

global
aerospace summit



30 march - 1 april 2020 | abu dhabi

AEROSPACE | AVIATION | DEFENCE | SPACE

Hosted by:



MUBADALA

30 March - 1 April 2020 | Abu Dhabi | United Arab Emirates

www.aerospacesummit.com

THE FUTURE OF AEROSPACE

SPONSORSHIP PROSPECTUS

Featuring:

**NEXT GEN
LEADERS**

30 March – 1 April 2020

**YOUNG
SPACE
LEADERS**

1 April 2020



2020 INTRODUCTION

The Global Aerospace Summit provides an effective commercial programme enabling access to the most high potential and lucrative markets for aerospace, defence, space and aviation platforms and technology. It does this by giving you exclusive access to the most senior decision makers and influencers in the industry. By becoming an event partner or sponsor you are signaling your commitment to the progressive development of the aerospace sector on both a global and regional basis.

One thing the Global Aerospace Summit is not is an airshow. There is no audience dilution, which means that you will be meeting with a prequalified group of the most influential global and regional players in your sector. Our partner and sponsor packages are built not around display stands but around structured meeting programmes designed to put you in front of the clients and partners it is most important for you to spend personal face to face time with.

At the same time we understand that brand positioning is an important tool for organisations looking to win business and promote their solutions and ambitions. There are extensive branding opportunities on site and as part of the extensive and ongoing marketing and content campaigns around the Summit.



TESTIMONIALS



“It is something that cannot be replicated, to have such an important Summit that brings together all the important industry players in one place, under one roof...to get that kind of platform replicated is not easy. We go around all year trying to meet with our partners worldwide; here, in two days, you can meet with nearly all of them and catch up with all the latest business opportunities...It's extremely important networking that happens over here and we look forward to continuing and even doing more of them. ”

Khaled Al Qubaisi

Chief Executive Officer, Aerospace, Renewables & Information Communications Technology (ICT), **Mubadala Investment Company**



“There is no conference I look forward to more than the Global Aerospace Summit. The topics discussed at the Summit are always fresh, relevant, and at the cutting edge of the aerospace field. The Summit's participants and attendees are world-class and represent a mixture of nationalities and areas of expertise that are unique to the Summit. The contacts that I have developed through participation in the Summit have been invaluable and have led to numerous business opportunities and even life-long friendships. ”

Michael Gold

Vice President for Regulatory & Policy, **Maxar Technologies**



“A Summit like this, the Global Aerospace Summit, is a key enabler and key contributor to diversification of economies....the aerospace and defence industry is going to grow, there's no doubt about that. In Saudi specifically, our Crown Prince said that only 2% of everything we spend in defence is localised. That's not going to continue. The target for 2030 is 50%. There's lots of initiatives taking place in the Kingdom to enable that, and I believe a Summit like this will be a great platform to exchange ideas and views and to enable this to happen. ”

H.E. Walid Abukhaled

Chief Executive - Middle East, **Northrop Grumman**



“The Global Aerospace Summit in Abu Dhabi is one of the most important gatherings of leaders in the global aerospace sector. The discussions were high level, compelling and insightful. I enjoyed collaborating with fellow panelists and attendees on how innovation can be nurtured, showcasing the disruptive technologies that are embraced today, and analysing those that seek to re-define the aerospace and defence industry in future. Forums such as these are immeasurably important in interconnecting leading industry executives, policy-makers and thought leaders, connecting and on-site sharing unique ideas in taking forward industrialisation in the EMEA, for example, while discussing the opportunities and challenges within the aviation, aerospace and defence industries to date. We look forward to participating again and exploring partnership prospects, both in the UAE as well as with other GCC nations. ”

Ivor Ichikowitz

Group Executive Chairman, **Paramount Group**



“The Summit is something that is very important to the industry because we do not have one place that brings the entire world together for thought leadership. We in Abu Dhabi believe that partnership is extremely important to define which path the future of the industry is going to go towards. So by bringing in people from space, people from aerospace, people from the aviation sector and people from the defence sector we can put a road map together to talk about the future of the industry and where 3D printing, artificial intelligence and blockchain all have an impact on how the future of this industry is going to evolve. ”

