



# WORLD ROUTES



THE 22ND WORLD ROUTE  
DEVELOPMENT FORUM

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## SPONSORSHIP & EXHIBITION OPPORTUNITIES

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**24 - 27 September 2016**

Chengdu, Sichuan Province, China



Host of World Routes 2016



A STAR ALLIANCE MEMBER

Official Carrier

# WORLD ROUTES 2016

**The 22nd World Route Development Forum  
24 - 27 September 2016, Chengdu, China**

Over 3,000 delegates from over 100 countries, including the world's leading airlines, airports, tourism authorities, aviation thought leaders and senior decision makers, will gather in Chengdu on the 24th - 27th September 2016, to attend the world's most important route development event.

World Routes continues to attract leading airlines from all corners of the globe. From national flag carriers to LCCs, World Routes promises to unite the route development community at the largest event of its kind.

## **SPONSORSHIP AT WORLD ROUTES**

Sponsorship at World Routes presents your organisation with the unique opportunity to raise your profile in front of the world's airlines, airports, destinations and influential aviation authorities.

Our sponsorship packages are designed to gain maximum exposure and place your brand in front of key decision makers, reaching the markets that matter.

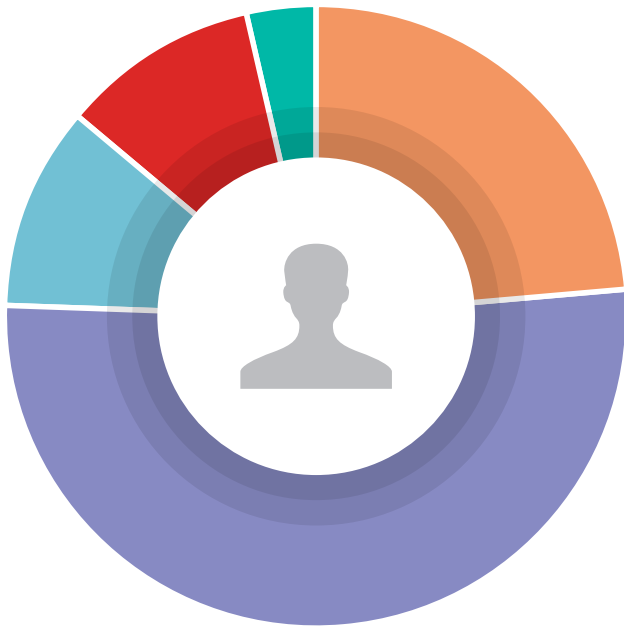
With a presence both online and at the events, as well as worldwide media coverage through Routes' comprehensive contact network and marketing campaigns, sponsorship will ensure that your brand's awareness will last pre, during and post event, increasing your reach and forming a lasting impression.

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

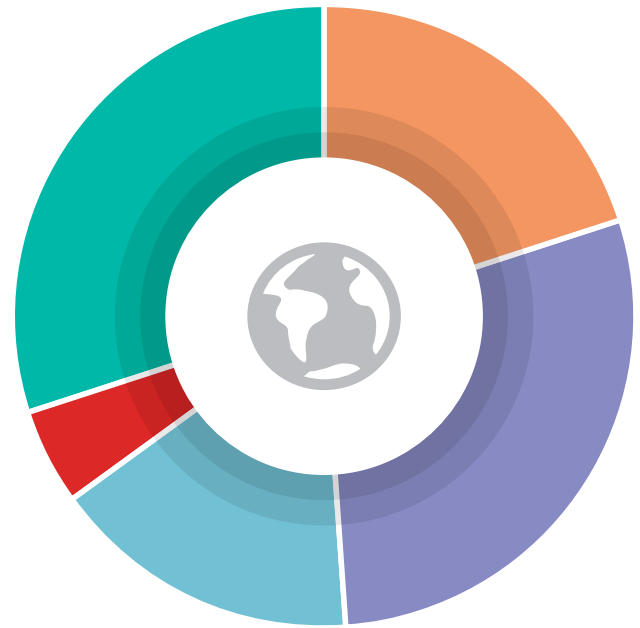
**World Routes is the most prestigious event of its kind, and the largest gathering of route development professionals in the world.**

## THE AUDIENCE

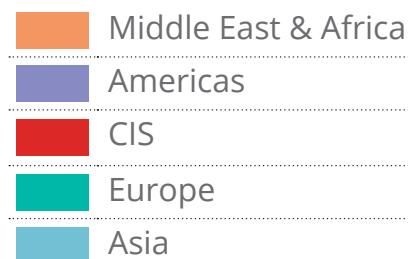
Over 3,000 route development professionals, including many of the industry's leading airlines, airports, tourism authorities and aviation authorities from across the globe.



