

Sponsorship Opportunities

Routes Europe 2013

Budapest, Hungary
12-14 May 2013

The route development forum for Europe



Routes Europe 2013

Routes Europe is the annual gathering of air service decision makers for the European region and where the real business takes place.

The 8th Routes Europe will take place on 12-14 May 2013, hosted by Budapest Airport and partners.

Sponsor Benefits

Sponsorship at Routes Europe provides a great means of broadening your competitive edge by improving your airport or destination's image, prestige and credibility in front of the region's airlines. A broad spectrum of benefits can be gained by sponsorship at the event;

- Access to the region's (and many out of region) key airline decision-makers
- Enhanced visibility through high profile exposure pre, during and post the event
- Informal and formal networking opportunities
- Exposure through Routes' marketing campaign
- Opportunity to stand out from the crowd and raise awareness of your organisation
- Ability to showcase your latest developments or key messages to an influential audience
- Worldwide media coverage through Routes' extensive contact network

The audience: Over 750 route development professionals from airlines, airports, tourism authorities and aviation stakeholders from across the European region and beyond.



Sponsorship of Networking Lunch

The Sponsorship of the Networking Lunch at Routes Europe offers the sponsor the opportunity to communicate with, and position itself in front of, the entire Routes Europe audience - over 750 delegates. It is second in profile behind the host and offers the ideal occasion for a sponsor to provide delegates a taste of their region or destination.

Package includes:

- Speaking slot – an opportunity to address the captive audience
- Logo on directional signage to lunch area
- Printed A5 guide to lunch including menu and sponsor branding
- Sponsor branding in the lunch area
- 2 Airport Delegate places with 8 pre-scheduled meetings each
- 2 Observer Delegate places
- 3m x 3m exhibition space
- Opportunity to distribute gifts during lunch service
- Opportunity to provide entertainment during lunch service
- Opportunity to provide branded uniforms for waiting staff
- Use of big screens in the networking village during lunch
- 100 word profile and logo in the delegate directory
- Logo and weblink on event pages at routesonline.com

Price - POA

Sponsorship of Delegate Bags

The Routes Europe delegate bags are distributed to all delegates on arrival at the event. The sponsorship offers a high profile branding opportunity not only on the bags themselves but also at the bag distribution point.

Routes delegate bags have a high retention value in that they are re-used by delegates, which means that the sponsor's brand is referred to over again.

Package includes:

- Sponsor logo/branding on delegate bags distributed to all delegates
- Opportunity to provide an insert for the delegate bags (printed material or small gift)
- Sponsor branding at distribution point
- 100 word profile and logo in the delegate directory
- Logo and weblink on event pages at routesonline.com

SOLD

**SHANNON AIRPORT
AUTHORITY**





Sponsorship of Delegate Folders

Since the main activity at Routes Europe is the participation in meetings, the Delegate Folders are well used throughout the event for note taking and are received by all delegates on arrival. The sponsor's branding printed on all folders as well as the opportunity to insert a flyer in each folder offers a high impact brand awareness.

Package includes:

- Branded portfolio folders distributed to all delegates (up to 750)
- Insert in Delegate Folders
- 100 word written profile in Delegate Directory
- Logo and weblink on routesonline.com
- Opportunity for sponsor to provide pens for the folders

SOLD

SARDEGNA

CAGLIARI AIRPORT

Sponsorship of Routes Europe Registration

This high exposure sponsorship opportunity has been developed to offer the sponsor maximum impact when delegates arrive at the event and are channeled through the Registration Area, with the sponsor's high visibility branding at the desk, together with the badges and lanyards worn by all delegates throughout the event.

Package includes:

- Branded lanyards distributed to all delegates with their badge
- Branding at Registration Desk
- 100 word profile in the delegate directory
- Logo and weblink on routesonline.com

SOLD

SARDEGNA

CAGLIARI AIRPORT



Sponsorship of Meetings System

Routes Europe facilitates over 3,200 pre-scheduled Face-to-Face meetings. Meetings System Sponsorship provides huge online and at-event brand exposure to the Routes audience. Online exposure through the Meeting Request System; used by over 85 airlines at Routes Europe 2012 and pre-event marketing on Routesonline. Then during the event with physical branding of the meeting diaries, Extra Meeting slips, Diary Advice Desk and Mailboxes.

