

**23<sup>rd</sup> Annual** GHI Conference

RAI, Amsterdam

29 NOVEMBER - 1 DECEMBER 2022

**ground**  
**handling**  
INTERNATIONAL

CONFERENCE  
SPONSORSHIP



# ABOUT OUR CONFERENCES

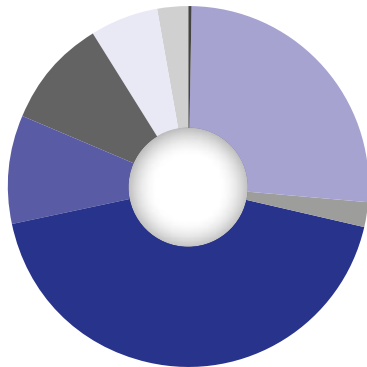


With over 20 years of experience organising top level conferences targeted at aviation industry decision-makers, *Ground Handling International's* events have become the sector's benchmark for excellence. For essential industry updates, topical presentations, thought-provoking forums, One-to-One Meetings and networking opportunities, these events offer the ultimate service to senior executives who are actively engaged in the international ground handling market.

# COVERING YOUR MARKET

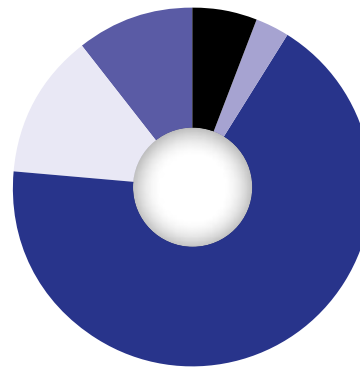
Ground Handling International conferences attract a global audience of influencers, decision-makers and budget holders. Taking place at the RAI, Amsterdam, this years annual event provides the ideal opportunity to meet senior executives representing prospective and existing clients, suppliers and business partners.

## Delegates by Industry Sector



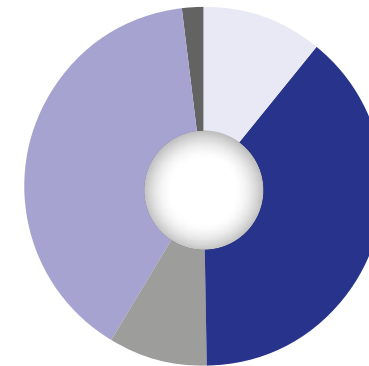
	Airline	<b>26%</b>
	Airport/Airport Authority	<b>2%</b>
	Ground Handler	<b>43%</b>
	IT Provider	<b>10%</b>
	Manufacturer and Agent/Distributor	<b>10%</b>
	Service Provider	<b>5%</b>
	Training/Consultancy	<b>3%</b>
	Other	<b>1%</b>

## Delegates by Region



	Asia & Pacific	<b>6%</b>
	Central & South America	<b>3%</b>
	Europe	<b>67%</b>
	Middle East & North Africa	<b>13%</b>
	North America	<b>11%</b>

## Delegates by level of Seniority



	Chairman, President, CEO, Partner	<b>11%</b>
	Department Manager, Project Manager, Supervisor	<b>39%</b>
	Managing Director, Board Director, Associate	<b>9%</b>
	VP, Deputy Director, General Manager	<b>39%</b>
	Other	<b>2%</b>



# PLATINUM SPONSORSHIP



## Print Advertising

- Logo branding on all pre-event print advertising in Ground Handling International and Ramp Equipment News magazines
- Two-page company advertisement in conference guide

## E-Branding

- Logo on the conference website
- Logo on HMTL promotional E-communications
- Logo on delegate personal page
- Logo on conference app
- Social media announcement on LinkedIn & Twitter

## Editorial/PR coverage

- Logo in post event editorial write up in Ground Handling International magazine
- Pre-event interview in Ground Handling International with nominated senior executive – one page
- Post-event editorial write up on Ground Handling International website
- Speaker opportunity for nominated senior executive, includes free of charge delegate place for the speaker
- Full delegate list provided after conference

## On-site Branding

- Logo printed on registration desk and welcome banner
- Logo on lectern
- Logo projected as Platinum sponsor on conference screen
- Logo printed on table signage in the exhibition area
- Logo printed on the welcome banner and table signage at the delegate dinner

The Platinum sponsorship package provides an exceptional, high profile branding presence that stands out from the crowd. It will appeal to organisations who see themselves as market leaders and who want to confirm their position among a highly influential audience.

**COST: €15,000**

# GOLD SPONSORSHIP



## Print Advertising

- Logo branding on all pre-event print advertising in Ground Handling International and Ramp Equipment News
- One-page Company advertisement in conference guide

## E-Branding

- Logo on the conference website
- Logo on all HTML e-communications
- Logo on delegate personal page
- Logo in the conference app
- Social media announcement on LinkedIn & Twitter

## Editorial/PR coverage

- Company Logo in post event editorial write up in Ground Handling International magazine
- Logo on post event editorial write up on Ground Handling International website

## On-site Branding

- Logo printed on registration desk and welcome banner
- Logo projected as Gold sponsor on main conference screen for duration of event
- Logo printed on signage displayed in the exhibition
- Logo printed on the welcome banner and signage at the delegate dinner

Make an impact with your branding across all media formats before and during the event to establish a strong presence among industry leaders and influencers.

