

3rd World Conference on Fear of Flying

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EXHIBITION AND SPONSORSHIP OPPORTUNITIES

Sponsoring and becoming an Exhibitor

1. Why consider sponsorship

Sponsorship packages have been outlined to offer exclusive privileges to sponsors wanting to benefit from the broad exposure and highly targeted visibility provided by ICAO. Through these packages, sponsors will have the privilege of the following benefits:

- Communicate their brand message to an exclusive and highly targeted audience.
- Raise their company profile within the industry through a prime booth location and event activities.
- Maximize their advertising and promotional efforts with distribution of corporate material.
- Gain customer insight through privileged face-to-face contacts and demonstrations.
- Build new and unique relationships with industry specialists, government authorities and policy-makers.

2. Sponsorship opportunities and booking status

- To see the benefits granted to sponsors, please click [here](#).
- To see the List of Sponsorship Slots and the current booking status, please click [here](#).

3. Sponsorship rules

Since sponsors are also exhibitors, with the exception of the rule on “Booking”, Exhibition Rules as well as the following ones will apply to them:

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Booking of a sponsorship slot

- FCM Communications Inc. (FCM) is ICAO's authorized sales representative for sponsorship and exhibition activities held at this event.
- Sponsorship slots will be granted on a first come, first served basis according to availability and best interest of the Conference.
- *Booking procedure.* In order to ensure a clear and fair booking process that protects ICAO and exhibitors' interests, it is required that all sponsors comply with the following requirements:
 - *Booking request.* The [Sponsorship Slot-Booking Request Form](#) must be completed and sent to FCM. If the requested slot and booth(s) are available, an FCM message confirming the temporary booking will be sent to the requesting organization which will have one calendar week to comply with the next requirement.
 - *Sponsor and Exhibitor Agreement.* The request of booking will be formalized by completing, signing and faxing or e-mailing the corresponding [Sponsor and Exhibitor Agreement](#) to Fax No. +1 (450) 677-4445 or fcmcommunications@videotron.ca. FCM will confirm receipt of the Agreement and establish the target date for the corresponding payment (30 days after the confirmation date but not later than 30 days before the first day of the Exhibition).
 - *Payment of fees.* When, in the Sponsor and Exhibitor Agreement, a sponsor chooses to pay the fees through a bank transfer, the sponsor should provide a copy of the bank transfer by fax or email (PDF format) before the payment target date; this will confirm the reservation and avoid its cancellation. *Only through the completion of this final step will ICAO honour the booking.* Sponsors failing to comply on time with this requirement will be subject to a cancellation fee (see [Cancellation Policy](#)).

Presentation by Gold sponsors

- The Gold sponsors' presentations/speeches on their organizations will not be included in the Symposium Programme but will be scheduled as the concluding activity of each formal session, each being carried out before the corresponding hospitality event. Gold sponsors should limit their presentations/speeches on their organizations, to the presentation-time granted (10 minutes). Strict control of this time will be exercised by the session moderator.

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4. Booking a sponsorship slot

- To see and/or download the Sponsorship Slot-Booking Request Form please [click here](#).
- To see and/or download the Sponsor and Exhibitor Agreement Form please [click here](#).

5. Important information for Sponsors

- In addition to the issues included as *important information for exhibitors*, Sponsors should add the following ones to their check list:

- ✓ *Promotional material.*

Information for inclusion in the Conference bag must arrive at ICAO not later than **28 May**. Such promotional material (approx. 300 individual packages of a maximum of three normal brochures or leaflets) should be sent to the following address:

International Civil Aviation Organization (ICAO)
World Conference on Fear of Flying
Mr. Mike Baiao
External Conference Coordinator
999 University Street
Montreal, Quebec, Canada
H3C 5H7

(Delivery at: ICAO loading deck on Viger Street, opposite the Bell Tower parking entrance)

- ✓ *Presentation by Gold sponsors.* Each Gold sponsor is entitled to a *ten (10) - minute presentation*. A strict control of this time will be exercised by the session moderator.

