



www.aviation-event.de

aviation
EVENT

#AviationEvent

DATE

JUNE 2019



Information for Partners

The exclusive platform for a much-needed open dialogue between the aviation industry, the business world and politics – at a senior level.

Conference venue:
Dusseldorf Airport

Aviation-Event - Hub for the industry

New Challenges

INFORMATION

www.aviation-event.de

The Aviation Summit for Europe

#AviationEvent



AN INDUSTRY-LEADING EVENT

- exclusive business platform for an open dialogue between the aviation industry, the business world and politics – at the management level
- neutral, non-partisan, topic-oriented
- for all companies, associations, interested parties and newcomers participating in the economic aspects of aviation
- high-level expert exchanges, plus the opportunity for personal and informal networking – including entry into the industry
- broad coverage in the trade and business press

TARGET AUDIENCE

- Interested industry professionals and executives
- Trade and business journalists
- Top experts from aviation, business and politics

- **To date, approximately 200 high-profile speakers and participants in round-table discussions**
- **Since the start, more than 1,000 attendees from the worlds of aviation, business, politics and global media**
- **Ideal for industry experts and newcomers alike**

YOUR PARTICIPATION IN AVIATION-EVENT

- ... offers **you and your company** the chance to meet not only decision-makers and opinion-leaders from the aviation industry, but also from the worlds of business, politics and administration, both in terms of their **positions and personally**, and intensively exchange views
- ... can be specifically **designed and expanded** to meet **your needs**
- ... brings you and your company **exclusive, sustainable, personal contacts** for **successful long-term** networking.
- ... puts your company in the middle of a highly relevant business conference
- ... allows you strong exposure during the industry conference via a myriad of relevant media channels

SPEAKERS AT PRIOR EVENTS

Ralph Beisel, Chief Executive ADV • Volker Bouffier, State premier of Hessen • Michael Eggenschwiler, CEO of Hamburg Airport • Peter Gerber, CEO Lufthansa Cargo
Dr. Michael Kerkloh, Chairman of the Management Board and Personnel Director of Flughafen München GmbH • Cem Özdemir, Bündnis 90 / Die Grünen
Anton Lill, CEO topbonus airberlin • Jürgen Pieper, Director B. Metzler seel. Sohn & Co. Holding AG • Dr. Stefan Pichler, CEO Royal Jordanian • Paul Gregorowitsch, CEO Oman Air
Gerd Pontius, CEO PROLOGIS AG • Lorne Riley, Director Corporate Communications Dubai Airports • Dr. Stefan Schulte, CEO Fraport
Dave Bakker, President Europe SITA • Rafael Schwartzman, Regional Vice-President Europe IATA



1. VIP reception the evening before:

Be one of 40 participants. Meet with an exclusive circle of round-table discussion participants, moderators and other partners of Aviation-Event. The VIP reception offers the perfect setting to make high-quality contacts.



2. Workshop on the previous day:

Place your topic in a workshop and discuss it for 120 minutes with representatives from the worlds of business, politics and society. Work out common solutions. The results will be presented at the conference next day.



3. Conference:

Contribute. Meet other participants and make valuable contacts (see the following pages for offers).



4. Face to face:

Experience our discussions at the same level and expand your personal network with important contacts.



5. Media presence:

Use the media presence and reach of the event's exclusive format.



6. Networking:

Make new and valuable contacts in a very exclusive and personal framework comprising politics, business and society.



7. Year-round presence:

Use the Aviation-Event platform all year round for individual contributions, banner advertising or ads.



8. Social media communication:

The digital channels of the Aviation-Event are also available for your communication: Twitter, Facebook, LinkedIn, Xing and our homepage.



9. Special formats:

Do you have a special topic? Then let us plan an event as an Aviation-Event Special. You determine your own topic: we help you to obtain references, and market it. Benefit from the power of our brand – tailored to meet your requirements.

The Aviation Summit for Europe

#AviationEvent



08:00 REGISTRATION

09:00 OPENING SPEECH

Thomas Schnalke

09:10 OPENING PANEL

Dirk Lindner, Frank Dopheide

09:45 HOT SEAT

»INTEGRATORS VS. TRADITIONAL FREIGHT«

Alexis von Hoensbroech, Prof. Dr. Christoph W. Stoller

Moderation: Markus Kopp

10:15 COFFEE BREAK & NETWORKING

10:45 KEYNOTE

»EUROWINGS: OUR WAY FORWARD.«

Oliver Wagner

11:15 PANEL 1

»SECURITY: CHALLENGES AND RISK SCENARIOS«

Ernst G. Walter, Dr. Gerhard Ott, Matthias von Randow,
Angeles Pozo, Ralph Beisel

