



## ISPY 2011 Sponsorship Packages Overview



	<b>Gold x 3</b>	<b>Evenings x 4</b>	<b>Conference / Workshop Speakers</b>	<b>Business Class</b>	<b>First time flyers</b>	<b>Product Placement</b>
ISPY Co branded Polo shirts	✓					
Awards ceremony programme	Full page advert, profile, contact details	Full page advert, profile & contact details	Full page advert, profile & contact details	Profile	Profile	Profile
ISPY Diary	as above	as above	as above	as above	as above	as above
Note pad	Logo strip	Logo strip	Logo strip	Logo strip	Logo strip	Logo strip
Pen	Logo					
Banners	Sole Banner	Logo Banner	Logo Banner	Logo Banner	Logo Banner	Logo Banner
<b>Product placement</b>						
Bedroom gift for key airline management	✓					
Training product	As featured in the Inflight Brochure	As featured in the Inflight Brochure	As featured in the Inflight Brochure	As featured in the Inflight Brochure	As featured in the Inflight Brochure	As featured in the Inflight Brochure
Monday welcome bags	✓					
ispyPLUS welcome bags	✓	✓	✓			

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Crew training rooms POS	✓					
Table gifts	Awards ceremony	At your specific event				
Crew prizes	✓	✓	✓	✓	✓	✓
<b>Presentations/ Guest appearances</b>						
Monday welcome	✓					
Monday Speed networking	✓					
Airline of the Year judging	✓					
Conference / Workshop speakers			Collaboration with brief, introduce & close session			

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Dragon's Den advisor	✓	✓	✓			
Award ceremony	Co host & present main awards	Present an award	Present an award			
Table at Product knowledge fair	✓	✓	✓	✓	✓	
Friday Product enlightenment session	✓					
<b>Post event marketing</b>						
Post event supplement	2 x full page adverts, + 1 page advertorial	1 full page advert	1 full page advert	Logo	Logo	Logo
<b>Attendance</b>						
Number of sponsorship delegate passes	Unlimited	4	4	2	1	N/A

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Passes validity	Unlimited	*Tuesday evening/ Friday	*Tuesday evening/ Friday	Tuesday evening/ Friday	Wednesday/ Friday	N/A
Awards ceremony tickets	Table of 10	Table of 10	Table of 10	2	1	N/A
Cost	£25,000	£13,000	£10,000	£4,900	£2,500	£1,250

<b>Sponsorship status</b>					<b>Cost</b>
Gold x 3	SOLD OUT				£25,000
Evening	Monday UNDER OFFER	Tuesday SOLD	Wednesday UNDER OFFER	Thursday FOR SALE	£13,000
Conference / Workshop Speakers	Tuesday 'Driving Sales"	Wednesday Cultural Buying & Selling	Thursday ispyPLUS Keynote speaker	ALL FOR SALE	£10,000
Business Class	FOR SALE				£4,900
First time flyer	FOR SALE				£2,500
Product Placement	FOR SALE				£1,250