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Montreal, 4 to 6 June 2007

Sponsorship packages

<i>ITEM</i>	<i>Gold Sponsor</i>	<i>Silver sponsor</i>
Sponsor's logo and link on the event web page	✓	
Recognition by the event moderator during the opening and closing ceremony	✓	
Sponsor's name and logo in the event programme (hospitality event)	✓	✓
Prime visibility (company logo and description) in the Sponsors and Exhibitors Leaflet	✓	
Display of sponsors' logos in the venue areas	✓	
Display of sponsor logos during the welcome reception/cocktail, lunch and gala diner	✓	
Five (5) minute speech at the beginning of the Gala diner	✓	
Display of sponsor's logo during a coffee/refreshment event		✓
Symposium bag with a company brochure included for each attendee	✓	
Invitation, with sponsor's name and logo, to the hospitality event on the auditorium screen	✓	✓
Sponsors' names and logos on the auditorium screen at the opening of each session of the Symposium	✓	
Prime standard booth space (single)	✓	✓
Free delegate passes	2	1

Fear of flying Symposium

Montreal, 4 to 6 June 2007

Sponsorship Slots

Slot No.	Sponsorship for	Date	Status	Exposure fee USD
1	Coffee/refreshment	Monday 4, 09:30 to 10:00	Available	3,500
2	Lunch	Monday 4, 12:00 to 13:30	Available	7,500
3	Coffee/refreshment	Monday 4, 15:20 to 15:50	Available	3,500
4	Welcome reception	Monday 4, 17:30 to 19:00	Available	7,500
5	Coffee/refreshment	Tuesday 5, 10:30 to 11:00	Available	3,500
6	Coffee/refreshment	Tuesday 5, 15:30 to 16:00	Available	3,500
7	Gala dinner	Tuesday 5, 18:00 pm.	Available	7,500
8	Gala dinner	Tuesday 5, 18:00 pm.	Available	7,500
9	Coffee/refreshment	Wednesday 6, 10:00 to 10:30	Available	3,500

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Sponsorship Slot - Booking Request Form

Please type or complete this form electronically

1. Sponsor and exhibitor contact details

Organization name:
Contact person:
(Mr. Mrs. First name, Surname)
Job title:
Address:
City:
Province/State:
Country:
Postal / ZIP Code:
Telephone #:
Fax #:
E-mail address:

2. Sponsorship slots preferred – please indicate *slot number(s)* shown on the List of Sponsorship Slots that would meet your expectations:

1st choice

2nd choice

3rd choice

4th choice

3. Type of booth

Please indicate the type of booth space that:

- a) You would like to use as a benefit for your sponsorship slot, or
- b) You would like to have by renting additional booths to the one(s) included in the exposure fee:

Single (8 x 8 ft; 2.5 x 2.5 m) _____

Double (two adjoining singles) _____

Triple (three adjoining singles) _____

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4. **Preferred booth locations** – please indicate *booth number(s)* shown on the floor plan that would conform to the type of booth you have chosen above:

1st choice

2nd choice

3rd choice

4th choice

5. **Standard stand package**

Gold sponsors are not obliged to rent a stand package from the exhibition services provider (Clarkson-Conway Inc.). However, please indicate whether you intend to bring your own “pop-up” booth stand: YES _____ NO _____

6. **Type of products/services to be displayed**

7. **Signature** _____ **Date** _____

8. **Fax this form to: +1 (450) 677-4445 or e-mail its PDF version to fcmcommunications@videotron.ca**

A message confirming your temporary booking will be sent to you shortly.

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Sponsor and Exhibitor Agreement

The undersigned hereby accepts the terms of reference outlined below to exhibit at the World Conference on Fear of Flying from Monday to Wednesday, June 4-6, 2007. Reservation of the allocated booth(s) will be guaranteed by return of the **completed form not later than 11 May and payment of the exhibition fee not later than 21 May 2007.**

Name of company or organization:	
Contact:	
Title:	
Address:	
City:	
Province/State/Country:	
Postal / ZIP Code:	
Tel.:	
Fax :	
E-mail :	
Signature:	

Schedule and Location

Exhibition hours: Monday, 4 June: 9:00 am – 7:00 pm
Tuesday, 5 June: 9:00 am – 5:30 pm
Wednesday, 6 June: 9:00 am – 5:00 pm

Move-in: The exhibition booths will be set up and available for sponsors to move-in on Sunday, 3 June at 1:00 pm

Move-out: Wednesday 6 June, 5:30 pm

The exhibition will be located in the foyer surrounding the ICAO Assembly Hall at ICAO Headquarters in Montreal, Canada.