Badr Al Olama

Director of Aerospace, **Mubadala Investment Company**

2018 SPEAKERS INCLUDE



H.E. Mohammed Ahmed Albowardi Alfalacy
Minister of State for Defence Affairs
UAE



H.E. Dr. Ahmad Belhoual Al-Falasi
Minister of State for Higher Education and Advanced Skills
Chairman of the UAE Space Agency



Khaled Al Qubaisi
Chief Executive Officer, Aerospace, Renewables and ICT
Mubadala Investment Company



Marillyn Hewson
Chairman, President & Chief Executive Officer
Lockheed Martin



H.E. Dr. Mohammed Al Ahabbi
Director General
UAE Space Agency



Ghaith Al Ghaith
Chief Executive Officer
flydubai



François Auque
Chairman of the Investment Committee
Airbus Ventures



H.E. Walid Abukhaled
Chief Executive - Middle East
Northrop Grumman



Jim Chilton
Senior Vice President Space & Launch
Boeing Defense, Space & Security



Alan Davis
Chief Operating Officer
Raytheon Emirates



Dr. Yehya Al Marzooqi
Executive Director, Strategy & Business Performance
Tawazun Economic Council



Fahad Al Mheiri
Executive Director Business Development
Emirates Defence Industries Company (EDIC)



Harj Dahlwal
Managing Director - Middle East and Africa
Virgin Hyperloop One



Pascale Ehrenfreund
Chair of the Executive Board
German Aerospace Center (DLR)



Badr Al Olama
Director of Aerospace
Mubadala Investment Company



Ibrahim Ajami
Head of Venture Capital
Mubadala Investment Company



Sheikha Al Maskari
Chief Innovation Officer
UAE Space Agency



Neil Bevan
Chief Executive Officer
Saudi Rotorcraft Support Company



David Hansell
Global Aviation Policy Lead
Facebook



Robert Harward
Chief Executive Officer
Lockheed Martin United Arab Emirates



Mansoor Janahi
Acting Chief Executive Officer
Turbine Services & Solutions Aerospace



Salem Humaid Al Marri
Assistant Director General for Science & Technology Centre
Mohammed Bin Rashid Space Centre



Jean-Yves Le Gall
President
International Astronautical Federation



Amer Khouri
Vice President, Commercial Satellite Business
Orbital ATK



Tony Douglas
Group Chief Executive Officer
Etihad Aviation Group



Colin Mahoney
Senior Vice President, International and Service Solutions
Rockwell Collins



Sudhi Ranjan Mukherjee
Chief Executive Officer
Tata Advanced Materials



Assem Khalaili
Executive Vice President Business Development & Strategy
Siemens AG



Sheila Remes
Vice President of Strategy
Boeing Commercial Airplanes



Hans Rosen
President Market Area Middle East and Africa
SAAB Middle East



Laurent S. Jaffart
Vice President - Head of Future Programmes
Airbus Defence & Space



Renato Vaghi
Chief Executive Officer
Piaggio Aerospace



Amadou Diallo
Chief Executive Officer, Middle East & Africa
DHL Global Forwarding



Stephen Eisele
Vice president, Business Development
Virgin Orbit



Eric Stallmer
President
Commercial Spaceflight Federation



Jonathan Watson
Chief Manufacturing Engineer, Civil Future Programmes
Rolls-Royce

SPONSORSHIP MATRIX

+5% UAE VAT as per Federal Decree - Law No.(8) of 2017

Key Benefits	Summit Partner	Summit Sponsor	Main Programme Sponsor	Strategy Session Sponsor	Networking Sponsor
	US\$ 185,000	US\$ 125,000	US\$ 85,000	US\$ 60,000	US\$ 35,000
Advisory board position	✓	✗	✗	✗	✗
Main programme panellist position	✓	✓	✗	✗	✗
Delegate passes	15	10	7	5	3
Main programme sponsorship	✓	✗	✓	✗	✗
Strategy session sponsorship	✓	✓	✗	✓	✗

Experience Zone					
Display area	15sqm	12sqm	9sqm	✗	✗

Summit Guide					
Thought leadership article	2,500 words	2,000 words	1,500 words	1,500 words	1,500 words
Advertisement(s)	DPS or 2 x Full Pages	1 x Full Page	1 x Full Page	1 x Full Page	1 x Full Page
Company profile with logo and URL	150 words	150 words	150 words	150 words	150 words
Sponsor recognition page	✓	✓	✓	✓	✓

