



Sponsor/Exhibitor Opportunities
October 21-23, 2008
Budapest, Hungary

Cost	Exhibit Table	Prominent Signage Throughout Forum	Acknowledgement in All Event Publicity	Logo Projected on General Session Stage	Logo on Forum Web Site	Full Page Advertisement in Forum Program	Complimentary Registration(s)	Signage at Sponsored Event	Special Recognition Announcement	Listing in Forum Program	30-Minute Product Demo (On-Stage)	Logo and Name on Menu Cards	Badge Ribbon(s)
Premier Sponsor/Partner (1)	SOLD	▪	▪	▪	▪	▪	6	▪	▪	▪			Boeing
Premier Sponsor/Partner (2)	\$30,000	▪	▪	▪	▪	▪	6	▪	▪	▪			
Exclusive Forum Sponsorships													
Tuesday Morning Break (Coffee, Bagels, Danish)	\$6,000						2	▪	▪	▪	▪		
Tuesday Afternoon Break (Sodas, Water, Cookies)	\$6,000						2	▪	▪	▪	▪		
Tuesday Lunch	SOLD						3	▪	▪	▪	▪		Airbus
Tuesday Welcome Reception	SOLD						4	▪	▪	▪	▪		SITA
Wednesday Morning Break (Coffee, Bagels, Danish)	SOLD						2	▪	▪	▪	▪		GE
Wednesday Afternoon Break (Sodas, Water, Cookies)	\$6,000						2	▪	▪	▪	▪		
Wednesday Lunch	\$20,000						3	▪	▪	▪	▪		
Wednesday Gala Reception	\$25,000						4	▪	▪	▪	▪		
Thursday Morning Break	\$6,000						2	▪	▪	▪	▪		
Thursday Afternoon Break	\$6,000						2	▪	▪	▪	▪		
Thursday Lunch	\$15,000						3	▪	▪	▪	▪		
Wireless Internet Access for Exhibitors	\$7,000						2	▪	▪	▪	▪		
Speaker Gifts	\$4,000						1	▪	▪	▪	▪		
Badge Lanyards	SOLD						1	▪	▪	▪	▪		SITA
Conference Proceedings Advertisement (1-Page Color)	\$1,000				▪								
Donated Door Prizes (model airplanes, etc.)	\$200												
Product Demonstrations (mid-program)													
On-stage Product Demonstrations (8 slots available)	\$4,000						1		▪	▪	▪	▪	
APPLICATION													
Exhibitor													
Exhibitor (payment before September 1, 2008)	\$3,000	▪					1	▪		▪	▪	▪	
Exhibitor (payment after September 1, 2008)	\$4,000	▪					1	▪		▪	▪	▪	
EXHIBITOR PROSPECTUS													
Distribution of Pre-Conference Hardcopy Marketing Mailers	\$1,000												
Pre and Post Forum Committee Meetings													
Working Groups Breaks - Monday (~60 ppl)	\$3,000						1	▪	▪	▪	▪		
Working Groups Breaks - Friday (~60 ppl)	\$3,000						1	▪	▪	▪	▪		

Items in red are reserved.

To reserve your sponsorship opportunity, contact Teresa Friend at 202-626-4193 or tfriend@airlines.org.
 Checks can be submitted to "Air Transport Association," Attn: E-Business Forum, 1301 Pennsylvania Ave., NW, Suite 1100, Washington DC.
 For more information about the forum, go to <http://www.ataebiz.org/forum>.