



第 二 十 七 届 IAOPA 世 界 会 员 大 会

27th IAOPA World Assembly



世界会员大会汇聚IAOPA全球73个成员国通航领军人物，共话全球通用航空发展趋势，同庆中国AOPA成立十周年。

The world assembly brings together 73 members of IAOPA worldwide to discuss the tendency of global general aviation and celebrate the tenth anniversary of AOPA-China.

第四届低空经济论坛将与世界会员大会同期举行。

The 27th IAOPA World Assembly and the 4th China Low-altitude Economy Summit will be held at the same time.



2014，中国AOPA走过十年，这是风雨同舟的十年，见证中国通航发展的十年。

AOPA -China has been witnessing the development of China general aviation over the past ten years.

The 27th IAOPA World Assembly

September 9th-15th, 2014
Hotel Kunlun, Beijing, China

SPONSORSHIP PROSPECTUS



Influence

A unique opportunity to partner with AOPA-China through a wide range of sponsorship options to showcase your brand

Value

Maximum exposure to attendees who are entrepreneurs, decision makers and key contacts in aviation sector

Scale

Attendees from 73 IAOPA member countries and visitors to the 4th China Low-altitude Economy Summit

Publicity

Extensive media coverage (including news on CCTV-2) to raise brand awareness

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Background

International Council of Aircraft Owner and Pilot Association (**IAOPA**) is a non-profit federation of 73 non-governmental, non-profit national general aviation organizations with more than 470,000 pilots in total. The first IAOPA World Assembly was held in 1965, and since then it has been successfully held 26 times.



IAOPA World Assembly is a communication platform for international general aviation, bringing together top business leaders, entrepreneurs, experts and scholars. Set to “promote international general aviation”, the event seeks to develop general aviation from a global perspective.

China is hosting the 27th IAOPA World Assembly, which is an opportunity to demonstrate China's general aviation industry and introduce advanced products, service and experience in management. It is a highly specialized international platform for aviation companies, owners and pilots to have constructive dialogue.

The annual China Low-altitude Economy

Summit is the most influential communication platform in low-altitude economic sector in China. It has been successfully held three times before and has brought together military and government representatives, experts and scholars, entrepreneurs, to discuss plans for China's general aviation development, which has contributed actively to China's low-altitude economic development.



The 4th China Low-altitude Economy Summit will be held at the same period as the World Assembly, during which time leading figures in general aviation sector in China and specialists in aviation industry in the world will gather in Beijing to communicate and share valuable experience, aiming to push forward the opening of low-altitude in China and the development of global general aviation.

Overview

Host : AOPA-China on behalf of IAOPA

Date: September 9th-15th, 2014

Venue: Hotel Kunlun, Beijing, China



Note: for detailed information about the World Assembly you can visit the WA website at:

<http://www.aopa.org.cn/zt/iaopa/>

Agenda

Tuesday, Sept. 9	Opening Dinner (10th anniversary of AOPA-China)
Wednesday, Sept.10	IAOPA Business meetings The 4th China Low-altitude Economy Summit
Thursday, Sept.11	Aviation event/airfield tour (attendees of World Assembly) The 4th China Low-altitude Economy Summit
Friday, Sept. 12	IAOPA Business meetings(afternoon is IAOPA closed door board meeting) Closing Gala Dinner
Saturday,Sept. 13	IAOPA Business meetings(IAOPA closed door board meeting)
Sunday, Sept. 14	Local/city tour (attendees of World Assembly)
Monday, Sept. 15	Local/city tour (attendees of World Assembly)

Attendees:

- ✧ Government official: Delegates from Civil Aviation Administration of China and Air Traffic Control Committee of China, experts and specialists in the GA industry.
- ✧ Business representative: Decision makers from aviation business across the world.
- ✧ Organization: Organizations and societies in the GA industry.
- ✧ Foreign delegate: IAOPA representatives and key people from international.
- ✧ Business Relevant establishment: Financial institutions, investment and financing guarantee companies and futures companies.
- ✧ Media: Media coverage from both China and abroad.

Sponsorship Opportunity

2 x Gold Sponsor : 50,000USD

- ✧ **Complimentary Registration:**
 - Three VIP seats and two standards seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on all signage in the venue
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - One advertising space on one side of the conference hall
 - One X-frame banner stand outside the conference hall
 - One pop-up display in the conference hall
 - One advertising space in Opening Dinner
 - Advertising space on one inside page (full page) of *Popular Aviation*^{WA} special issue
 - One advertising space on the homepage of WA official website
 - Three-month advertisement (8,200 USD per month) on Popular Aviation website*
 - Thirty days advertisement (980 USD per day) on AOPA-China official website
- ✧ **Other Benefits:**
 - Fifteen-minute speech opportunity
 - One interview by media
 - Continuous scroll display of sponsor's promotional video (maximum 2 minutes provided by sponsor) during tea break

**Popular Aviation magazine and Popular Aviation website are designated partners of AOPA-China.*

- Sponsor's promotional material inserted in attendee bag (promotional material provided by sponsor)
- Listed in the reminding and thank-you message to all the attendees before and after the event
- Recognized by moderator during Opening Dinner

1 x Premier Sponsor for Opening Dinner : 50,000 USD

✧ **Complimentary Registration:**

- Three VIP seats and two standards seats at meetings and discussions
- Three passes to Opening Dinner, including one for the main table where you will be seated with VIP guests.

