





ground handling INTERNATIONAL CARGO ZONE

GET YOURSELF IN TRIM AT THE ALL-NEW GHI CARGO ZONE

-  Targeted advice on enhancing your cargo handling operation
-  Premium networking opportunities with airline cargo buyers
-  Bringing cargo and PAX communities together to exchange best practice in one united forum

DEBUTS
4-7 NOVEMBER
**ground
handling**
INTERNATIONAL
21st Annual
Ground Handling International Conference
RAI, AMSTERDAM

CONNECTING PAX AND CARGO OPERATORS TO ACHIEVE GROUND HANDLING EXCELLENCE

GHI will launch a dedicated Cargo Zone at our 21st Annual Conference in Amsterdam to help you discover specialist business-boosting advice on developing this core aspect of today's aviation business mix.

We know that more than 60% of our delegates have a business remit in cargo handling. Whether it's a full warehouse operation or the final loading of ULDs and pallets onto aircraft on the apron, the safe and efficient movement of cargo matters to our airline and ground handling customers.

So, GHI's all-new Cargo Zone will offer targeted advice on improving cargo operations, as well as discussing the opportunities to share best practice tools and techniques with passenger-focused ground handling services.

Are you an airline, handler, airport or supplier with a business interest in cargo handling? Find out how you can get involved in GHI's Cargo Zone by emailing: max@groundhandling.com

"We applaud the move to bring a specialist Cargo Zone to a conference that's become the community hub for the world's ground handling industry. Cargo and passenger handling bring very different challenges... but we are ultimately part of the same family. This is an outstanding opportunity for the industry to come together and learn from one another's product."

John Batten,
Executive Vice President Cargo - EMEAA, WFS

CARGO BY NUMBERS



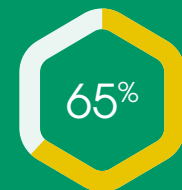
OF 2018 ANNUAL
CONFERENCE
ATTENDEES HAVE
A BUSINESS REMIT
INCLUDING CARGO
HANDLING



MILLION TONNES
OF AIR CARGO
TOOK TO THE SKIES
LAST YEAR



VOLUME
GROWTH IN
CARGO IN
2018



OF OUR DELEGATES
SAID A CARGO
WORKSHOP STREAM
SHOULD FORM
A KEY PART OF A
DEDICATED CARGO
AREA AT THE
CONFERENCE



WHAT WILL GHI'S CARGO ZONE INCLUDE?

The Cargo Zone will comprise a dedicated area of the show floor and feature a bespoke workshop speaker theatre, plus supplier stands offering cargo handling equipment and services.

Specialist advice on enhancing your cargo offering: a dedicated workshop theatre will offer how-to advice on key cargo handling topics including: automation; ULD care; the move to paperless and implementing e-air waybills; track and trace; VR/AR in load control; dangerous goods; cool chain for temperature-sensitive cargo; security; and more.

Discover cargo relevant products: enjoy the chance to liaise with industry suppliers within the zone who are offering bespoke cargo equipment and services from load planning software to warehouse racking, cargo dollies and forklift trucks.

PLUS...

Enhanced One-to-One Meeting opportunities with cargo airline buyers; more attendees from airline cargo procurement teams available for your meeting requests.

Keynote conference programme debate on the common challenges facing PAX and cargo operations: what can we learn from one another's operation?

CONNECT YOUR CARGO PRODUCT OR SERVICE WITH GLOBAL AVIATION DECISION MAKERS



The GHI Cargo Zone offers the opportunity to promote your cargo product or service to a global audience of aviation decision makers who are actively looking for help enhancing their cargo handling operation.



