



# World ATM Congress 2016

Operated by CANSO in association with ATCA

8-10 March, 2016 • Madrid, Spain IFEMA



**SPONSORSHIP  
OPPORTUNITIES**

View opportunities and past sponsors at:  
[www.WorldATMCongress.org/Sponsors](http://www.WorldATMCongress.org/Sponsors)



# World ATM Congress

World ATM Congress, a meeting of ATM and industry professionals, is an exciting opportunity to brainstorm fresh, new strategies and solutions to meet the demands of the ever-changing ATM environment. Sponsoring at World ATM Congress will increase your visibility among the key decision-makers in the ATM industry.

## The event combines:

- ✦ Large-scale exhibition,
- ✦ World-class conference featuring the leaders in aviation
- ✦ Social events providing networking opportunities
- ✦ Presentations featuring the latest trends and developments in air traffic control

## World ATM Congress is a global event of:

- ✦ 190 Exhibitors
- ✦ 68 Air Navigation Service Providers in Attendance
- ✦ 1,262 Individual Representatives from ANSPs

## Why Sponsor:

Organizations and individuals sponsor at World ATM Congress to gain:

- ✦ Visibility for your brand, products, and services among ATM professional decision-makers throughout the World
- ✦ Heightened name recognition in the industry,

Put your commitment to the industry on display — market your brand at World ATM



IFEMA, Feria de Madrid

Sponsorship Opportunities



# World ATM Congress Tiered Sponsorships

## World ATM Congress 2016 Tiered Sponsorships

**Note:** Each sponsorship level is stand-alone, in addition to other opportunities listed. It is not achieved by compiling the value of other sponsorship. Sponsorship promotion does not begin until payment is received.

Sponsorship Attributes by Category	Platinum €25,000	Gold €20,000	Silver €15,000	Bronze €10,000
<b>Complimentary Conference Registration(s)</b>	<b>SIX Registrations</b>	<b>FOUR Registrations</b>	<b>TWO Registrations</b>	<b>ONE Registration</b>
Mentions in World ATM Congress Social Media	✓	✓	✓	✓
Advertisement in Congress & Exhibition Guide	Full-Page Color	Half-Page Color	Quarter-Page Color	
Sponsorship level recognition on digital and print media	✓	✓	✓	✓
Pre-and post-conference recognition including one complimentary eBlast	✓	✓	✓	✓
Full-color logo as part of Exhibition Guide description	✓	✓	✓	✓
Full-color logo with link on Congress website	✓	✓	✓	✓
Item in all Congress bags <i>(Must arrive to Madrid two weeks prior to event)</i>	✓	✓		
Press release announcing sponsorship and involvement at World ATM Congress 2015 sent out to over 15,000 ATM stakeholders	✓			
Time slot in one of the Exhibit Hall Theatres <i>(Limited quantity)</i>	✓			

**Don't Wait! Some Sponsorship attributes have time sensitive deadlines.**  
**Act Now For Maximum Exposure.**

IFEMA, Feria de Madrid

Sponsorship Opportunities





## Individual Congress Sponsorship Opportunities

### Opening Night Reception Exclusive Sponsorship €30,000

Have a presence at this spirited kick-off and prime networking opportunity for all attendees. The sponsor may provide giveaways at the event and will receive recognition by the emcee during a General Session and on signage throughout the location.

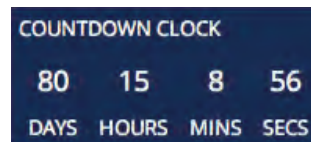
### Schedule-at-a-Glance/Pocket Guide €12,000

This pocket-sized agenda and guide to the Congress is easy to use and available for exhibitors, attendees, and Conference delegates. The Schedule-at-a-Glance is the one item attendees ask for by name at the Registration Desk.



### Website Countdown Clock €6,000 per year

The official countdown clock to the World ATM Congress in Madrid is prominently shown at the top left of [www.worldatmcongress.org](http://www.worldatmcongress.org). Valid 1 September–31 August.



### Mobile App Overall Sponsorship Exclusive Sponsorship €25,000

For attendees, the official World ATM Congress Mobile Application will provide easy-to-use interactive capabilities to enhance their event experience. The mobile app lives on throughout the year, providing users with an industry reference tool on a device they use daily. Sponsorship includes opening splash page, rotating banner, highlighted company name in exhibitor directory, watermark on all agenda pages, and logo on the interactive floor map.

### Congress Lanyards

Exclusive  
€12,000

Sponsoring name badge lanyards will give your organisation exposure throughout World ATM Congress. Lanyards feature your company and World ATM Congress logos.



### Congress Tote Bags – Exclusive €12,000

Place your company's brand – logo, image, and website – on the arm of more than 6,000 congress attendees when you sponsor this bag.

### Congress Tote Bag Insert €3,500

(Complimentary for Platinum and Gold level sponsorship) This opportunity adds one promotional item to the estimated 6,000 Congress tote bags distributed at World ATM Congress.

