063** Visitors at the air show
- **112** Countries represented as visitors
- **2** Strategic seminars
- **1** Mobility track
- **2** Engagement theaters for hosting seminars
- **40** Hospitality chalets

**The trade exhibition**

**The air show**

**Event features**

**Youth development programme**

**STEM**
- Aviation & defence career awareness

**4th Industrial revolution**

**12500** Learners reached for 2018
## PREMIUM SPONSOR OPPORTUNITIES

### DIAMOND SPONSOR PACKAGE  R 2 MILLION

1 Package available

**Sponsorship Package**
- Exclusive lead sponsor accreditation as diamond sponsor on event collateral on-site, online and print
- This includes Trade Visitor Bags, Trade Visitor Badges, AAD website Banner and E-shots
- 1 page free ad in the official event catalogue
- Diamond sponsor accreditation and logo on all event newsletters emailed to over 30 000 exhibitors, official delegations and trade visitors
- AAD official lanyards

**Exclusive branding opportunity in/on prominent key locations:**
- Entrance Banner on Gate 1: visible to all VIP and official delegations
- Specified tailored signage of the sponsors own products and campaign:
  - 2 x Standard Hangar Door branding, 2 x Triangular Pylons
  - 8 x 30 sec adverts on the AAD digital screens

### PLATINUM SPONSOR PACKAGE  R 1 MILLION

2 Packages available

**Dual Platinum Sponsorships accreditation opportunities include:**
- Sponsor accreditation as platinum sponsor on event website and Mobi App
- Dual branding of the official Trade Visitor Guide/Map
- Branding on key event signage, Minister of Defence speed fencing (50m), Trade Visitor Speed Fencing (50m)
- Specified tailored signage of the sponsors own products and campaign:
  - 2 x Hangar directional signage & 5 x Floor tiles
  - 8 x 30 sec adverts on the AAD digital screens
- Minister of Defence lounge road walls: visible to all official guests of the Minister of Defence

### GOLD SPONSOR PACKAGE - OFFICIAL DELEGATIONS PARTNER

**R 500 000**

2 Packages available

This package has been designed to provide maximum exposure to our official delegations. Take up the opportunity and expose your brand to Ministers of Defence, Senior Officials and Decision Makers expected to reach over 2000 attendees during the 2020 event.

**The Official Delegations Partners sponsorship includes:**
- Sponsor Logo on official delegations bags
- Dual Accreditation and logo included on the official delegations invitation letter
- Exclusive accreditation and logo on the official programme provided to the delegations
- Branding at the OR Tambo International Airport welcome points
- Floor tiles located adjacent to the official delegation lounge
- Accreditation as a sponsor at all official delegation lounge and meeting areas
- Brochures/pens/add-in into the official delegation bags

## ENQUIRE NOW
The Media Resource Centre provides media professionals with an excellent opportunity to gather the most up-to-date news and information on the exhibition. An exclusive area for research and network during the event. The Media Resource Centre is utilised by both local and international media. During AAD2018 over 300+ members of the media were accredited for the event.

The media centre will be used throughout the five days of AAD2020 by international and national media, trade journalists as well as exhibitors. This makes it an ideal venue to circulate information and an excellent location for press conferences.

Facility Services include:
- A functional press briefing area
- Screens - to be used for daily updates on the Exhibition, Media and Air Show programme
- Work Stations - computers and power points
- Internet - available WiFi
- Photocopying and printing machine
- Refreshments & Lunch - ongoing refreshments to be served throughout the day for the five days
- Lockable cupboards
- Information board
- Cubicles or pigeon holes - for news releases and press releases for journalists
- Interview room for live interviews
- Media lounge
- Magazine stands

As a sponsor you will benefit from the following:
- Exclusive accreditation as a Media sponsor on the Media Page of the AAD2020 website
- On-site branding inside the Media Resource Centre and on all on-site signage referencing the Media Centre
- On-site branding of the 10 desktops and screensavers of all Media Resource Centre PCs (open for all to use) provided by your company
- Full access for three sponsor’s staff to the Media Resource Centre to make use of one office
- Media registration confirmation email will include your company logo and stand number
- 2 x complimentary press briefing slots
- A press rack will be located at the front of the Media Resource Centre for the sponsor ONLY with your company logo
- Exclusive opportunity to supply promotional material at the Press registration desks (provided by your company)
- Mention in our official catalogue

---

As a sponsor, your company can display its products as part of the dedicated vehicle capability demonstration which is a prevalent outdoor feature on the AAD programme. Your visibility will help drive more traffic to your main exhibition stand.

The mobility track area is an ideal display area for:
- Wall banners
- Signage
- Flags

---

The sponsor can creatively brand this area and the arena stand with flags and signage. As a sponsor your logo will also feature on the official air show programme. This will increase your brand visibility to over 80,000 people who will be attending.

- Use of the AAD logo until 30 September 2020
- Logo on the official AAD air show programme
- Sponsor branding of the commentator tower area

---

Provide a fully resourced media kit to over 400 national and international broadcast and trade media. The media kit is a resource and an enabler to the members of the media.

