



World ATM Congress 2016

Operated by CANSO in association with ATCA

8 – 10 March, 2016 • Madrid, Spain IFEMA



ADVERTISING OPPORTUNITIES

www.WorldATMCongress.org/Advertising

Market Your Brand at World ATM

Learn about the Advertising Opportunities available at the World ATM Congress 2016. We want you to find the best fit for your marketing budget. Take time now to carefully review this array of opportunities to maximize your company's visibility. We look forward to assisting you in achieving your marketing goals.



World ATM NOW
WEDNESDAY 13 FEBRUARY, 2013 • MADRID, SPAIN

World ATM Congress: An Opportunity to Influence the Future of ATM

Can't Miss Events!

10:15 - 10:45
Conference Programme
Conference Opening Ceremony
Conference Lunch
Conference Afternoon Session
Conference Evening Session
Conference Dinner
Conference Entertainment
Conference Closing Ceremony

10:45 - 11:00
Conference Programme
Conference Opening Ceremony
Conference Lunch
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Conference Evening Session
Conference Dinner
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Conference Closing Ceremony

11:00 - 11:15
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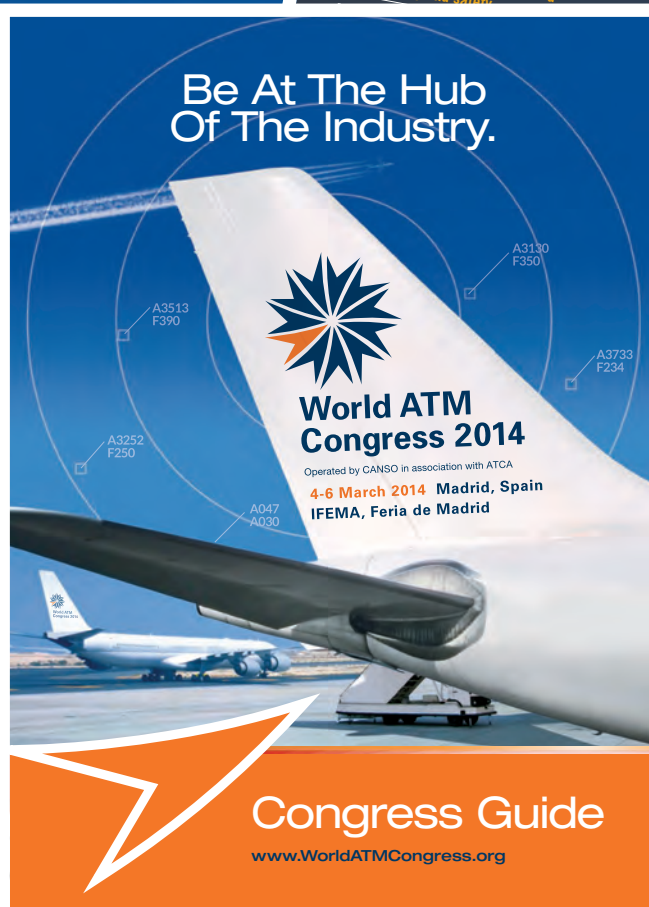
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Be At The Hub Of The Industry.

World ATM Congress 2014
Operated by CANSO in association with ATCA
4-6 March 2014 Madrid, Spain
IFEMA, Feria de Madrid

Congress Guide
www.WorldATMCongress.org



NAVCANatm
Integrated air traffic management
Proven. Trusted. Applied.

THIS IS THE FOREFRONT OF AIR TRAFFIC CONTROL

Technology developed on an open architecture.
Flight data exchange automated and more intuitive.
Controller workstations optimized for efficiency and safety.



SEARIDGE TECHNOLOGIES
VIEW OF AIRCRAFT AND VEHICLES ON THE GROUND
HD resolution and flexible camera, platform and vs to operate with a higher degree of confidence, surface operations, visit www.searidgetech.com.



GIVING YOUR CAPABILITY THE EDGE
As Air Traffic Management (ATM) technology rapidly evolves and changes, it is vital that your solutions are able to adapt quickly and cost-effectively. Saab's approach is to stay at the forefront of progress, delivering practical, pioneering products that enhance capabilities and deliver smarter outcomes. We call this our *thinking edge*.
www.saabgroup.com/atm

EVENT DATE: 4-6 MARCH
LOCATION: IFEMA, MADRID
STAND: 305

SAAB

Contact: Rugger Smith
Email: Rugger.Smith@worldatmcongress.org
Or call Direct: +1 703 299 2430 ext. 318
Or
Contact: Claire Rusk
Email: Claire.Rusk@worldatmcongress.org
Or call Direct: +1 703 299 2430 ext. 309