### Cell Phone Tower Charging Station €15,000

Strategically located in the Exhibition hall and Congress areas. Each tower opportunity includes four stations with 16 outlet locations per station. Customized looping video on the stations is also available.



## Delegates Conference Sponsorship Opportunities

### Overall Conference Sponsorship Exclusive

€10,000 or €2,500 (per session Exclusive)

As an overall conference sponsor, you may provide one collateral piece to be placed in bags of World ATM conference delegates. The organisation's name will be pictured on-site on signage and in conference materials. Name and logo will be displayed during conference on all marketing materials and one eblast can be sent by the company to all conference delegates.

### Networking & Refreshment Breaks Only 3 available

€3,000

Sponsor a networking break and receive recognition during that segment of the conference. In addition, your company's logo will be placed in Congress materials as well as listed as a sponsor.

### Conference Tote Bags Exclusive

€12,000

Place your company's brand – logo, image, and website – on the arm of more than 400 conference delegates when you sponsor this bag.

### Conference Tote Bag Insert €500

This opportunity allows you to add one promotional item to the conference tote bag.







# World ATM Congress Sponsored Signage

## Sponsored Congress Signage

### Indoor and Outdoor Advertising - IFEMA

All on-site opportunities are sold on a first-come, first-served basis. Availability changes and must be confirmed. Photographs and additional information is available - contact Rugger Smith at: [Rugger.Smith@worldatmcongress.org](mailto:Rugger.Smith@worldatmcongress.org). Price includes production, installation and dismantling.

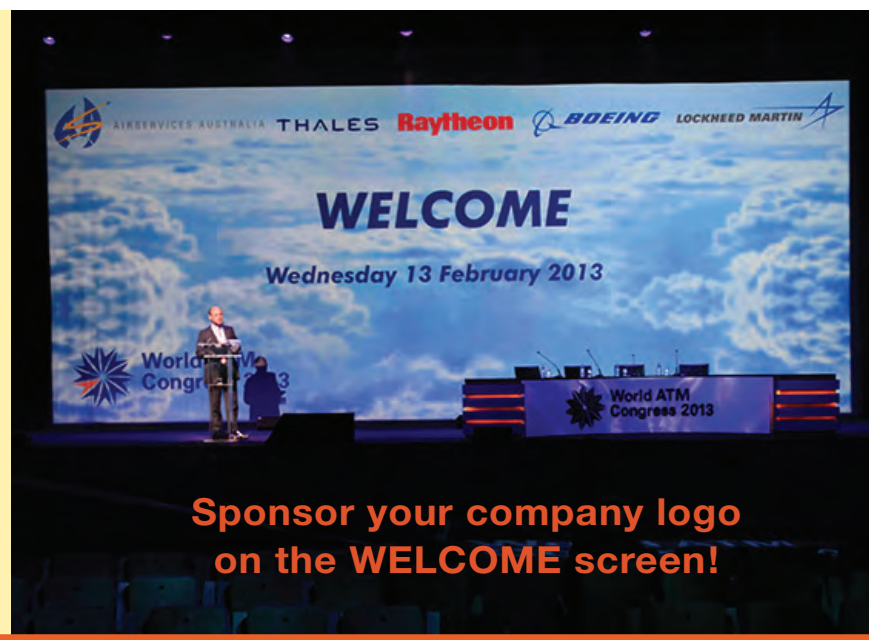
Code	Description	Price in Euros
LPN	Canvas North Court 13 x7M	€15,150
B/1	Full Bus IFEMA Circuit	€15,505
ACCN/A-B	OPP North Convention Center Entrance Hall Elevator	€9,630
CCCN	Columbus North Convention Center Entrance Hall	€19,150
VCCN/A	Vinyl Glass North Convention Center Entrance Hall	€15,640
VCCN/B	North Convention Center Entrance Hall	€9,850
LCCN	Canvas North Convention Center Entrance Hall	€10,340
MEP	Carpet Between Halls	€13,640
CFP	Columbus Hall 9 Entrance (each unit)	€3,620
VPS	Vinyl Halls 9	€14,650
VD	Vinyl Door Hall 4 (13x3,74M)	€13,850

### Contact Information:


**Rugger Smith**  
Director, International Accounts  
World ATM Congress  
Tel: +1 703 299 2430 ext. 318  
Email: [Rugger.Smith@worldatmcongress.org](mailto:Rugger.Smith@worldatmcongress.org)

**Claire Rusk**  
VP, Operations  
World ATM Congress  
Tel: +1 703 299 2430 ext. 309  
Email: [Claire.Rusk@worldatmcongress.org](mailto:Claire.Rusk@worldatmcongress.org)