Sponsorship Recognition					
Logo on advertisements	✓	✓	✗	✗	✗
Logo on the front of summit collateral	✓	✓	✗	✗	✗
Logo on the backdrop in the main Summit room	✓	✓	✗	✗	✗
Branding on selected digital and printed collateral	✓	✓	✓	✓	✓
Video and written interviews	✓	✓	✓	✓	✗
On screen adverts	✓	✓	✓	✓	✗
Bespoke social media campaign	✓	✓	✗	✗	✗

Other					
First choice on sponsorship renewal	✓	✓	✓	✓	✓

DESCRIPTION OF SPONSORSHIP DELIVERABLES

Advisory Board Position

Having a member of your senior management team on the Summit's Advisory Board provides the opportunity for companies to help shape the Summit agenda. It also presents a unique networking opportunity for the C-level executives and senior decision makers on the Advisory Board.

Each Advisory Board member receives a 100 word executive profile and photo that is published on the Summit website and in the on-site Summit guide.

Panellist Position

The main programme during the Summit predominantly consists of cross industry panel discussions of industry experts, C-level executives and senior decision makers. Panel discussions help ensure that the panel sessions remain relevant and informative for the audience.

In order to maintain the integrity of the Summit main programme, panellist positions are only allocated by the production team and are typically not included as a sponsorship deliverable. Each panellist receives a 100 word executive profile and photo that is published on the Summit website and in the on-site Summit guide.

Delegate Passes

The complimentary delegate passes included in the sponsorship deliverables allow for sponsors' senior management team members to attend the Summit. The complimentary delegate passes can also be used by the sponsor to invite qualifying key customers and industry partners to attend the Summit as a hosted guest of the sponsor.

If additional delegate passes are required, sponsors may purchase them for US\$ 2,500. This is a 50% discount from the standard rate of US\$ 5,000 per pass.

Main Programme Sponsorship

Companies may sponsor a main programme session during the Summit allowing them to align their brand and expertise with that particular panel discussion. As a main programme sponsor, companies may:

- Play a short video/television commercial (TVC) on the screen(s) in the main Summit room before the start of the sponsored session
- Distribute marketing literature, collateral and/or gifts within the room to panellists and delegates before the session starts

In recognition of sponsorship, the sponsor's logo will appear:

- At various intervals on the screen(s) in the main Summit room during the sponsored session
- Alongside the session listing in the Summit programme; this includes all printed and online marketing collateral where the main programme is published
- The sponsored session will be uploaded to the Summit's YouTube channel and the TVC will play before the start of the sponsored session

Please note that sponsoring a session does not guarantee that a member of your senior management will be invited to participate on that session as a panellist or moderator.



DESCRIPTION OF SPONSORSHIP DELIVERABLES

Strategy Session Sponsorship

Running alongside the main programme will be a series of strategy sessions during the Summit that are focussed on more niche or industry specific topics. The strategy sessions are normally a roundtable discussion, allowing for all participants to contribute to the discussion.

Depending upon the topic of the strategy session some are "closed door" where by attendees need to pre-register and some are held under "Chatham House Rule" whereby none of the participants will be identified in the white paper summarising the discussions from the strategy session.

Companies may sponsor a strategy session during the Summit allowing them to align their brand and expertise with that particular strategy session. As a strategy sessions sponsor, companies may:

- Play a short corporate video/television commercial (TVC) on the screen(s) in the strategy session room before the start of the sponsored session
- Facilitate the session discussion or request that a facilitator ask some specific questions during the strategy session
- Distribute marketing literature, collateral and/or gifts within the room to the attendees
- Use the white paper summarising the discussions from the strategy session for marketing purposes after the Summit

In recognition of sponsorship, the sponsors' logo will appear:

- At various intervals on the screen(s) in the strategy session room during the sponsored session
- Alongside the strategy session listing in the Summit programme; this includes all printed and online marketing collateral where the strategy sessions are published
- On the front cover of the whitepaper summarising the discussions from the strategy session

Experience Zone

Sponsors can have a dedicated, branded area to host informal meetings with attendees of the Summit. Sponsors may also use this area to showcase their capabilities and products. The cost of building each of the dedicated Summit lounge areas is included in the price of the sponsorship so there is no additional cost to sponsors. Sponsors may also distribute marketing collateral and branded gifts in their Summit lounge area.

