


FARNBOROUGH **AIRSHOW**
INTERNATIONAL 22-26 JULY 2024

THE APEX OF AVIATION



**PARTNERSHIP & ADVERTISING
BROCHURE**

INTERACTIVE
DOCUMENT





The home button will take you to the contents page.



The book button will take you to the contact details page.

HOW TO USE GUIDE

HOW TO USE THIS DOCUMENT

This is an interactive document. Links are embedded throughout to enable you to easily navigate between pages. Links are included as clickable buttons or are indicated [like this](#).

All of our sponsorship and advertising opportunities are broken down by type. Clicking on the icons at the bottom of the page will take you to the overview page for that type of opportunity. From there you can select the opportunity of interest. Use the bar at the bottom to return to the overview page.

If you already have a package in mind, the [contents page](#) lists every opportunity within this document by type and name. Clicking on the name of the package of interest will take you to the details page.

Video links will take you to an external webpage to view the video.

The home button at the top left-hand side of the page will take you to the [contents page](#).

The book button at the top right-hand side of the page will take you to our [contact details](#).

This is the main navigation bar. Clicking on one of these icons will take you to the overview page for that type of package.





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PIONEERS OF TOMORROW

Careers Fair
Outreach Activities
Lanyards

SPACE

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INTERNAL

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Shuttle Bus, Buggy & Car Park Branding
Roof Branding
Stair Branding
Trade Gates & Entrance Branding



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



REGISTRATION



PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE



WHO WE ARE

WE CELEBRATE THE PIONEERS OF THE PAST, FOSTER PIONEERS OF THE PRESENT AND INSPIRE PIONEERS OF THE FUTURE.

Farnborough International is the go-to destination and organisation for the pioneers of today and tomorrow, famous for delivering world class airshows and events.

At Farnborough International, our purpose is to provide a global platform connecting people through heritage, innovation, insight and exceptional experiences.

We organise the world's biggest and successful aerospace events, at Farnborough and around the world. We continue to inspire in industry with ingenuity and insight through our digital connectivity platforms. We host world class business events 365 days a year within our contemporary venue – located in the heart of the birthplace of British aviation.

We take immense pride in our reputation. We live and breathe the pioneering spirit that has been our lifeblood for over a century.



BILLBOARDS

THOUGHT
LEADERSHIP

MEDIA



EXTERNAL

EXHIBITOR
ENHANCEMENTS

DIGITAL

TAKE-HOME
BRANDINGHOSPITALITY/
NETWORKING

INTERNAL



REGISTRATION

PROMOTING
SUSTAINABILITYPIONEERS OF
TOMORROW

SPACE



KEY STATISTICS

FIA2022 provided an invaluable opportunity to welcome global innovators to our world-class show site to reconnect, reach new milestones, champion innovative practices, cement historic partnerships and inspire future pioneers.

US\$50.8BN DEALS ANNOUNCED*

92
AIRCRAFT ON DISPLAY



INCLUDING
41
IN THE FLYING DISPLAY
(including flypasts)



1,629
NUMBER OF REGISTERED MEDIA



250
OFFICIAL DELEGATIONS



1,262
NUMBER OF EXHIBITORS



74,780
VISITORS ATTENDED



*Related to aircraft and engine purchases



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



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PIONEERS OF TOMORROW



SPACE



OVERVIEW



FARNBOROUGH INTERNATIONAL AIRSHOW

Every two years, the aerospace, aviation and defence industries are invited to Farnborough International Exhibition & Conference Centre for the world's best airshow to pioneer change, build new connections, engage with thought leaders and get access to unparalleled business development opportunities.



1,262

exhibitors from 44 countries



250

civil, military and space delegations



1,629

accredited media provided coverage of the show



74,780

visitors from 102 countries



27

international country pavilions



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



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PIONEERS OF TOMORROW



SPACE



BEING A PARTNER

For 2024, we continue to build lasting partnerships with our clients, drawing on our unique experiences as your event partners, end-to-end service providers and world-class event organisers.

Attracting key industry professionals from across the world, FIA has a diverse portfolio of unique sponsorship options and advertising prospects designed to enhance your experience at the world's premier airshow.

Our tailored packages help you meet your individual marketing objectives, increase your brand recognition and connect with your target audience.

We pride ourselves on championing the pioneers of emerging innovations. If your company is planning to unveil any revolutionary or groundbreaking technological advancements at the show, contact our team to find out how we can create a bespoke promotional package to help enhance your presence and show coverage.

"You surpassed our expectations again this year. You listened to our needs and suggested opportunities that offered a good fit for us. When working with you both, we can always expect quality, excellence and personal attention to our needs."

Invest In Canada, Silver Sponsor

68

sponsorship opportunities



260

activations across site



1,629

accredited media provided coverage of the show



74,780

visitors from 102 countries

78

sponsors at FIA22



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



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PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE



BILLBOARDS



12 SHEET BILLBOARDS

12 sheet billboards offer the perfect platform to build brand awareness, effective when booked as one, or in a block.

[Learn More](#)



48 SHEET BILLBOARDS

One of our most popular bookings, 48 sheet billboards deliver high-impact brand messaging across the show site.

[Learn More](#)



96 SHEET BILLBOARDS

These impressive billboards are situated at the busiest points of the show, Gate A, Gate B and Hall 5.

[Learn More](#)



3D BILLBOARDS

Speak to the team today about creating a completely bespoke installation by upgrading your billboard to 3D.