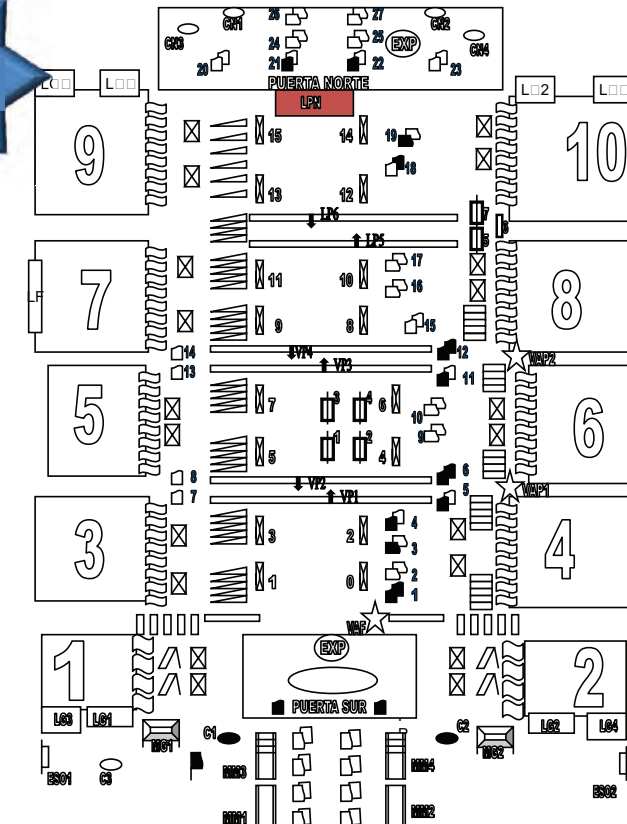
**Sandra Strickland**  
Events & Exhibits Coordinator  
World ATM Congress  
Tel: +1 703 299 2430 ext. 304  
Email: [Sandra.Strickland@worldatmcongress.org](mailto:Sandra.Strickland@worldatmcongress.org)



## LPN: Canvas North Court 13 x7M



15,150€



Rate includes production, installation and dismantling

## B/1: Full Bus IFEMA Circuit




15,505€

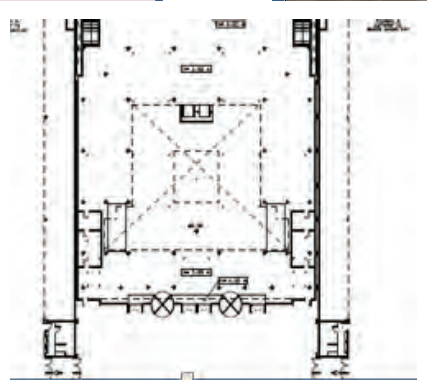
Rate includes production, installation and dismantling



■ ACCN/A-B: OPP North Convention Center Entrance Hall Elevator



Ref: ACCN/A-B  
Descripción / Description:  
Vinyl  
Tamaño / Size:  
For additional specifications  
contact World ATM.



Rate includes production, installation and dismantling

■ VCCN/A: Vinyl Glass North Convention Center Entrance Hall




Ref: VCCN/A  
Descripción / Description:  
Vinilo Microperforado/  
Microperforated Vinyl  
For additional specifications  
contact World ATM.

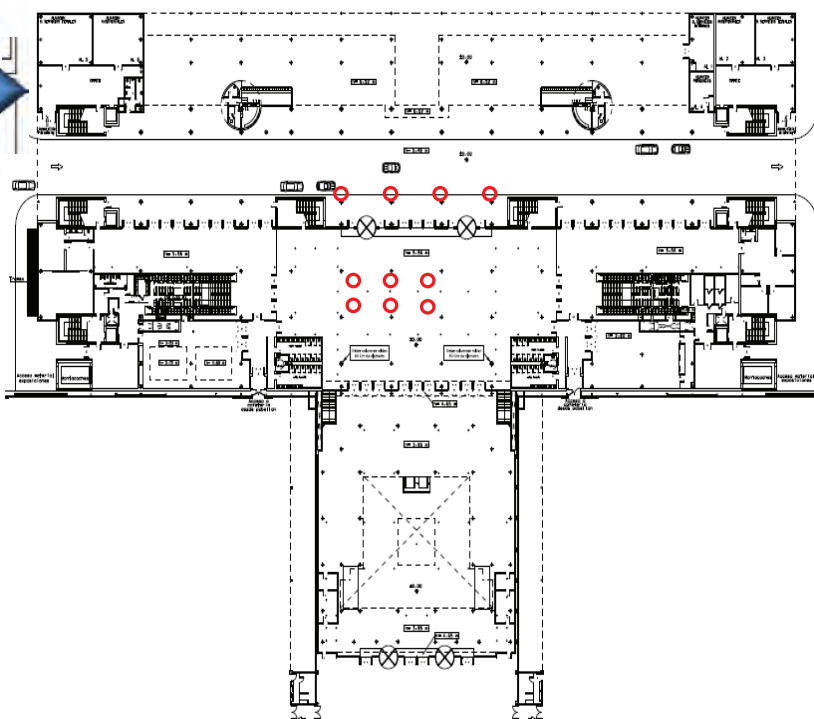


Rate includes production, installation and dismantling

■ CCCN: Columbus North Convention Center Entrance Hall




Ref: CCCN  
Descripción / Description:  
Printed Foam  
Tamaño / Size: 0,8 x 5m (per side)  
For additional specifications  
contact World ATM.

