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COMMERCIAL AIRCRAFT
CUSTOMER SERVICES

2017 SPONSORSHIP OPPORTUNITIES

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2017 SPONSORSHIP OPPORTUNITIES COMMERCIAL AIRCRAFT

Dear Partners and Suppliers,

In 2017, Bombardier Commercial Aircraft Customer Services continues to host customer-facing events around the world. These events provide a platform to showcase the latest updates on Bombardier products, technical and operational innovation, best practices and service offerings.

The continued success of our customer events is a team effort and is a direct result of our collaborative relationship between all Bombardier operators, suppliers and industry partners. We would like to offer you the opportunity to collaborate with us at these events.

Our 2017 Sponsorship Package will provide you with exciting networking opportunities to promote your products and services, enhance customer experience, and reach our customers on a global scale.

I encourage you to join us as we travel the world to meet our customers at the following events in 2017:

- European Regional Review

- Munich, Germany

- Regional Reviews

- Sydney, Australia
- Johannesburg, South Africa
- Moscow, Russia
- Chongqing, China
- Osaka, Japan

Contact our team at **customer.services.events@aero.bombardier.com** if you have any questions or wish to pursue sponsorship opportunities. For further details on our calendar of events, please visit **events.aero.bombardier.com**

We look forward to your collaboration in 2017.

Yours sincerely,

Todd Young

Vice President and General Manager, Customer Services
Bombardier Commercial Aircraft



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WHY SPONSOR

Build Credibility

Sponsoring a Bombardier Commercial Aircraft event is the ideal way to build trust and credibility amongst existing valuable customers and future prospects.

Increase Brand Awareness

Strategic logo placement, creative signage and special mentions from our leadership team will communicate value and endorsement. There is no better way to stand out in the crowd and create a lasting impact with key business partners.

Benefit From Targeted Marketing

Our conferences offer captive, aviation-dedicated, region-specific audiences. All of our events—from Regional Reviews, to the flagship European Regional Review—offer a platform of engaged aviation professionals including operators, lessors, suppliers and industry experts.

Generate New Leads

Every dollar invested in sponsoring our international events will have a direct impact on generating new opportunities for your company to create mutually beneficial partnerships on a global scale. There is no replacement for face-to-face business meetings.

Take advantage of our sponsorship opportunities and differentiate your business from your competitors, while developing closer and better relationships with new and existing customers. Get involved and become a sponsor.



EUROPEAN REGIONAL REVIEW

MAY 16-18, 2017 • MUNICH, GERMANY



The European Regional Review is an interactive and informative event designed to promote Bombardier Customer Services' partnership with Commercial Aircraft (Q Series, CRJ Series and C Series) operators, suppliers and partners as well as industry affiliates. The event highlights key operational achievements and creates a unique opportunity for all participants to network with airlines, industry experts and program suppliers.

A highlight of this event is the exclusive Airline Reliability Awards and In-Service Supplier Top Achievement Recognition (STAR) Gala Evening. This invitation-only event is your exclusive opportunity to meet face-to-face with senior executive airline members and the Bombardier executive team.



EUROPEAN REGIONAL REVIEW

SPONSORSHIP OPPORTUNITIES AT A GLANCE

SPONSORSHIP PACKAGE	DIAMOND	PLATINUM	GOLD
PRICE PER EVENT	\$50,000 USD	\$35,000 USD	\$20,000 USD
OPPORTUNITIES PER EVENT	1	2	3
Complimentary tickets to event	6	4	3
Dedicated recognition at portion of event	Customer Appreciation Dinner	Welcome Registration (2 days recognition)	Lunch
Logo on giveaway item	Welcome Bag	Lanyard	Wallet
Exhibit space	Premium Location	Premium Location	Standard Location
Advertisement in event guide	1 Full Page, Colour, Back Cover	1/2 Page, Colour	1/2 Page, Colour
Company description in the event guide	100 words	75 words	
Logo on event signage	•	•	•
Hyperlinked logo on event website	•	•	•