Breakdown of delegate type at World Routes 2015



Breakdown of geographical region at World Routes 2015



### What delegates say...

88% of delegates consider World Routes important to visit.

92% of exhibitors consider World Routes important to exhibit at, with 27% classing it as extremely important.

"World Routes is the event to attend in the air transport industry".

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## REGULAR ATTENDEES OF WORLD ROUTES INCLUDE:



## SPONSORSHIP TIERS

There are various sponsorship items on offer at World Routes, designed to help you select the best solution for your organisation. Our packages come with a range of additional benefits which are categorised into four sponsorship tiers as detailed below.

Platinum Sponsorship Package <span>P</span>	
✓	2 VIP Delegate Places
✓	2 Observer Delegate Places
✓	Pre-event editorial coverage
✓	Hanging Banner in Networking Village
✓	Logo and profile in Delegate Directory
✓	Logo on Sponsor Wall
✓	Use of Big Screens in Networking Village

Your choice of one of the following digital elements:
1 Week Homepage Takeover
4 Weeks Digital Content Sponsorship
12 Month Routesonline Banner Advertising

Gold Sponsorship Package <span>G</span>	
✓	2 VIP Delegate Places
✓	2 Observer Delegate Places
✓	Hanging Banner in Networking Village
✓	Logo and profile in Delegate Directory
✓	Logo on Sponsor Wall
✗	Pre-event editorial coverage
✗	Use of Big Screens in Networking Village

Your choice of one of the following digital elements:
2 Weeks News Takeover (partial takeover)
6 Months Routesonline Banner Advertising
12 Months Routesonline Enhanced RX Profile + 2 Months Routesonline Banner Advertising

Silver Sponsorship Package <span>S</span>	
✓	2 Observer Delegate Places
✓	Logo on Sponsor Wall
✓	Logo and profile in Delegate Directory
✗	2 VIP Delegate Places
✗	Hanging Banner in Networking Village
✗	Pre-event editorial coverage
✗	Use of Big Screens in Networking Village

Your choice of one of the following digital elements:
3 Months Routesonline Banner Advertising
12 Months Routesonline Enhanced RX Profile

Bronze Sponsorship Package <span>B</span>	
✓	Logo on Sponsor Wall
✓	Logo and profile in Delegate Directory
✗	2 VIP Delegate Places
✗	2 Observer Delegate Places
✗	Hanging Banner in Networking Village
✗	Pre-event editorial coverage
✗	Use of Big Screens in Networking Village

Your choice of one of the following digital elements:
1 Month Routesonline Banner Advertising
6 Month Routesonline Enhanced RX Profile

**“WORLD ROUTES IS  
THE MOST EFFECTIVE  
EVENT FOR MEETING  
WITH THE MOST GLOBAL  
AIRPORTS AND AIRLINES  
IN ONE SETTING”**



## AIRLINE MEETING HALLS

The Airline Meeting Halls are the focal point of every Routes event. Sponsorship of the halls guarantees visibility for your brand, with almost every route development discussion taking place within these locations. With exclusive branding rights, this package is the perfect way to ensure your organisation is at the forefront of airlines minds.



### Package includes:

P

Exclusive branding on banners in all Airline Meeting Halls

Exclusive rights to provide branded table cloths for all airline tables

Exclusive rights to provide gifts, pens and notepads on airline tables

Exclusive sponsor's logo on the Meetings Clock

Exclusive sponsor's branding on the airline table card numbers and tent cards

Digital elements (see sponsorship tiers for more information)

+ Platinum Benefits

**SOLD**

## NETWORKING LUNCHES

Lunches form a key part of the day at World Routes, with almost all delegates visiting a buffet point. Sponsorship of a lunch presents you with the opportunity to ensure delegates are surrounded by your branding, combined with the unique element of addressing the delegation during a short speech and use of promotional videos.