Please ensure that the dimensions of your exhibition objects, such as large components or demonstration equipment, conform to the logistics at ICAO Headquarters in terms of the freight elevator (depth: 8 feet), the doors of which measure 4 feet wide and 7 feet high.

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Specification of the exhibition booth space(s), services and fees to pay

Use the information provided in the message confirming the temporary booking to complete the table below through the following steps:

1. Write the number and description of the sponsorship slot FCM Communications Inc. (FCM) has temporarily booked for your organization;
2. Write the exposure fee in the corresponding column;
3. Write the booth numbers which are covered by the exposure fee;
4. If you have booked additional booth space(s), write the corresponding number(s), add the booth fees, multiply this result by 0.8 and write the final figure into the corresponding column; and
5. Calculate the total. *This is the amount that your sponsoring organization will pay to ICAO through FCM.*

<i>Items</i>	Fees	
	Gold sponsor	Silver sponsor
Exposure fee for the Sponsorship slot number: _____, described as _____		
Exhibit space (2.5 x 2.5 m / 8 x 8 ft) reserved booth(s) number(s) _____, included in the exposure fee	N/A	N/A
Fees (after applying a 20% discount) for additional space reserved booth(s) number(s) _____		
TOTAL		

If you have chosen the **Gold sponsorship** category the exhibition services included in the fees are:

1. The allocated exhibition space(s) above-mentioned;
2. Recognition by the event moderator during the opening and closing ceremony;
3. Permanent display of sponsors' logos in the venue areas, except during time allocated to other sponsors' hospitality events;
4. Organization's logo and link in the second page of the Conference website;
5. Organization's name and logo in the Conference Programme (connected to the hospitality event heading);
6. Organization's logo on the Conference bag to be issued to each participant;
7. Organization's logo prominently displayed in the cocktail/lunch/refreshment area;
8. Organization's logo and text included in the Conference Sponsors and Exhibitors leaflet;
9. Invitation to the cocktail/lunch/dinner your organization is sponsoring will be displayed on the screen of the conference hall and ten (10) minute presentation by your organization before the hospitality event. During the cocktail/lunch/dinner time your organization logo will be prominently displayed as sponsor of the event;
10. Complimentary photo-ID passes to the Conference and bags for two representatives;
11. Option to bring the organization's own booth stand;

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12. Inclusion of the organization name and logo in the event documentation;
13. Invitation to all social events; and
14. Daily cleaning of public areas.

If you have chosen the **Silver sponsorship** category the exhibition services included in the fees are:

15. The allocated exhibition space(s) indicated above;
16. Organization's name and logo in the Conference Programme (connected to the hospitality event heading);
17. Organization's logo and text included in the Conference Sponsors and Exhibitors leaflet;
18. Invitation to the coffee/refreshment your organization is sponsoring will be displayed on the screen of the conference hall. During the coffee/refreshment time, your organization logo will be prominently displayed as sponsor of the event;
19. Complimentary photo-ID passes to the Conference and a bag for one representative;
20. Invitation to all social events; and
21. Daily cleaning of public areas.

ICAO will register the event with the Canadian government to facilitate entry into Canada and you will receive a copy of the reply letter for ease of reference as soon as available.

Rules applicable to this agreement

1. *Payment of fees.* When, in the Exhibitor Agreement, an exhibitor chooses to pay the fees through a bank transfer, the exhibitor should provide a copy of the bank transfer by fax or e-mail (PDF format) before the payment target date; this will confirm the reservation and avoid its cancellation. Only through the completion of this final step will ICAO honour the booking. Exhibitors failing to comply on time with this requirement will be subject to a cancellation fee (see below).
2. *Cancellation Policy.* An exhibitor organization which has formalized a booking may cancel it, without penalty, if the cancellation request is made not later than seven calendar days after the Exhibitor Agreement was sent to FCM Communications (FCM). If the cancellation is requested after this date but within 15 calendar days, the exhibitor will pay, as a penalty charge, 25% of the total fees. Cancellations made after this 15 day time period will be subject to a penalty of 50% of the fees. If the cancellation, however, is made during the 30 previous calendar days to the opening date of the event, the penalty will be 100% of the fees.
3. *Invoices.* FCM will provide an original invoice to one of the Exhibitor's representatives at the Exhibition and will also provide a PDF version by email upon request.
4. Exhibition services not provided by ICAO.
 - 4.1 ICAO will be committed only to provide the exhibition services that appear above as included in the fees, in accordance to the following specifications:

