



**SINGAPORE
AIRSHOW**

WHERE AVIATION'S FINEST MEET

Sponsorship Prospectus

Welcome Message

Together, for a new growth trajectory

The global pandemic has grounded the entire world to a never before standstill, and we are all confronted with an urgency to revisit, rethink and reshape... for the rebound that is to come.

Singapore Airshow is reputed as a definitive global platform where the aviation's finest meet. Singapore Airshow 2022 will be where the industry comes together once again - perhaps more urgently - for strategic conversations to guide collaboration and partnerships; explore and showcase new technologies that will be crucial in charting a new growth trajectory.

While the pandemic has brought chaos to the aerospace and defence industry, what remains constant at Singapore Airshow 2022 are its foundational pillars that have been paving the way for transformation: sharing and exchanging ideas, showcasing new technologies, building networks and cultivating relationships, and equipping and grooming future generations.

Singapore Airshow will continue to present an exceptional opportunity for access to the Asia Pacific region. I am pleased to invite you to be one of our valued sponsors, and leverage the breadth of innovative options and customised packages that will allow your organisation to propel its brand, amplify reach and open new possibilities across this region.

Singapore Airshow 2022 is where the industry convenes to turn the page, together; and we look forward to your participation too.



Leck Chet Lam
Managing Director
Experia

The Definitive Branding Platform

- ✈️ Posture your brand for industry recognition
- ✈️ Engage directly for maximum influence with attendees
- ✈️ Integrate your messages with a top-in-class event for purposeful relevance
- ✈️ Attract attendees to your booth for meaningful engagement

**Achieve global
recognition with
your sponsorship
and branding at the
Singapore Airshow
2022!**

Catapult Your Brand Among Captive Audiences



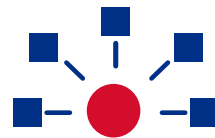
Over the last few editions, Singapore Airshow has garnered an average of:



Close to **55,000** trade attendees from **140** countries and regions



More than **1,000** participating companies from **50** countries



Close to **300** delegations from more than **90** countries and regions

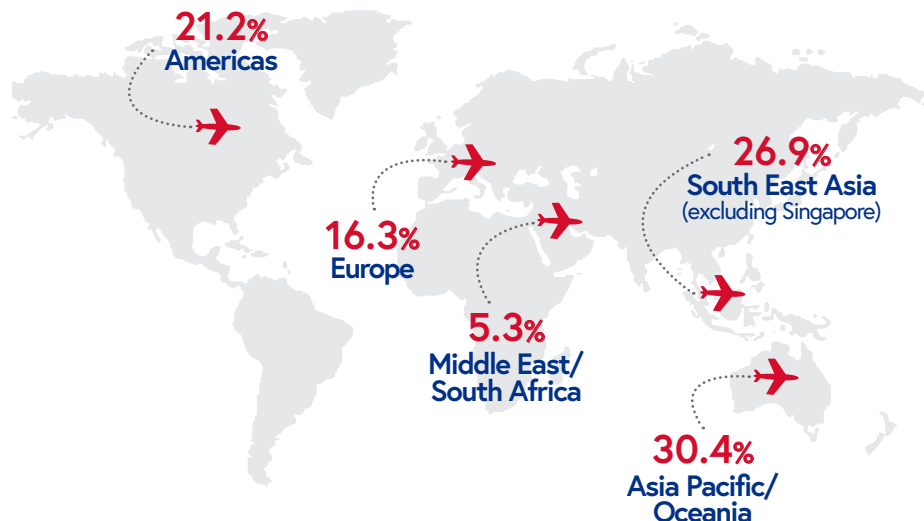


Participation by **65** of the **top 100** global aerospace companies

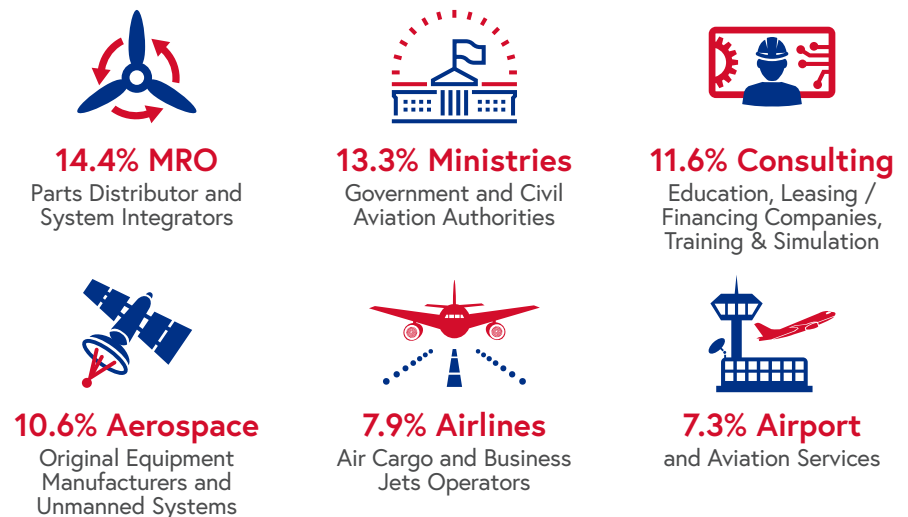


More than **1,400** exhibitor-delegation meetings

Visitors by Region¹



Visitors by Business Activity¹



¹Statistics: Singapore Airshow 2020

Networking Events

Connect with your audience in close proximity with networking events running prior and throughout the week



Opening Ceremony and Welcome Reception

The Singapore Airshow Opening Ceremony and Welcome Reception is a high-profile prestigious event attended by high-level government dignitaries, VIP delegations and other influential guests. Take advantage of this opportunity to network and showcase your brand to this targeted group of high-level attendees and industry professionals.

Entitlements are customised based on sponsors' objectives and may include logo on backdrop, exclusive networking opportunities within the delegations holding room and/or branding and dedicated area at the Welcome Reception.

Main Sponsor	S\$ 60,000
Co-Sponsor	S\$ 30,000



Welcome Lunch

The Singapore Airshow Welcome Lunch is one of the highest-profile events of the week attended by high-level government dignitaries, VIP delegations and international aviation professionals. Achieve brand visibility amongst the people who matter through the various touch-points at the Welcome Lunch.

Entitlements are customised based on sponsors' objectives and may include logo on menu cards, table numberings and/or dedicated table for main sponsors.

Main Sponsor	S\$ 30,000
Co-Sponsor	S\$ 20,000

Networking Events

Connect with your audience in close proximity with networking events running prior and throughout the week



What's Next – Start-Ups Pitching and Networking Reception

This is where start-ups pitch their ideas, and corporates, innovators, investors and accelerators gather to exchange and connect. Position your brand as a champion of innovation by sponsoring the What's Next Start-Ups Pitching and Networking Reception, and be recognised in the start-up scene.

Entitlements are customised based on sponsors' objectives and may include networking with founders, logo on backdrop, speaking slot, pull-up banners and/or article in What's Next emailers.

Main Sponsor

S\$ 10,000

Conference & Forums

Gain recognition as an industry leader and strengthen your thought leadership positioning



Singapore Airshow Aviation Leadership Summit

This summit brings together high-level participants from airline operators, regulators, private sector and government to address a wide range of hot topics facing the civil aviation industry. As a sponsor, your brand will be visible to top-level executives and decision makers in the commercial aviation industry!

Opening Dinner

Entitlements are customised based on sponsors' objectives and may include logo on backdrop, logo on menu cards, table numberings, dedicated table for Main Sponsor, seats at VIP tables and/or special mention by emcee.

Main Sponsor S\$ 60,000

Co-Sponsor S\$ 30,000

Conference

Entitlements are customised based on sponsors' objectives and may include logo on backdrop, potential speaking slot, dedicated table for Main Sponsor at lunch and/or seats at VIP tables at lunch.