[Learn More](#)

[CLICK FOR BILLBOARD LOCATIONS](#)



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



REGISTRATION



PROMOTING SUSTAINABILITY



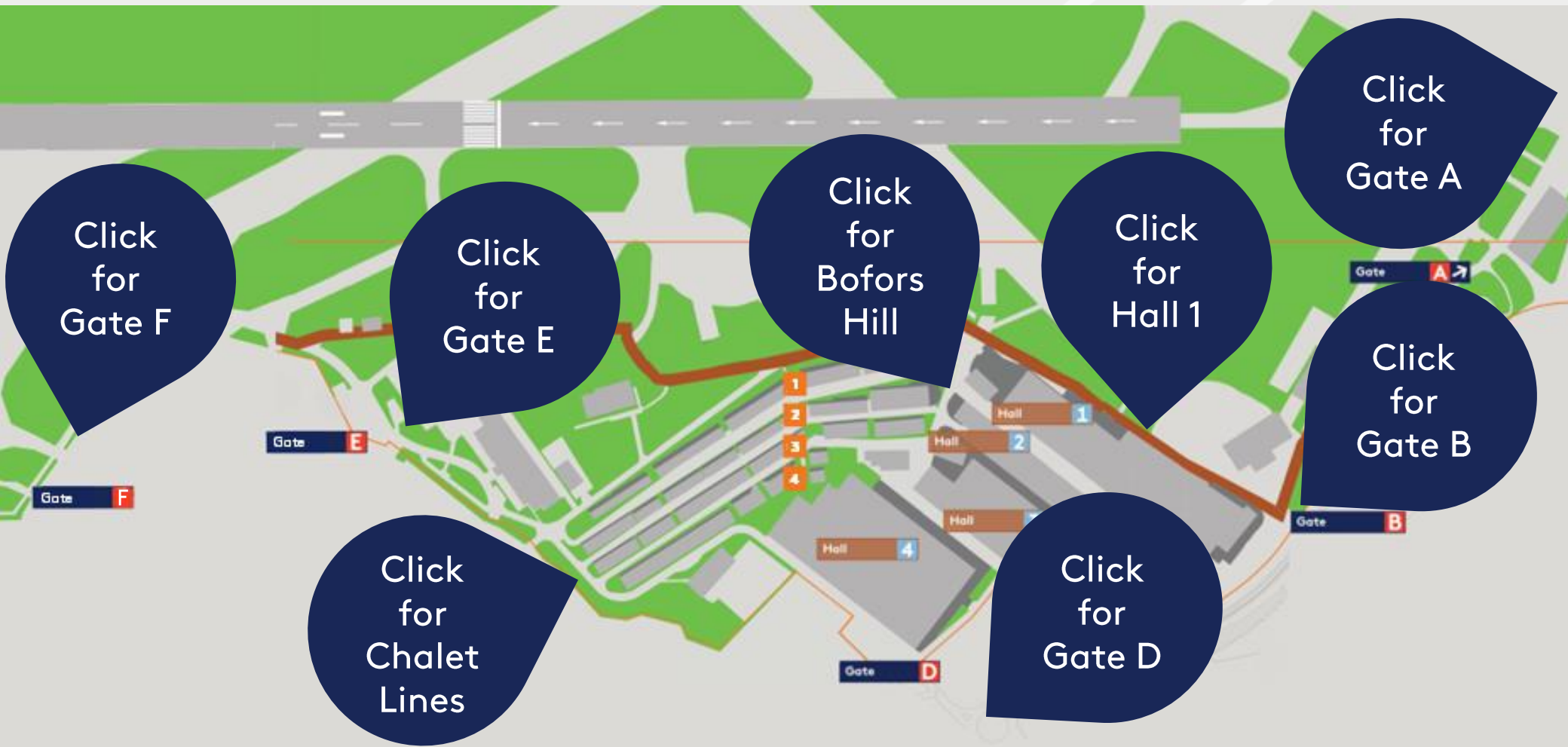
PIONEERS OF TOMORROW



SPACE



LOCATIONS





GATE A BILLBOARDS



SA1	48 SHEET	£23,600
SA2	48 SHEET	SOLD
SA3	48 SHEET	SOLD
SA4	48 SHEET	£23,600
SA5	48 SHEET	£23,600
SA6	48 SHEET	£23,600
SA7	48 SHEET	£23,600
SA10	48 SHEET	£23,600
SA15	96 SHEET	SOLD
SA20	96 SHEET	£47,300
SA24	48 SHEET	SOLD
SA25	96 SHEET	£47,300
SA26	96 SHEET	£47,300
SA30	96 SHEET	SOLD



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



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INTERNAL



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PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE



HALL 1/GATE B BILLBOARDS



SB10	48 SHEET	£23,600
SB11	48 SHEET	£23,600
SB12	48 SHEET	RESERVED
SB13	48 SHEET	£23,600
S101 – S113	12 SHEETS	SOLD
S114	12 SHEET	SOLD
S115	12 SHEET	RESERVED
S116	12 SHEET	RESERVED
S117	12 SHEET	£10,000



