

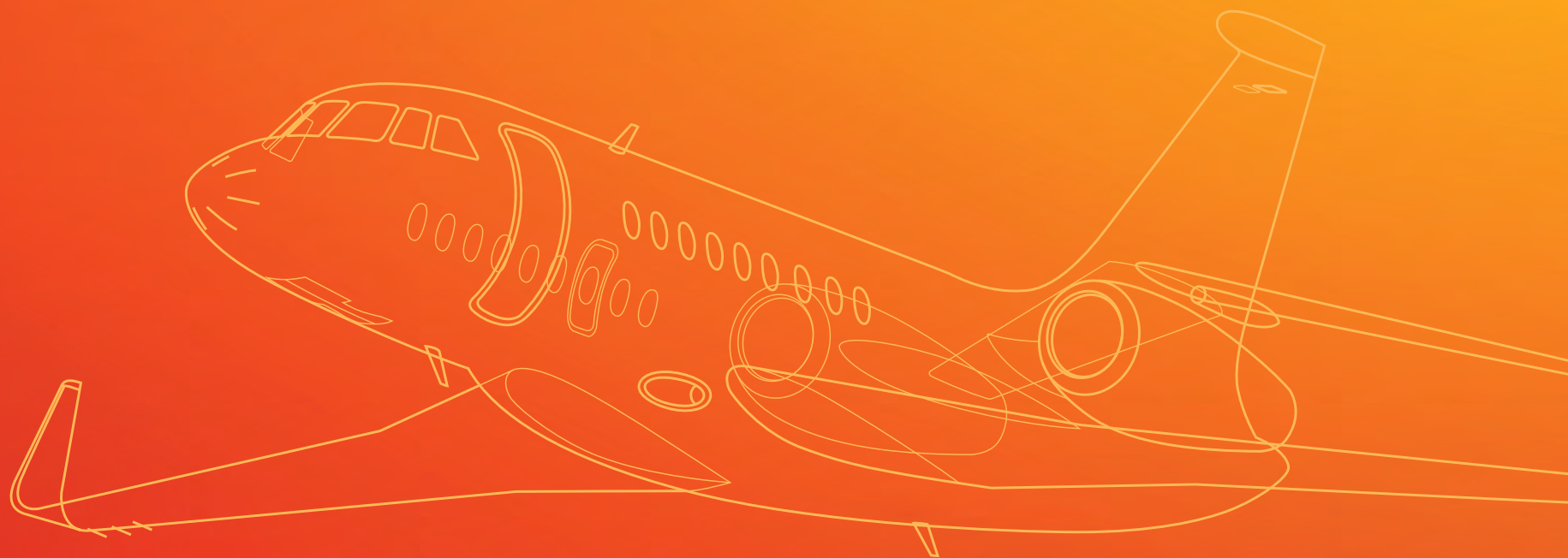


# ABACE<sup>®</sup>

SHANGHAI, CHINA  
APRIL 21-23, 2020

## SPONSORSHIP PROSPECTUS

[abace.aero](http://abace.aero)



## BE IN THE SPOTLIGHT AT ASIA'S LARGEST BUSINESS AVIATION EVENT



**ABACE is the region's largest event dedicated to showcasing business aviation products and services.**

Thousands of the region's top business leaders, entrepreneurs, wealth creators and other purchase decision-makers will be in attendance. ABACE is where sponsors are able to:

- Make Critical Business Connections
- Announce New Products
- Gain Major Traction and Brand Awareness
- Build Momentum in the New Year
- Accelerate Sales Success

***GET READY FOR ASIA'S PREMIER BUSINESS AVIATION EVENT,  
SECURE YOUR SPONSORSHIP TODAY!***

Email [sponsorships@abace.aero](mailto:sponsorships@abace.aero) to connect with the ABACE sponsorship team.

## EXCLUSIVE SPONSOR BENEFITS

- 1 First right of refusal for 2021 sponsorships
- 2 2020 exhibiting sponsors in P2, P3, P4 category with sponsorship spend of \$2,500 or greater will be placed before other exhibitors within their respective category during the 2021 priority booth placement
- 3 Company logo on the ABACE2020 website and onsite sponsor signage
- 4 Company name listed in the event mobile app
- 5 Additional benefits may apply to individual sponsorships



# HIGH IMPACT SPONSORSHIP

## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**BRANDED LANYARDS**  
**\$16,200**  
Qty: Exclusive

Branded lanyards distributed to all ABACE attendees, speakers, press, etc. Sponsor logo alternate with ABACE logo.

**STATUS ON HOLD**



**BRANDED SHOW BADGES**  
**\$9,700**  
Qty: Exclusive

Branded show badges with sponsor logo on each side and two panels for sponsor provided artwork.