### Package includes:

P

Catering for all World Routes delegates

Provide a flavour of your destination, with the opportunity for customised menus

Use of 2 screens at buffet points, for promotional video

Chance to distribute gifts from the buffet point

Printed menus distributed to all delegates including sponsor's welcome, branding and profile

Digital elements (see sponsorship tiers for more information)

+ Platinum Benefits

**Price - £ 45,000**

## REGISTRATION SPONSOR

One of the more prominent sponsorship items, the Registration package promises high visibility during the course of the event. Delegates will not only be required to wear your brand throughout the event with lanyards of your own design, but the Registration Desk is also the first stop for all delegates, with the option of striking visual graphics available.



### Package includes:

G

Exclusive branding of Registration Desk

Branded badges for all delegates

Branded lanyards

2 Airport delegates with 12 meetings each

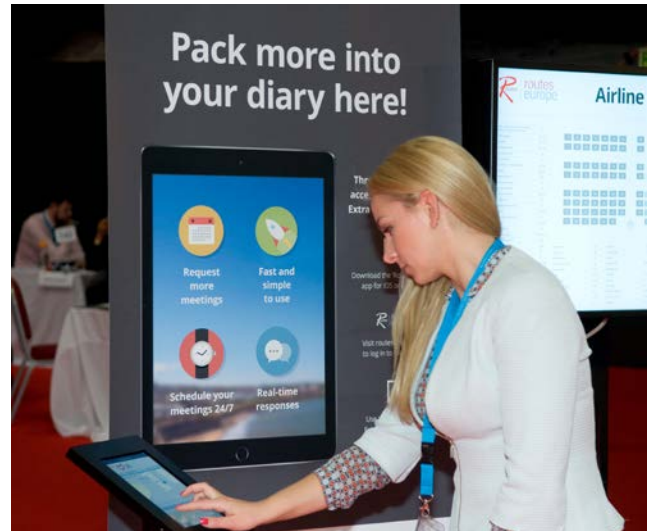
Digital elements (see sponsorship tiers for more information)

+ Gold Benefits

**Price - £46,500**

## MEETING SYSTEM

Face-to-face meetings are the core element of every Routes event. Sponsorship of the Meeting System gives your brand unrivalled exposure, from the pre-event scheduling requests to the onsite Electronic Extra Meeting System. Every delegate will see your brand every time they check their diary or manage their meetings, and with the system now digital and mobile responsive your brand will be in their pocket at all times.



### Package includes:

G

Advertisement on reverse of all meeting diaries

Branding at multiple Extra Meeting System feature areas

Branding on the Extra Meeting System in the mobile app and via Routesonline

Branding on draft diaries (electronic)

Branding on the "You Are Here" boards

10 x 1sqm floor graphics in Networking Village

Digital elements (see sponsorship tiers for more information)

+ Gold Benefits

**Price - £45,000**



## RECHARGE BAR/ZONE

Provide delegates a place to recharge, both themselves and their devices. Recharge Zones offer essential energy to attendees, with numerous charge points for a variety of mobile devices alongside energy drinks, coffee and water. This sponsorship opportunity provides a practical solution and a fantastic meeting point during the event.

### Package includes:

G

10 x 6.5m recharge area containing multiple open bay charging outlets

Includes an assortment of soft drinks, energy drinks, coffee, power bars and a water bubbler

Branding within Recharge Zone area

Exclusive rights to distribute gifts and promotional material within recharge zone

Opportunity to provide branded t-shirts to be worn by temporary staff

Opportunity to play promotional DVD on screen in Recharge Zone

Double sided hanging banner in Networking Village

Digital elements (see sponsorship tiers for more information)

+ Gold Benefits

**Price - £37,500**

## STRATEGY SUMMIT

The World Routes Strategy Summit gathers leading aviation professionals to participate in engaging and interactive panel discussions. Held across two days, sponsorship places your brand in front of senior decision makers and an influential audience, providing an ideal opportunity to present your organisation at the forefront of these discussions.



