



WORLD ROUTES 2013 CO-HOSTS

WORLD ROUTES 2013

SPONSORSHIP & EXHIBITION OPPORTUNITIES

LAS VEGAS, NEVADA, USA
5 – 8 OCTOBER 2013



THE GLOBAL MEETING PLACE FOR EVERY AIRLINE, AIRPORT AND AVIATION STAKEHOLDER





W E L C O M E

TO *Fabulous*

LAS VEGAS

NEVADA



YESCO



World Routes 2013

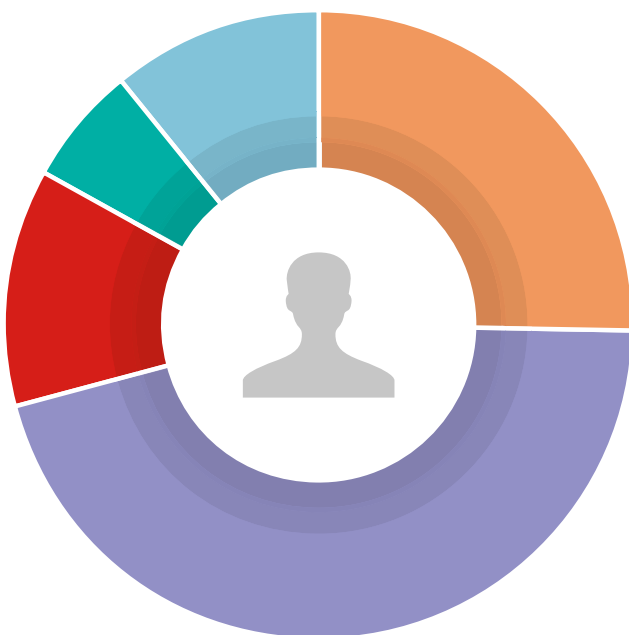
The 19th World Route Development Forum

5 - 8 October 2013, Las Vegas, Nevada, USA

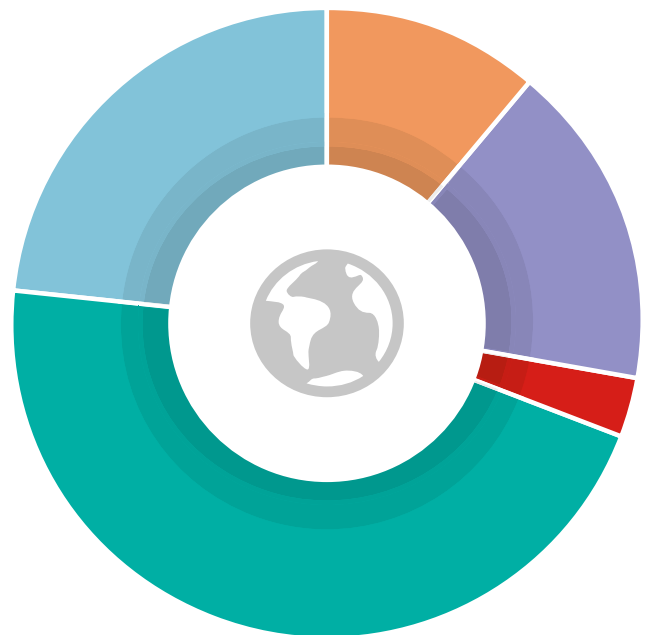
World Routes is the largest global event of its kind, bringing together route development professionals from across the globe to determine the future of air services.

The Audience

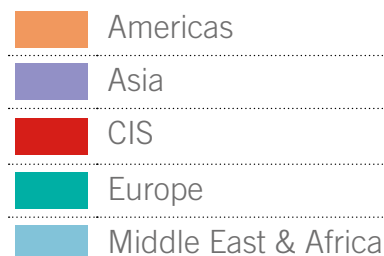
2,750 route development professionals from airlines, airports, tourism authorities and aviation stakeholders from across the globe.



Breakdown of **delegate type** at World Routes 2012.



Breakdown of **geographical region** at World Routes 2012.



What delegates say...

- 96% of delegates said that they were completely or very satisfied with World Routes 2012.
 - 98% of delegates consider World Routes to be very or quite important.
 - 97% of attendees rated the quality of the Face-to-Face Meetings as excellent.
-



Sponsor Benefits

Sponsorship at an industry leading event such as World Routes provides a great opportunity to raise the profile of your airport, region or destination. Our sponsorship items are designed to gain maximum exposure and place your brand in front of key decision makers to really reach the markets that matter.

With a presence both online and at the events, as well as worldwide media coverage through Routes' comprehensive contact network and Routes' own marketing campaigns, sponsorship will ensure your brands awareness will last pre, during and post event, increasing your reach and forming a lasting impression.