**STATUS ON HOLD**



**BRANDED TOTE BAGS**  
**\$35,000**  
Qty: Exclusive

High IMPACT item touching the hands of all ABACE attendees. Official show tote bag branded with sponsor logo.  
*\*\*Early commitment required for production deadlines\*\* 01/24/2020*

**STATUS AVAILABLE**

- Take advantage of the early bird 30% discount: March 20, 2020  
*All prices shown include VAT and the 30% discount when production files are received by the March 20 deadline.*
- Standard rates will apply after 3/20/2020
- FRR (first right of refusal) deadline date: February 14, 2020
- List of sponsorship offerings are subject to change

# EXTERIOR BRANDING

## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



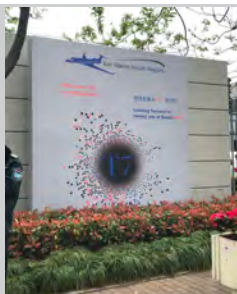
### ENTRANCE BANNER B-1

**\$2,200**

Qty: Exclusive

Location: Displayed outside the main entrance gate - left side of security gate. Size: 1.2M x H 1.8M (4'w x 6' high). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
ON HOLD -  
FRR**



### ENTRANCE BANNER B-2

**\$5,600**

Qty: Exclusive

Location: Displayed outside the main entrance gate - right side of security gate. Size: 3M x H 3M (10' w x 10' high). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
ON HOLD -  
FRR**



### ENTRANCE BANNER B-3

**\$7,400**

Qty: Exclusive

Location: Displayed at main entrance into SHPBASC campus, left side. Size: 4M x H 5M (13' x 16' high). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
ON HOLD -  
FRR**

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# EXTERIOR BRANDING

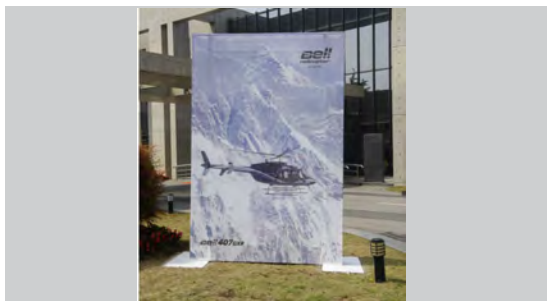
## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**ENTRANCE  
BANNER B-4**  
**\$14,700**  
Qty: Exclusive

Location: Displayed at main entrance into SHPBASC campus, right side.  
Size: 7M x H 5M (23' x 16' high) - Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
ON HOLD -  
FRR**



**WALKWAY  
BANNER B-5**  
**\$8,300**  
Qty: Exclusive

Location: Displayed along pedestrian walkway, near FBO.  
Size: 2M x H 3M (7'w x 10' high) - double sided. Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
AVAILABLE**



**FBO COLUMN  
WRAP BANNERS**  
**\$8,500**  
Qty: Exclusive

Location: Column wraps displayed near FBO entrance, the designated area for Chalet exhibitors / VIP clientele. Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
AVAILABLE**

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# EXTERIOR BRANDING

## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**WALKWAY LIGHT  
POLE BANNERS**  
**\$1,000 each**  
Qty: (10x)

Location: Double sided light pole banners displayed along main pedestrian walkway leading to /from registration.  
Size: (2' w x 3' high). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS**  
**AVAILABLE**



**WALKWAY  
BANNER B-7**  
**\$6,500**  
Qty: Exclusive

Location: Displayed along walkway leading to /from registration.  
Size: 4M x H 3M (13'w x 10' high). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS**  
**ON HOLD -  
FRR**



**WALKWAY FENCE  
BANNERS**  
F-12, F-13, F-14, F-15  
**\$4,300 each**  
Qty: (4x)

Location: Displayed on perimeter fence along the walkway leading to/from show entrance \*Size: 2.7M x H 1.8M (9'w x H 6'). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS**  
**AVAILABLE**

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# INTERIOR BRANDING OPPORTUNITIES

## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**BRANDED  
FLOOR CLINGS**  
**\$3,200 each**  
Qty: Multiple

Location: Displayed inside exhibit halls at main entrance/exit points.  
Size: 1.8M x H 1.2M (6'w x 4' high). Cost includes production, delivery, install and removal (sponsor provides artwork)

**STATUS  
AVAILABLE**



**REGISTRATION AREA  
WALL BANNERS**  
**\$2,000+ each**  
Qty: Multiple

Location: 8' Tall Fabric banners displayed along wall panels inside the registration area. Various Sizes: 1M x H 2.4M (or 2M, 3M wide). Cost includes production, delivery, install [\$2,000 – \$5,800 each]

**STATUS  
AVAILABLE**



**Additional Opportunities:**

- Concierge Lounge
- Waste Bin Covers
- Information Counters
- Keynote seat drops
- Branded water bottles

We're happy to explore pricing and ways to work together on unique sponsorship opportunities designed to help you differentiate yourself at ABACE2020

Email [sponsorships@abace.aero](mailto:sponsorships@abace.aero) to connect with the sponsorship team.