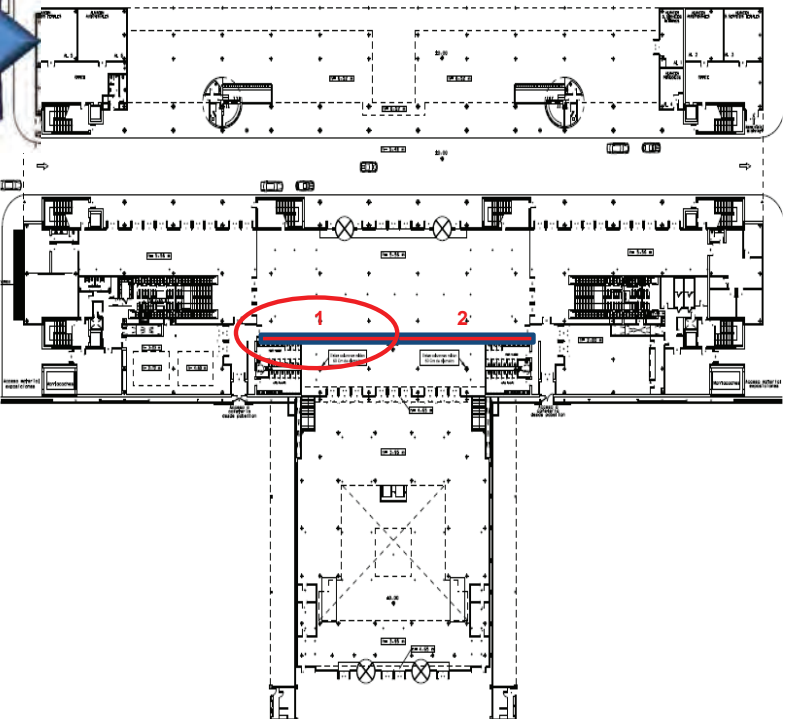


Rate includes production, installation and dismantling

■ VCCN/B: North Convention Center Entrance Hall




Ref: VCCN/B  
Descripción / Description:  
Vinilo Microperforado/  
Microperforated Vinyl  
For additional specifications  
contact World ATM.



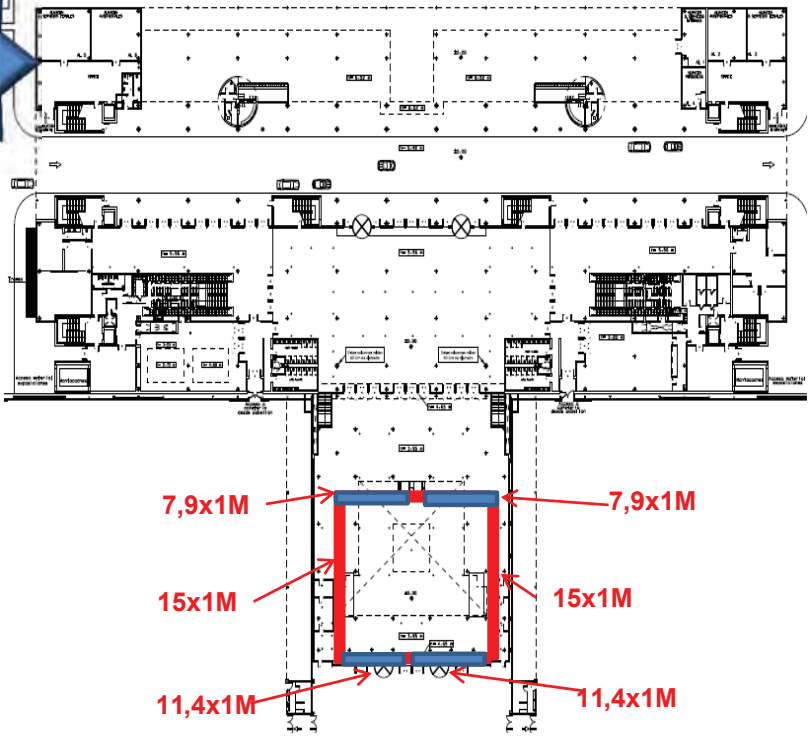
Rate includes production, installation and dismantling