BILLBOARDS



THOUGHT LEADERSHIP



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PIONEERS OF TOMORROW



SPACE



GATE D BILLBOARDS

SD01	32 SHEET	SOLD
SD05	48 SHEET	£23,600
SD06	48 SHEET	SOLD
SD07	48 SHEET	£23,600

Gate **D**

Hall **3**

4

SD01

SD05

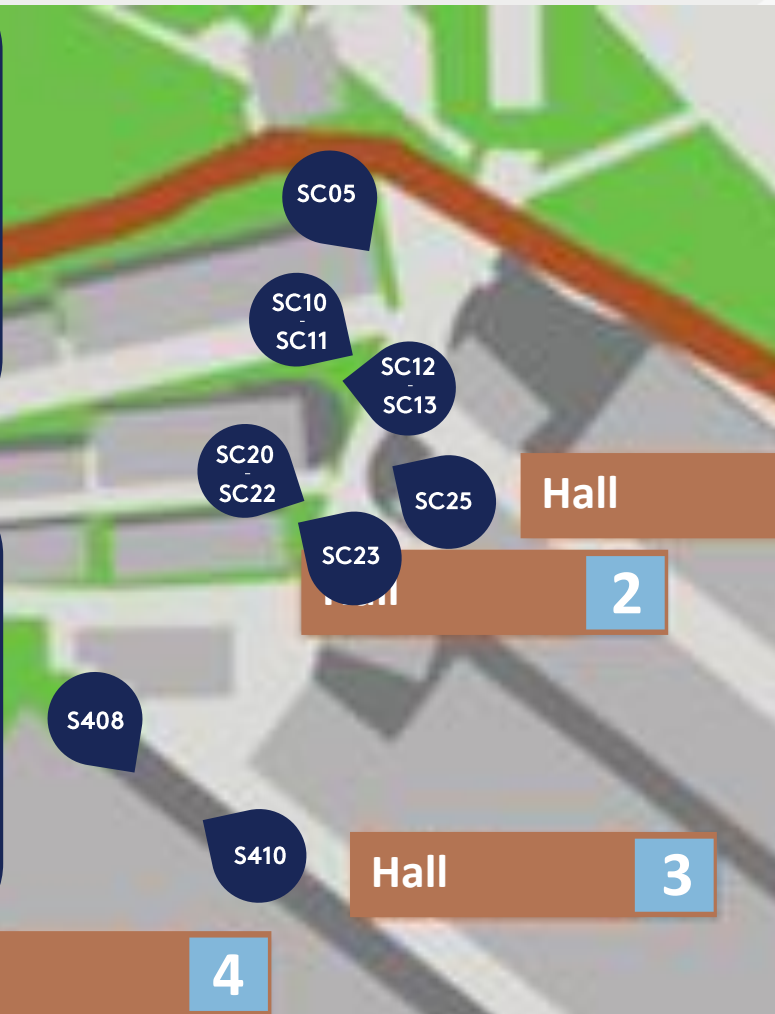
SD07

SD06





ETPS HILL BILLBOARDS



SC05	96 SHEET	SOLD
SC10	12 SHEETS	SOLD
-		
SC12		
SC20	12 SHEETS	SOLD
-		
SC22		
SC23	48 SHEET	SOLD
SC25	48 SHEET	SOLD
S408	48 SHEET	SOLD
S410	48 SHEET	SOLD



GATE E/CHALET LINE BILLBOARDS



SE35

SE32

SE30

SE20

SE15



SC52



SE32

SC50

SC60

SC51

SC52

SC53

SC50	96 SHEET	SOLD
SC51	48 SHEET	£23,600
SC52	48 SHEET	£23,600
SC53	48 SHEET	£23,600
SC60	48 SHEET	£23,600
SE15	48 SHEET	£23,600
SE20	48 SHEET	£23,600
SE30	48 SHEET	£23,600
SE32	48 SHEET	£23,600
SE35	48 SHEET	£23,600



BILLBOARDS



THOUGHT LEADERSHIP



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PIONEERS OF TOMORROW



SPACE



GATE F BILLBOARDS



Gate **F**

Gate **E**



SF31



SF30

SF30	12 SHEET	£10,000
SF31	12 SHEET	£10,000
SF40	12 SHEET	£10,000
SF41	12 SHEET	£10,000



12 & 48 SHEET BILLBOARDS

[CLICK FOR BILLBOARD LOCATIONS](#)

GREAT FOR: BRAND AWARENESS

12 SHEET BILLBOARDS

STARTING FROM £10,000 + VAT
MONDAY – FRIDAY

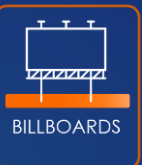
Located within the heart of the show, 12 sheet billboards offer the perfect platform to build brand awareness, effective when booked as one, or in a block. Measuring 3.07m x 1.54m, they offer 4.7 sqm of advertising space to be creative with!



48 SHEET BILLBOARDS

STARTING FROM £23,000 + VAT
MONDAY – FRIDAY

One of the most popular bookings year on year, 48 sheet billboards deliver high-impact brand messaging across the whole show site. With a vast catalogue of locations, speak to the team about target areas and availability. Dimensions are 6.09m x 3.04m, providing over 18 sqm of bespoke advertising space.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



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PIONEERS OF
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SPACE



96 SHEET & 3D BILLBOARDS

[CLICK FOR BILLBOARD LOCATIONS](#)

GREAT FOR: BRAND AWARENESS

96 SHEET BILLBOARDS

STARTING FROM £45,500 + VAT
MONDAY – FRIDAY

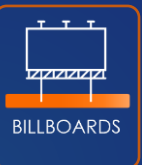
These impressive billboards are situated at the busiest points of the show, Gate A, Gate B and Hall 5. Spanning 12.19m in width and 3.04m in height, they dominate their locations. With limited availability, speak to the team today about securing one of these prominent show advertising spaces.