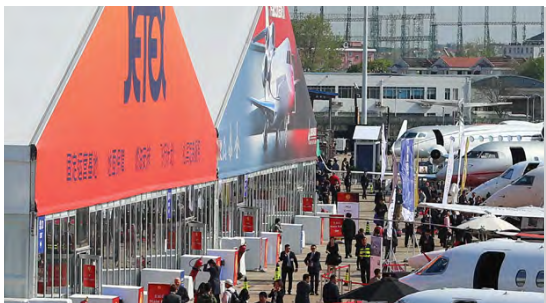
**LET'S  
CONNECT**

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# OUTDOOR aircraft display branding

## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**EXHIBIT PAVILION  
GRAPHICS**  
**\$24,000 each**  
Qty: (2x)

Make a HUGE impression by branding a 40M wide graphic panel with your company's message. Locations: (2x) Facing the aircraft on display. Size: 40M wide x H 8M gable triangle. Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS**  
**ON HOLD -**  
**FRR**



**EXHIBIT PAVILION  
GRAPHICS**  
**\$24,000 each**  
Qty: (2x)

(2x) Gable graphics facing the exhibit halls and open walkway. Make a HUGE impression by branding a 40M wide graphic panel with your company's message. Locations: Size: 40M wide x H 8M gable triangle. Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS**  
**AVAILABLE**



**PAVILION TENT  
BLOCK GRAPHICS**  
**\$1,300 each**  
Qty: Multiple

Locations: Up to 14 blocks on each side of the pavilion tents, available for branding. Size: Front View 1070mm x H 1090mm. Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS**  
**AVAILABLE**  
(4x) ON HOLD - FRR

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# OUTDOOR aircraft display branding

## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**ABACE CAFE  
SPONSOR**  
**\$3,800**  
Qty: Exclusive

Sponsor logo / branding displayed on top gable and two side panels. Upgrades optional (drink vouchers, distribute marketing materials, etc.) Cost includes production, delivery, install and removal (sponsor provides logo/artwork).

**STATUS  
ON HOLD -  
FRR**



**OUTDOOR  
PATIO SET**  
**\$2,300 per set**  
Qty: Multiple

Location: Placed on tarmac near the ABACE Cafe and other sitting areas. Includes: Table, Chairs, Logo Umbrella and Table Top sign. Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
AVAILABLE**



**HORIZONTAL  
ADVERTISING  
BOARDS**  
**\$1,100 each**  
Qty: Multiple

Location: Advertising boards displayed in high traffic areas, near walkway to/from main entrance and on the outdoor display area. Size: 400mm x H 800mm (1.3' x H 2.65'). Cost includes production, delivery, install and removal (sponsor provides artwork).

**STATUS  
AVAILABLE**

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# HIGH IMPACT OPPORTUNITIES

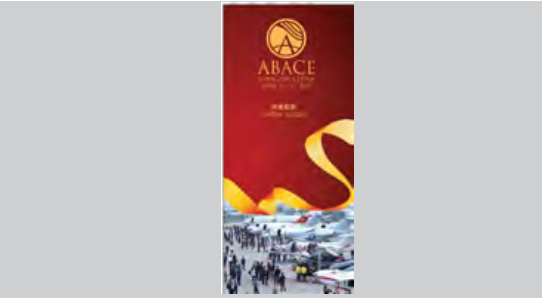
## PROMOTE YOUR BRAND BEYOND YOUR EXHIBIT SPACE



**VERTICAL  
ADVERTISING  
BOARDS**  
**\$2,300 each**  
Qty: Multiple

Location: Advertising boards displayed in high traffic areas, near walkway to/from main entrance and on Static Display. Size: 400mm x H 800mm (1.3' x H 2.65'). Cost includes production, delivery, install and removal (sponsor provides artwork).

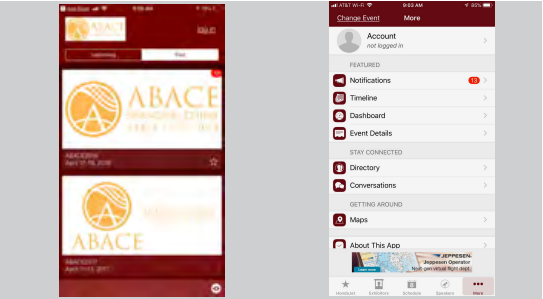
**STATUS  
AVAILABLE**



**ABACE Offical  
Show Guide**  
(Floorplan and Exhibitor List)  
**\$2,400+**  
Qty: Multiple Ads

ABACE2020 printed show guide distributed at registration  
Cover Positions - \$3,800 – Available  
Full Page Ad – \$2,400 - Available  
  
Bonus: Display ad included on event page and Banner Ad in mobile app (artwork / url to be provided) - *Artwork Deadline Date: Feb 13, 2020*

**STATUS  
AVAILABLE**



**MOBILE APP  
BANNER ADS**  
**\$500+**  
Qty: Multiple

PRIME APP SPONSOR (Exclusive) \$2,500  
GENERAL ROTATING BANNER ADS (Multiple) \$500

**STATUS  
Prime: Available  
Rotating: Available**

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