With our wide range of items and our tiered sponsorship options, which allows your organisation to personalise a package to suit your marketing strategy, you are able to keep track of your costs and identify which opportunity suits you best.

Benefits include:

Access to the world's 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 this influential audience

Worldwide media coverage through Routes' extensive contact network

Sponsorship Tiers

There are various Sponsorship items on offer at World Routes, many coming with additional benefits. These benefits are categorised into four Sponsorship tiers as detailed below.

Platinum Sponsorship Package P	
✓	Logo and profile in Delegate Directory
✓	Logo and profile on routesonline.com
✓	Logo on Sponsor Wall
✓	2 Observer Delegate Places
✓	2 VIP Delegate Places
✓	Full page advert in Routes News (Event Edition)
✓	Hanging Banner In Networking Village
✓	Pre-event editorial coverage
✓	Use of Big Screens in Networking Village

Gold Sponsorship Package G	
✓	Logo and profile in Delegate Directory
✓	Logo and profile on routesonline.com
✓	Logo on Sponsor Wall
✓	2 Observer Delegate Places
✓	2 VIP Delegate Places
✓	Half page advert in Routes News (Event Edition)
✓	Hanging Banner In Networking Village
✗	Pre-event editorial coverage
✗	Use of Big Screens in Networking Village

Silver Sponsorship Package S	
✓	Logo and profile in Delegate Directory
✓	Logo and profile on routesonline.com
✓	Logo on Sponsor Wall
✓	2 Observer Delegate Places
✗	2 VIP Delegate Places
✗	Advertisement in Routes News
✗	Hanging Banner In Networking Village
✗	Pre-event editorial coverage
✗	Use of Big Screens in Networking Village

Bronze Sponsorship Package B	
✓	Logo and profile in Delegate Directory
✓	Logo and profile on routesonline.com
✓	Logo on Sponsor Wall
✗	2 Observer Delegate Places
✗	2 VIP Delegate Places
✗	Advertisement in Routes News
✗	Hanging Banner In Networking Village
✗	Pre-event editorial coverage
✗	Use of Big Screens in Networking Village

Sponsorship items that include any of the above benefits can be identified throughout the brochure via the corresponding 'tags' as seen above. If you require any more information regarding any packages on offer please call our sales team on **0161 234 2730** or visit **routesonline.com**

Interested in raising your profile at World Routes 2013?

Click the icon to the right to email or call the sales team on: **T +44 (0)161 234 2730**



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Intra-Event Transfers Sponsorship

Sponsoring the intra-event transfers will give your brand maximum exposure on the Sunday, Monday and Tuesday of the event. The majority of delegates will use this complimentary service to travel between the official hotels and event venue on up to 14 branded coaches.



Package includes:

Logo on hotel lobby signage

Logo on route signs at convention centre

Logo on vehicle signs in coach window

2' x 16' advertising banner on one side of coach

Opportunity to provide a DVD to play on each coach

Price - £45,000

Additional opportunity

Head rest covers, double sided, for each coach

Price - £6,000

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The Monday Lunch

The Sponsorship of the Monday Networking Lunch offers its sponsor the opportunity to communicate with and position itself in front of the entire World Routes audience.



Package includes:

P

Branding at buffet stations

Speaking slot during the Lunch, your opportunity to address the entire Routes audience

Printed 'Welcome to Lunch' distributed to all delegates (2,750) including Sponsor's branding and profile

Gift distribution rights during the Lunch

Opportunity to use the big screens in the Networking Village during lunch

Opportunity for a live-feed link to the big screens in the Networking Village

Catering for up to 2,750 delegates

Branded uniforms on staff

+ Platinum Benefits

SOLD - BRAND USA

Airline Meeting Halls

Routes airline delegates are based at meeting tables in the Airline Meeting Halls for a large part of the event. The sponsor of the Airline Meeting Halls can communicate its brand and key messages 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:

G

Sponsorship of branded banners in Airline Meeting Hall

Exclusive rights to provide branded table cloths for all the airline tables

Exclusive gifting rights

Exclusive branded pens and notepads on all airline meeting tables

Exclusive sponsor's branded mints

Logo on meeting clock

+ Gold Benefits

SOLD - EDMONTON INT'L. AIRPORT

Interested in raising your profile at World Routes 2013?