Main Sponsor S\$ 30,000

Co-Sponsor S\$ 20,000



Business Forums

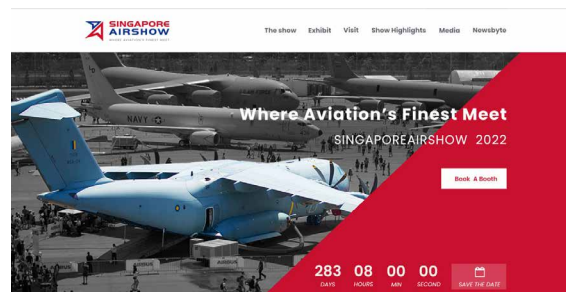
This is where start-ups pitch their ideas, and innovators, investors and accelerators gather to exchange and connect. Position your brand as a champion of innovation by sponsoring the What's Next Start-Ups Pitching and Networking Reception, and be recognised in the start-up scene.

Entitlements are customised based on sponsors' objectives and may include logo on backdrop, speaking slot, pull-up banners and/or article in Business Forum emailers.

Main Sponsor S\$ 10,000

Our Digital Platforms

Maximise the longevity of your branding investment and extend your visibility onto virtual spaces

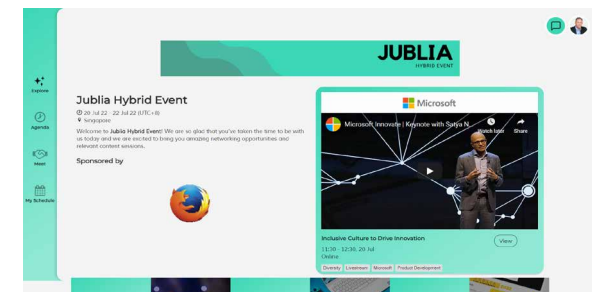


Singapore Airshow Official Website

The Singapore Airshow website consistently registers high traffic and in the month of the Airshow alone, over 25 million hits were generated, making it the ideal platform to reach out to aviation professionals and enthusiasts alike.

Rotating Leaderboard Banner on Home Page	S\$ 10,000
Rotating Leaderboard Banner on Exhibitor Listing Page	S\$ 5,000
Special Bundle: Rotating Leaderboard Banner on Home Page & Exhibitor Listing Page	S\$ 12,000
Rotating Box Banner on Top 5 Pages¹	S\$ 1,000

¹Top 5 pages excludes banner placement on Home Page & Exhibitor Listing's Page.



Virtual & Business-to-Business Website

Interactive platforms take centre stage. With the virtual platform, Singapore Airshow extends its reach to a wider audience, beyond geographical limits. The virtual and B2B site is where attendees can access virtual content and connect virtually with the community during the show.

Landing splash page	S\$ 20,000
Rotating Leaderboard banner on Homepage	S\$ 10,000
Rotating Box banner on other pages	S\$ 3,000

Our Digital Platforms

Maximise the longevity of your branding investment and extend your visibility onto virtual spaces



e-Invitation & e-Trade Ticket

Have your logo featured on the e-Invitations and/or e-Trade tickets, the first touchpoints in the visitor registration process, and get your brand noticed even before the show commences.

e-Trade tickets are received by all visitors, whereas an average of 50,000 e-Invitations are sent out by exhibitors prior to the Airshow.

Logo placement on e-Invitations	S\$ 10,000 (EXCLUSIVE) S\$ 25,000
Logo placement on e-Trade Tickets	S\$ 10,000 (EXCLUSIVE) S\$ 25,000
Logo placement on both e-Invitation & e-Trade Tickets	S\$ 15,000 (EXCLUSIVE) S\$ 40,000

Exclusive Mass Distribution Options

Achieve maximum exposure through these sure-fire ways to get your brand noticed



Show Carrier Bags

Given to all visitors upon admission on-site, the Show Carrier Bags are not only heavily used by attendees on the show ground, they also live well beyond the event! Carrier bags will feature both the Singapore Airshow logo as well as your company's logo on either side of it.

Branding of the Show Carrier Bags is subject to organiser's approval and the sponsorship price includes production.

Main Sponsor S\$ 30,000



Lanyards and Entry Passes

Lanyards and passes are distributed to all visitors upon registration and are required for entry to the event. With lanyards or passes custom-printed with your company logo, you are guaranteed non-stop exposure throughout the show!