3D BILLBOARDS

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

Speak to the team today about creating a completely bespoke installation by upgrading your billboard to 3D. Our experienced team will be able to work with you to turn an idea into reality. Any 3D or irregular sized billboard will be priced upon application dependent on design.



BILLBOARDS



THOUGHT
LEADERSHIP



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PIONEERS OF
TOMORROW



SPACE



THOUGHT LEADERSHIP



FINN THEATRE SPONSORSHIP

The FINN theatre will provide a forum to share and discuss the major trends affecting the aerospace industry today and in the future.

[Learn More](#)



AEROSPACE GLOBAL FORUM

Select, invite-only conferences will take place as part of the Aerospace Global Forum at FIA2024, including the [Airline Leaders' Summit](#).

[Learn More](#)



DIGITAL THOUGHT LEADERSHIP

Position your experts as innovative leaders by leveraging our official media partner's thought leadership content distribution.

[Learn More](#)



SPACE ZONE SPEAKING

Sponsoring and speaking in the popular Space Zone provides brand exposure and thought leadership on space topics to engaged audiences.

[Learn More](#)



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



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PIONEERS OF TOMORROW



SPACE



FINN THEATRE SPONSORSHIP

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | THOUGHT LEADERSHIP

£19,000 + VAT (PER DAY)
MONDAY – FRIDAY

Engage industry leaders and decision-makers through FINN Theatre sponsorship at FIA2024. This premier stage provides a forum to share and discuss the major topics and trends affecting the aerospace industry today.

The package includes exclusive theatre branding, a sponsored day, and the opportunity to host a panel session and 1 x keynote presentation.

Following the conclusion of the morning conference agenda, the theatre will be available for your sponsored event – perfect for hosting a networking drinks reception or a workshop.

Sessions are recorded, accessible across all Farnborough networks, alongside a sponsored advert and accompanying URL; extending your reach and visibility. Audience data from your sponsored sessions will be shared to support your follow-ups.

This is an opportunity to drive conversations that matter and leave a lasting impact.



AEROSPACE GLOBAL FORUM

GREAT FOR: TARGETED AUDIENCE | THOUGHT LEADERSHIP



SPEAK TO THE LEADER FOR AVAILABILITY
MONDAY - FRIDAY

Elevate your brand through exclusive thought leadership and visibility at the prestigious Aerospace Global Forum (AGF). As an invited Knowledge Partner, you have your opportunity to engage leaders driving sustainability and innovation in aerospace.

A convening ecosystem through high-level summits, roundtable sessions on urgent industry topics. Over 100 speakers and 2,000 attendees participated in 2022.

If you are a consulting firm focused on aerospace insights, submit a Call for Papers to be considered. A limited number of Knowledge Partners are pre-selected yearly.

This is an exclusive opportunity to showcase expertise and collaborate with key decision-makers shaping the future of aviation.

Contact our team to discuss AGF Knowledge Partnership.



MEDIA



AIRTIME ADVERTISING

Maximise your presence by advertising across our site-wide screen network and through live-streaming, for eyes on your brand both on and off-site.

[Learn More](#)



PRE-SHOW PACKAGES

Let us do the hard work for you and select one of our pre-created packages, perfect for amplifying your message ahead of the show!

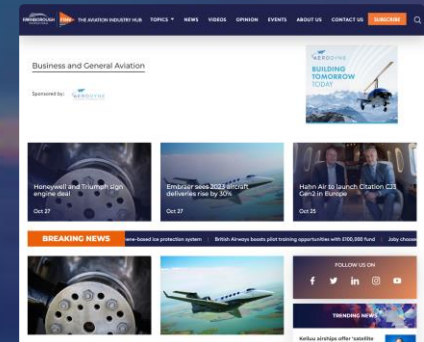
[Learn More](#)



ON-SITE OPPORTUNITIES

Whether it's an interview, a showcase of your stand, coverage of a press release or a pavilion walkthrough, there are plenty of on-site opportunities with our official media partner, FINN.

[Learn More](#)



DIGITAL MEDIA OPPORTUNITIES

From sponsored newsletters, to MPU ads on our website, and everything in between, you're sure to find a digital opportunity that suits your requirements.

[Learn More](#)