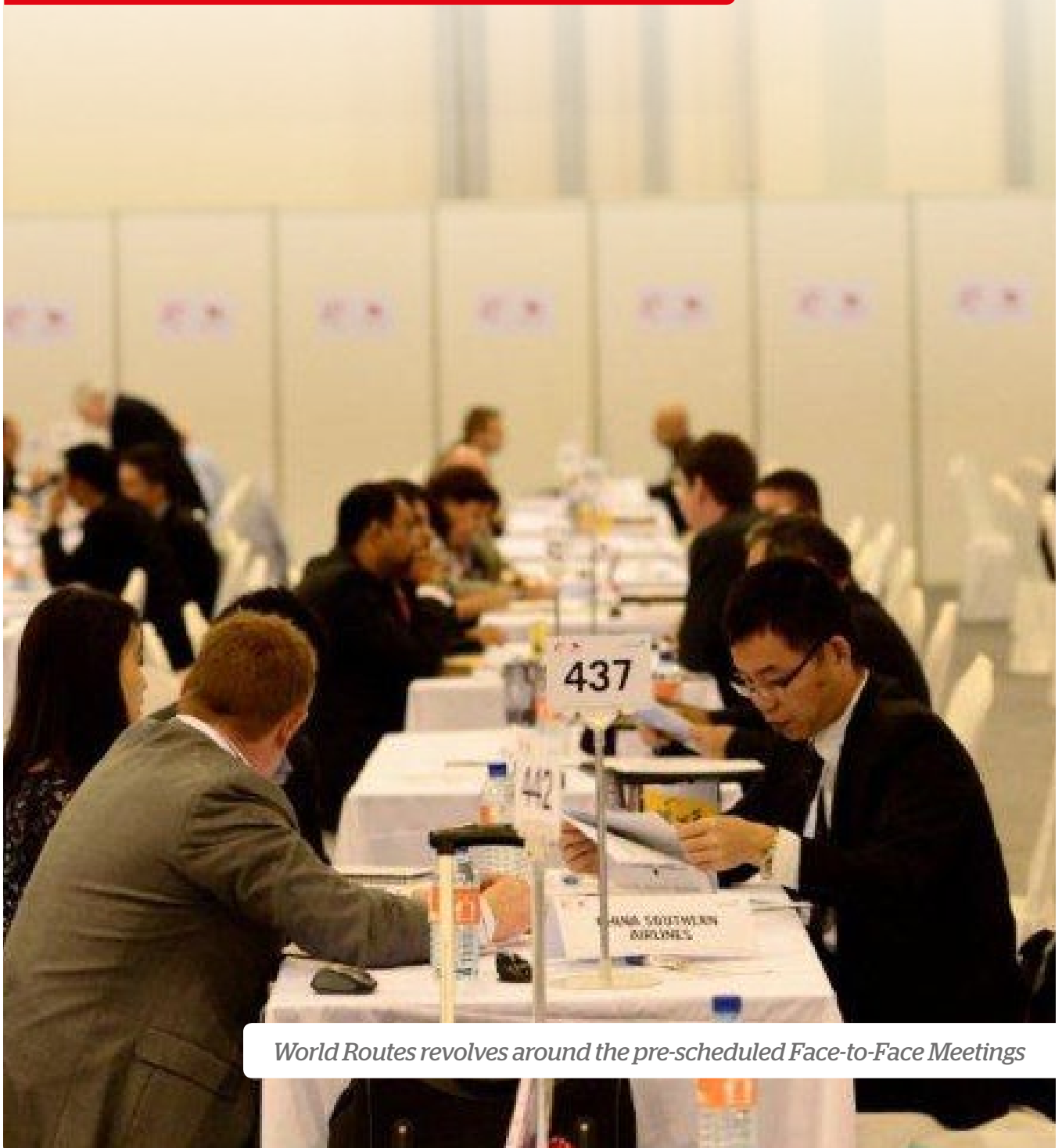
Click the icon to the right to email or call the sales team on: **T +44 (0)161 234 2730**



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“World Routes in Abu Dhabi was great, it saved me about 12 weeks of traveling”