LCCN: Canvas North Convention Center Entrance Hall



10,340€

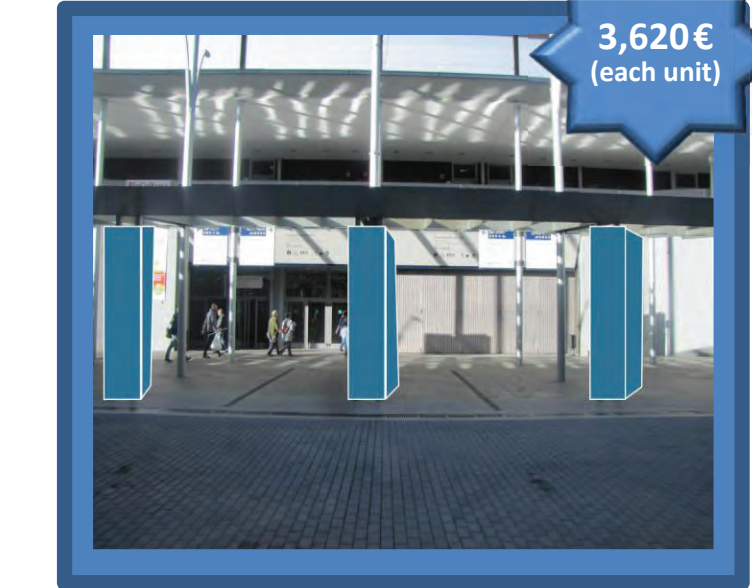


7,9x1M  
15x1M  
11,4x1M

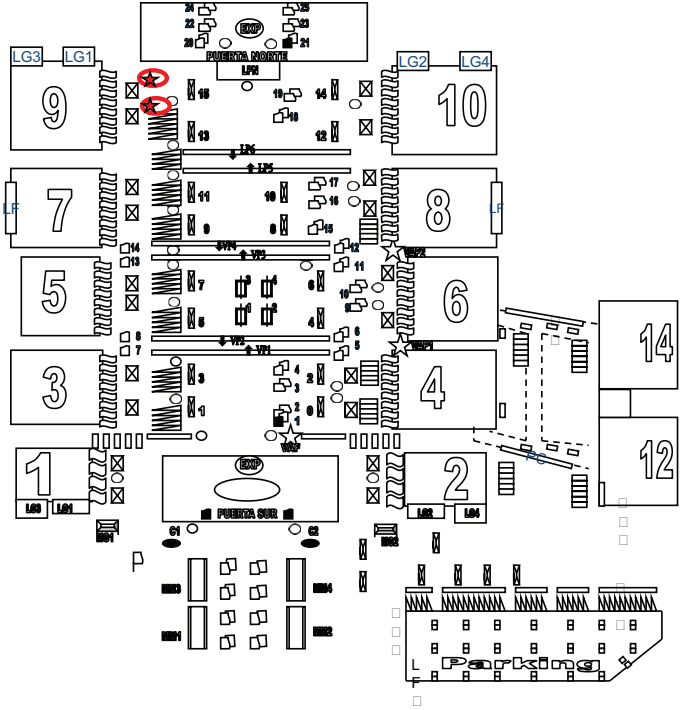
Ref: LCCN  
Descripción / Description:  
Canvas  
Tamaño / Size: Look at the print  
For additional specifications  
contact World ATM.

Rate includes production, installation and dismantling

CFP: Columbus Hall 9 Entrance




3,620€  
(each unit)



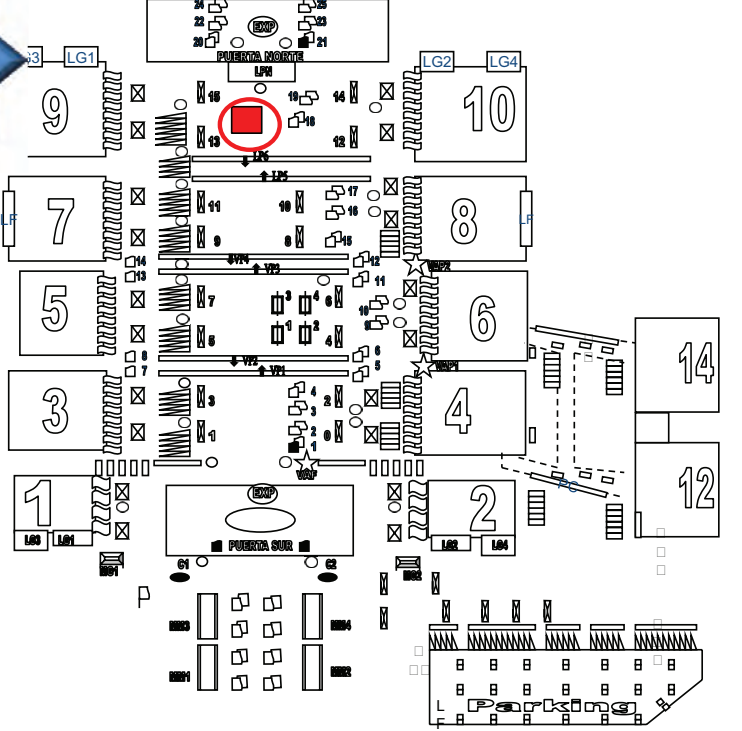
Ref: CFP  
Descripción / Description:  
Wooden Columns + Vinyl  
Covered Wooden Columns  
Tamaño / Size: 1,40 x 3m  
For additional specifications  
contact World ATM.