- Exclusive sponsor for the AAD media backpacks distributed to all media
- Placing your company name, logo, booth number and URL on the Media Backpack Bag, note pads, pen and USB drive
- Your company link and logo on the AAD website as a sponsor on our Media Page
- Use of the AAD logo until 30 September 2020

---

ENQUIRE NOW
// DIRECTIONAL FLOOR TILES
**R 3 000 PER FLOOR TILE VAT EXCL.**

Create a customised path to your stand for all your visitors with these highly cost-effective tiles.

- Vinyl floor tile 1m x 1m
- Includes artwork, plastic backing and lamination to protect images
- Ensure your customers find their way quickly to your stand
- Have your company logo and stand number highlighted on each tile guiding people to your stand

---

// OVERHEAD STAND RIGGING
**R 24 000 VAT EXCL.**

Elevation is always an advantage when it comes to exhibitions. Grab the opportunity and add more dimension and height to your stand by hanging a banner/national flags for increased visibility.

Cost includes a four sided structure with a printed area of 3m x 1.5m on each side and venue rigging.

---

// HANGAR DOOR BRANDING - STANDARD
**R 45 000 VAT EXCL.**

**Dimensions:** 3.6m x 2.45m

There are 6 hangars with the opportunity to brand. Please note that only 2 companies are allowed to brand one (1) door on either side of the Hangar.

---

// HANGAR DOOR BRANDING - LARGE
**R 96 000 VAT EXCL.**

**Dimensions:** 4.9m x 3.6m

**Fabrication:** PVC tensioned over steel frame

There are 6 hangars with the opportunity to brand. Please note that only 2 companies are allowed to brand one (1) door on either side of the Hangar.

---

ENQUIRE NOW
Dimensions: 9m x 1,5m

Located at various key areas, visibility next to hangars, registration area, close to the arena or food court. This can be used to carry your messaging and branding. The fence will not be missed by Trade Visitors and other delegations visiting the show.

---

### AIR FORCE WALL BANNER
**R 100 000 VAT EXCL.**

Dimensions: 20m x 1,6m

Ideal for companies interested in reaching the thousands of potential air show enthusiasts attending AAD2020. The Air Force Base Waterkloof wall banner creates a perfect opportunity for showcasing your brand. Take up this opportunity and position your brand as a market leader.

---

### PYLONS - TRIANGULAR
**R 18 000 VAT EXCL.**

Dimensions: 3m x 6,7m

There are 7 opportunities to brand.

Branding the pylons with your logo and stand details will direct exhibitors and visitors to your stand.

---

### PYLONS - RECTANGULAR
**R 40 000 VAT EXCL.**

Dimensions: 2 x 6,6m x 3m

There are 4 opportunities to brand.

Branding the pylons with your logo and stand details will direct exhibitors and visitors to your stand.

---

### SPEED FENCING
**R 10 000 VAT EXCL.**

Dimensions: 9m x 1,5m

Located at various key areas, visibility next to hangars, registration area, close to the arena or food court. This can be used to carry your messaging and branding. The fence will not be missed by Trade Visitors and other delegations visiting the show.
**STAND LOCATOR X 2**  R 55 000 VAT EXCL.

Located at the North and South trade visitor entrances, this 15m x 2.5m stand is ideal for your messaging and branding. This will not be missed by trade visitors including the Global supply chain decision makers visiting the show.

**HANGAR DIRECTIONAL SIGNAGE**  R10 000 VAT EXCL.

The hangar directional signage has been introduced to ease our visitor navigation. The 3mx 1.5m banners are rigged overhead at the entrance to each aisle and they are ideal for your messaging, logo placement and stand number.

---

ENQUIRE NOW
**OFF-SITE OPPORTUNITIES**

**BILLBOARD PARTNER**  **R 300 000 VAT EXCL.**

The billboard partnership opportunity has been introduced to enable heightened brand visibility before and during AAD2020. The package includes logo and accreditation on AAD2020 billboards footer.

Located on major routes and at the OR Tambo International Airport, this is an opportunity not to be missed.

**DIGITAL OPPORTUNITIES**

**MOBILE APP**  **R 5 000 VAT EXCL.**

Link your image to our mobile application, a tool which is increasingly popular with show visitors. Users will see your logo on the landing page of the app which provides a clickable link to your website. If you are looking to give your brand more visibility, this application is for you. This is a particularly direct method of communicating with each visitor who uses the application to view the event programme, exhibition layout, exhibitors list, media briefings, product launches, floor plans, instant alerts as well as company and product information.

**Branding visibility includes:**
- Your logo appears on the landing page of the app and on different pages of the app
- Electronic advertisement featuring exhibitor profile

**Description of the app:**
The app service is optimised for smartphone and tablet use (iPhone and Android). It is also available on all web-enabled mobile phones. The app is enhanced with a mapping functionality to make sure that participants get the most out of the event.

**The Sponsor will benefit from the following:**
- As a sponsor you will be acknowledged on the sponsors board/ “Wall of Fame” on-site at registration
- Your company link and logo on the AAD website as a sponsor
- Use of the AAD logo until 30 September 2020

ENQUIRE NOW
WEBSITE BANNER  R 15 000 VAT EXCL.