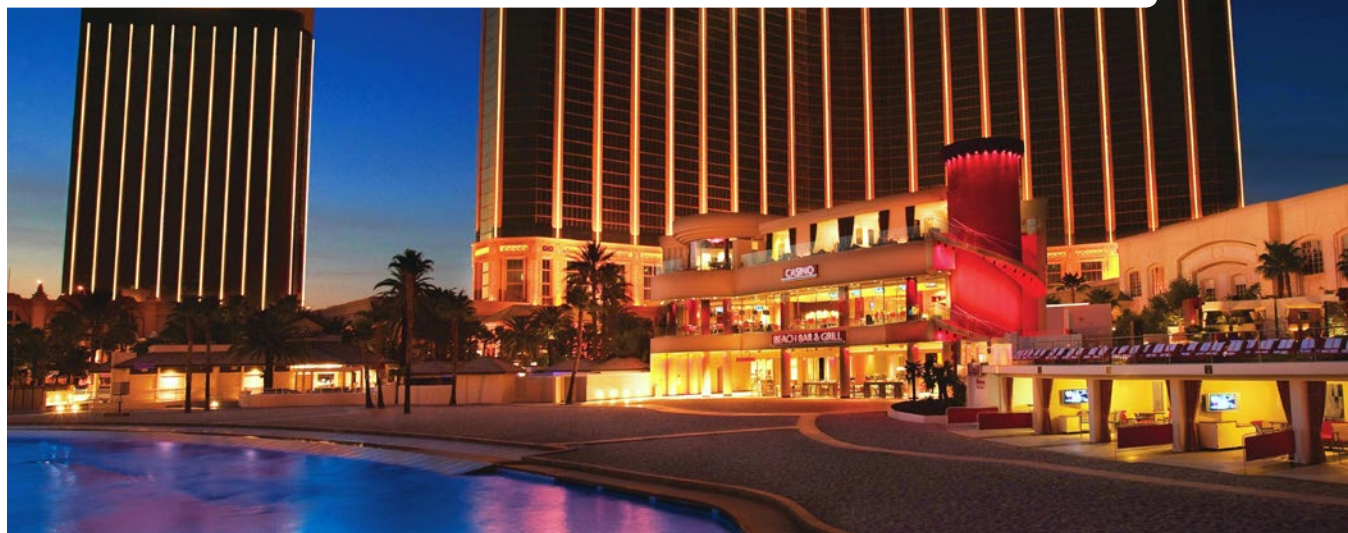
Richard Bodin
Chief Commercial Officer, Fastjet



World Routes revolves around the pre-scheduled Face-to-Face Meetings

Cabanas & Bungalows

Entertain clients in an exclusive Beach Cabana or Bungalow at the World Routes Welcome Reception at Mandalay Bay.



Package includes:

B

Private cabana rental

Plasma TV

Seating / Lounge furniture

Dedicated cocktail attendant
(providing waiter service, serving the
drinks provided by LVCVA)

Customized signage with company logo

+ Bronze Benefits

Multiple options available

Upgraded bar, entertainment and décor is additional and can be provided upon request. Location map also available upon request.

Beach Cabana 144 sq ft

Single canvas, side cabana

Cabana numbers 8,9 & 10

Price - £5,000

Beach Bungalow 168 sq ft

Single, hard walled, centrally focused

Cabana numbers 1,6 & 7

Price - £6,000

Beach Bungalow 336 sq ft

Double, centrally focused

Cabana numbers 2-3 & 4-5

Price - £10,000

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“I appreciate the excellent work by the Routes team at this year’s World Routes event, and am already looking forward to Routes Americas next year”

Lee Lipton

Director, Air Service Marketing and Route Development,
Vantage Airport Group



The famous Grand Canyon

Meeting System

The Face-to-Face Meetings are the core element of a Routes event, and as such the sponsor of the meetings benefits from huge at-event exposure and branding opportunities, your brand will be in the hands of every delegate!

Package includes:

G

Branding on all A3 diaries

Branding at mailbox feature area

Branding on all A5 Extra Meeting Sheets

Sponsor's branding on stairs

10 x 1m² floor graphics

Logo on online diaries and draft diaries that are emailed to all delegates

Logo on online diaries and draft diaries that are emailed to all delegates

+ Gold Benefits

SOLD - COPENHAGEN AIRPORT



Registration Sponsor

This high exposure sponsorship opportunity has been developed to offer the sponsor maximum impact through high visibility branding at the registration desk, together with the badges and lanyards worn by all delegates throughout the event.

Package includes:

G

Branding at Registration Area

Sponsor logo 2750 lanyards

Sponsor logo on 2750 badges

+ Gold Benefits

SOLD - PRAGUE



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“Our team had some 50 fruitful airline meetings in just two days and several airport meetings as a bonus. Where else in the world can you have such a productive time”

Leon Verhallen

Head of Aviation Marketing, Brussels Airport



Internet Station

All delegates will be using the internet cafés and this is your chance to brand this area.



Package includes:

Branding on 2 internet cafe stations

+ Silver Benefits

SOLD - ISTANBUL SABIHA GÖKÇEN

S

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.



Package includes:

Branding on Wi-Fi cards distributed to all delegates

Message and Brand on landing page

Hanging banner in Networking Village

+ Silver Benefits

SOLD - BUDAPEST AIRPORT

S

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World Routes Awards

Sponsorship of the prestigious World Routes Airport Marketing Awards gives the sponsor a highly visible profile both pre-event and during the event.