À LA CARTE SPONSORSHIP	PRICE PER EVENT (USD)	Opportunities per event	Complimentary tickets to event	Logo on event signage
Breakfast	\$3,000	3	1	•
Lunch	\$10,000	3	3	•
Coffee break	\$5,000	6	2	•
Standard exhibit space (5X10) *Space may differ depending of hotel selection	\$10,000	Limited	3	
Conference guide (half page)	\$3,000	Limited	1	
WIFI card	\$5,000	1	2	
Charging Station	\$5,000	1	2	
Conference room identification - 3 days	\$12,000	Limited	3	
Conference room identification - 2 days	\$9,000	Limited	2	
Conference room identification - 1 day	\$6,000	Limited	1	
Extra pass for sponsors	\$750	Unlimited		
Local attendance	\$1,500	Unlimited		

REGIONAL REVIEWS

Regional Reviews are custom-designed to provide customers with the most up-to-date technical and maintenance advancements, flight operations and best practices. These events are tailored to address region-specific topics.

Our sponsorship package is designed to enhance your company's image, increase awareness of your product and service offerings, while building and strengthening valuable business relationships worldwide.

Oceania Regional Review

Sydney, Australia
March 1-2

Africa and Middle East Regional Review

Johannesburg, South Africa
July 5-6

Russia and CIS Regional Review

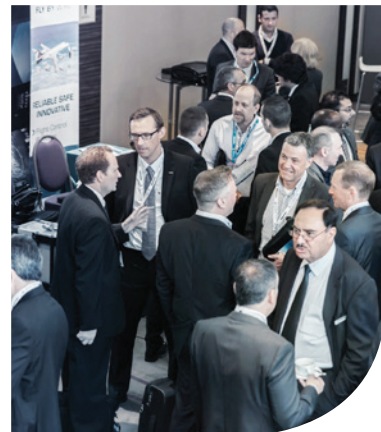
Moscow, Russia
September 20-21

Asia Pacific Regional Review China

Chongqing, China
November 2-3

Asia Pacific Regional Review Japan

Osaka, Japan
November 6-7



REGIONAL REVIEWS

SPONSORSHIP OPPORTUNITIES AT A GLANCE

SPONSORSHIP PACKAGE	DIAMOND	PLATINUM	GOLD
PRICE PER EVENT	\$20,000 USD	\$15,000 USD	\$10,000 USD
OPPORTUNITIES PER EVENT	1	2	2
Complimentary tickets to event	4	3	2
Dedicated recognition at portion of event	Customer Appreciation Dinner (Logo on signage & menu)	Welcome Registration (2 days recognition)	Lunch
Logo on giveaway item	Lanyard	lwallet	
Dedicated conference room	2 days	1 day	1 day
Standard exhibit space	Premium	•	•
Advertisement in event guide	1 Full Page, Colour, Back Cover	1/2 Page, Colour	1/2 Page, Colour
Company description in the event guide (75 words)	•		
Logo on event signage	•	•	•
Hyperlinked logo on event website	•	•	•

À LA CARTE SPONSORSHIP	PRICE PER EVENT (USD)	Opportunities per event	Complimentary tickets to event	Logo on event signage
Welcome reception (2 days recognition)	\$8,000	1	3	•
Breakfast	\$1,500	2	1	•
Lunch	\$5,000	2	3	•
Coffee break	\$2,500	4	2	•
Standard exhibit space (5X10) *Space may differ depending of hotel selection	\$3,500	Limited	2	
Conference guide (half page)	\$1,500	Limited	1	
WIFI card	\$3,000	1	2	•
Charging Station	\$3,000	1	2	•
Conference room identification - 2 days	\$6,000	Limited	2	•
Conference room identification - 1 day	\$4,000	Limited	1	•
Extra pass	\$300	Unlimited		

CONTACT US

If you have any questions or wish to pursue our sponsorship opportunities, please email us at **customer.services.events@aero.bombardier.com**

For further details on our events, please visit **events.aero.bombardier.com**

All prices are listed in USD.

All opportunities are subject to availability and granted on a first-come, first-serve basis.

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