World ATM Congress Digital Advertising

Digital Advertising Opportunities

Monthly eNewsletter

€500 per month

World ATM Congress updates more than 13,000 of its stakeholders with the latest exhibitors, conference developments, and logistical details through this publication. The monthly sponsor will receive banner advertising space in the email body, a company description, designated logo space, and hyperlink to their company's website in the newsletter.



eBlast

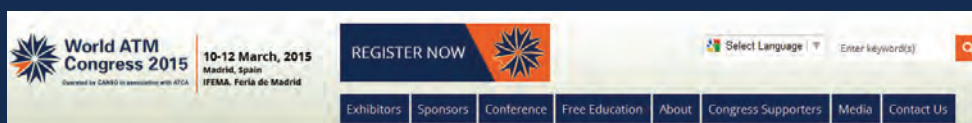
Only 3 available

€700

Want to communicate your company's message and brand to the more than 13,000 stakeholders who receive World ATM Congress communications? When purchasing this option, companies provide HTML code for the message – or text and images for a custom design – and the World ATM Congress team disseminates it on your chosen date and time (5 business days for testing and turnaround time is needed). Reserve your space no later than February 20, 2016. Eblasts are already included in all tiered sponsorships.

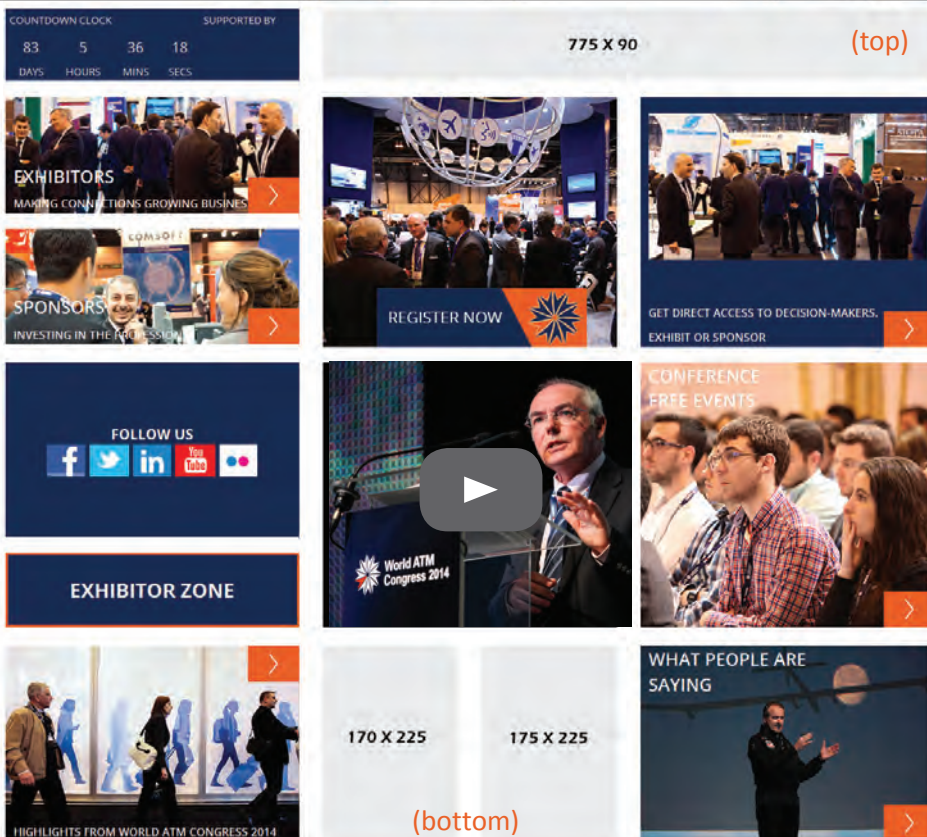
Website Advertising Rates

Product	Cost
eNewsletter	€500 a month
eBlast	€700 a month
Monthly web banner (top) Size: 775 x 90 pixels	€300 a month (see gray box below)
Monthly web banner (Bottom) Size: 170 x 225 pixels	€200 a month (see gray boxes below)



Website Advertising

A desirable cross-section of the ATM industry goes to the World ATM Congress website for information about our award-winning event. Advertising at www.worldatmcongress.org gives you the opportunity to capitalize on that traffic and increase the frequency of messaging. By integrating Web advertising into your marketing or lead-generation campaign, you extend your brand exposure to a highly targeted audience.