Package includes:

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Sponsor Logo on pre-event HTML emails

Sponsor logo on pre-event marketing materials

Sponsor logo on Awards trophies and certificates

Pre and post event coverage via Routes' media partners

Branding at award ceremony

Logo on awards

Interview opportunity for sponsor on Routes TV

+ Silver Benefits

Price - £20,000

Water Bottles

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



Package includes:

B

Branding on water bottles

Branding on water stations

+ Bronze Benefits

SOLD - BUDAPEST AIRPORT

Delegate Directory

The Delegate Directory is the official Guide to Routes, with information on all aspects of the event; all attendees receive a copy of the Delegate Directory to take away with them. Over 3,000 are produced each year.

Package options:

B

Delegate Directory Belly Wrap

SOLD - BORDEAUX

Delegate Directory Bookmark

SOLD - NARITA INT'L AIRPORT

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Click the icon to the left to email or call the sales team on: **T +44 (0)161 234 2730**

World Routes Awards 2012



The delegate directory is used by all attendees at our events





Delegate Bags

The Routes delegate bags are high quality conference bags, distributed to all delegates on arrival. This 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 and over again.

Package includes:

S

Branding on delegate bags

Opportunity to place marketing material or gift in the bag

Sponsors branding at delegate bag collection feature area

+ Silver Benefits

SOLD - CHICAGO DEPARTMENT OF AVIATION



Delegate Notepads

A new item for 2013, the Delegate Notepads will be well used throughout the event for note taking and are received by all delegates on arrival.

Package includes:

S

Branded A5 Notebook

Branded pencil in the Notebook

+ Silver Benefits

Price - £27,500

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The all new Routes events app for 2013



World Routes App

The World Routes 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:

S

Pre-event marketing will include the sponsor's logo*

Sponsor logo on all advertising web banners for download of app – banners running on Routesonline (homepage) and the HUB 2 months out from the event

Sponsor logo on dedicated web page within Routesonline

Dedicated html email to Routes database announcing sponsor to 30,000 users

Tailored HUB Special on the app to all HUB contact database

Sponsor's branding on the splash screen of the app

Sponsors logo on event signage advertising the app download

Sponsor's profile and logo in the Delegate Directory, app and Routesonline

+ Silver Benefits

Price - £15,000

*dependent on time of contract signing

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“Routes is an excellent opportunity for Networking, understanding Route opportunities, updates / developments in Markets and associated airports all at one place. A must attend event”

Anthony D’sa

Vice President Planning, Jet Airways (India) Ltd.



Event to be held at Las Vegas Convention centre



VIP Lounge

The VIP Lounge situated at the heart of the Networking Village will provide the sponsor with the opportunity to engage with more than 40 airline VIP's and 200 other top level delegates. The package includes:

Package includes:

G

- Design & build of a luxury meeting chalet at the event
- Exclusive branding of the interior and exterior
- Sponsor logo on invitations to invited attendees
- Gifting rights within the Chalet
- Opportunity for promotion Video
- Breakfast briefing including a short welcome address
- HTML email to VIP's prior/post World Routes

+ Gold Benefits

Price - £30,000



World Routes Planner

The World Routes Planner is the essential guide to the event. Including Routes Talks programmes, Route Exchange Briefings, Strategy Summit, Tourism Summit and much more.

Package includes:

S

- High resolution sponsor logo incorporated in the Planner
- Planner will be available to download from routesonline.com
- Planner will be included in the final mailer
- Planner will be emailed to all delegates on a weekly basis in the run up to World Routes

+ Silver Benefits

Price - £25,000

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World Routes Summits

The World Routes Strategy Summit and the World Tourism Summit bring together senior leaders and key stakeholders from aviation, tourism and cargo under one roof, to participate in discussions and debates that will set the commercial and political agenda for the industry. Sponsorship of either of the Summits provides an ideal opportunity for high profile brand exposure to these influential audiences.

Package includes:

S

Speaking slot / panel place for sponsor

Opportunity to provide a seat-drop of marketing material

Company logo and branding on the stage backdrop

Company logo on all summit related marketing material

+ Silver Benefits

Strategy Summit Sponsored by OAMC

Tourism Summit - £10,000*

Summit Refreshment Breaks

There are several refreshment breaks during the summits (6 in total). This gives you the perfect opportunity to raise your profile with the attendees of the summit.

Package includes:

B

Company logo on stage backdrop

Company logo in coffee break area

Company logo in the World Routes delegate directory and on **routesonline.com**

+ Bronze Benefits

Price - £5,000 Limited Availability

Partner Organisations

World Routes Strategy Summit



World Tourism Summit



* Limited Availability



Routes Talks Theatres

In addition to the Strategy Summit and Tourism Summit there will be a number of other conference sessions taking place at the event these include sessions on Social Media and the newly introduced Airport Investor sessions.