### Package includes:

S

Speaking slot / panel place for sponsor

Opportunity to provide a seat-drop of marketing material

Company logo on the stage backdrop

Company logo on all summit related marketing material

Digital elements (see sponsorship tiers for more information)

+ Silver Benefits

**Price - £55,000**

## DELEGATE BAGS

Routes delegate bags are seen throughout the duration of the event. Used to carry all materials, laptops, papers and information received, sponsorship of the delegate bags have a high retention value in that they are re-used, meaning your brand is visible beyond the event.



### Package includes:

S

Branding on Delegate Bags distributed to all delegates on arrival

Opportunity to place marketing material or small gift in the Delegate Bags

Branding at the Delegate Bag collection point in a high profile area of the event

Digital elements (see sponsorship tiers for more information)

+ Silver Benefits

**Price - £35,000**

## INTERNET STATION

Internet stations provide an ideal solution for those looking for reliable internet access and a power source. Sponsorship provides 2 locations within the venue with large branding opportunities, presenting your organisation with an ideal opportunity to be represented in front of the world's aviation community.



### Package includes:

S

2 Internet Stations each containing 6 terminals (min 25sqm per station)

Branding on the internet stations

Branded desktop wallpaper on all internet stations

Laptop / Electrical charging sockets provided

Digital elements (see sponsorship tiers for more information)

+ Silver Benefits

**Price - £25,000**

## DIARY ADVICE DESK

The Diary Advice Desk is one of the functional focal points of World Routes, as every attendee requires a copy of their diary alongside information and advice throughout the duration of the event. Enjoy a high profile sponsorship package which is guaranteed to be seen by the majority of attendees alongside additional benefits such as floor stickers and a hanging banner.



### Package includes:

S

Branding at Diary Advice Desk Feature Area

Branded screen cleaners distributed at Diary Advice Desk

10 x 1 msq floor graphics in Networking Village

Logo on hanging banner above diary advice desk

Routesonline Banner Advert

Digital elements (see sponsorship tiers for more information)

+ Silver Benefits

**Price - £17,500**

## MARKETING AWARDS

(only available to industry suppliers)

The highly coveted World Routes Marketing Awards are an important feature within the main social event of World Routes. Sponsorship will present your organisation with exposure to a large number of airlines as they vote, in addition to branding throughout the ceremony and an opportunity to present an award to the overall winner.



### Package includes:

S

Logo on pre-event HTML Emails

Logo on pre-event marketing materials

Logo on awards trophies and certificates

Pre and post event media coverage via Routes' media partners

Branding at awards ceremony (Logo on Awards Presentation)

Opportunity to present an award

+ Silver Benefits

**Price - £10,000**

## WATER BOTTLES

Our reusable water bottles present you with an opportunity to brand a high quality, eco-friendly product which is often kept and used beyond the event. Choose your own design and brand an item which is responsibly sourced in order to cut our carbon footprint and reduce waste.



### Package includes:

B

Branding on reusable water bottles distributed to delegates

Branding at water stations (x6) positioned throughout the Networking Village

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £25,000**

## WIFI

An event essential used by almost all attendees, sponsorship of the Wi-Fi ensures your brand is noticed and interacted with multiple times a day on many different devices, allowing you to redirect users onto a page of your choice.



### Package includes:

B

Branded Wi-Fi Card handed out to all delegates

Branded landing page

Sponsor's choice of username and password

Sponsor's logo on Sponsor Wall

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £25,000**

## BRANDED SOS KITS

SOS Kits are distributed to all delegates, containing event necessities to help attendees get through the day! From lip balm to hand sanitiser and other toiletry essentials, the SOS kit is a great physical sponsorship item that can be taken away and reused.