**COST: €12,000**

# SILVER SPONSORSHIP



## Print Advertising

- Logo branding on all pre-event print advertising in Ground Handling International and Ramp Equipment News
- Half page company advertisement in conference guide

## E-Branding

- Logo on the conference website
- Logo on all HTML promotional E-communications
- Logo on delegate personal page
- Logo on conference app

## Editorial/PR coverage

- Logo in post-event editorial write up on Ground Handling International website

## On-site Branding

- Logo printed on registration desk and welcome banner
- Logo projected as Silver sponsor on main conference screen for duration of event
- Logo printed on signage displayed in the networking and exhibition area

*Ground Handling International* sponsorship packages are designed to achieve maximum brand exposure and marketing opportunities in all pre-event communications and among this important delegate audience at the event itself.

**COST: €8,000**

# ONE-TO-ONE Meeting Sponsor



## Print Advertising

- Logo in conference guide

## E-Branding

- Logo on each delegates meeting schedule
- Logo on meetings signage
- Logo on conference website
- Logo on delegate personal page
- Logo on conference app
- Social media announcement on LinkedIn & Twitter

## On-site Branding

- Logo on postcards in meeting rooms & meeting points
- Logo on speed networking signage
- Hostesses to have company branded scarves
- Logo on meetings signage
- Logo printed on registration desk
- Logo projected on conference screen for duration of event

The One-to-One Meetings are the core reason why delegates attend a GHI event. This sponsorship offers a great promotional opportunity to promote your brand as this package has the most branding exposure of all our sponsorship at the event.

**COST: €15,000**



# TRANSFERS/ MEET & GREET



## Print Advertising

- Logo in conference guide

## E-Branding

- Logo on conference website
- Logo on delegate personal page
- Logo on conference app
- Social media announcement on LinkedIn & Twitter

## On-site Branding

- Branded meet and greet signage at the airport
- Branded transfer signage at the conference hotels
- Hosts to wear branded uniforms
- Logo printed on registration desk
- Logo projected on conference screen for duration of event

Become the exclusive sponsor of delegate airport transfers and the meet and greet service at Amsterdam Airport Schiphol to the conference hotel. The sponsor has the opportunity to brand the vehicles with logos, brand welcome signage, and have staff wear branded uniforms at the meet and greet desks.

**COST: €15,000**



# FEATURE SPONSORSHIP



■ Sponsor of Bar - €10,000

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■ Sponsor of Re-charge/ Quiet Working Zone - €8,000

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■ Sponsor of Water Bottles - €8,000

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■ Sponsor of Hotel Room Key Cards - €7,000

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■ Sponsor of Delegate Bag - €7,000

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■ Sponsor of Delegate Wi-Fi - €7,000

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■ Sponsor of Notebook and Pen - €6,000

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■ Sponsor of Delegate Dinner Gift - €6,000

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■ Sponsor of Coffee Cups - €6,000

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■ Sponsor of Coasters - €5,000

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■ Sponsor of Pride of Ground Handling Awards Category - €5,000

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■ Sponsor of Pre Delegate Dinner Cocktail Reception - €5,000

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■ Sponsor of Instant Photos - €4,000

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■ Sponsor of Branded Mints - €4,000

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■ Sponsor of Grab and Go Lunch Station - €4,000

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■ Sponsor of Pocket Hand Sanitizer - €4,000

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■ Sponsor of Branded Football Shirts - €2,000

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■ Sponsor of Leaflet in Delegate Bag - €2,000

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■ Sponsor of Branded Match Ball & Trophy - €1,500

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Standard packages are available to suit a range of budgets while a range of bespoke options enable targeted communication to be tailored to precise marketing needs.

# ON-SITE BRANDING



- Sponsor of Flags - POA

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- Sponsor of Totems - POA

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- Sponsor of Façade Banner - POA

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- Sponsor of Window Sticker Atrium - POA

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- Sponsor of Window Sticker Atrium Tower - POA

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- Sponsor of Window Sticker Revolving Door - POA

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- Sponsor of Floor Stickers - POA

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On site branding packages are available to suit a range of budgets and can be bundled together. Grab the attention of our delegates throughout the event. On site branding provides a great opportunity to feature your company or brand information in highly visible locations.

# CONTACT



## Don't just take our word for it...here's what our delegates say

***"On Behalf of Air Canada, I would like to thank you for an amazing few days in CPH. So good to be back in person. For our joint operations (airlines, handlers, GSE providers) to survive and our companies to be viable, the relationships made in person have cemented our path forward. I am grateful to GHI for offering up a stellar platform to make this possible. "***

*Janet Wallace, Director, Cargo, Air Canada*

***"Thanks – It was great to be able to have a 'live' conference and fantastic that we could participate. Well done for taking the lead and providing the industry a platform to kick start the revival."***

*Mohammed Akhlaq, Chief Commercial Officer – UK & Europe, dnata*

***"You dared to take the risk and organize the first physical industry event after Corona and it paid off. We're glad to be part of the story and look forward to continuing working together.***

***We participate to get our name and brand out in the industry, getting on the radar of ground handlers and airlines worldwide. With the visibility we get at the GHI, we get that result."***

*Sören Destoop, CCO, Res2 – iPort DCS*

## Delegate Services and Partnerships Director

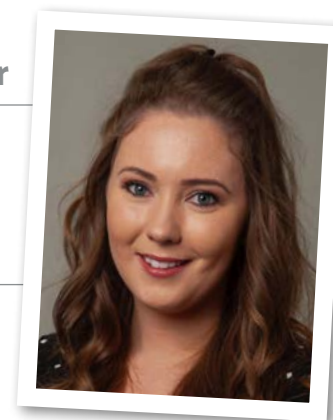
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