Package includes:

S

Sponsor's high impact interior and exterior branding on the theatre

Sponsor logo on marketing material pre-event and during the event

Editorial coverage pre-event editions of Routes News and The HUB

+ Silver Benefits

Price - £15,000



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At Event Branding - Feature Areas

There are a number of highly visible branding opportunities available at World Routes in Las Vegas.



Diary Advice Desk

Opportunity to brand the high profile Diary Advice Desk where delegates collect their meeting diaries.

Package includes:

B

Branding at the Diary Advice Desk

Opportunity to provide gifts to all delegates

10 x 1m² floor graphics

Hanging Banner above Diary Advice Desk

+ Bronze Benefits

SOLD - WINNIPEG AIRPORTS AUTHORITY

Media Centre

Opportunity to brand the high profile Media Centre and Media Hub where over 200 media attendees will be based over the 3 days of the event.

Package includes:

B

Branding within the centre

Opportunity to provide gifts to all media attendees

Hanging Banner above the Media Centre

+ Bronze Benefits

Price - £10,000

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Hanging Banners

Opportunity to brand the high profile Hanging Banners. These double sided banners are 3m x 4m (portrait)

Package includes:

Production and rigging of hanging banners*

B

*Artwork supplied by sponsor

Prices

1 x Double sided hanging banner	Rigging included	£3,000
2 x Double sided hanging banner	Rigging included	£5,000



Venue Steps

Opportunity to brand the highly visible venue steps which will be seen by all delegates providing an ideal opportunity to raise the profile of your organisation.

Package includes:

Sponsor logo or artwork on steps down to registration.

B

+ Bronze Benefits

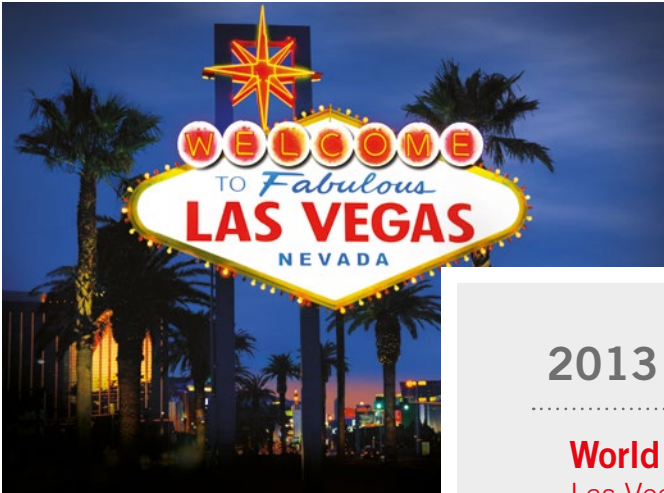
SOLD - BRAND USA



World Routes handover ceremony in Abu Dhabi



*If you would like any information regarding hosting a World Routes event **[please click here](#)**>*



2013 Events

World Routes

Las Vegas, USA

5-8 October 2013

Routes Americas

Cartagena, Colombia

10-12 February 2013

Routes Asia

Mumbai, India

17-19 March 2013

Routes Europe

Budapest, Hungary

12-14 May 2013

Routes Africa

Kampala, Uganda

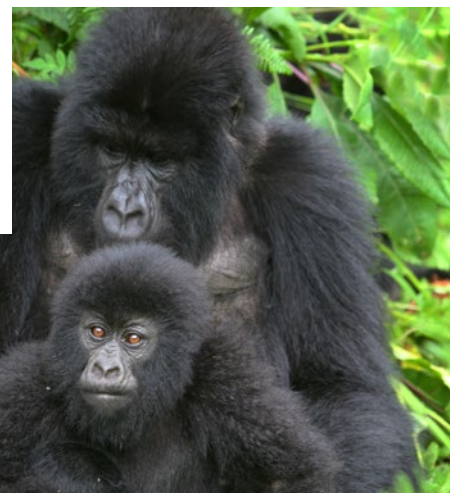
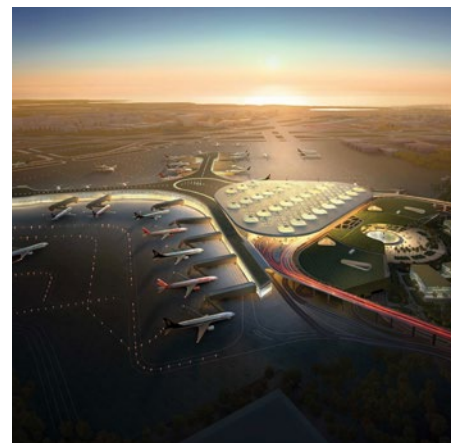
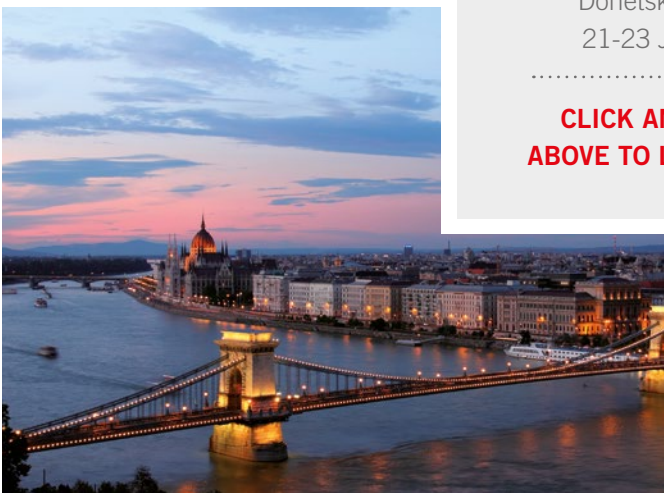
7-9 July 2013