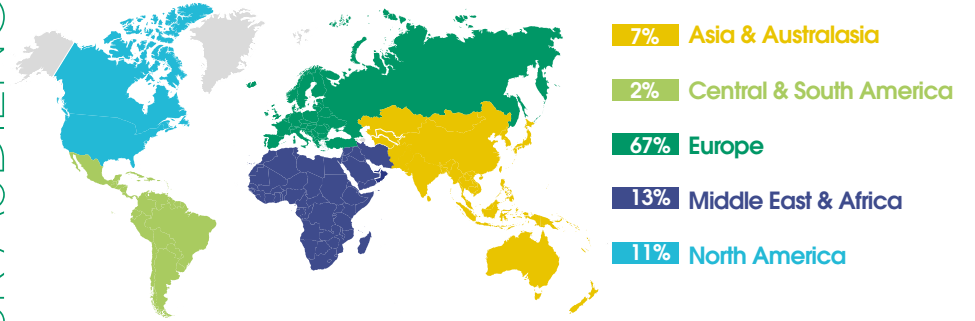
63% OF 2018 ANNUAL CONFERENCE ATTENDEES HAD A BUSINESS REMIT INVOLVING CARGO HANDLING.

PREVIOUS ATTENDEES OF THE ANNUAL GHI CONFERENCE...

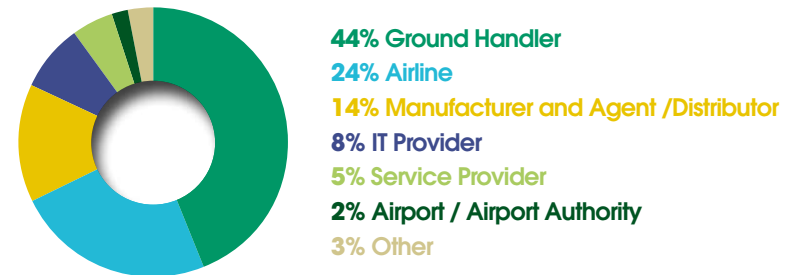


OUR AUDIENCE

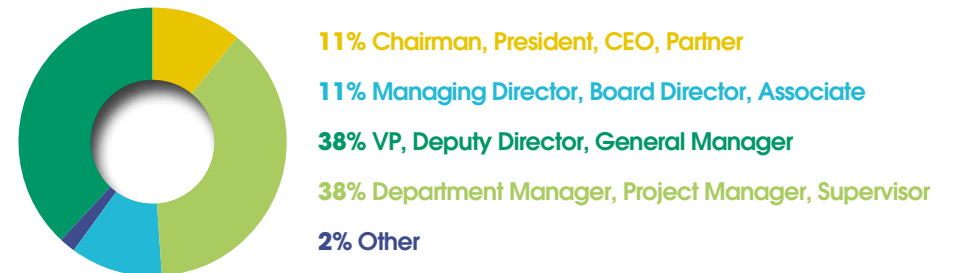
DELEGATES BY REGION



DELEGATES BY INDUSTRY SECTOR



DELEGATES BY LEVEL OF SENIORITY



"GHI is the most important organiser of ground handling conferences in aviation. To add the fascinating world of cargo will be beneficial to everyone in this industry. Its inclusion is yet another fine reason to be in Amsterdam in November 2019."

Wolfgang Fasching, Senior Aviation Consultant and former SVP Ground Handling, Vienna International Airport

SPONSORSHIP OPPORTUNITIES



CONNECT YOUR CARGO PRODUCT OR SERVICE WITH AVIATION DECISION MAKERS

The GHI Cargo Zone offers the opportunity to promote your cargo product or service to a global audience of aviation decision makers who are actively looking for help enhancing their cargo operation.

The Cargo Zone is the latest innovation for the Annual GHI Conference, which is fondly regarded as the community hub of the world's ground handling industry and has been bringing the world's aviation community together to do business since 1999.





“Cargo and, with it, high quality cargo handling is a fundamental part of the airline business, whether you are transporting cargo on full freighters or utilising belly capacity on passenger aircraft. The GHI Cargo Zone offers us a great forum to discuss some of the challenges and opportunities with our ground handling partners and airport colleagues.”