Rate includes production, installation and dismantling

MEP: Carpet Between Halls




13,640€



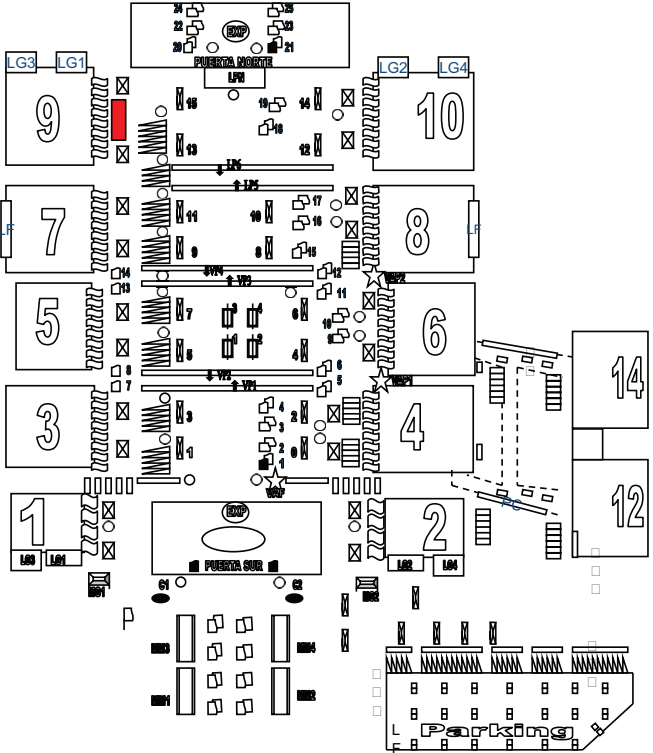
Ref: CCCN  
Descripción / Description:  
Moqueta entre Pabellones/  
Carpet Between Halls  
Tamaño / Size: 9,5 x 22m  
For additional specifications  
contact World ATM.

Rate includes production, installation and dismantling

VPS: Vinyl Halls 9



14,650€



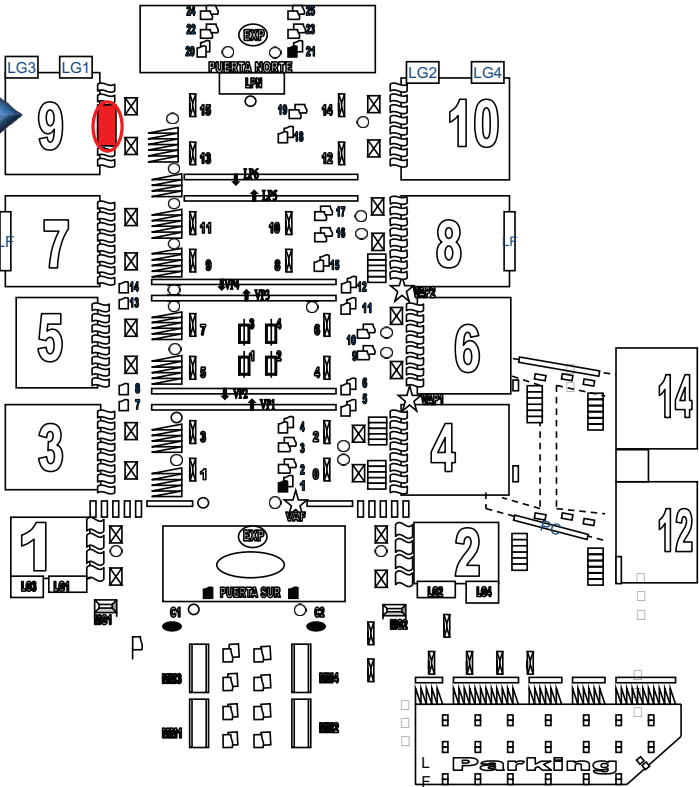
Ref: VPS  
Descripción / Description:  
Vinilo Antideslizante Suelo Pabellón/  
Slipproof Floor Vinyl Hall  
Tamaño / Size: 15 x 4m  
For additional specifications  
contact World ATM.

Rate includes production, installation and dismantling

VD: Vinyl Door Hall 4 (13x3,74M)



13,850€



Rate includes production, installation and dismantling

Ref: VD  
Descripción / Description:  
Vinilo dintel puerta Pabellón/  
Vinyl Door Hall  
Tamaño / Size: 17,80 x 3,33m  
For additional specifications  
contact World ATM.



World ATM Congress 2016

SPONSORSHIP CONTRACT

8 - 10, March, 2016 • Madrid Spain IFEMA, Feria de Madrid

Please print or type your information  
Make a copy of this contract and the Terms and Conditions for your records. Thank you!