### Package includes:

B

Sponsor's branding on airline approved toilet bags distributed to delegates

Sponsor branded lip salve

Sponsor branded hand sanitiser

Extra toiletry items can be added at additional cost to sponsor

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £22,500**

## DELEGATE FOLDERS

Providing a lasting branding opportunity, delegate folders are distributed to all attendees and are branded to your specifications. Often used throughout the event and beyond, sponsorship ensures your brand is seen by airlines, airports and tourism authorities alike.



### Package includes:

B

Branded conference folders distributed to all delegates (A5 size)

Branded pens in all delegate folders

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £15,000**

## PHOTO BOOTHS

A new, interactive sponsorship item, photo booths offer a unique and fun way to promote your organisation. With customisable photo templates, and a wide variety of branding opportunities, this sponsorship item offers high visibility alongside an interactive element that allows delegates to take away a piece of your brand.

### Package includes:

B

Branding on 3 photo booths located throughout the Networking Village

Branded pop-up banners at each photo booth

Branding on custom template designed photos

Selection of props provided or opportunity for sponsor to supply branded props

Opportunity to provide branded t-shirt for staff members

Opportunity to distribute promotional material at each photo booth

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £15,000 / £5,000 each (without bronze tier benefits)**

## MASSAGE STATION

Ensure delegates can relax and unwind in an environment branded by your company. With 3 massage stations available throughout the venue, this package offers a constant presence that can be used time and again by attendees. There are multiple branding opportunities to benefit from.

### Package includes:

B

Sponsorship of 3 Massage Stations

Two technicians and chairs at each location

Opportunity to provide technicians with branded t-shirts

Branded pop-up banner and large floor sticker at each station

Opportunity to distribute promotional material at Massage Station

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £15,000 / £5,000 each (without bronze tier benefits)**

## ROUTE EXCHANGE THEATRE

Route Exchange Theatres host senior decision makers, who come to present their airline's future network plans. Attracting airports and tourism authorities alongside senior representatives from the presenting airlines, this sponsorship item gives your brand a fantastic platform to be seen alongside the world's leading airlines as they present their future plans.



### Package includes:

B

Opportunity to provide seat drops at beginning of each airline briefing

Opportunity to provide theatre temp staff with branded t-shirts

Logo on all theatre signage

Logo on theatre page on routesonline.com

Logo on event supporters/sponsors wall

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £15,000**

## HOTEL ROOM DROP

Leave the world's airlines a gift of your choice, right in delegates' rooms. This package offers your organisation a guaranteed opportunity to place your brand exclusively in front of the world's airlines and offer them a flavour of your airport or destination.



### Package includes:

B

Exclusive gift and letter distribution rights in airline hotel rooms (up to 500)

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £13,000**

## INFORMATION DESK

Information desks are located throughout the venue, providing a great contact point for attendees to ask for event details, get directions or discover the answers to any queries. Sponsorship provides you with the opportunity to brand up to 3 desks, alongside promotional items of your choice to be handed out by our friendly staff.



### Package includes:

B

Branded kickplate on 3 Information Desks located throughout the Networking Village

Opportunity to provide Information Desk temp staff with branded t-shirts

Opportunity to provide pop-up banners to be positioned next to the 3 Information Desks

Opportunity to distribute promotional material at each Information Desk

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £12,000**

## CLOAKROOM/LEFT LUGGAGE

Cloakrooms provide a functional sponsorship package, often located in a highly visible area for ease of use. Many delegates often bring large bags and items with them that they do not require for the duration of the day – the cloakroom provides an excellent branding opportunity to greet those delegates and provide assistance.

### Package includes:

B

Branding at the cloakroom/left luggage desks

Opportunity to provide branded t-shirts for the cloakroom staff

Opportunity to provide pop-up banners to be positioned at the cloakroom area

Opportunity to distribute promotional material to users of the cloakroom

Digital elements (see sponsorship tiers for more information)

+ Bronze Benefits

**Price - £10,000**



## HANGING BANNERS

Hanging banners are located throughout the venue and provide an excellent, affordable and high visibility item. Inform delegates as to the location of your stand, or simply get your brand out there with your own designs.