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



HOSPITALITY/
NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



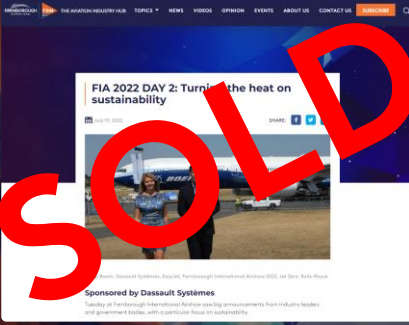
SPACE




ON-SITE OPPORTUNITIES



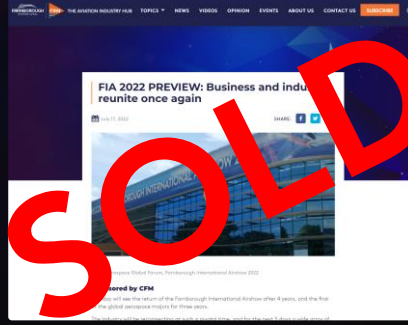
AIRTIME ADVERTISING
Learn More



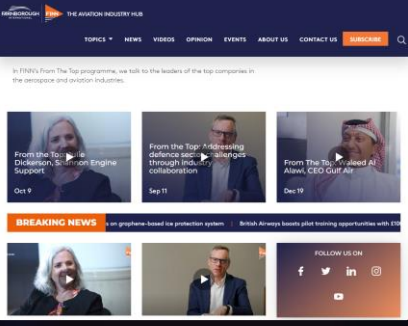
DAILY WRAP
Learn More



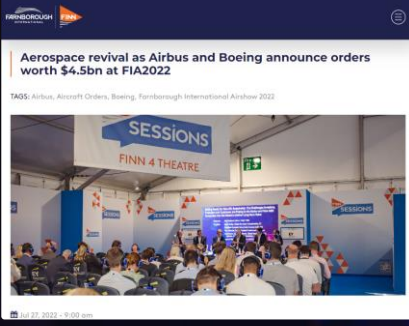
INTERVIEWS
Learn More



SHOW PREVIEW
Learn More




IN THE SPOTLIGHT FEATURE
Learn More



PRESS ANNOUNCEMENTS
Learn More



PAVILION WALKTHROUGH
Learn More



STAND SHOWCASE
Learn More



DIGITAL MEDIA OPPORTUNITIES

AIRTIME ADVERTISING
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DAILY WRAP
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INTERVIEWS
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SHOW PREVIEW
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IN THE SPOTLIGHT FEATURE
Learn More

PRESS ANNOUNCEMENTS
Learn More

WEBSITE SPONSORSHIP
Learn More

SPONSORED NEWSLETTER
Learn More



PRE-SHOW MEDIA PACKAGES

	GOLD	SILVER	BRONZE
<u>Written Content Piece</u>	✓ x 1	✓ x 1	✓ x 1
<u>Sponsored Newsletter</u>	✓ x 6	✓ x 3	✓ x 1
<u>Website Sponsorship</u>	✓ x 6 months	✓ x 3 months	✓ x 1 month
<u>Airtime Advertising</u>	✓ x 1 minute	✓ x 1 minute	✓ x 1 minute
<u>Video Interview</u>	✓ x 1	✓ x 1	
<u>In the Spotlight</u>	✓ x 1		
	VALUE AT RACK RATE: £39,950 PRICE FOR PACKAGE: £26,900	VALUE AT RACK RATE: £21,450 PRICE FOR PACKAGE: £18,950	VALUE AT RACK RATE: £12,450 PRICE FOR PACKAGE: £9,950

These packages have been put together for a convenient off-the-shelf choice. All elements of the packages are available to book individually, or in any combination. Please reach out if you would like a bespoke package created.

Full details of the packages can be found on the following pages or by clicking the name of the package above.



BILLBOARDS

THOUGHT
LEADERSHIP

MEDIA



EXTERNAL

EXHIBITOR
ENHANCEMENTS

DIGITAL

TAKE-HOME
BRANDINGHOSPITALITY/
NETWORKING

INTERNAL



REGISTRATION

PROMOTING
SUSTAINABILITYPIONEERS OF
TOMORROW

SPACE



AIRTIME ADVERTISING

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL | SME SHOWCASE

**STARTING FROM £5,450 + VAT (PER MINUTE)
MONDAY – FRIDAY**

FINN Live, the official event TV of Farnborough International, broadcasts a dynamic mix of industry insight across the site-wide screen network and through live streaming. This network is the perfect platform to showcase your company across a number of screens within the busy in-hall cafes.

SPONSORSHIP INCLUDES:

ONE MINUTE

of advertising, which can be split into
2 x 30 second adverts or 3 x 20 second adverts



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
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TAKE-HOME
BRANDING



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NETWORKING



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REGISTRATION



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PIONEERS OF
TOMORROW



SPACE

DAILY SHOW WRAP

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL

STARTING FROM £14,000 + VAT (PER WRAP)
MONDAY - FRIDAY

FINN create a daily show highlights video that is sent within a newsletter to the FINN opted-in database of 50,000 +, as well as the FIA database. The opportunity provides brand content and representation within video, logo watermarked throughout, as well as within the newsletter and additional advertising options.

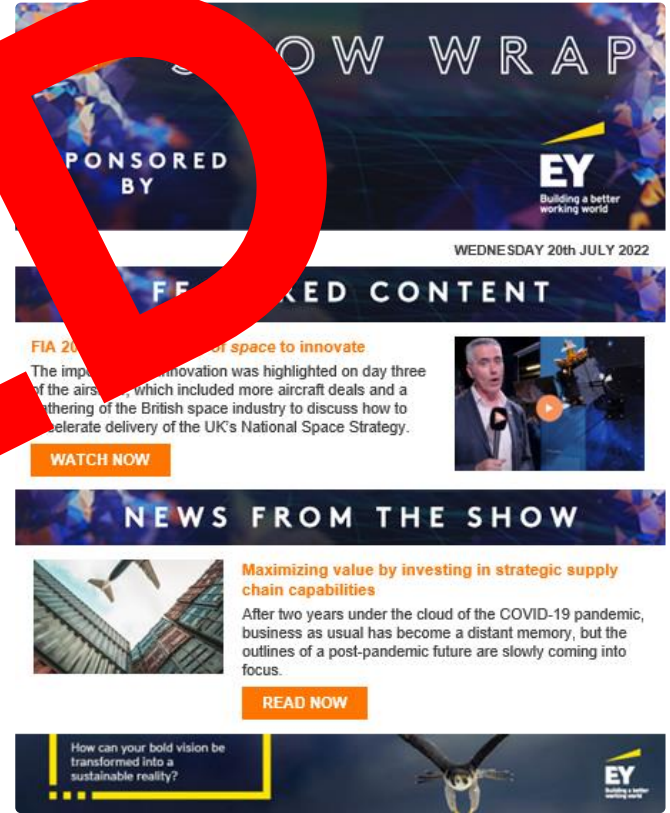
SPONSORSHIP INCLUDES:

- PRE-PRODUCTION planning session
- FILMING with crew, including lighting, sound, production office if required
- EDITING with up to two rounds of approvals
- BRANDING within the newsletter and watermarked on video
- FEATURED content
- LEADERBOARD ad linking to your chosen URL
- ANALYTICS report one week after publishing



Average stats from Sponsored Preview Wraps at Paris Airshow 2023:

5.45% Avg. Click-Through Rate  20% Avg. Open Rate  55,940 Avg. Recipients  4,109 Avg. Video Views



Examples of previous previews/wraps:
[Event Preview at Paris Airshow 2023](#)
[End of Show Wrap at Sustainable Skies World Summit 2023](#)



INTERVIEWS

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | SME SHOWCASE | DIGITAL

LIMITED AVAILABILITY

STARTING FROM £2,500 + VAT
MONDAY – FRIDAY

Shine a spotlight on your show presence. FINN offers a bespoke and versatile filming service. With a filmed interview or demonstration, the footage is fully edited and yours to keep and use for your own marketing. Our team can interview you on-site or virtually to share ahead of the show, working with you to understand your objectives and the message you would like to communicate through the filming.

SPONSORSHIP INCLUDES:

FILMING	of 3-5 minute interview with full crew, including lighting, sound, producer
EDITING	with up to two rounds of approvals
BRANDING	watermarked in corner of video
PUBLISHED	on FINN website and used in future relevant news pieces
SHARED	across FINN social media platforms
ANALYTICS	report one week after publishing
RIGHTS	to content post-event for own marketing use

Recent interview stats:

432
Website Page
Views



1:59
Avg. View
Duration



7,724
YouTube
Impressions



Examples of previous interviews:

[Russ Dunn, GKN Aerospace](#)
[Paul Livingston, Lockheed Martin](#)
[John Slattery, Embraer](#)



SHOW PREVIEW

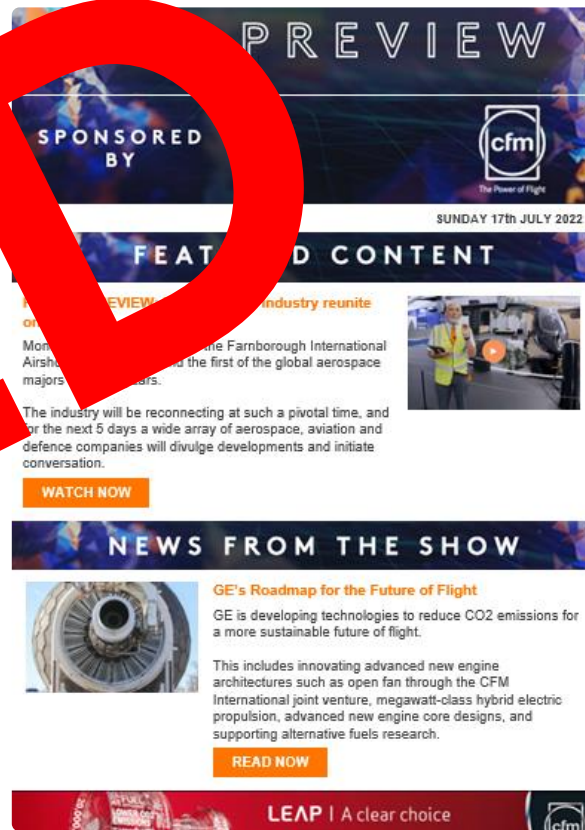
GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL

STARTING FROM £14,000 + VAT
PRE-SHOW

FINN create a show preview video that is sent within a newsletter to the FINN opted-in database of 50,000 +, as well as the FIA database. The opportunity provides brand content and representation within the video, logo watermarked throughout, as well as within the newsletter and additional advertising options.

SPONSORSHIP INCLUDES:

- PRE-PRODUCTION planning session
- FILMING with crew, including lighting, sound, production and location if required
- EDITING with up to two rounds of approvals
- BRANDING within the newsletter and watermarked on video
- FEATURED
- LEADERBOARD ad linking to your chosen URL
- ANALYTICS report one week after publishing



Average stats from Sponsored Preview wraps at Paris Airshow 2023:



Examples of previous previews/wraps:

- [Event Preview at Paris Airshow 2023](#)
- [End of Show Wrap at Sustainable Skies World Summit 2023](#)



IN THE SPOTLIGHT FEATURE

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL

STARTING FROM £5,000 + VAT
MONDAY – FRIDAY

FINN's In the Spotlight series talks directly to the leaders of the top companies in the aerospace and aviation industries to discuss the real focal points of the industry, both business-centric and industry-specific.

This series works in tandem with our weekly newsletter, and provides another avenue of engagement, maximising any brand exposure.

