

## June 13-14, 2017 EXPO

The Joint AEEC/IATA EFB Users Forum XIV will be held June 13-15, 2017 in Vienna, Austria, at the Vienna Marriott Hotel. As in the past, this Forum will be held over a three-day period. The traditional Main EXPO will run on the day preceding the Forum, June 13<sup>th</sup> from 2:00 PM to 7:00 PM in the Festsaal Ballroom, Palais Sachsen Coburg I-III, Foyer II, and Steg. A stand-up buffet will be included from 5:00 PM to 7:00 PM.

An additional exhibit opportunity is available the next day, June 14<sup>th</sup>. Should you wish to exhibit on both days, you must select an exhibit location in Palais Sachsen Coburg I-III, Foyer II, or Steg. Your location and table size will be the same as during the previous day's Main EXPO. Exhibit locations in the Festsaal Ballroom are only available on the first day, June 13<sup>th</sup> as this area will be utilized for Forum presentations on Wednesday and Thursday June 14<sup>th</sup> and 15<sup>th</sup>. Please note that participation in the main EXPO event on Tuesday, June 13<sup>th</sup> is required if you wish to exhibit in the Supplemental EXPO on Wednesday June 14<sup>th</sup>. The Supplemental EXPO will be open only during coffee breaks and lunch.

The exhibit fee includes tables, chairs, draping, power, and your organization listed in our Mobile App as an Exhibitor. Each table is 75cm x 180cm. You may add your own backdrop, banners, and equipment. These additional items cannot exceed your reserved table width and approximately five feet of depth.

## Special Requests

If you have special requests for additional power, video displays, etc., please email Marlene Pritz at: [marlene.pritz@marriotthotels.com](mailto:marlene.pritz@marriotthotels.com) or telephone her at: +43 (0)1 515 18 6632.

Shipping Instructions:

If you wish to ship items to the hotel, the address is as follows:

Vienna Marriott Hotel  
c/o Marlene Pritz (EFB Users Forum)  
Coburg Pastei 7  
1010 Wien  
Austria  
Number of packages in shipment (i.e., 1 of 5, etc.)

If you are planning to participate in the EXPO, please complete the reservation form and return to Lori Hess at: [lorine.hess@sae-itc.org](mailto:lorine.hess@sae-itc.org). Please include your desired location, along with a second and third choice, and your logo. Locations will be reserved on a first come, first served basis.

See the Exhibit Map elsewhere on this web site for an illustration of currently available locations. ([http://www.aviation-ia.com/aeec/projects/efb\\_users\\_forum/index.html](http://www.aviation-ia.com/aeec/projects/efb_users_forum/index.html)).

## Preregistration

Please note that reserving an exhibit booth for your company **does not** register you as an individual. All individuals participating in the EXPO, the Users Forum, and/or associated activities of the conference must register on the ARINC website to obtain a badge and guarantee seating. A link to our online registration can be found at:

[http://www.aviation-ia.com/aeec/projects/efb\\_users\\_forum/index.html](http://www.aviation-ia.com/aeec/projects/efb_users_forum/index.html).

The attendance fee is \$600 per person, irrespective of whether or not your company participates in the EXPO. AEEC • AMC • FSEMC Members, Corporate Sponsors, and Invited Speakers are exempt from attendance fees. IATA Member Airlines that are not AEEC • AMC • FSEMC Members are extended a discounted attendance fee of \$300 per individual. **Pre-registration will close on Wednesday, May 31, 2017.** All participants who have not pre-registered by that date will be required to register on site.

## Organization Highlights and Information (Mobile App)

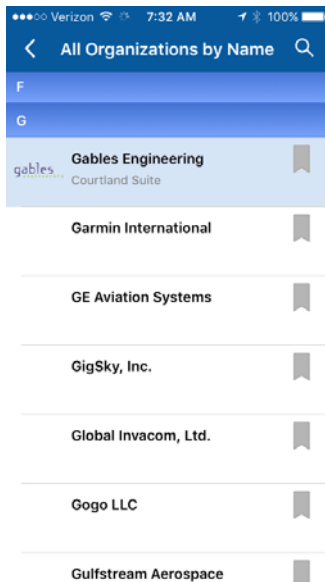
Our EFB Users Forum Mobile App has become a great tool readily available at your fingertips. There are many great features and various pieces of conference information loaded to the mobile app. One of the features allows you to increase brand recognition and put your product information in the hands of current and potential customers before, during, and after the EFB Users Forum.

