



Conference Sponsorship

World Routes | 24 – 27 September 2017

A snapshot of World Routes

World Routes is widely recognised as the most important event in the calendar for the network planning community and attracts key decision makers from the world's leading airlines, airports and aviation stakeholders.



Over 3,000 delegates



300 airlines

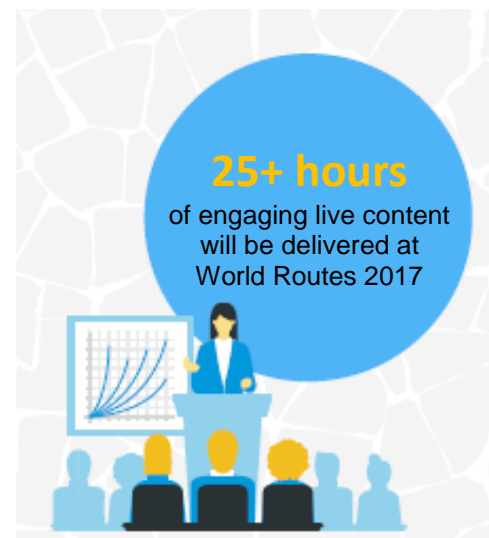


700 airports

Conference Programme

The Conference programme brings together senior leaders from across the aviation industry, engaging in thought-provoking discussions that will set the commercial and political agenda for the upcoming 12-18 months.

Sponsorship not only positions your organisation as an expert in the field, but it also provides the ideal environment in which to powerfully communicate your marketing message to key decision makers.



Host of World Routes 2017



Host Supporter



Official Carriers



Organiser

Previous speakers



Sir Tim Clark
President & CEO
Emirates



Willie Walsh
CEO
International Airlines
Group



Peter Bellew
Chief Executive Officer
Malaysia Airlines



Angela Gittens
Director General
ACI



Alex Cruz
CEO
British Airways



Juha Jarvinen
Chief Commercial Officer
Finnair



Tewolde GebreMariam
CEO
Ethiopian Airlines



Stephen Wang
President
Spring Airlines



Benjamin Ismail
Chief Executive Officer
AirAsia X Berhad



Scott Kirby
Former President
American Airlines



Shanzhong Zhu
Executive Director
UNTWO



John O'Sullivan
Managing Director
Tourism Australia

Pre-event exposure

The conference programme is an integral part of the marketing strategy for World Routes. As the sponsor, your organisation will benefit from unrivalled exposure through our pre-event communications.



Email marketing

Dedicated emails sent to all delegates on the conferences will feature your logo



Social media

Posts promoting conference sessions will include your logo



Routes app

Your logo and a 150 word company profile will be displayed prominently on the Routes app

Media coverage

The Conference programme delivers exceptional media value for the sponsor. With established partnerships with Routes News, anna.aero and FlightGlobal, editorial coverage ensures that your organisation marketing messages are heard by the route development community.

News and insight from the Conference programme is also featured on our website and via our social media channels.



1.8 million
monthly pageviews on
Routesonline



6,000
industry professionals
receive Routes News



10,000+
engaged social media
followers



On-site

By associating your brand with this invaluable knowledge sharing forum, your organisation benefits from an unprecedented level of access to the most senior figures within the route development industry.



Speaking opportunity

Take part in a panel with other industry influencers within the Keynote arena



High impact branding

On-site branding will reflect sponsorship status within the Keynote Arena and Routes Theatres



Seat drop opportunity

Distribute your marketing materials or a gift to attending delegates

Post-event

Sponsorship of the conference programme will guarantee your brand presence is felt by leading experts and key decision makers within the route development community long after the event finishes.

Professional photographs – High resolution photographs of branding and panel sessions will be sent to you after the event.

Podcasts – Selected Keynote sessions will be available via podcast. Sponsor will be recognised within podcast welcome message.

Editorial coverage – Article published on Routesonline, covering topics discussed in the conference, will include sponsors' logo



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Summary of package

Pre-event

Website – Inclusion of your logo and speakers on our dedicated conference webpage

Email marketing - Dedicated conference email sent to all delegates will feature your logo

Routes app – Logo and 150 word profile within the event app

Delegate directory - Logo and 150 word profile within the World Routes 2017 delegate directory

Pre-event interview – Q&A to be published on Routesonline and included in the Routes Update

On-site

Speaking opportunity - Opportunity to take part in a panel within the Keynote arena

Branding – On-site branding reflecting sponsorship status within the Keynote Arena and three Routes Theatres including conference related signage

Seat drop opportunity – Distribute your marketing materials and/or gift to attending delegates

Post-event

Professional photographs - High resolution photographs of branding and panel sessions will be sent to you after the event

Editorial coverage – Article published on Routesonline, covering topics discussed in the conference, will include sponsors' logo

Podcasts – Selected Keynote sessions will be available via podcast. Sponsor will be recognised within the podcast welcome message.

Additional benefit: 10% discount on additional delegates for World Routes 2017

Price: £45,000

For further details please contact: sales@routesonline.com



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UBM
Organiser