With over 1.5 million visits in the run up to the show, the website is one of the most flexible and efficient media types in targeting your message, increasing your visibility, advertising your participation at the show and create traffic to your website.

Benefits:
- Home page display advert
- Right hand column display banner
- Sponsor Ad will be linked to your company’s website
- Minimum sponsor period until 30 September 2020

Requirements and specifications:
Your ad must be emailed according to these exact specifications. (Ads that do not meet these specifications cannot be accepted.)

- 326 long x 192 high pixels
- 72 DPI JPEG or GIF file
- File size should be less than 15 kb

ENQUIRE NOW

SPONSOR OPPORTUNITIES

AIR CREW THANK YOU EVENT NEW  R 50 000 VAT EXCL.

The Africa Aerospace and Defence hosts over 300 air crew members with each edition. This group is made up of local and international pilots, technicians, ground crew, safety officers etc.

As a sponsor you get to brand the venue and supply the crew with your marketing collateral. An excellent opportunity to expose your brand to this specialised group.
### GALA DINNER SPONSORSHIP OPPORTUNITIES

#### DIAMOND SPONSOR PACKAGE $500,000

- Acknowledged as DIAMOND sponsor at the event
- Entitled to deliver a Diamond sponsor’s address (5-7 minutes)
- A two-minute corporate video
- Two tables of 10, allocated to the sponsor
- Logo to appear on screens at the dinner after AAD logo
- Acknowledgment in pre- and post- media campaign (AAD2020 supplement)
- Sponsors branding on event collateral (invitation, menu, programme)
- Acknowledgment in vote of thanks
- Acknowledgment on the AAD website (logo with link to sponsor’s website)
- Sponsor branding in and around the venue

SOLD OUT

#### PLATINUM SPONSOR PACKAGE $350,000

- Acknowledged as PLATINUM sponsor at the event
- One table of 10, allocated to the sponsor
- Acknowledgment in the vote of thanks
- Acknowledgment on the website (logo placement)
- Sponsor branding on event collateral (invitation only)
- Maximum of 5 banners (branding) at the venue

ENQUIRE NOW

#### GOLD SPONSOR PACKAGE $250,000

- Acknowledged as GOLD sponsor at the event
- 5 Invitations, allocated to the sponsor
- Acknowledgment in the vote of thanks
- Acknowledgment on the website
- Maximum of 3 banners (branding) at the venue
YOUTH DEVELOPMENT SPONSORSHIP PACKAGES

### DIAMOND SPONSOR PACKAGE R 500 000

2 Packages to be sold
The Sponsor will benefit from the following:

- Exhibition space 9m x 9m
- Branding rights at the Minister of Defence handover event
- Branding on the AAD website’s YDP page
- 20 public day tickets
- On-site branding inside the YDP Pavilion and Chalet
- 4 pairs of chalet passes for lunch and meetings (Bookings to be made in time)
- Mention in all YDP related media statements and press briefings
- 2 x complimentary press briefing slots
- Branding of the YDP Theatre
- Slot at the YDP career theatre
- 10 Tickets to attend the AAD opening cocktail function
- Use of the AAD logo until 30 September 2020
- Mention in our official catalogue

### PLATINUM SPONSOR PACKAGE R 250 000

2 Packages to be sold
The Sponsor will benefit from the following:

- Exhibition space 9m x 9m
- Mention at the Minister of Defence handover event
- Branding on the AAD website’s YDP page
- Slot at the YDP career theatre
- On-site branding inside the YDP Pavilion and Chalet
- 2 pairs of chalet passes for lunch and meetings (Bookings to be made in time)
- Mention in all YDP related media statements and press briefings
- 5 Invitations to attend the AAD opening cocktail function
- 10 Complimentary public day tickets
- Use of the AAD logo until 30 September 2020
- Mention in our official catalogue

ENQUIRE NOW
### GOLD SPONSOR PACKAGE  R 150 000

2 Packages to be sold
The Sponsor will benefit from the following:

- Exhibition space 3m x 3m
- Branding rights at the Minister of Defence handover event
- Branding on the AAD website’s YDP page
- On-site branding inside the YDP Pavilion and Chalet
- 1 pair of chalet passes for lunch and meetings (Bookings to be made in time)
- 5 complimentary public day tickets
- 3 invitations to attend the AAD opening cocktail function
- Use of the AAD logo until 30 September 2020
- Mention in our official catalogue

### SILVER SPONSOR PACKAGE  R 50 000

5 Packages to be sold
The Sponsor will benefit from the following:

- Exhibition space 3m x 3m
- Branding rights at the Minister of Defence Hand over event
- Branding on the AAD website’s YDP page
- On-site branding inside the YDP Pavilion and Chalet
- 1 pair of chalet passes for lunch and meetings (Bookings to be made in time)
- 2 invitations to attend the AAD opening cocktail function
- 5 complimentary public day tickets
- Use of the AAD logo until 30 September 2020
- Mention in our official catalogue

[ENQUIRE NOW]