Moderation: Elmar M. Giemulla

12:00 KEYNOTE

»EUROPEAN UNION: BREXIT, AND THEN WHAT?«

Christoph Debus

12:15 PANEL 2

»EUROPEAN UNION: BREXIT, AND THEN WHAT?«

Christoph Debus, Jochen Schnadt,
Prof. Dr. Raphael von Heereman

Moderation: Dr. Karsten Benz

12:45 LUNCH BREAK & NETWORKING

14:00 PANEL 3

»GROUND TRANSPORTATION: AIRPORT BOTTLENECKS AND TERMINAL CAPACITY«

Sabine Richartz, Dr. Karsten Benz, Claus Unterkircher,
Dr. Marco Emmermann

Moderation: Jens Koenen

14:45 KEYNOTE

»HOW TO RUN A SUCCESSFUL AIRLINE IN THE MIDDLE EAST«

Stefan Pichler

15:15 PANEL 4

»HOW TO MANAGE AVIATION IN A DIGITAL ERA?«

Jouni Juhani Oksanen, Tamara Bullock, Kim Flenskov

Moderation: Sebastian Letz

16:00 COFFEE BREAK & NETWORKING

16:30 ANALYSIS

»LOW-COST LONG-HAUL – THE NEXT STEP«

Max Oldorf

16:45 PANEL 5

»LOW-COST LONG-HAUL– THE NEXT STEP«

Heike Birlenbach, Simone Schwab, Michael Garvens

Moderation: Rüdiger Kiani-Kress

Moderator of the Conference:

Prof. Dr. Adrian von Dörnberg





AIRXPERIENCE DUSSELDORF AIRPORT

Düsseldorf Airport is North Rhine-Westphalia's biggest airport and serving 23.5 million passengers in 2016. Around 70 airlines take off from here to 200 destinations worldwide. Located in one of Europe's economically strongest regions, with 18 million inhabitants within a 100-kilometer radius, Düsseldorf Airport's importance in fulfilling the locality's mobility demands - extending to those of the south-eastern Netherlands as well - cannot be overestimated.

Hence the suitability of the location for Aviation-Event 2018. Düsseldorf Airport welcomes guests at the „DUSconference plus“ conference centre, in the middle of the main terminal building. The location can be reached from the departures level via the escalator at the B2B-Café. The entrance is located opposite the Starbucks Café.

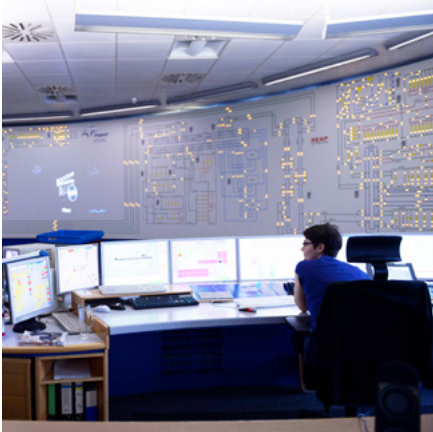
DUSconference plus

Düsseldorf Airport
Terminal Ring 1
40474 Düsseldorf

Impressions

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aviation
EVENT



New Challenges

INFORMATION

www.aviation-event.de



AVIATION-EVENT USES THE FOLLOWING CHANNELS:

The communication options are countless. Aviation-Event and its partners serve both classical and modern media. Different priorities are set, depending on the topic. The content formats range from interviews to bios, and from product presentations to features and contributive discussions.

- Newsletter by direct mailing (currently 7,000 registered recipients) to the defined target audience. Announcement of topics and discussion.
- Press releases range across a variety of print media, reaching more than 460,750 people
- Online publications: total range of more than 5,361,000 people
- Facebook: it states 20,000 elsewhere 13,959
- Twitter: total range of more than 459,000
- Instagram: total range of more than 162,800
- YouTube: total range of more than 1,145

Press, industry and event portals, as well as document networks, are provided with information via our press offices (number to be inserted).

More than (number to be inserted) topic portals are also included. In addition, industry distribution lists are also used. On average, Aviation-Event reaches (number to be inserted) contacts through its distribution partners.

Accredited journalists and TV broadcasters will be at the Aviation-Event. For example, in 2017, attendees included Thomson Reuters (Markets) Deutschland GmbH, rheinmain tv, Bloomberg news agency, Handelsblatt GmbH, Aviation Media & IT GmbH and FVW Mediengruppe GmbH

These numbers are based on Aviation-Event's press clippings from 2017.



facebook

XING

LinkedIn

twitter



YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (3rd tier placement)
- Website
- Social Media
- Media Partner (if available)

€ 9,500 net

YOUR ENTITLEMENTS

PARTICIPATION

- 2 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
- 1 VIP invitation: for the pre-conference evening reception, a gathering exclusively for partners, speakers and moderators.

SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

EXHIBITION SPACE

- Booth space (1x2m): Roll-up, with table and chair provided.

RIGHTS

- Logo licence: use of the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner



YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (2nd tier placement)
- Website
- Social Media
- Media Partner (if available)

€ 15,000 net

YOUR ENTITLEMENTS

PARTICIPATION

- 3 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
- 1 VIP invitation for the pre-conference evening reception, a gathering exclusively for partners, speakers and moderators.

SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

EXHIBITION SPACE

- Opportunity to distribute sample goods and/or special offers at the event

ACTIVE PARTICIPATION

- Your company included with a content part in the agenda of Aviation-Event

CONTENT/PUBLICATION

- Editorial in the official Aviation-Event publication

RIGHTS

- Logo Licence: use of the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner



YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (1st tier placement)
- Website
- Social Media
- Media Partner (if available)

€ 20,000 net

YOUR ENTITLEMENTS

PARTICIPATION

- 4 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
- 2 VIP invitations for the pre-conference evening reception, a gathering exclusively for partners, speakers and moderators.

SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

EXHIBITION SPACE

- Booth space (2x4m): Roll-up with table and chair included, at best location

ACTIVE PARTICIPATION

- Your company included with a content part in the agenda of Aviation-Event

WORKSHOP SESSION

- Host a separate workshop on the day before the conference, with a topic of your choice

CONTENT/PUBLICATION

- Editorial in the official Aviation-Event publication
- Partner information within the official Aviation-Event press kit

RIGHTS

- Logo licence: use of the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner
- Category Exclusivity
- Access to other sponsors for cross-promotions

Conference Program Partnerships

#AviationEvent



Value € 9,500 net

YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (3rd tier placement)
- Website
- Social Media
- Media Partner (if available)

YOUR ENTITLEMENTS

PARTICIPATION

- 2 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
- 1 VIP invitation: for the pre-conference evening reception, a gathering exclusively for partners, speakers and moderators.

SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

CONTENT/PUBLICATION

- Editorial in the official Aviation-Event publication

RIGHTS

- Logo Licence: use the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner

AIRPORT TOUR

Be the official Airport-Tour-Partner. You will be the official Host of the Airport tour for 30 participants. The tour follows the conference, and will provide participants with an insight into the workings of Dusseldorf Airport.



YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (3rd tier placement)
- Website
- Social Media
- Media Partner (if available)

Value € 12,000 net

YOUR ENTITLEMENTS

PARTICIPATION

- 2 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
- 2 VIP invitations: for the pre-conference evening reception, a gathering exclusively for partners, speakers and moderators.

SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

CONTENT/PUBLICATION

- Editorial in the official Aviation-Event publication

RIGHTS

- Logo Licence: use the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner

VIP RECEPTION

Be the host for an exclusive gathering of 40 invitees, consisting of representatives of speakers, moderators and other partners of the conference, and hold the welcome speech. Catering and drinks at the VIP Reception are included.



YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (3rd tier placement)
- Website
- Social Media
- Media Partner (if available)

Value € 9,500 net

YOUR ENTITLEMENTS

PARTICIPATION

- 2 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
- 1 VIP invitation: for the pre-conference evening reception, a gathering exclusively for partners, speakers and moderators.

SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

EXHIBITION SPACE

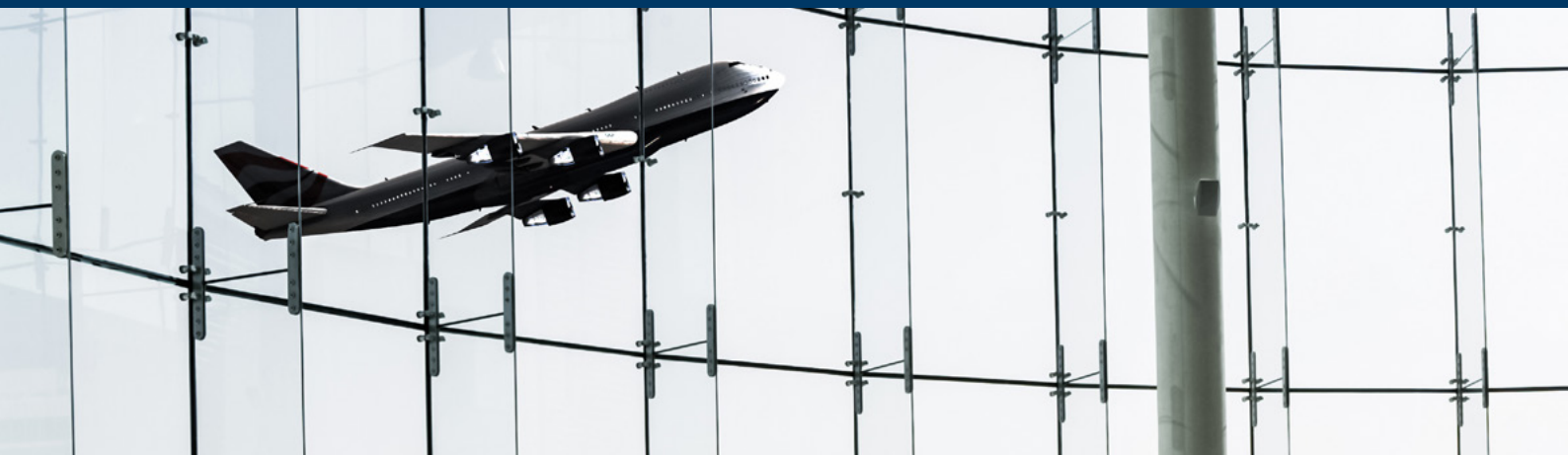
- Booth space (2x4m): Roll-up with table and chair provided at best location

