



# Regional events sponsorship and promotion

A direct route to your target market

[routesonline.com](http://routesonline.com)



# Welcome to Routes

Routes regional events unite aviation professionals from leading airlines, airports and destinations.

They provide direct access to your target market and present unrivalled platforms to promote your organisation to highly engaged and influential audiences.

In 2020, Routes regional events will facilitate over 9,000 face-to-face meetings between senior decision makers from 270 airlines and 670 airports and tourism authorities.

Each of our sponsorship packages are specifically designed to increase your visibility and build brand recognition. Becoming a sponsor will leave a lasting impression on your key targets and deliver results for your organisation.

We look forward to working with you to identify the opportunities that align with your objectives.

**Phil McLoughlin**  
Head of Sales, Routes



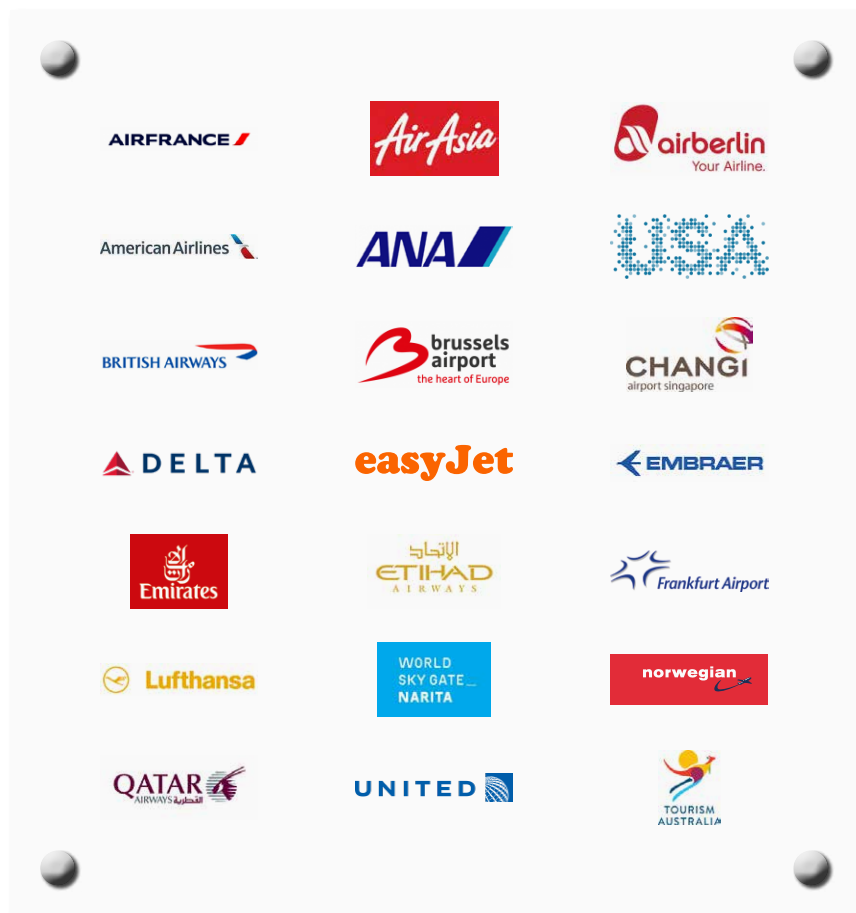
**Contact the Routes team to discuss your requirements**

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# Who attends Routes events?



# What our sponsors and partners say

**“ Routes has proven to be a valuable asset to complement our air service development strategy. The event delivers meetings with important airline decision makers, giving us the additional platform to showcase our route development cases.**

**Jeffrey Sigmon** Director of Air Service & Cargo Development, New Orleans Aviation Board

**“ Routes Asia a must in terms of corporate planning, marketing initiatives and route development.**

**Emigdio Tanjuatco** President & CEO, Clark International Airport Corporation

**“ For Bremen Airport, the Routes conferences are the most important events of the year and a hotspot of the aviation industry. Nowhere else do we have the opportunity to meet so many decision makers of the airline community.**

**Florian Kruse** CCO, Bremen Airport

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# Venue feature areas

Guarantee maximum exposure by positioning your brand at the heart of our events with these high-impact branding opportunities.

**9,000+**  
meetings to  
take place



## Airline Meeting Halls

Airline delegates can spend up to 26 hours in the meeting halls at Routes regional events. Be at the forefront of their minds whilst they plan their future networks.

## Registration

Senior route development professionals will become walking advertisements for your organisation. Benefit from unrivalled brand exposure and create a lasting impression on your target audience.

## Meeting System

Delegates will be reminded of your brand as they check their diaries and respond to thousands of meeting requests, prior to and during Routes regional events.

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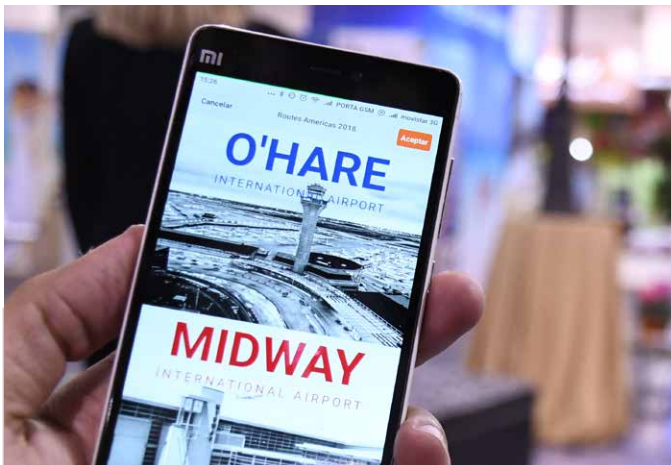
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**270+**  
airlines  
represented



## Wi-Fi

Customise the login details and receive thousands of impressions to your chosen landing page.