Company Information Please complete the information below:

Company Name: \_\_\_\_\_  
Address Line 1: \_\_\_\_\_  
Address Line 2: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Country: \_\_\_\_\_ Website: \_\_\_\_\_ Toll Free#: \_\_\_\_\_

VAT ID#: \_\_\_\_\_ VAT Exemption EU: Yes ☐ No ☐ Do not have a VAT ID#: ☐

Note: All mailed sponsorship correspondence will be sent to this address.

Sponsorship Contact (main contact)

Billing Contact (if different from main contact)

Name: \_\_\_\_\_ Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_ E-mail: \_\_\_\_\_

Sponsorship Selection - List Advertisement

I Wish to Sponsor: \_\_\_\_\_ Amount: € \_\_\_\_\_  
I Wish to Sponsor: \_\_\_\_\_ Amount: € \_\_\_\_\_  
VAT (21%): € \_\_\_\_\_  
TOTAL DUE (VAT included): € \_\_\_\_\_

Deadlines

- As long as no Sponsorship attributes have been implemented to date or contracts finalized with third parties to implement an Advertisement, this Sponsorship Contract may be canceled by the Agreement signatory with no penalty through January 9, 2016.
- No refunds will be made for any Sponsorship Contract received after January 9, 2016.
- Sponsored Signage graphics due by February 10, 2016.
- All other Sponsor graphics due by February 6, 2016.

Contract continues on page 6.



Checklist

- 1. Completed, signed and returned contract with payment.
- 2. Your company Logo (eps format preferred) and company link for posting on WATM Congress website (this insures we have your most recent version).
- 3. Read the rules and benefits at the bottom of the sponsorship listing and note all deadlines.  
Some sponsorship attributes are time sensitive. Some benefits may be lost if contracts are made after printing & shipping deadlines.

Payment and Invoicing

Following receipt of the duly completed Sponsorship and Advertising Contract, WATM Congress will prepare an invoice for the contracted fee. A copy of the invoice will be sent by e-mail in a pdf format. Payment will be due within 14 days of receipt of the invoice and can be made by bank transfer, cheque or credit card as indicated below.

Total Fee (from page 1): € \_\_\_\_\_ (Euros)

- ☐ Check Enclosed (Please make Checks Payable to World ATM Inc.)
- ☐ Wire Transfer (Instructions will be on invoice, any questions contact Sandra Strickland at Sandra.Strickland@worldatmcongress.org or call 1-703-299-2430 ext. 304.)
- ☐ Credit Card: ☐ Visa\* ☐ MasterCard\* ☐ Please invoice balance due.  
\*If paying by credit card:
  - You will be charged in U.S. dollars.
  - You must complete and return the credit card authorization form.

Sponsorship Agreement

The terms and conditions set forth in this Sponsorship Contract for the World ATM Congress to be held in Madrid, Spain from 8 - 10 March, 2016, including the Terms and Conditions on pages 15 – 16 here of, are hereby accepted.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

SPONSORSHIP CONTRACT  
TERMS AND CONDITIONS

The Contract on the reverse side shall include the following terms and conditions. As used herein, “you” refers to the sponsor.

- 1. WORLD ATM CONGRESS shall have absolute discretion over who may be a sponsor, and only the company whose name appears on the face of this Contract may be placed in print and pre-outlined sponsorship recognition opportunities. No sponsorship rights may be assigned or shared without the prior, written approval of WORLD ATM CONGRESS. WORLD ATM CONGRESS reserves the right to offer exclusive sponsorship opportunities as it sees fit. Exclusivity will be determined on a case by case basis and will be subject to terms and limitations established by WORLD ATM CONGRESS.
- 2. Payment shall be due immediately upon receipt of invoice. A service charge of two percent (2%) per month

shall be due on invoices that are unpaid within fourteen (14) days. No sponsorship will be published until full payment has been received. Sponsorship artwork must be received by the WORLD ATM CONGRESS published deadlines. You must provide a high resolution copy of your most current or preferred logo in EPS AND jpeg/gif formats. All cancellation requests MUST be in writing and receipt acknowledged by WORLD ATM CONGRESS on or before the payment deadline, and under no circumstances will a refund be made after any of the attributes of a sponsorship have been implemented or contracts finalized with third parties to implement a sponsorship. A ten percent (10%) administrative fee will be deducted in the event of any refund.

- 3. Tiered sponsorships are stand-alone sponsorships, and cannot be realized by compiling the attributes of multiple smaller sponsorships. For sponsorships that include the

opportunity to place an item or publication in the Congress and/or Conference Bag, your items CANNOT be something that is already available for sponsorship (like a lanyard), and MUST be approved by WORLD ATM CONGRESS before it is placed in the bag. Distribution of items received late, and/or without PRIOR approval from WORLD ATM CONGRESS cannot be guaranteed. Some items will be produced and printed abroad, whereas others will be shipped internationally, which will require early deadlines for artwork and images, for which only virtual proofs for inspection will be available.