CONTENT/PUBLICATION

- Editorial in the official Aviation-Event publication

RIGHTS

- Logo Licence: use of the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner



Value € 9,500 net

YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (3rd tier placement)
- Website
- Social Media
- Media Partner (if available)

YOUR ENTITLEMENTS

PARTICIPATION

- 2 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
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YOUR BRAND PRESENCE

- Agenda
- Invitation
- Stage backdrop (3rd tier placement)
- Website
- Social Media
- Media Partner (if available)

Value € 13,500 net

YOUR ENTITLEMENTS

PARTICIPATION

- 2 free conference tickets (tickets can be used by staff from any department of your company or transferred to suppliers, customers or business partners) - Extra conference tickets can be bought at a reduced fee off 30%
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SAMPLINGS

- Opportunity to distribute sample goods and/or special offers at the event

CONTENT/PUBLICATION

- Editorial in the official Aviation-Event publication

RIGHTS

- Logo Licence: use of the Aviation-Event logo in your company's marketing communication
- Logo Licence: promote your brand as an Aviation-Event partner

WORKSHOP SESSION

- Aviation-Event will plan a workshop, together with you, to take place on the day before the conference.
You will lead the workshop, in a topic of your choice. A short presentation during the conference will pick up the topic.

About the Organiser

#AviationEvent



MORE PRESENTATION OPTIONS:

- **Networking-Wall**
- **Slider-Advertising on the website** www.aviation-event.de
- **Contributions on the website** www.aviation-event.de
- **And much more...**



**MANAGED.
CONFERENCES.
NETWORKING.**

DA! GmbH from Darmstadt specialises in high-quality business events – from 20 to 1,000 participants. DA! takes care of all the details – from planning and issuing the invitations to the organisation of special locations and the programme.

Conferences, networking events, fireside chats, industry events? Get-togethers with decision-makers, and much more, are all part of DA! GmbH's portfolio.

The Aviation-Event, one of the leading events in the aviation industry, and the Economic Summit on Germany involving decision-makers from the worlds of business, politics, society and administration, are two events held in recent years that are known well beyond Germany's borders.



Marcel Riwalsky, Managing Director of DA! GmbH, holds a Master of Business Administration degree and a Certificat d'Études Supérieures Gaston de finance. He has organised many high-profile events in the past decade. As the initiator of Aviation-Event, he comes up with ideas for the event as well as the concept for Aviation-Event Special. To date, over 200 top speakers and discussion participants have taken the stage in front of more than 600 guests.

www.marcelriwalsky.de www.linkedin.com/in/marcelriwalsky/

PARTNER EVENT



22.09.2018

Grandhotel Hessischer Hof
Friedrich-Ebert-Anlage 40 · Frankfurt/Main

To register, ask questions, make requests or suggestions, please call the main organiser of Aviation-Event:

Marcel Riwalsky

Hotline +49 6151 953 116

Cell +49 173 661 38 29

Mail info@aviation-event.de

Im Hirtengrund 17 • D-64297 Darmstadt • Germany

Phone: +49 6151 492 35 88 • Fax: +49 6151 538 014

info@dagmbh.de • www.dagmbh.de

OUR PARTNERS AT Aviation-Event 2019

COOPERATION PARTNER >> Silver



MEDIA PARTNER

**Handelsblatt
GLOBAL**

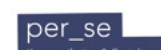
CRM PARTNER



AGENCY PARTNER



WEB PARTNER



COOPERATION PARTNER >> Platinum



HOST



COOPERATION PARTNER >> Silver



ECONOMY CLASS PARTNER



CRM PARTNER



AGENCY PARTNER



WEB PARTNER



HOTEL PARTNER



TICKET PARTNER



MEDIA PARTNER



BRAND PARTNER



PHOTOGRAPHY PARTNER



COMMUNICATION PARTNER



SUPPORTER