Routes CIS

Donetsk, Ukraine

21-23 July 2013

**CLICK ANY OF THE
ABOVE TO LEARN MORE**



Routes events and our online business offer the perfect opportunity to profile your brand to the route development community. This can be done through the variety of sponsorship packages available across all of our events.

Exhibiting at World Routes 2013

Taking a stand at Routes provides a great means of broadening your competitive edge by improving the image, prestige and credibility of your airport, brand or destination in front of the world's airlines.





Hosted Networking Stands

Stand out from the crowd by designing a unique and eye catching exhibition space to help increase the footfall of your target audience. Hosted Networking Stands allow you to take meetings in your own creative area, providing a greater impact and a longer lasting impression.

Package includes:

5 x 20 minute pre-scheduled meetings on Sunday 13:00 - 17:00

4 x 50 minute pre-scheduled meetings over Monday & Tuesday

Profile and Logo in the Delegate Directory

Profile and Logo on **routesonline.com**

Exclusive hospitality and promotional opportunities, Visit Me Guide

Inclusive of Exhibitor delegates



Prices

5m x 5m	3 Delegates	£13,000
7m x 5m	3 Delegates	£17,000
7m x 6m	3 Delegates	£19,000
10m x 5m	4 Delegates	£21,000
6m x 10m	4 Delegates	£25,000
8m x 10m	5 Delegates	£32,500
10m x 10m	6 Delegates	£38,000
12m x 10m	8 Delegates	£40,500
16m x 10m	10 Delegates	£52,000





Exclusive Meeting Chalets

The Exclusive Meeting Chalets provide you with direct access to the Airline Meeting Hall, the opportunity to host strategic meetings in your own spacious private surroundings and provide hospitality to your airline guests. This package is all inclusive of build and furnishing, leaving branding to be added as required.

Self Build Meeting Chalets

The Self Build Meeting Chalet option gives you the flexibility to work with your own contractor on your design to raise your profile as desired. Guidelines will be provided to help with the build.

Standard Meeting Chalet

The Standard Meeting Chalet option provides an opportunity to brand the chalet, host strategic meetings in your own private surroundings and provide hospitality should you wish.

Packages includes:

5 x 20 minute pre-scheduled meetings on Sunday 13:00 - 17:00

8 x 50 minute pre-scheduled meetings over Monday & Tuesday
(Exclusive & Self Build options only)

6 x 50 minute pre-scheduled meetings over Monday & Tuesday
(Inclusive with Standard Meeting Chalet)

Profile and Logo in the Delegate Directory

Profile and Logo on routesonline.com

Exclusive hospitality and promotional opportunities, Visit Me Guide

Inclusive of Exhibitor delegates

Prices

Exclusive Chalet 10m x 6.5m	5 Delegates	£36,500
Self Build Chalet 10m x 6.5m	4 Delegates	£21,500
Standard Chalet 7m x 5m	3 Delegates	£20,000

Standard Shell Schemes

A shell scheme stand will enable you to showcase your airport, brand, or destination. This will also give you the opportunity to provide hospitality to delegates.



3m x 3m Stand

Package includes:

Access to unlimited meeting requests via the Extra Meeting System

For Airports: Up to 3 meetings on the stand on Sunday 13:00 - 17:00

For Suppliers: Up to 5 meetings on the stand, with Airports only. Monday & Tuesday

Profile and Logo in the Delegate Directory

Profile and Logo on **routesonline.com**

Exclusive hospitality and promotional opportunities, Visit Me Guide

Inclusive of 2 delegate places

Price - £6,500

Premier Shell Schemes

These will provide an ideal opportunity to showcase your airport, brand, or destination to your target audience. This option also includes a screen and a furniture package.