✧ **Title Sponsorship:**

- Naming right to the registration wall at Opening Dinner
- Company name on all signage at Opening Dinner
- Company name on WA official website

✧ **Advertising Opportunity:**

- Two advertising spaces at Opening Dinner
- Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- One-month advertisement (8,200 USD per month) on Popular Aviation website

✧ **Other Benefits:**

- Title sponsor for and speech opportunity during Opening Dinner
- Continuous scroll display of sponsor's promotional video (maximum 2 minutes provided by sponsor)before Opening Dinner
- Recognized by moderator during Opening Dinner

1 x Sponsor for Closing Gala Dinner: 16,000 USD

✧ **Complimentary Registration:**

- One VIP seats and two standards seats at meetings and discussions

- Two passes to Closing Gala Dinner
- ✧ **Title Sponsorship:**
 - Company name on all signage at Closing Gala Dinner
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Two advertising spaces at Closing Gala Dinner
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Other Benefits:**
 - Title Sponsor for Closing Gala Dinner
 - Continuous scroll display of sponsor's promotional video (maximum 2 minutes provided by sponsor) before Closing Gala Dinner

3 x Sponsor for Lunch : 20,000 USD for three days or you can choose a date :

10th: 13,000 USD , 12th:4,000 USD, 13th: 4,000 USD

- ✧ **Complimentary Registration:**
 - Two VIP seats and two standards seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Naming right to the main background wall at lunch.
- ✧ **Advertising Opportunity:**
 - One advertising space on one side of the dining hall
 - One X-frame banner stand outside the conference hall
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Other Benefits:**
 - Continuous scroll display of sponsor's promotional video (maximum 2 minutes provided by sponsor) before Lunch

4 x Sponsor for Tea Break : 8,000 USD for three days or you can choose a date :

10th:5,000 USD, 12th:1,600 USD, 13th: 1,600 USD

- ✧ **Complimentary Registration:**
 - One VIP seats and two standards seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - One X-frame banner stand outside the conference hall
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue

3 x Sponsor for Beverage : 16,000 USD Served during lunch and dinner

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - One advertising space in the dining hall.

Note: Sponsorship can be provided as product.

1 x Sponsor for Drinking Water: 8,000 USD Served during conference, tea break and meal

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - One X-frame banner stand in conference hall

Note: Sponsorship can be provided as product.

3 x Sponsor for Souvenir: 5,000 USD

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - One X-frame banner stand in conference hall
 - Sponsor's logo on the souvenir

Note: Souvenir can be company's product, provided that the product is proper for the occasion.

1x Sponsor for Stationery: 5,000 USD

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions

- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - One X-frame banner stand in conference hall
 - Sponsor's logo on the stationery

Note: Stationery can be company's product, provided that the product is proper for the occasion.

1 x Sponsor for Outdoor Activity : 6,500 USD

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - 4 x Outdoor displaying wall (0.8m × 2m)
 - Media coverage
 - Distribution of sponsor's promotional material on site

5x Sponsor for Derivative Product : 5,000 USD

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website

- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - Sponsor's logo on derivative product

3 x Sponsor for Registration Desk: 3,000 USD

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - One X-frame banner stand at registration desk
 - Sponsor's promotional material displayed at registration desk

2 x Sponsor for Badge: 8,000 USD

- ✧ **Complimentary Registration:**
 - Two standard seats at meetings and discussions
- ✧ **Title Sponsorship:**
 - Company name on WA official website
- ✧ **Advertising Opportunity:**
 - Advertising space on one inside page (full page) of *Popular Aviation WA* special issue
- ✧ **Others:**
 - One X-frame banner stand at registration desk
 - Sponsor's name and logo on badge

Note:

- 1. Seats at meetings and discussions are not available at closed door IAOPA Board meeting discussions, that Friday afternoon and Saturday morning.**
- 2. For all the sponsorship fee higher than and including 5,000USD, if you paid by June 1st 2014, we provide 15% off.**
- 3. Other customized sponsorship opportunities may be available and we will be pleased to discuss and develop a sponsorship program to match your individual business and marketing needs.**