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Item	Included in the fee	Not provided by ICAO	Remarks
Exhibition space	✓		The Exhibition hall has carpets and air conditioning.
Electric supply – one 110V outlet for 15 Amp. max.	✓		For each single booth rented.
Internet access	✓		Wireless unlimited access.
24-hour security	✓		Special security measures will be in place. However, ICAO is not responsible for any loss or damage of goods left in the exhibition booth.
Stands and furniture		✓	Standard booth stands must be rented from the provider chosen by ICAO. Discount packages are offered.
Lighting in the booth		✓	Included in the above-mentioned packages.
Banner or fascia		✓	Included in the above-mentioned packages.
Transportation and/or storage of goods and/or importation/exportation services		✓	Through the services provider chosen by ICAO.
Electric accessories (transformers, extensions, power-bars, etc.)		✓	It is <u>strongly recommended</u> that exhibitors bring their own accessories, as they are difficult to locate and expensive to rent in Montreal.

- 4.2 Exhibitors should contact directly the official providers of exhibition services and/or storage and transportation of goods, to make the arrangements which fit their particular needs.
- 4.3 *ICAO-authorized exhibit booth.* The official exhibition supplier, Clarkson-Conway Inc. (CC), was selected to provide logistical support to exhibitors because of its extensive experience in organizing exhibitions in Montreal. Exhibitors renting a single booth space must order an ICAO-authorized booth stand from CC as these stands are sized to fit in ICAO’s exhibition floor plan. This rule is optional for sponsors and exhibitors renting double or triple booths who opt to bring their own “pop-up” booth stand. These sponsors/exhibitors, however, should verify that their stand fits into the respective booth space allocated by ICAO. If the stand does not fit, they must rent a booth stand like any other exhibitor.
- 4.4 *Storage, transportation and Customs services.* Since in the ICAO premises there are no storage areas, **it is strongly recommended** that exhibitors needing any of these services contact the official customs brokers for this event: *Mendelssohn, Customs and Transportation Co.*
- 4.5 *Presentation by main sponsors.* The main sponsors' presentations/speeches on their organizations will not be included in the Conference Programme but will be scheduled as the concluding activity of each formal session, each being carried out before the corresponding hospitality event. Main sponsors should limit their presentations/speeches on their organizations to the

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presentation-time granted (10 minutes). Strict control of this time will be exercised by the session moderator.

Description of your organization

Please provide a brief description and a logo of your organization to be included in the Exhibition Directory. This text, along with a graphic file of your logo (black and white), should be e-mailed to *FCM* not later than **25 May**.

Name of company/organization:	
Mailing address:	
Contact name:	
Tel.:	
Fax:	
E-mail:	
Text (maximum 100 words) :	

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Methods of Payment

Bank transfer

Bank Transfer Payment

The exhibition fee is payable to ICAO - indicate "**World Conference on Fear of Flying Exhibition Fee**" and the sender. An additional charge of U.S. \$10.00 should be added to cover local bank charges. All other bank charges must be prepaid and the total in U.S. dollars paid into the following account:

Beneficiary Bank:

TD Canada Trust

2155 Roland-Therrien Blvd.
Longueuil, Quebec, Canada
J4N 1P2

FCM Communications Inc.

Bank account: 0118 7301463
ABA code (Europe): 026009593
Swift code: TDOMCATTOR

Currency of account: U.S.\$

Credit Card

For off-line payment by major credit cards (American Express, MasterCard and Visa), please provide your credit card details below. Please note that the fee will be charged in Canadian dollars at the UN exchange rate of U.S. \$ 1 = Canadian\$ 1.16 although the fee is quoted in U.S. dollars.

American Express

MasterCard

Visa

Card number:

Expiry date:

Cardholder's name:

Signature:

Please return the completed form by fax or e-mail the scanned version to:

FCM Communications Inc.

Mr. Yves Allard

Fax: +1 (450) 677-4445

E-mail: fcmcommunications@videotron.ca