SPONSORSHIP INCLUDES:

FILMING	of 3-5 minute interview with full crew, including lighting, sound, producer
EDITING	with up to two rounds of approvals
PUBLISHED	in our popular weekly newsletter (54K+ subscribers)
HOSTED	on our website wearefinn.com
SHARED	across FINN social media platforms
ANALYTICS	report one week after publishing

In the Spotlight Series stats:

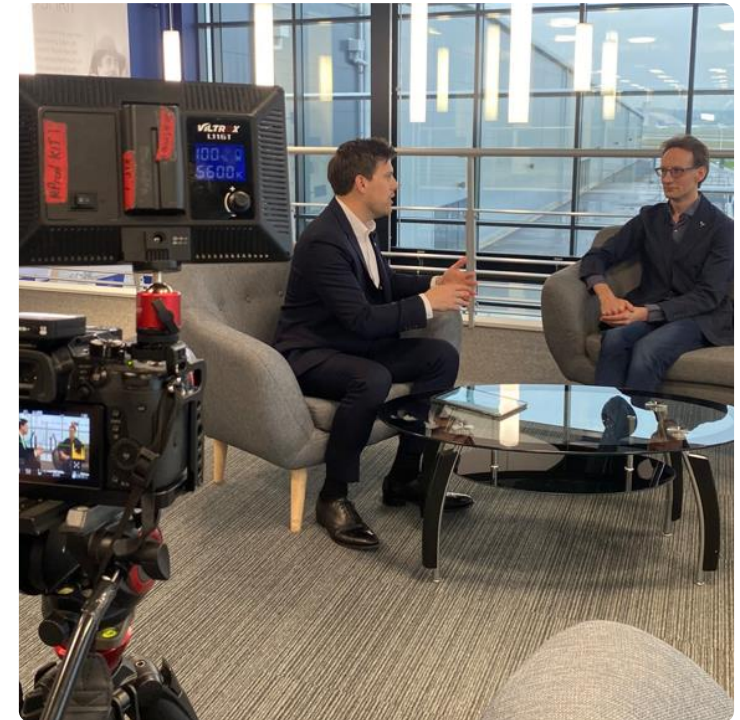
16,240
'In the Spotlight'
Page Views



2:01
Avg. time spent
on 'In the
Spotlight' pages



39%
of traffic comes
from the feature
in the newsletter



Examples of previous In the Spotlight interviews:

[Dr Johannes Bussmann – Lufthansa Technik AG](#)

[Tom Gentile – Spirit Aerosystems](#)

[Julie Dickerson – Shannon Engine Support](#)



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



HOSPITALITY/
NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



PRESS ANNOUNCEMENTS

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL

STARTING FROM £5,000 + VAT
MONDAY – FRIDAY

The FINN team can attend and film the announcement and release it to the FINN database with a write-up from FINN's editor. This bespoke package will include 1-2-1 interviews and b-roll capture for future use.

SPONSORSHIP INCLUDES:

PRE-PRODUCTION	planning session
FILMING	with full crew, including lighting, sound, producer and presenter
EDITING	with up to two rounds of approvals
PUBLISHED	on FINN website and in weekly newsletter
OPTIONAL	b-roll, behind the scenes and interview footage
ANALYTICS	report one week after publishing

Recent stats:

4.5mil+
Social
Impressions



6.75%
Engagement Rate



326K+
YouTube Video
Views



Aerospace revival as Airbus and Boeing announce orders worth \$4.5bn at FIA2022

TAGS: Airbus, Aircraft Orders, Boeing, Farnborough International Airshow 2022



Jul 27, 2022 - 9:00 am

SHARE: [f](#) [t](#) [in](#)

Airbus and Boeing announced deals worth \$4.5bn at current prices at Farnborough International Airshow 2022, with 277 confirmed aircraft orders and a further 81 options.

Embraer and ATR also announced deals, and new partnerships were forged, as professionals gathered from across the sector for the first time since Covid.

Combined, the aircraft orders signified the start of a revival of the aerospace, defence, and space industries.

Inaugural Aerospace Global Forum

The airshow was opened with a virtual message from the Prince of Wales. Elsewhere, the inaugural Aerospace Global Forum showcased the demand for collaboration within the industry.

On Friday, Pioneers of Tomorrow took place, with thousands of young people attending the show to learn more about careers available in the UK aerospace, defence, security and space industries.

Two FINN theatres hosted dozens of sessions on topics as diverse as sustainability and cyber security.



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MEDIA



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DIGITAL



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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



PAVILION WALKTHROUGH

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL

LIMITED AVAILABILITY

STARTING FROM £8,000 + VAT
MONDAY – FRIDAY

Do you organise a national or regional pavilion? Our filmed walkthroughs are an ideal way to showcase the companies in attendance and why the sector would want to do business with or in the region.

Capturing up to eight business areas or companies in one video, Pavilion Walkthroughs offer you the chance to engage with new audiences.

SPONSORSHIP INCLUDES:

PRE-PRODUCTION	planning session
FILMING	with full crew, including lighting, sound, producer and presenter
EDITING	with up to two rounds of approvals
PUBLISHED	on FINN website and in weekly newsletter
OPTIONAL	b-roll, behind the scenes and interview footage
ANALYTICS	report one week after publishing

Recent walkthrough stats:

134
Website Page
Views



2:13
Avg. View
Duration



3,833
YouTube
Impressions



Paris Air Show 2023: Enterprise Florida helps SMEs showcase world-class products and services

July 12, 2023

SHARE: [f](#) [t](#) [in](#)



Examples of previous walkthroughs:

[Enterprise Florida at Paris Airshow 2023](#)

[UK Pavilion at Dubai Airshow 2021](#)



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LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



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REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



STAND SHOWCASE

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL
LIMITED AVAILABILITY

STARTING FROM £6,000 + VAT
MONDAY – FRIDAY

First time exhibiting? Or showcasing a new product or technology you'd like to highlight? Set to the backdrop of your stand, showcases are designed to highlight your company, demonstrating why the industry should be doing business with you.