- 4. Any distribution of samples, souvenirs, and publications, etc. shall be only with prior written approval of WORLD ATM CONGRESS. The sponsor shall conduct and operate its sponsorship so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees.
- 5. If you breach any obligation hereof, WORLD ATM CONGRESS may terminate this Contract, in which event WORLD ATM CONGRESS shall be entitled to retain all monies received, it being agreed by the parties that WORLD ATM CONGRESS’S damages arising from your breach will be difficult or impossible to ascertain.

- 6. You hereby agree to indemnify and hold harmless WORLD ATM CONGRESS and the event facility from and against any and all claims or damages of any kind, including attorney’s fees, arising from or relating to your sponsorship or this Contract, and including but not limited to any claims that your artwork, logos or other materials infringe any copyright or other intellectual property rights of any third party.

- 7. WORLD ATM CONGRESS HEREBY DISCLAIMS ALL WARRANTIES, EITHER EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. WORLD ATM CONGRESS DISCLAIMS LIABILITY FOR CONSEQUENTIAL DAMAGES TO PERSON OR PROPERTY, DAMAGES FOR LOSS OF USE, LOSS OF TIME, LOSS OF PROFITS OR INCOME, OR ANY OTHER INCIDENTAL DAMAGES. WORLD ATM CONGRESS NEITHER ASSUMES, NOR AUTHORIZES ANYONE TO ASSUME, SUCH LIABILITY. WORLD ATM CONGRESS SHALL NOT BE RESPONSIBLE FOR LOSS OR DAMAGE TO DISPLAYS OR GOODS BELONGING TO SPONSORS, WHETHER RESULTING FROM FIRE, STORMS, ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, PILFERAGE, OR OTHER CAUSE.

- 8. WORLD ATM CONGRESS may take, use, reproduce or otherwise publish photographs, whether still or action, video recordings, pictures, audiotapes, digital images, film or motion pictures, and all rights therein shall irrevocably, exclusively, unconditionally and perpetually belong to WORLD ATM

CONGRESS, or assigns, without compensation or notice.

- 9. This Contract, together with the published Rules and Regulations for the subject event, contain the entire agreement of the parties. No representations were made or relied upon other than those expressly set forth herein. The terms hereof may not be modified except in a writing signed by an executive officer of each of the parties. In the event of a conflict between the terms hereof and the Rules and Regulations for this event, then the terms hereof shall take precedence.

- 10. The sponsorship shall be administered in all respects, and controlled exclusively, by the WORLD ATM CONGRESS, subject to its absolute discretion, and all decisions of the WORLD ATM CONGRESS shall be final, including placement, arrangement or redecoration of any item. Any interpretation of the published Rules and Regulations for the event, which are hereby incorporated herein, shall be made by the WORLD ATM CONGRESS in its absolute discretion.

- 11. In the event that WORLD ATM CONGRESS shall be delayed or prevented from holding the scheduled event or otherwise performing any duties hereunder as the result of an act of God, acts of the public enemy, war, blockade, embargo, strike or other labor unrest, inability to procure materials, failure of power, restrictive government laws or regulations, arrest, riot, insurrection, epidemic, landslide, lightening, earthquake, fire, hurricane, storm, flood, explosion, terrorism or threat thereof, civil disobedience or disturbance, or any other cause, whether of the kind enumerated herein or otherwise, that is not within the control of WORLD ATM CONGRESS, then: (a) WORLD ATM CONGRESS shall have no liability to you for any such delay, nonperformance or failure to publish; (b) no refund will be due if any of the attributes have been implemented or contracts finalized with third parties; and (c) if none of the attributes have been implemented or any contract finalized with third parties WORLD ATM CONGRESS will refund the sponsorship fee, less any expenses incurred and a ten percent (10%) administrative fee.

- 12. Any dispute or controversy of any kind relating to this Contract or the sponsorship provided hereunder shall be resolved by binding arbitration in the City of Alexandria, Virginia (USA), administered by the American Arbitration Association in accordance with its applicable rules then in effect.

- 13. The validity, interpretation and performance of this Agreement shall be controlled by and construed under the laws of the Commonwealth of Virginia, USA.





# World ATM Congress 2016

Operated by CANSO in association with ATCA

## Credit Card Authorization Form

**Upon ATCA's receipt of this Credit Card Authorization Form, your card will be charged the specified amount.**

Payment Options: ☐ MASTERCARD ☐ VISA

Name of Organization: \_\_\_\_\_

PRINT Name as it appears on card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: Month \_\_\_\_\_ Year \_\_\_\_\_

CVV Security Code: \_\_\_\_\_

Billing Address of card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code \_\_\_\_\_

Country: \_\_\_\_\_ Telephone #: \_\_\_\_\_

Email address (payment receipt will be sent to this address):  
\_\_\_\_\_

Amount to be charged: \$ \_\_\_\_\_

Purpose of charge: \_\_\_\_\_

\_\_\_\_\_

Authorized Signature: \_\_\_\_\_