This opportunity includes links to your company's Internet, Twitter, Facebook, and LinkedIn sites. Additional information includes such details as:

- Brief description of your company (to be added in the mobile app)
- Company logo (high resolution with largest side being 300 pixels)
- PDF Advertisement and/or slipsheet of products and services offered or highlighted

Example:

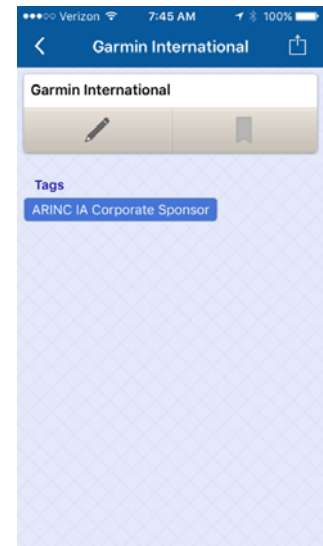
Listing



Highlighted



Not Highlighted



If you elect the Organization Highlight, please provide the following information in an email to [lorine.hess@sae-itc.org](mailto:lorine.hess@sae-itc.org):

- Physical address (mailing address)
- Your organization's Internet, Twitter, Facebook, and LinkedIn URL
- Brief description of your company (to be added in the mobile app)
- Company logo (EPS format)
- PDF Advertisement and/or slipsheet of products and services offered or highlighted

### Item Sponsorships:

If you wish to enhance your company's visibility beyond the EXPO, sponsorships are available. These include caps, coffee mugs, lanyards, welcome bags, and coffee breaks on Wednesday June 14<sup>th</sup> and Thursday June 15<sup>th</sup>. Morning and afternoon refreshments include regular coffee, decaffeinated coffee, tea, water, and light snacks. Should you elect to sponsor a coffee break, your company will be named in meeting presentations and reports, your company name and logo will be projected during the break, highlighted in the Smartphone App, and takeaways may be distributed. You will also have the opportunity to convey a short message (four or five sentences) to the captive audience via the active session leader or with a pre-recorded video clip. Unlike the presentations which must remain neutral and unbiased, these messages are the perfect opportunity to promote your company's products and services, along with new developments, partnerships, and clients. As the Supplemental EXPO will be open during the Wednesday breaks, you can also direct interested parties to your exhibit station as a part of your message. Please contact me directly if you would like more information, or have additional sponsorship suggestions.

This promises to be another exciting event, and I look forward to seeing you all there!

Best Regards,

Peter

Peter H. Grau  
Principal Engineer  
ARINC Industry Activities  
SAE-ITC  
16701 Melford Blvd. Ste 120  
Bowie, MD 20715  
(240) 334-2580  
[peter.grau@sae-itc.org](mailto:peter.grau@sae-itc.org)

# 2017 EFB Users Forum EXPO, Organization Highlight, & Sponsorship

## Return Completed Form by May 31, 2017 to:

Attention: Lori Hess  
 Email: [lorine.hess@sae-itc.org](mailto:lorine.hess@sae-itc.org)  
 Tel: +240-334-2578  
 Fax: +301-383-1231

<b>Given Name:</b>		<b>Family Name: (Surname)</b>	
<b>Company:</b>			
<b>Address:</b>			
<b>Telephone:</b>		<b>Fax:</b>	
<b>Email:</b>			
<b>Table Options</b>	<b>Tuesday June 13, 2017</b>	<b>Wednesday June 14, 2017</b>	<b>Preferred Location:</b>
<input type="checkbox"/> Single Table	\$1,900.00 USD	<input type="checkbox"/> \$500.00 USD	1 <sup>st</sup> Choice:
<input type="checkbox"/> Double Table	\$2,900.00 USD	<input type="checkbox"/> \$600.00 USD	2 <sup>nd</sup> Choice:
<input type="checkbox"/> Triple Table	\$3,900.00 USD	<input type="checkbox"/> \$700.00 USD	3 <sup>rd</sup> Choice:
<b>Break/Social Sponsor</b> (\$ 3,500.00 USD each)			
<input type="checkbox"/> Wednesday AM June 14, 2017		<input type="checkbox"/> Thursday AM June 15, 2017	
<input type="checkbox"/> Wednesday PM June 14, 2017		<input type="checkbox"/> Thursday PM June 15, 2017	
<b>Item Sponsorship</b> (\$600.00 USD each) <i>Item to be provided by Sponsor.</i>			
<input type="checkbox"/> Caps		<input type="checkbox"/> Lanyards	
<input type="checkbox"/> Coffee Mugs		<input type="checkbox"/> Welcome Bags	
		<input type="checkbox"/> Other	
<input type="checkbox"/> <b>Organization Highlight – EFB Users Forum Mobile App</b>			
Pricing as follows:		The appropriate charge will be	
Corporate Sponsors:	\$250.00	applied according to our sponsor	
AEEC Members:	\$250.00	and member organization records.	
All others:	\$500.00		
<i>Please provide payment information below. Fees are non-refundable. Your exhibit location, break sponsorship, and/or organization highlight will NOT be reserved until payment has been processed successfully.</i>			
<b>Credit Card Number:</b>			<b>Exp. Date:</b>
<b>Card holder name (as it appears on the card):</b>			
<b>Billing Address (to be shown on the receipt):</b>			
<b>Signature:</b>			
*Please note you <b>MUST</b> register with us through the registration website to attend any of the activities including the exhibits. Please visit our web site for a link to registration and other conference material. <a href="http://www.aviation-ia.com/aeecc/projects/efb_users_forum/index.html">http://www.aviation-ia.com/aeecc/projects/efb_users_forum/index.html</a>			