### Package includes:

Double sided 3x4m Hanging Banner in Networking Village

Includes production and rigging

**Price - £4,000 or £6,500 for 2**

## DELEGATE BAG INSERTS

Delegate bag inserts allow your organisation to provide a simple handout to all registered delegates, invite them to your stand, provide information on your activities or include some important route development information for them to takeaway.



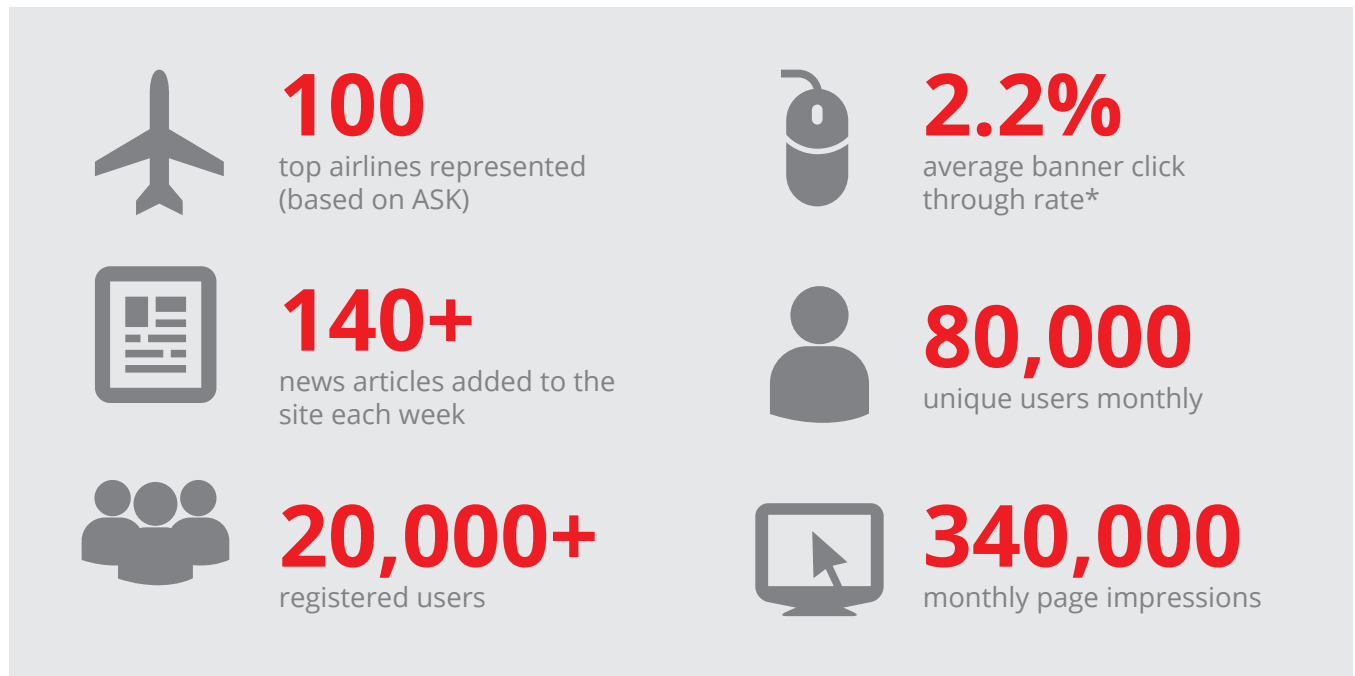
### Package includes:

Opportunity to provide bag inserts (A5 advert or small gift)

**Price - £2,500**

## ADVERTISING WITH ROUTESONLINE

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



### 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 the route development community

### Brand Awareness

Effectively communicate your brand message to differentiate your business to aviation stakeholders

### Accountability

Digital advertising delivers accountability and transparency. We can demonstrate ROI, however you choose to measure it

### Advertising Prices:

Banner – MPU or Leaderboard	£2,000 per month
News Sponsor (Partial Takeover)	£6,000 per month

For more digital sponsorship opportunities please see the full digital brochure at:

<http://www.routesonline.com/download/content/17008/routesonline-media-pack/>

# EXHIBITION OPPORTUNITIES

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## VALUE BASED PRICING

As a result of research and customer feedback, World Routes 2016 will see the introduction of a brand new pricing structure for hosted networking stands, offering you increased choice, flexibility and a simplified booking process.

