



SHEPHARD
AIR
POWER
Middle East

Conference
 1-2 November 2010
 Doha, Qatar

Organised on behalf of the Qatar Emiri Air Force



OF5 or above?
 Attend for **FREE**

Partnership Opportunities at Air Power Middle East 2010

Organised under the Auspices of:



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* Courtesy of AgustaWestland

Dedicated to the future development of air assets and new platforms for the region

2-day conference

A winning formula...

A unique industry platform that delivers unrivalled opportunities to network with policy experts, thought leaders, decision makers, procurement officers, commanders and chiefs. The event is held with the full support of the Qatar Emiri Air Force and is an ideal opportunity for networking with GCC countries.

Opportunities for your organisation

Our partnership options give key companies the chance to promote their brand at the event.

However, our opportunities offer more than brand recognition; many of the listed opportunities also offer your organisation promotional space within the display area and multiple delegate places.

To discuss partnership and other tailored solutions at Air Power Middle East 2010 contact James Grant on: +44 (0)1753 727019, jsg@shephard.co.uk

Previous sponsors have included Northrop Grumman, Boeing, Elettronica, BAE Systems and Lockheed Martin.

Who will attend?

- Chief of Qatar Emiri Air Force
- Qatar Emiri Air Force senior leadership
- Operational commanders
- Armed forces officers and pilots
- GCC Government officials
- Procurement officers
- Research and development leaders
- Systems technicians and engineers
- Project and programme managers
- Aerospace engineers
- Strategists, analysts and consultants



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Lead Sponsorship and Sponsorship Opportunities

Lead Sponsorship Opportunities

Official Drinks Reception

The Official Drinks Reception is a prime opportunity to present your company's message to all of the participants. It will take place in the conference refreshment area at the end of the conference. It will start at approximately 17.30 and run for an hour and a half and is one of the event's important social occasions.

Partnership includes:

- Official "Drinks Reception" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements complimentary delegate places for the conference
- Additional delegate places for your company personnel at a discounted rate
- Company logo on signage at Official Drinks Reception
- Company logo on napkins at Official Drinks Reception

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Registration and Refreshments on Arrival

The Registration Desk at the Conference will be the first port of call for all event participants (delegates/speakers/visitors/exhibitors) where they collect their conference badge & documentation before they proceed into the exhibition for their refreshments on arrival. This provides an ideal opportunity to place your name in front of delegates. Special signage at each serving point provides strong visibility for the partner.

Sponsorship includes:

- Official "Registration and Refreshments on Arrival" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 3 complimentary delegate places for the conference
- Additional delegate places for your company personnel at a discounted rate
- Company logo on signage at Registration Desk
- Company logo on signage at Refreshments on Arrival
- Opportunity to distribute your company's literature at the Registration Desk

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Delegate Folders

Presented to every delegate attending the conference, the delegate folder, containing a pad of paper and a pen, offer a long-term promotional opportunity. The inclusion of the partner's logo makes these an excellent souvenir item.

Partnership includes:

- Official "Delegate Folder" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 2 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Company logo on conference folders
- Opportunity to include company brochure in conference folders
- 1 invitation to Speakers' Dinner
- 6m² area in refreshment room for company display

Sponsorship fee is £10,000 + VAT

Delegate Bags

Presented to every delegate attending the conference the delegate bags are a primary promotional opportunity. Every single delegate attending the event will be carrying your company logo around with them and using the bag way beyond the close of the conference.

Sponsorship includes:

- Official "Delegate Bag" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 3 complimentary delegate places for the conference
- Additional delegate places for your company personnel at a discounted rate
- Company logo on delegate bags
- Opportunity to include company brochure in delegate bags

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Sponsorship Opportunities

Delegate Lanyards

Presented to every delegate attending the conference, the delegate lanyard offers a long-term promotional opportunity. In particular the inclusion of the partner's logo makes this an attractive souvenir item. Every single participant at the event will be carrying your company logo around with them.

Sponsorship includes:

- Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 3 complimentary delegate places for the conference
- Additional delegate places for your company personnel at a discounted rate
- Company logo on delegate lanyards

Sponsorship fee is £8,000

Lunch Break

Partnership of the 90-minute lunch break provides an ideal opportunity to make a special impact and place your name in front of delegates during the event. Special signage at each serving point links the partner to the lunch.

Sponsorship includes:

- Official "Lunch Break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 3 complimentary delegate places for the conference
- Additional delegate places conference for your company personnel at a discounted rate
- Company logo on signage at lunch break
- Company logo on napkins at lunch break

DAY 1 SPONSORED BY

Sponsorship fee is £10,000 per day

Refreshment Breaks

The Partnership of the two Refreshment Breaks (mid morning and mid afternoon) of the conference provides an ideal opportunity to place your name in front of delegates during the event. Special signage at each serving point provides strong visibility for the partner.

Sponsorship includes:

- Official "refreshment break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 2 complimentary delegate places for the conference
- Additional delegate places for your company personnel at a discounted rate

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Exhibition Pop Up

Exhibit includes:

- 3 m by 2m area for Pop Up Display
- 2 complimentary delegate places for the conference

Pop Up fee is £2,650

To discuss display and partnership opportunities contact James Grant on
+44 (0)1753 727019 or jsg@shephard.co.uk