

ABACE

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ABACE2007

ASIAN BUSINESS AVIATION CONFERENCE & EXHIBITION

HONG KONG - FEBRUARY 6, 7, 2007

Sponsorship Opportunities

For more information on Sponsorship Opportunities at ABACE2007, contact Deb Hanson at +1 (202) 737-4484 or via E-mail to dhanson@nbaa.org.

Tote Bags

Attendees literally carry your message all over AsiaWorld-Expo, in the lobbies of the Hong Kong hotels, at the Static Display of Aircraft, through airports on their return home and in future travels. (Additional expenses could be incurred if more than two colors are used in printing.)

Sponsorship \$ 25,000

Final Floor Plan

Guide Attendees directly to your Exhibit by using the back-side of the final Floor Plan for promoting your Company's product or service. Be one step ahead of all other Exhibitors by drawing potential buyers to your Booth each time they use the Floor Plan to find their way through the aisles. In addition, whenever Attendees hold up their Floor Plan for reference, a billboard of your advertisement is provided for all Attendees in close proximity.

Sponsorship \$ 12,000

Hotel Shuttle Buses

When Attendees travel from their hotels to AsiaWorld-Expo, they are enthusiastically anticipating the sight of acres of business aviation products and services on Display at the Exhibit Hall. Your product or service can be the featured event on shuttle buses that transport potential buyers from their hotels. Video presentations shown during the bus rides will convey your message clearly. Upon arrival at ABACE2007, customers will beat a path to your Booth.

Sponsorship per Bus \$ 5,000

Press Room

A meeting place for business aviation's international press, the ABACE Press Room provides a work and hospitality area for journalists to gather information, swap observations and network. The Sponsor's logos and signs are displayed prominently. All refreshments and equipment are included in the sponsorship.

Sponsorship \$ 20,000

Static Display of Aircraft Map

Static Display visitors constantly refer to this Map for locating Companies and aircraft. The sponsoring Company's name and logo will be displayed on this important reference source.

Sponsorship \$ 4,000

Exhibitor Lounge

ABACE will arrange a private area away from the Show Floor for Exhibitors to make phone calls, have a light snack or just sit for a while in a relaxed setting separated from hectic business dealings. If ABACE Exhibitors are your market, sponsoring the Exhibitor Lounge provides excellent exposure for your Company.

Sponsorship \$ 5,000

ABACE Registration Badge Lanyards

For convenience in wearing Registration Badges, lanyards will be supplied to Attendees along with their credentials. The stylish lanyards at ABACE2007 can include your Company name and logo.

Sponsorship \$ 8,000

Additional Sponsorship Opportunities

Information Centers (2)	\$2,500 each
"You Are Here" Convention Floor Displays (3)	\$2,000 each
VIP Luncheons	TBD
Internet Café	\$10,000
Pocket Agenda	\$10,000
Press Luncheon	\$15,000
Popout Map of Hong Kong	\$ 7,500
Banners	TBD