



Aircraft EXPO[®] *interiors*

AMERICAS

25-27 SEPT 2012

SEATTLE | WASHINGTON STATE
WWW.AIRCRAFTINTERIOREXPO-US.COM

Aircraft Interiors Expo Americas 2012 Mediapack

Dear Exhibitor,

Showtime Media Services Ltd is happy to announce that they will be producing the Official Show Preview and Catalogue for Aircraft Interiors Expo Americas held in Seattle on 25 - 27th September 2012. We were delighted with the support you all gave the Preview and Catalogue last year. If you have any feedback on any of these publications email us at editorial@showtimemedia.com

Official Preview

Again for 2012, the Official Preview magazine for Aircraft Interiors Expo Americas will be combined with the Aircraft Interiors Expo Review. The publication will be mailed out to 12,000 visitors from the Hamburg and Americas events in July 2012. The Official Preview will allow all exhibitors to submit news pieces and articles relevant to the 2012 exhibition.

The editorial content of the Official Preview will focus on new products and services that will be promoted at the event also included will be crucial information which will allow the visitors to plan their time in advance.

The deadline for receiving news and articles in the Official Preview will be the 18th May 2012, as we are working on a first come first served basis, we would appreciate any submissions as soon as they are ready. Please note, this is a free services because it is not advertising. Therefore, no submissions are guaranteed to be included. For more information please contact Luke Murphy on + 44 (0) 1462 420 009 or email: editorial@showtimemedia.com

Official Show Catalogue

3,000 copies of the Show Catalogue will be printed and made available to all the visitors at the entrance of the exhibition hall. The catalogue will include all the standard exhibition information such as:

- Exhibitor 100 word catalogue entries
- Listing by product
- A-Z listing and floorplan
- New products and services

In addition to this we will include editorial initiative, which is a FREE service provided to all companies exhibiting at the event. The news and editorial submissions in the catalogue, should relate to comparative product pieces and generic articles looking at the way forward in the industry.

They could be a research or technical article, alternatively an opinion piece from the wider industry or within the company. They must be generic, research based or regarding comparative products/services. Most importantly, it must have some kind of angle or focus rather than just promote the company.

The articles should give thought provoking views on the industry and how the market place is evolving and how organisations are restructuring to adapt to future changes within the industry.

Other articles will also be considered for inclusion. The Catalogue will also have editorial sections focusing on new products & services.

All articles are to be sent as a Microsoft Word document to: editorial@showtimemedia.com and need to be accompanied by the following contact information: Company name, main telephone number, website and stand number.

Please do not spend time adding logos, designing or colouring the text, as the designers will apply the house style of the publication to the copy.

To discuss the promotional opportunities that remain please contact Lesley Maisey on + 44 (0) 1462 420 009 (Option 1).

See you in Seattle in 2012

Advertising Rates

The Official America's Preview / Hamburg Review: A4

Sponsorships

Front Cover Sponsorship (FCS)	£6,000
Floorplan & A-Z Listing	£6,000
Editorial	£3,750

Cover Positions

Outside Back Cover	£6,000
Inside Front Cover	£5,500
Inside Back Cover	£5,250

Double Page Spread (DPS)	£5,000
Full Page	£2,750
Half Page	£1,650
Quarter Page	£900
Essential Contact	£250

The Official Show Catalogue A4:

Sponsorships:

Front cover sponsorship	£6,000
Bellyband	£6,000
Bookmark	£6,000
Floorplan sponsorship	£3,750
A-Z Listing sponsorship	£2,750
Exhibitor entries	£4,000
Product index sponsorship	£2,500

Cover Positions:

Outside Back Cover	£6,000
Inside Front Cover	£5,500
Inside Back Cover	£5,250

Double Page Spread (DPS)	£5,000
A4 full page	£2,750
Half A4 page	£1,650
Quarter A4 page	£ 8900

Logo next to entry	£165
Double enhanced exhibitor listing (Includes box, shaded area and logo, highlighting your exhibitor listing)	£250

Sponsorship descriptions

ALL sponsorship banners measure 30mm (high) x 210mm (wide)

Front Cover Sponsorship - (Preview & Catalogue)

The Front Cover Sponsorship consists of 3 strips (banners): one on the Front Cover, one on the Contents Page and one on the Welcome Page. The price also includes 2 pages of editorial in the main body of the publication. We offer this sponsorship on both the Preview as well as the Catalogue.

Floor Plan & A-Z List Sponsorship - (Preview & Catalogue)

The Floor Plan & A-Z List sponsorship comprises of a maximum of 7 strips (banners) placed across the bottom of the Floor Plan and A-Z Lists. We will also highlight your booth on the Floorplan, bold out your company name on the A-Z list. We also offer 2 pages of editorial in the main body of the publication.

Bookmark Sponsorship - (Catalogue Only)

Bookmarks are free roaming adverts, which are attached to the last page of the Catalogue by a piece of ribbon. The advert on the Bookmark can hold a new corporate message or simply display the company logo to create higher awareness of your organisation at the show. The bookmark measures 150mm (h) x 70mm (w) and will be positioned on to a double page spread editorial.

Bellyband - (Catalogue)

The bellyband is a high impact marketing tool offering the sponsoring company immediacy in visibility as it will be the first advert seen. It wraps around the whole publication and will be positioned so that it can open onto a double page spread of editorial. We fix the bellyband with low tac glue to ensure it will open onto the editorial pages, making these pages the first read.

Exhibitor Entry Sponsorship & Product Listings - (Catalogue Only)

This sponsorship comprises of approximately 20 strips (banners) on each of the Exhibitor Entry and Product Listing pages. This section will also have its own front cover to which we would apply the banner, denoting this sections' sponsorship. Every single entry page will highlight your company's branding and corporate identity. The price also includes 2 pages of editorial within the main body of the publication.

Sponsorships offer ONE company a UNIQUE branding opportunity to maximise their marketing efforts.

Publication Dates

Americas Preview: 16th July 2012

Americas Catalogue: 25th September 2012

Discounts

For further advertising opportunities please contact Lesley Maisey on +44 (0) 1462 420 009, or e-mail to lesley@showtimedia.com

Editorial deadlines

Americas Preview: 18th May 2012

Americas Catalogue: 10th August 2012

For full editorial details, please contact Editor Luke Murphy on +44 (0)1462 420 009 or email, editorial@showtimedia.com

Artwork deadlines

Americas Preview: 22nd June 2012

Americas Catalogue: 31st August 2012

For full descriptions on all sponsorship packages, please contact Lesley Maisey on +44 (0) 1462 420 009, or e-mail to lesley@showtimedia.com