3m x 4m Stand

Package includes:

Premier Shells inclusive of full furniture pack and DVD/Screen

Access to unlimited meeting requests via the Extra Meeting System

For Airports: Up to 3 meetings on the stand on Sunday 13:00 - 17:00

For Suppliers: Up to 5 meetings on the stand, with Airports only. Monday & Tuesday

Profile and Logo in the Delegate Directory

Profile and Logo on **routesonline.com**

Exclusive hospitality and promotional opportunities, Visit Me Guide

Inclusive of 3 delegate places

Price - £9,500

Route Exchange Airline Briefings

The Route Exchange airline briefing sessions are an opportunity for airlines to inform the market of their future plans. The sponsor of the airline briefing rooms can communicate its key messages throughout the event on an exclusive basis.

Package includes:	S
Sponsorship of branded banners outside briefing room	
Sponsorship of speaker backdrop	
Promotion via delegate directory	
Exclusive opportunity to place promotional postcards on seats	
+ Silver Benefits	
1 Available - £5,000	
SOLD - BOMBARDIER	

Media Support pack (optional):
2 month banner advertisement on routesonline.com
2 month banner advertisement in The HUB
Banner advertisement in The HUB event dailies (4 issues)
Airline briefing page sponsorship on routesonline.com
Price - £15,000




CLICK HERE NOW





To contact the team for more information

ADVERTISING WITH ROUTESONLINE

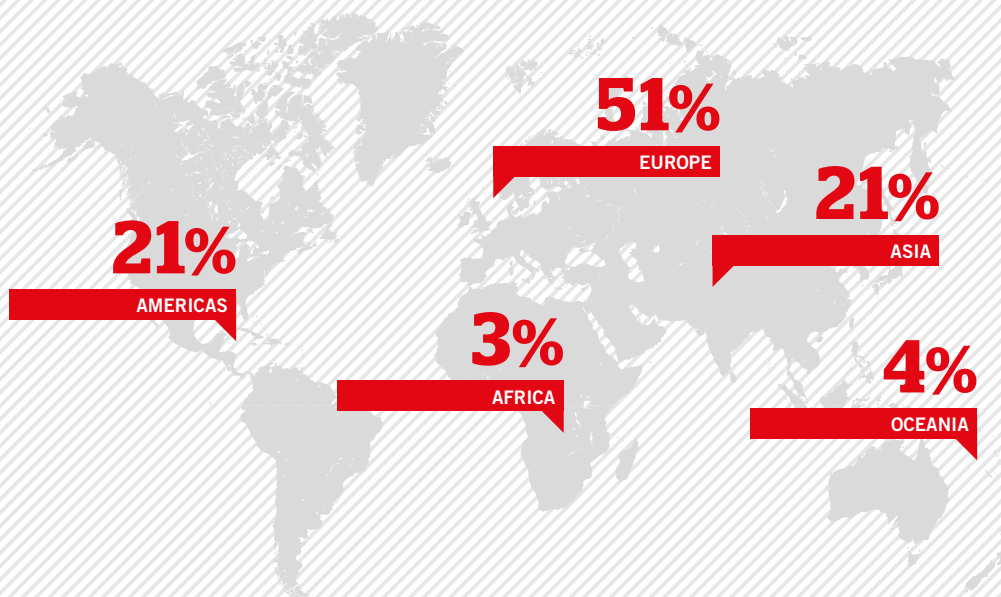
Routesonline is the online home to the world's route development community. We are recognised as the leading source for route development news, event information and airport/airline network strategy.



CLICK HERE NOW
To download the complete advertising pack

- 
SUPPORT EVENT ATTENDANCE
Promote key messages, before, during and after Routes events
- 
REACH THE ROUTES AUDIENCE
Reach a qualified, niche audience of senior decision makers from both the airport and airline community
- 
BRAND AWARENESS
Effectively communicate your brand message to the aviation community
- 
ACCOUNTABILITY
Digital advertising delivers accountability and transparency. We can show ROI, however you choose to measure it

AUDIENCE



100

TOP AIRLINES BY ASK REPRESENTED



2.4%

AVERAGE CLICK THROUGH FOR BANNERS*



100+

NEWS ARTICLES ADDED TO THE SITE EACH WEEK**

*Based on a representative sample of nine banners in 2012. **On average.

The online home to the world's route development community.

Contact the Routesonline team, email sales@routesonline.com

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 World Routes 2013.

Main Contacts



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#World Routes

routesonline.com

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