Branding of the Passes and Lanyards is subject to organiser's approval.

Delegates, Media & Visitor Lanyard
S\$ 50,000

Exhibitor & Other Lanyard
S\$ 35,000

Entry Passes S\$ 20,000



Show Pocket Guide

Given out to all trade visitors upon registration, this handy sized fold-out guide contains important show details, maps and information which guests will need to get around the Airshow!

Sponsor will be entitled to a one-page advertisement on inside panel.

Main Sponsor S\$ 35,000

Exclusive Mass Distribution Options

Achieve maximum exposure through these sure-fire ways to get your brand noticed



Official Show Directory

Traditional has its place even in the new digital age!

The Official Show Directory is the only publication that contains comprehensive details of all exhibitors and remains a vital form of reference tool for key industry players after the event.

Placing advertisements in the Official Show Directory will help you gain exposure with visitors and exhibitors at Singapore Airshow and beyond! Distributed to all delegates, exhibitors and accredited members of the media, the Show Directory will also be sold at the event as well as via mail order before and after the show.

Premium spaces are available on a first-come-first-serve basis!

Inside Front Cover	S\$ 15,000
Outside Back Cover	S\$ 15,000
Double Page Spread	S\$ 20,000
Full Page Advertisement (Facing Content Page)	S\$ 15,000
Full Page Advertisement (Run-of-Page)	S\$ 11,000

*All advertisements are printed in full colour.

Thematic Zones

Get your brand spotted at lounges and resting areas where exhibitors and attendees meet and rest



Exhibitor & VIP Club

The Exhibitor & VIP Club caters to an exclusive group of high-level executives in the aerospace industry. Sponsoring the club gives you extensive branding on the interior and exterior of the club, while allowing you to initiate direct contact with our delegates, VIPs and fellow exhibitors.

Price available upon request

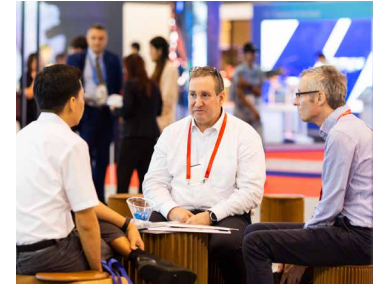


Visitor Sitting Areas

Catch the eyeballs of the attendees while they pause for a break from walking the hall. Visitor sitting areas are littered across the exhibition hall and are guaranteed to bring visibility to your brand.

Branding of the sitting areas is subject to organiser's approval.

Price available upon request



Meeting Lounges

Power up your brand's in-hall visibility by sponsoring branded meeting lounges which are available for booking by exhibitors.

Branding of the meeting lounges is subject to organiser's approval.

Price available upon request

Customised Zonal Space

Got a special or customized workspace or lifestyle concept that will inspire the way others work or play? We will curate and develop special zones within the Airshow to showcase the Sponsor's revolutionary ideas.

Title Sponsorship

Drive the messaging of your brand loud and clear



Corporate Initiatives

This category of sponsors is specially curated for specific initiatives, e.g. CSR, Green or Sustainable, Youth Development, Education, etc. We will work with the Sponsor to curate a series of programme leading up and during the Airshow to drive their initiatives.

Price available upon request



Featured Events

Let your brand be associated with selected featured events of Singapore Airshow. These exclusive title sponsorships guarantee that your brand is seen and heard, whether your objective is to gain visibility or communicate your positioning.

- ✈ Flying Display
- ✈ Singapore Experience
- ✈ What's Next

Price available upon request

Onsite Branding Options

Stand out from the crowd
through these highly visible
touchpoints

Item	Packages	Price
01 Video on LED Screens 2 exhibition hall, 1 plaza	Package 1 - 120-seconds airtime per hour	S\$ 19,800
	Package 2 - 180-seconds airtime per hour	S\$ 28,800
	Package 3 - 240-seconds airtime per hour	S\$ 36,800
	Premium Still Package (no audio, minimum 6 occurrence per hour)	S\$ 10,000
02 Pedestrian Bridge connecting the registration gateway to the exhibition site	Entire Bridge (Interior & Exterior)	S\$ 120,000
03 Pillar Wraps along external walkway	4 units (VIP driveway)	S\$ 32,000
	8 units (VIP driveway)	S\$ 56,000
	4 units (main entrance)	S\$ 28,000
	8 units (main entrance)	S\$ 24,000
	16 units (all)	S\$ 80,000
04 Aisle Banners within exhibition hall	Per Aisle (3 units)	S\$ 10,000
	Entire Hall	S\$ 120,000

*Production costs are excluded unless otherwise stated.