### Location based pricing – more choice, more straightforward

Location of your exhibition stand will now impact the rate you pay; therefore stands with premium locations will have a higher value. As a result, World Routes 2016 will introduce platinum and gold stand locations

Platinum hosted networking stands are situated near to airline meeting halls, catering points and central aisles, whereas gold stand locations are in areas surrounding platinum stand locations. The new pricing structure and a link to the floorplan can be found below.

Hosted Networking Stand	Price Platinum Pre 31/10/15	Price Gold Pre 31/10/15	Price Platinum 01/11/15 - 31/05/16	Price Gold 1/11/15 - 31/05/16	Price Platinum Post 01/06/16	Price Gold Post 01/06/16	Exhibitors Delegates Included *
160 sqm	£51,250	£47,925	£55,175	£51,850	£60,350	£56,725	10
120 sqm	£39,825	£37,225	£42,250	£39,650	£47,175	£44,350	8
100 sqm	£37,525	£35,075	£39,675	£37,200	£44,125	£41,475	6
80 sqm	£32,925	£30,800	£34,625	£32,450	£37,750	£35,500	5
60 sqm	£26,100	£24,400	£27,250	£25,500	£30,055	£28,255	4
50 sqm	£22,700	£21,200	£23,625	£22,125	£25,750	£24,100	4
42 sqm	£20,400	£19,050	£21,500	£20,100	£23,400	£21,925	3
36 sqm	£18,130	£16,930	£19,220	£17,970	£20,550	£19,250	3
25 sqm	£13,825	£12,825	£14,850	£13,850	£15,900	£14,900	3

All hosted networking stands include 4x 50 minute meetings and 5x 20 minute meetings subject to availability

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## WORLD ROUTES 2016 FLOORPLAN

Click the link below to view the World Routes floorplan and discover the locations of the platinum and gold stands:

<http://www.routesonline.com/download/content/17131/world-routes-2016-floorplan/>

## HOSTED NETWORKING STAND

The hosted networking stand is a high impact package, customised to your requirements to help create an eye catching exhibition space, increasing the footfall of your target audience. Hosted Networking Stands allow you to take meetings in your own creative area, providing a long 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

Exclusive hospitality and promotional opportunities, Visit Me

Inclusive of Exhibitor delegates





## 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)\*

Exclusive hospitality and promotional opportunities, Visit Me

Inclusive of Exhibitor delegates

\*subject to availability

Meeting Chalet	Price 31/10/15	Price 1/11/15 - 31/5/16	Post 1/6/16	Meetings Included	Exhibitors Included *
Exclusive 65 sqm	£37,000	£38,225	£38,750	8 x 50mins, 5 x 20mins	5
(Self Build) 65 sqm Regulations Apply	£24,500	£25,750	£26,250	8 x 50mins, 5 x 20mins	4
Standard 35 sqm	£24,500	£25,750	£26,300	6 x 50mins, 5 x 20mins	3

## 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.



### Packages includes:

Access to unlimited meeting requests via the Extra Meeting System

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

Exclusive hospitality and promotional opportunities, Visit Me

Inclusive of 2 delegate places

31/10/15	1/11/15 - 31/5/16	Post 1/6/16
£6,200	£7,200	£7,725

## 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.



### Packages includes:

Premier Shells inclusive of full furniture pack and DVD/Screen

Access to unlimited meeting requests via the Extra Meeting System

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

Exclusive hospitality and promotional opportunities, Visit Me

Inclusive of 3 delegate places

31/10/15	1/11/15 - 31/5/16	Post 1/6/16
£9,300	£10,275	£10,800

# CONTACT US

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 2016.



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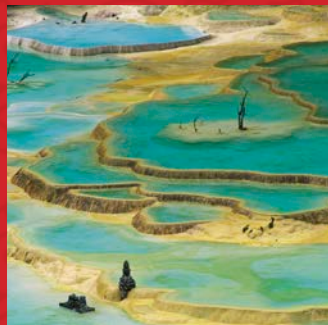
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