## Water Bottles

Branded water bottles and dedicated dispensing fridges will be constantly visited throughout the event.



## Cloakroom

Delegates will be travelling from the airport and hotels with large bags – brand this feature area and greet those delegates who need assistance.

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# Conference

The conference programme provides delegates with insight into the key air service development issues driving change within the industry.

Take part in a panel discussion or deliver a presentation during the conference, and provide delegates with valuable insight into key air service development issues.

Become a part of the debate that will set the political and commercial agenda for the aviation industry. This high-profile sponsorship opportunity allows you to promote your organisation to an engaged and influential audience.

**28+**  
hours of  
content

## Recent speakers at Routes events



**Alex Cruz**  
Chairman and Chief  
Executive Officer  
British Airways



**Gareth Evans**  
Chief Executive Officer  
Jetstar Group



**Roger Dow**  
President & CEO  
USTA



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# Venue branding

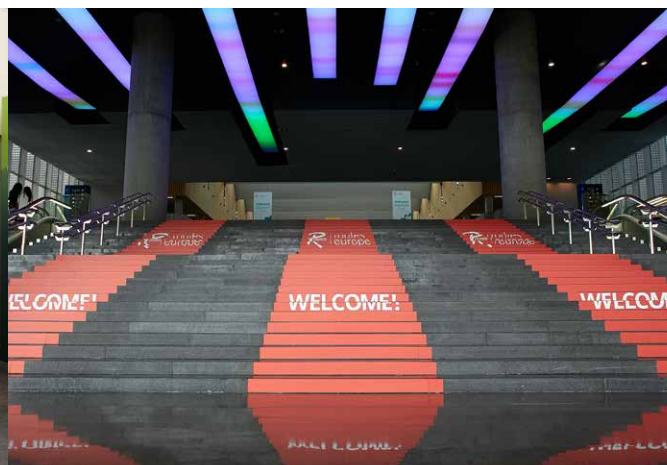
We work with each venue to identify the most prominent and innovative branding opportunities, meaning new packages are available every year. Here are just a few examples of what's available at Routes regional events in 2020:

**200+**  
c-suite  
delegates



## Arches

Heighten your company's profile and reinforce your key messages by securing this prominent branding opportunity.



## Steps

Be one step ahead of your competitors by branding a high-footfall area that ensures maximum exposure.



## Escalators

Increase your visibility in high-traffic areas and guarantee your marketing message will rise above the rest.

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More branding opportunities available



## Floor Vinyls

Grab the attention of the delegates and promote your organisation's presence at Routes regional events.



## LCD Display Advertising

Capture the attention of your target audience, display your video advertisement on our large LCD screens and make a big impression.



## Hanging Banners

A must for every exhibitor at Routes events. Promote your attendance and drive traffic to your exhibition stand.

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# Hospitality

Immerse your key targets in your brand, develop high profile business relationships and provide delegates with a taste of your region's hospitality.

**2,500+**  
senior decision  
makers



## Routes Marketing Awards

This package is exclusively available to industry suppliers. Promote your brand during the most coveted industry awards and raise awareness of your products and services.



## Networking Lunch

Establish new connections and fuel your marketing campaign by providing a flavour of your region's hospitality at the largest meeting at Routes regional events.



## After Party

Create a lasting impression by hosting an unforgettable party for Routes delegates. Be a part of the official event programme and engage with senior decision makers in an informal environment.

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# Delegates

Essential items for route development professionals that are constantly on the move.  
Speak to our team if you have a sponsorship idea for Routes delegates.



## Delegate Bags

This sponsorship item transforms the Routes delegates into walking advertisements for your brand.



## Laptop Sleeves

Branded laptop sleeves are the ultimate gift for the business traveller, continuing to provide brand exposure after the event.



## Luggage Locks

Make your brand stand out by providing your key targets with a travel accessory that they will use on every trip.

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## Power Banks

A consistent source of energy for senior stakeholders, provide delegates with a go to tool for the event.



## Smart Card Holders

Be the first organisation your targets see when exchanging business cards at Routes regional events.



## Delegate Bag Inserts

Include a gift in the delegate bags and raise your brand awareness to thousands of senior decision makers.

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**Phone Screen Wipes**



**Travel Pillows**



**Business Card Holders**



**Travel Kits**



**SOS Kits**

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# Hotels

First impressions count. Be one of the first organisations to welcome the Routes delegation to our official hotels.



## Airline Hotel Room Drop

90% of all airline delegates stay in official hotels. This is your opportunity to create a lasting impression when they arrive with a personal message or gift.



## Key Card Covers

Position your brand directly in front of senior decision makers throughout their event experience with branded hotel key covers.

“

**Routes events are our most important touchpoints in the year with our airline customers. We really value personal contact and Routes offers the ideal setting for that!**

**Marcel Lekkerkerk**  
Director Aviation Marketing  
Amsterdam Airport Schiphol

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## Contact the Routes team

Nobody knows how to immerse your brand in the global route development community better than our team. Speak to us today to avoid losing your chosen sponsorship package to one of your competitors.

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