World ATM Congress Print Advertising

World ATM Newspaper Ad Rates

The **World ATM Now** is the official on-site publication of World ATM Congress, which keeps attendees and exhibitors up-to-date with the latest Conference and Exhibition Hall news from the show. There are five issues of the Publication, two electronic (one pre Congress and one post Congress) and 3 on-site printed issues which are distributed to attendees each morning of the Congress. Advertising in the *World ATM Now* raises visibility, creates name recognition, and will put your organisation in the hands of your target audience.

Ad Size	3 days of print and 2 electronic	3 days of print	2 days of print	1 day of print	Electronic only
Overall Sponsorship €18,000 <i>includes a full-page back-cover ad in 3 separate print additions, 2 electronic ads, and your logo on front cover</i>		Included	N/A	N/A	N/A
Full-page €7,000	€6,000	€4,500	€2,800	€2,000	
Half-page €4,800	€4,200	€3,200	€1,800	€1,200	
Quarter-page €3,600	€3,225	€2,150	€1,250	€750	
Inside front cover €9,000 <i>(full page)</i>	€8,500	N/A	€3,200	N/A	
Inside back cover €9,000 <i>(full page)</i>	€8,500	N/A	€3,200	N/A	
Back Cover (full page) €11,000 <i>not available if overall sponsorship is purchased</i>	€10,000	N/A	€4,000	N/A	

World ATM Congress Guide

This printed booklet is given to attendees at registration and is used throughout the event. This guide includes Congress highlights, the full Conference agenda and speakers, the list of all exhibitors and a map of the Exhibition, free education opportunities, and more. This is a great opportunity to get your company name out to potential customers who are onsite and ready to meet with you!

Exhibit Guide Ad Rates		Cost	Quarter-page advertisement	Half-page advertisement	Full-page advertisement
Product					
Exhibit Guide upgrade with color logo		€300			
Quarter-page advertisement		€1,800			
Half-page advertisement		€2,600			
Full-page advertisement		€3,650			
Inside front cover advertisement, Full-page		€4,250			
Inside back cover advertisement, Full-page		€4,250			
Back cover advertisement, Full-page		€5,500			



World ATM Congress 2016

ADVERTISING 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 advertising correspondence will be sent to this address.

Advertising Contact (main contact)

Name: _____

Phone: _____

E-mail: _____

Billing Contact (if different from main contact)

Name: _____

Phone: _____

E-mail: _____

Advertisement Selection - List Advertisement

My Ad Selection: _____ Amount: € _____

My Ad Selection: _____ Amount: € _____

VAT (21%): € _____

TOTAL DUE (VAT included): € _____

Deadlines

1. As long as no Advertising attributes have been implemented to date or contracts finalized with third parties to implement an Advertisement, this Advertising Contract may be canceled by the Agreement signatory with no penalty through January 9, 2016.
2. No refunds will be made for any Advertisement Contract received after January 9, 2016.
3. Reserve your E-blast by February 20, 2016.
4. Congress & Exhibition Guide ad graphics and logos due by February 10, 2016.
5. World ATM Newspaper: Electronic preview ad graphics due by February 13, 2016.
(after this date ads will be accepted only if we have space available)
6. Congress & Exhibition Guide ad copy delivered on February 18, 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 on the bottom of the advertising listing and note all deadlines.

Payment and Invoicing

Following receipt of the duly completed and signed 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 on page 8.

Advertising Agreement

The terms and conditions set forth in this Advertising Contract for the World ATM Congress to be held in Madrid, Spain from 8 - 10 March, 2016, including the Terms and Conditions on page 7 here of, are hereby accepted.

Name: _____ Title: _____

Signature: _____ Date: _____

ADVERTISING CONTRACT TERMS AND CONDITIONS

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

1. WORLD ATM CONGRESS shall have absolute discretion over who may advertise, and only the company whose name appears on the face of this Contract may be placed in print and pre-outlined advertising recognition opportunities. WORLD ATM CONGRESS reserves the right to offer exclusive advertising 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 advertisement will be published until full payment has been received. Advertising 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 an advertisement have been implemented or contracts finalized with third parties to implement an advertisement. A ten percent (10%) administrative fee will be deducted in the event of any refund.

3. 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.

4. 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 the content of your advertisement or this Contract, and including but not limited to any claims that your advertisement infringes any copyright or other intellectual property rights of any third party.

5. 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.

6. 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.

7. The advertisement 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. 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.

8. In the event that WORLD ATM CONGRESS shall be delayed or prevented from holding the scheduled event or publishing your advertisement 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 advertising fee, less any expenses incurred and a ten percent (10%) administrative fee.

9. Any dispute or controversy of any kind relating to this Contract or the advertising 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.

10. 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: _____