Christian Bergfelder, Director Network Airside & Airport Affairs – Europe, DHL

1 SPONSORSHIP








CARGO ZONE HEADLINE SPONSORSHIP:

-  Prestige branding as the exclusive Cargo Zone partner on the show floor signage for the new area
-  Presentation opportunity within the Cargo Zone workshop theatre
-  Logo branding on all pre-event print advertising in *Ground Handling International*
-  2-page company advertisement in conference guide
-  Logo on the conference website
-  Logo on HTML promotional e-communications
-  Logo on delegate personal page
-  Logo in post event editorial in **GHI** magazine
-  Logo printed on registration desk
-  Logo printed on welcome banner

Cost: €12,500 + VAT

2 SPONSORSHIP







TABLETOP STAND SPACE WITHIN THE CARGO ZONE:

-  Limited premium stand positions are available within the Cargo Zone - a destination feature on the show floor
-  3x2m back panel, which can be branded
-  Opportunity to host an on-stand product demonstration
-  Lead generation opportunities with ground handlers/airline buyers
-  x1 free exhibitor badge and x2 discounted badges for colleagues
-  Logo and company profile within the conference guide
-  Access to GHI's One-to-One Meeting planner

Cost: €5,610 + VAT

3 SPONSORSHIP

SPONSOR THE ALL-NEW BEST CARGO HANDLING OPERATION CATEGORY AT GHI'S AWARDS

-  Position your brand against a new Cargo category at GHI's esteemed Pride of Ground Handling industry awards celebrating service excellence within cargo handling
-  Logo promotion on stage
-  Company representative to present the Best Cargo Handling Operation Trophy on stage
-  Logo promotion on call-for-entry adverts within *GHI* magazine
-  Full page advert in our awards final brochure
-  Sponsor profile on awards website

Cost: €5,000 + VAT



ARE YOU INTERESTED IN BEING PART OF THE GHI CARGO ZONE?

Contact **Anthony Smith, Cargo Zone Sales**

on **+44 1322 221144** or email **anthony.smith@markallengroup.com**

COME AND DISCOVER CARGO EXCELLENCE



WHO SHOULD VISIT THE GHI CARGO ZONE?

The GHI Cargo Zone is relevant to all aviation directors and managers at airlines, GSPs, airports and suppliers with a business interest in air cargo or cargo handling.

Whether you run a full warehouse operation or perform the final load-plan on the apron - there's something here for you...

The Cargo Zone will also provide a discussion forum for non-specialist operators whose remit is in the loading and unloading of cargo on the apron only. The emphasis will be on best practice sharing between all players within the cargo supply chain to enhance the efficiency and quality of their cargo handling operation.

HIGHLY RELEVANT TO:

AIRLINES: Airline Cargo Contracts Procurement, Cargo Training Manager, Cargo Operations Manager, Head of Cargo Procurement

GROUND HANDLERS: Operations Director Cargo; Ground Handling Business Manager; VP Cargo, Chief Commercial Officer, Head of Cargo Sales

AIRPORT OPERATORS: Cargo Manager, Operations Manager, General Manager - Cargo Operations

CARGO EQUIPMENT/IT SERVICES/WAREHOUSE SUPPLIERS

DO YOU WORK FOR A CARGO AIRLINE?

Special offers are available to individuals to attend conference for individuals responsible for procurement and/or management of cargo handling contracts and buyers of cargo equipment/ IT services/ warehouse suppliers.

Previous Airline attendees include: DHL, Volga Depnr, Cargolux, TNT, FedEx, Air Canada Cargo, Air China Cargo, Airtanker, Atlas Air.

Email alice@groundhandling.com to discuss your attendance at the conference.



"The Cargo Zone at the 21st Annual Conference provides a great opportunity at a proven platform and forum for our team to widen our interaction with our global partners for both ground and cargo handling services....and no better place to start than Amsterdam!"

*Mohammed Akhlaq,
Chief Commercial Officer, dhata*

BE A PART OF IT...

INTERESTED IN BEING PART OF THE GHI CARGO ZONE?

Content: Max Gosney, *GHI Conference Chairman*

Phone: +44 1322 626954 or email: max@groundhandling.com

Sponsorship: Anthony Smith, *Cargo Zone Sales*

Phone: +44 1322 221144 or email: anthony.smith@markallengroup.com

Airline Attendance: Alice Williams, *Senior Conference Manager*

Phone: + 44 1322 626964 or email: alice@groundhandling.com

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ZONE**