Summit Guide

Distributed to all the attendees of the Summit, the Summit guide is read during and after the event. Depending upon the deliverables included in the sponsorship package, sponsors can have the right to place advertisements and thought leadership articles in the Summit guide alongside the 150 word company profile and logo.



DESCRIPTION OF SPONSORSHIP DELIVERABLES

Sponsorship Recognition

Throughout the collateral produced for the Summit sponsors will receive recognition for their support. This will include but is not limited to the Summit website, venue branding and advertisement placed in local and international media.

When in the same visual space, such as the sponsor recognition pages in the Summit guide, sponsors logos are to be sized accordingly:

Summit Partner	-	100% of the Summit Partner logos
Summit Sponsor	-	85% of the Summit Partner logos
Main Programme Sponsor	-	70% of the Summit Partner logos
Strategy Session Sponsor	-	70% of the Summit Partner logos
Networking Sponsor	-	70% of the Summit Partner logos

PREVIOUS PARTNERS AND SPONSORS



2018 PARTNERS AND SPONSORS

HOST:



MUBADALA

SPACE PARTNER:

وكالة الإمارات للفضاء
UAE SPACE AGENCY



SUMMIT PARTNERS:

AIRBUS



AVIATION WEEK
NETWORK

الإتحاد
ETIHAD
AVIATION GROUP

SUMMIT SPONSORS:



MAIN PROGRAMME SPONSOR:



STRATEGY SESSION SPONSORS:



Injazat

حزنة
khazna
data centers



Masdar
A MUBADALA COMPANY



الستراتا
STRATA
A Mubadala Company

شركة الخدمات والحلول التوربينية
TURBINE SERVICES & SOLUTIONS

اليه سات
yahasat

SESSION SPONSOR:



BADGE & LANYARD SPONSOR:



WELCOME RECEPTION SPONSOR:



NETWORKING SPONSORS:

Honeywell
THE POWER OF CONNECTED

Raytheon



SACS Boysen
AEROSPACE GROUP

خدمات ابوظبي
Abu Dhabi AVIATION

ماكسيموس للطيران
MAXIMUS AIR

رويال جت
ROYAL JET

WIFI SPONSOR:

Rockwell
Collins

NOTEBOOK &
PEN SPONSOR:

THALES

DIGITAL SPONSOR:

CYIENT

MOBILE CHARGING
STATION SPONSOR:

MHI
LAUNCH SERVICES

SPEED NETWORKING
SPONSORS:

KUEHNE+NAGEL

FEEDBACK SURVEY
SPONSOR:

SSL

SKYWORKS

SUPPORTING SPONSORS:

BOMBARDIER

EGA
الإمارات العالمية للألمنيوم
EMIRATES GLOBAL ALUMINIUM

EXECHON



THURAYA

ENDORSEMENT PARTNER:



SUPPORTING CONSULTANTS:



HORVÁTH & PARTNERS
MANAGEMENT CONSULTANTS



BUSINESS AVIATION ASSOCIATION PARTNER:

MEBAI™

ASSOCIATION PARTNERS:



KNOWLEDGE PARTNERS:

ideanco. OXFORD BUSINESS GROUP



Contact us to discuss your sponsorship at the Global Aerospace Summit 2020

Hosam Moustafa
Commercial Director

+971 50 830 1415

hosam@smg-online.com

Rami Yousef
Business Development Manager

+971 55 868 6849

rami@smg-online.com

Arya Hubban
Business Development Manager

+971 52 678 3263

arya@smg-online.com

www.aerospacesummit.com



The Organiser

Streamline Marketing Group (SMG) is an award-winning live media agency specialising in the creation and launch of unique global summits, conferences, exhibitions and live events. Since 1997 the cornerstone of our success has been the ability to work closely with government entities and commercial partners to deliver world-class events that are innovative, valuable and sustainable. As a group our expertise spans several sectors and industries, with SMG Aerospace specifically focusing on thought-leadership events in Aerospace, Space, Defence and Aviation. As such we have formed a strategic partnership with Tarsus F&E, organisers of the Dubai Airshow, to develop events in these sectors. We are proudly disruptive, entrepreneurial and thoroughly enjoy what we do.



Streamline Marketing Group
PO Box: 62440, Dubai, UAE
Tel: +971 4 447 5357 | Fax: +971 4 447 5334
mail@smg-online.com | www.smg-online.com