

MEBATM

SHOW
MOROCCO

25-26 SEPTEMBER 2019

MARRAKECH MENARA AIRPORT, MOROCCO



Organised by:



THE DESTINATION FOR BUSINESS AVIATION

On behalf of:

MEBATM

WWW.MEBAAMOROCCO.AERO



The MEBAA Show Morocco began in 2015, and the 2019 edition will be the third edition of this exciting opportunity to access the growing North African business aviation market. It's an industry that has been growing exponentially

and is predicted to continue doing so, with both government and industry support meaning that there has never been a better time to be part of the show.

The quality of visitors is particularly impressive, with many trade executives commenting that the MEBAA Show Morocco was the ideal place to strengthen existing relationships in addition to forging new ones, against the backdrop of growth and investment in the region. By securing your place at the MEBAA Show Morocco you are ensuring you will have this opportunity to grow your business in North Africa and the Middle East.

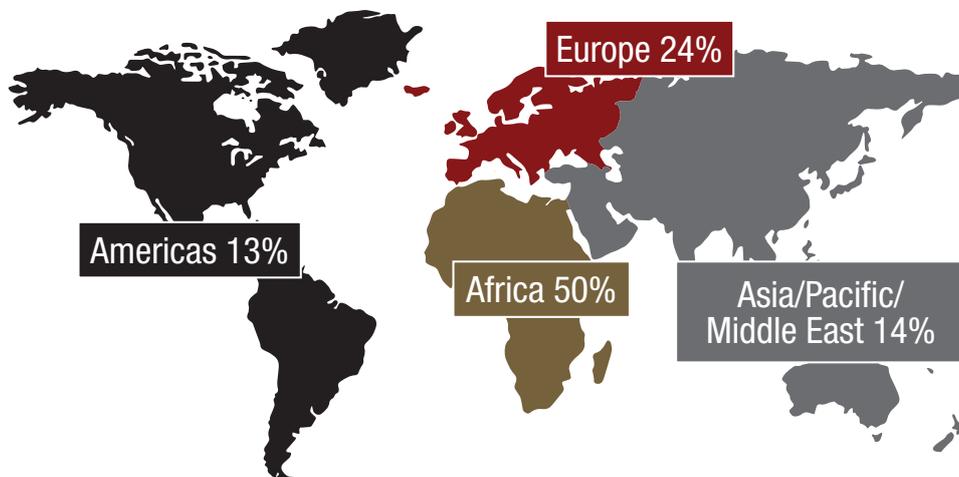
Morocco benefits from a geographic advantage being within the range of most private aircraft based in both Europe and the Middle East. This results in a large number of private corporate flights from multinational companies and conglomerates operating in the country. Another driving factor is the foreign direct investment regulations adopted by the Moroccan government in recent years. As a result, business aviation operations into Morocco have continuously increased with many business flights operated there all year around.

The MEBAA Show Morocco provides the ideal platform to grow your business in the region and beyond, increase your visibility to the key industry players while meeting new potential customers all in one place, at the heart of this vibrant country.

Ali Alnaqbi

Ali Alnaqbi, Founding & Executive Chairman, the Middle East & North Africa Business Aviation Association (MEBAA)

REGIONAL ATTENDANCE



YOUR NEXT GROWTH MARKET

North Africa's business aviation market continues to grow as more companies invest in this vibrant sector. Morocco flies at the head of this burgeoning market, propelling the industry forward with a commitment that stems right from the top of the country's leadership.

Due to its strategic location between Europe, the Middle East, and the rest of Africa, Morocco

is seeing an increasing amount of movements which also include flights servicing the South American market. A new business airport will open in the country within the next few years which will complement the new FBOs by Jetex and Swissport Executive Aviation opening this year.

ATTENDEE FEEDBACK

"The MEBAA Show Morocco was well organised and attended by interesting visitors from the business aviation industry, the networking opportunities allowed me to meet my objectives for attendance."

Daniel Farid Sahli, Head of Operations, CAMO4jets AG

"Great show @mebaamorocco. Thank you. I really enjoyed it & good to see #British companies there (#XJet). Maybe #RollsRoyce next year?"

Thomas Reilly, British Ambassador to Morocco & Mauritania

2017 SHOW STATISTICS

SENIORITY LEVEL

C-Level, MD, Owner, President, Head of Department: **44%**

Sales and Marketing: **24%**

Engineering, R&D, Technician **11%**

Flight Operations, Air Traffic Control **8%**

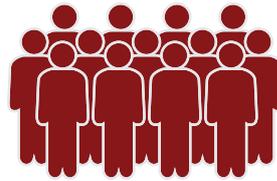
Pilot, Flight Crew **4%**

Other **9%**

PURCHASING RESPONSIBILITY



- Sole/Primary Decision Maker: 35%
- Evaluate and Recommend: 30%
- Other: 35%



2,208 VISITORS



67 EXHIBITING COMPANIES



MEBAA SHOW MOROCCO 2019: EXHIBITION & SPONSORSHIP OPPORTUNITIES

HANGAR EXHIBITION SPACE

- **Shell Scheme** – The shell scheme package includes your space in the exhibition hall, a pre-built booth with walls, carpet, fascia, lighting and electricity (including wall sockets). Minimum space bookable is 12sqm. **Price per sqm is US\$ 500**

