

Sponsorship Opportunities

Routes Africa 2013

Kampala, Uganda
7-9 July 2013

The route development forum for the African region



Routes Africa 2013

Routes Africa is an ideal location for Airports, Airlines, Tourism Authorities, Policy Leaders, Keynote Speakers and Exhibitors to meet, do business and plan for the future. The annual event will bring together more than 250 key players in the airline and airport industry from across the African region and beyond for strategic networking on air service development.

The 2013 Event

The 8th Routes Africa will take place in July 2013, and is hosted by Civil Aviation Authority of Uganda and Entebbe International Airport, who will be the host destination and main airport of Routes Africa 2013.

Sponsor Benefits

Sponsorship at Routes Africa 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 organization
- Ability to showcase your latest developments or key messages to this influential audience
- Worldwide media coverage through Routes' extensive contact network

The audience: Over 250 route development professionals from airlines, airports, tourism authorities and aviation stakeholders from across the African region.

Go to routesonline.com for more information or to book now for Routes Africa 2013



Sponsorship of Networking Lunch

The Sponsorship of the Networking Lunch at Routes Africa offers the sponsor the opportunity to communicate with, and position itself in front of, the entire Routes Africa audience - over 200 delegates. It is second in profile behind the host and offers ideal opportunity 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 2m 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 - £8,000

Sponsorship of Delegate Bags

The Routes Africa 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)
- 100 word profile and logo in the delegate directory
- Logo and weblink on event pages at **routesonline.com**
- Sponsor branding at distribution point

Price - £4,000



Sponsorship of Delegate Folders

Since the main activity at Routes Africa 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 200)
- 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

Price - £4,000

Sponsorship of Routes Africa 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**

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GHANA AIRPORTS





Sponsorship of Meetings 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 through branded meeting diaries which are collected and referred to throughout the event by all delegates as well as extra branding opportunities on some of the main features including the Mailboxes and the Diary Advice Desk.

Package includes:

- Branding on all delegate meeting diaries
- Branding on all Extra Meeting Sheets
- 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 - £4,000

Go to routesonline.com for more information or to book now for Routes Africa2013

Sponsorship of Airline Meeting Hall

Routes airline delegates are based at meeting tables in the Airline Meeting Hall 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)
- VIP Invitation for CEO - 1 x Delegate with 8 meetings
- 100 word profile in the delegate directory
- Logo and weblink on **routesonline.com**

Price - £8,000



Sponsorship of Routes Africa 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, providing an ideal way of communicating your message to influential industry decision makers before the pre-arranged meetings commence on Sunday afternoon continuing on Monday morning.

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 - £3,500

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“ All aspects of Routes Africa were excellent, it was useful to meet with airlines as well as airports and I appreciated the opportunity to participate on the (Strategy Summit) panel. From my perspective, Routes Africa 2012 was executed flawlessly. ”

John Twiss

Network Planning Manager, Africa, India & Middle East
United Airlines

“ We are absolutely delighted to have been selected as host of Routes Africa in 2013 as there is no better way to push what the country has to offer than for people to come and see it for themselves. We will be opening the doors of Uganda to all Routes delegates and enabling them to enjoy first-hand the hospitality and wonders of the country. ”

David Kakuba Mpango

Deputy Managing Director
Civil Aviation Authority of Uganda



Contact our Africa 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 Africa 2013.



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 #RoutesAfrica

“ I congratulate you and the Routes team for the amazing event of Routes Africa.”

Fatih Cigal
 Network Planning Manager
 Turkish Airlines

“ Routes Africa provided us with an opportunity to promote our airport as a gateway between Africa and Europe. As a sponsor we are pleased with the amount of exposure and was able to promote our key points to everyone attending through diary pages. Branding on pens made a good gift to be reminded afterwards.”

Umut Mert
 Commercial Aviation Expert
 Istanbul Sabiha Gökçen
 International Airport

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