Package includes:

- Branding on all delegate meeting diaries
- Branding on all Extra Meeting Sheets (2,500)
- Branding of the delegate mailboxes
- Branding of the Diary Advice Desk
- Branding of the Meeting Request Page on Routesonline.com (average time spent on site by a delegate is 7 minutes)
- Branding on the 'Scheduling Now Open' web banners featured on Routesonline website and The Hub (distribution 19,000 globally)
- Sponsor Branded pens
- 100 word profile in the delegate directory
- Logo and weblink on **routesonline.com**

Price - £10,000

Sponsorship of Airline Meeting Hall

Routes airline delegates are based at meeting tables in the Airline Meeting Halls for a large part of the event, therefore the sponsor of the Airline Meeting Hall can communicate its brand on an exclusive basis via large banners and promotional items and the opportunity to provide a gift on each table for airlines to take away with them.

Package includes:

- Branding in the Airline Meeting Halls
- 100 word written profile in Delegate Directory
- Branding on airline table no. and tent cards (up to 100)
- Branding on logistical signage to the Airline Meeting Halls
- Gifting rights on the airline meeting tables
- Logo on the meeting clock
- Option for sponsor to provide table cloths (up to 100)
- 100 word profile in the delegate directory
- Logo and weblink on **routesonline.com**

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EDMONTON INTERNATIONAL AIRPORT





Sponsorship of Routes Europe App

The Routes Europe App has evolved in 2013 with more features including access to meeting diaries. With this sponsorship package delegates will have your brand in their pocket! New features will include an enhanced event programme, meeting diary viewing, a message wall and a number of other improvements and developments since last year

Package includes:

Pre-event marketing will include the sponsor's logo (dependent on time of contract signing).

Sponsor logo on all advertising web banners for download of the App – banners running on Routesonline (homepage) and The HUB prior to the event (dependent on time of contract signing)

- Sponsor logo on dedicated web page within Routesonline
- Dedicated html email to Routes database announcing sponsor.
- Sponsor's logo on the second screen of the App.
- Sponsor's logo on event signage advertising the App download (where possible).
- Sponsor's profile and logo in the Delegate Directory, App and **routesonline.com**

Price - £7,500

Sponsorship of Water Bottles

Water bottles are provided to all delegates throughout the event. This is your opportunity to quench everyone's thirst.

Package includes:

- Sponsor branded water bottles
- 100 word profile in the delegate directory
- Logo and weblink on **routesonline.com**

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FINAVIA - HELSINKI





Sponsorship of Routes Europe Strategy Summit

The Strategy Summit gives high profile to the sponsor in front of an audience of senior level delegates from across the aviation industry. The half day forum is open to all registered delegates. The event opens with the Strategy Summit on Sunday afternoon, so this package provides an ideal way of communicating your message to influential industry decision makers before the pre-arranged meetings commence on Monday.

Package includes:

- Company logo on all marketing material and communications for the Strategy Summit
- Opportunity for a 'seat drop' of marketing material or gift at the Strategy Summit
- Company logo on screens within forum venue
- Branding on stage backdrop
- Branding at coffee break
- Opportunity to participate on a panel discussion
- 100 word profile in the delegate directory
- Logo and weblink on **routesonline.com**

Price - £7,500

Sponsorship of Wi-Fi

Free Wi-Fi is made available to all delegates at the event. This package gives an opportunity to raise the profile of your organisation by branding the Wi-Fi access system. The package includes branding on the Wi-Fi card and page and pre event promotion.

Package includes:

- Branded cards distributed to all delegates
- Logo on landing page
- Choice of username and password
- 100 word profile in the delegate directory
- Logo and weblink on **routesonline.com**

Price - POA



Contact our Europe team

If you would like more information about any of these sponsorship opportunities or if you have a sponsorship idea you'd like to discuss please contact our sales team. They can also provide you with details about available exhibition spaces at Routes Europe 2013.



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@Routesonline #RoutesEurope

“ Great event and electric environment due high exchange of information took place. Exciting was to see our success in business reflected in airport demand. On behalf of easyJet - good job Routes team! ”

Katrina Godmane
Procurement Manager - Airport Services
easyJet

“ Many thanks for a perfect Routes Europe edition in Tallinn. And many thanks on behalf of the whole Aviation Marketing team here in Brussels for the great show you made of the Awards during the gala dinner. ”

Léon Verhallen
Head of Aviation Marketing,
The Brussels Airport Company

Go to
routesonline.com
for more event
information or to
register now