OUTDOOR EXHIBITION SPACE

- **25sqm Tent** - Each tent will come pre-equipped with walls, carpet, name board, 13AMP electricity socket with electricity, lighting and 1 air conditioning unit. Multiple tents can be booked in order to increase space. **Price per tent is US\$ 7,000**
- **Hospitality Terrace** – This option is for an exhibitor who has an exhibition tent who would want to build an outdoor hospitality area adjacent to their tent. **Price per sqm is US\$ 200.**
- **Exhibits** – Companies wishing to display equipment outside their exhibition tent or in the static park next to aircraft will need to book their exhibits in. **Price per sqm is US\$ 250.**

EXCLUSIVE REGISTRATION SPONSORSHIP - \$25,000

- **Visitor Registration** – The Registration Sponsor's logo will be prominently featured on the online pre-registration form and in the confirmation e-mails sent to all attendees; the visitor registration webpage will include the sponsor's web banner with URL link and the sponsor's logo will be front and center alongside show branding on the registration desks.
- **Badges and Lanyards** – Maximized exposure throughout the event with logo placement on show badges and lanyards.
- **Visitor Bags** – Bags distributed and carried throughout the show will feature the sponsor's logo; sponsor has the opportunity to provide a visitor gift in the bags.

PREMIUM VISIBILITY SPONSORSHIP - \$15,000

- **Pocket Map** – Handheld map distributed to all visitors includes the exhibit area and Static Park with sponsor's stand or aircraft highlighted; the map will feature the sponsor's advertisement for maximized branding and exposure
- **Static Park Hanging Banners** – Two hanging banners will be featured on the Static Park fence – in a high-traffic area - offering visibility to all visitors of the show. (Artwork to be provided by the sponsor and production will be done by the organisers. Sizes to be confirmed)
- **Floor Graphics** – Work with show organizers to design strategic floor graphics to run down the main carpet, between the exhibit tents and the Static Park
- **"You Are Here" Board** – Sponsor's logo will be prominently featured on the large signage, visible and functional for all visitors to the show.

MEBAA MOROCCO CONFERENCE 2019: SPONSORSHIP PACKAGES

PLATINUM – \$35,000 EXCLUSIVE

Pre-Event Visibility:

- **Executive Interview** – Introduce the audience to company insights and value proposition prior to the conference through a pre-event executive interview, to be promoted via email, social media and the conference website.
- **Branding** – The Platinum Sponsor's company logo will be prominently displayed on the registration confirmation emails as well as on the conference website with company description (150 words) and sponsor designation, ensuring the maximum amount of visibility and interest pre-event.

On-Site Engagement and Benefits:

- **Speaking Session** – Thirty-minute opportunity to address the entire MEBAA Conference audience and present a case study, highlighting specific capabilities and positioning the Platinum Sponsor as a thought-leader.
- **Panel Discussion** – Speaking opportunity alongside industry experts; an opportunity to educate the market and raise the profile of company executives.
- **Branding** – The Platinum Sponsor's company logo will be the exclusive logo featured on the conference room lectern, front and center throughout both days, as well as on the photo backdrop alongside MEBAA Conference branding. Logo will be prominently featured in the printed program guide, as well as on stage and entrance signage. Sponsorship also includes a full-page inside front cover advertisement in the printed program guide and company logo featured on table tent tri-folds.
- **Exposure** – Exclusive sponsorship (alongside MEBAA branding) of the attendee conference bags; opportunity to insert an executive gift and one piece of printed collateral.
- **VIP Seating** – Reserved seating for company executives and guests, in front of the stage.

GOLD – \$28,500 TWO AVAILABLE

Pre-Event Visibility:

- **Executive Interview** – Introduce the audience to company insights and value proposition prior to the conference through a pre-event executive interview, to be promoted via email, social media and the conference website.
- **Branding** – The Gold Sponsor's company logo will be prominently displayed on the conference website with company description (100 words) and sponsor designation, ensuring the maximum amount of visibility and interest pre-event.

On-Site Engagement and Benefits:

- **Speaking Session** – Thirty-minute opportunity to address the entire MEBAA Conference audience and present a case study, highlighting specific capabilities and positioning the Platinum Sponsor as a thought-leader.
- **Branding** – The Gold Sponsor's company logo and description (100 words) will be highlighted on the conference website and prominently featured in the printed program guide; logo will also be included on the photo backdrop alongside MEBAA Conference branding and on-stage signage. Sponsorship includes one full-page advertisement in the printed program guide.
- **VIP Seating** – Reserved seating for company executives and guests, in front of the stage.
- **Exposure** – Opportunity to insert an executive gift and one piece of printed collateral in the attendee conference bags.

SILVER \$15,000

Pre-Event Visibility:

- **Branding** – The Silver Sponsor's company logo will be prominently displayed on the conference website with company description (75 words) and sponsor designation, ensuring the maximum amount of visibility and interest pre-event.

On-Site Engagement and Benefits:

- **Panel Discussion** – Speaking opportunity alongside industry experts; an opportunity to educate the market and raise the profile of company executives.
- **Branding** – The Silver Sponsor's company logo and description (75 words) will be highlighted on the conference website and featured in the printed program guide; logo will also be included on the photo backdrop alongside MEBAA Conference branding and on-stage signage.



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