Onsite Branding Options

Stand out from the crowd through these highly visible touchpoints

	Title	Packages	Price
05	Media Centre	Logo placement on reception counter, backdrop, work tables & poster space on walls	S\$ 60,000
06	Corporate Hospitality Desks at the Registration Gateway	Per Hospitality Desk	S\$ 25,000
07	Courtesy Buggies with sponsor logo	5 Buggies	S\$ 30,000
		10 Buggies	S\$ 50,000



01



02



03



04



05



06

*Production costs are excluded unless otherwise stated.

Onsite Branding Options – Billboards

Get more from your participation
by directing visitors to your
booth

	Dimensions & Location	Availability	Price
01	8mL x 2.5mH billboard at the VIP Drop-Off Entrance	1 unit	S\$ 100,000
02	8mL x 2.5mH billboard at the Main Entrance	1 unit	S\$ 100,000
03	12mL x 2.44mH billboard along VIP driveway to drop-off	1 unit	S\$ 60,000
04	12mL x 2.44mH billboard Walkway to Main Entrance	1 unit	S\$ 60,000
05	4mL x 1.265mH Double-sided billboards – various locations	1 unit Package of 5	S\$ 5,000 S\$ 20,000
06	20mL x 1.27mH Mezzanine parapet section near to registration gateway	1 unit	S\$ 30,000
07	20mL x 1.27mH Mezzanine parapet section near to static aircraft display	1 unit	S\$ 20,000
08	Billboard on Observation tower parapet	1 unit Package of 3	S\$ 40,000 S\$ 80,000
09	Double sided metal barricade wraps – various locations	1 unit Package of 5	S\$ 5,000 S\$ 20,000

*Production costs are excluded unless otherwise stated.

Onsite Branding Options – Billboards

Get more from your participation
by directing visitors to your
booth

	Dimensions & Location	Availability	Price
10	6.5mL x 4.5mH billboards along Tanah Merah Coast Road leading to the exhibition site	1 unit (1st or last) 1 unit (2nd or 2nd last) 1 unit	S\$ 36,000 S\$ 33,000 S\$ 30,000
11	5mL x 2mH billboards within the Registration Gateway	1 unit 4 units 8 units (all)	S\$ 20,000 S\$ 60,000 S\$ 100,000
12	Seaborne pontoons marking the flying display zone	1 unit 4 units (all)	S\$ 15,000 S\$ 50,000



*Production costs are excluded unless otherwise stated.

Special Packages

Prefer a mix of different platforms?

Benefits at a Glance

Entitlements/ Tier Levels	GOLD (10 Slots)	SILVER (20 Slots)	BRONZE (20 Slots)
Rotating Leaderboard banner on Homepage	✓		
Rotating Leaderboard banner on Exhibitors Listing page	✓	✓	
Rotating Box banner on Exhibitors Listing page			✓
4mL x 1.265mH double sided billboard	✓	✓	
LED Screen Premium Still Package	✓	✓	
Logo placement on e-Invitation email	✓		
Logo placement at Exhibitor/VIP Club	✓	✓	✓
Logo placement on "You Are Here" Board	✓	✓	✓
Logo placement on "Sponsors Acknowledgement Board"	✓	✓	✓
Total Actual Value	S\$ 55,000	S\$ 26,000	S\$ 18,000
Special Package Price	S\$ 20,000	S\$ 10,000	S\$ 5,000



For more information, visit
www.singaporeairshow.com

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SGAirshow



Official Singapore Airshow

Get in touch with us!

We are open to all suggestions and would be delighted to work with you to bring something truly smashing to life for the event!

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