Capturing product/technology footage and speaking to multiple company representatives in one video, the film offers you a chance to engage with new audiences.

SPONSORSHIP INCLUDES:

PRE-PRODUCTION	planning session
FILMING	with full crew, including lighting, sound, producer and presenter
EDITING	with up to two rounds of approvals
PUBLISHED	on FINN website and in weekly newsletter
OPTIONAL	b-roll, behind the scenes and interview footage
ANALYTICS	report one week after publishing

Recent stand showcase stats:

454

Website Page Views



2:43

Avg. View Duration



1,405

YouTube Impressions



Example of previous stand showcase:

[Microsoft at Farnborough International Airshow 2022](#)



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



REGISTRATION



PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE

SPONSORED NEWSLETTER

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL
LIMITED AVAILABILITY PRE-FIA2024

STARTING FROM £2,250 + VAT
 PRE & POST-SHOW

Reach an opted-in database of industry professionals through our weekly newsletter packages.

Sent weekly, the FINN newsletters offer a dynamic mix of written and video updates from across the aerospace and aviation industry.

SPONSORSHIP INCLUDES:

- BRANDING** within the newsletter header
- FEATURED** content piece at the top of the mailer and hosted on the website (up to 1,000 words)
- LEADERBOARD** ad linking to your chosen URL
- ANALYTICS** report one week after publishing

Recent Sponsored Newsletter stats:

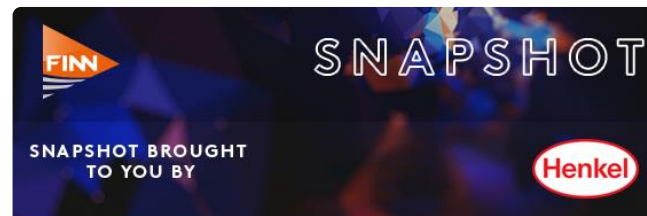
4.49%
Click-Through Rate



20.35%
Open Rate



55,940
Avg. Recipients



THURSDAY 18th MAY



VIDEOS

'Making aviation sustainable is an international challenge'

Achieving the sustainability goals that the aviation industry has set itself will require international collaboration, said Sir Stephen Hillier, Chair of the Civil Aviation Authority, speaking at the Sustainable World Skies Summit 2023.



WATCH NOW

'Nova Pangaea has its hands full delivering SAF'

Nova Pangaea Technologies is working to provide cost-effective sustainable aviation fuel (SAF) for commercial use in the UK, said Sarah Ellerby, CEO, at the Sustainable Skies World Summit 2023.



WATCH NOW

NEWS



How Henkel is helping to power the logistics drone revolution





WEBSITE SPONSORSHIP

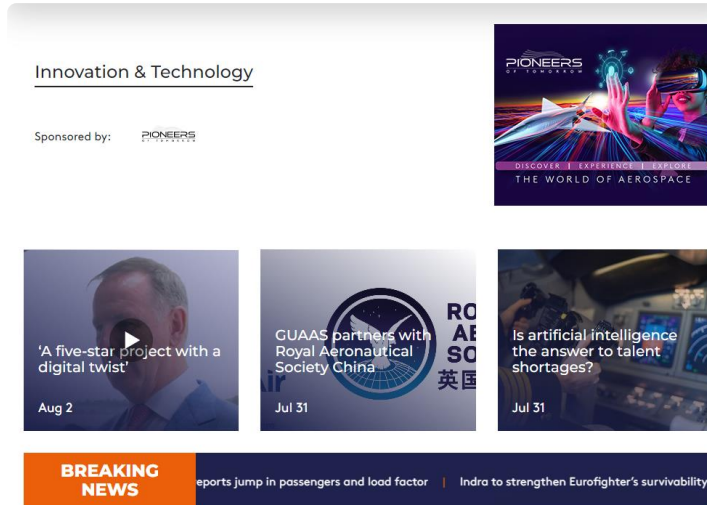
GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | DIGITAL

STARTING FROM £1,750 + VAT (per month)

Website sponsorship is the perfect way to align your brand with a specific industry focus. With carefully selected themes relevant to the whole Aerospace and Defence sector, you can align your communications with your chosen theme.

SPONSORSHIP INCLUDES:

- BRANDING** pinned to the top of the topic page for the package duration
- MPU AD** at the top of the topic page for the package duration
- CONTENT** created by the sponsor published on the topic page
- UPGRADE** available for FINN to create the content piece



SOME OF THE AVAILABLE TOPICS:



Additional topics available include: Air Transport, Aviation Services, Business & General Aviation, Engines/Propulsion, Innovation & Technology, Leadership, Manufacturing, Regulation, Rotorcraft, Unmanned, Urban & Regional Air Mobility

Recent website stats:

178K+ Website Views

108K+ Website Sessions

83K+ Website Users





GUEST BLOG/OP-ED

GREAT FOR: BRAND AWARENESS | THOUGHT LEADERSHIP | DIGITAL

STARTING FROM £750 + VAT
PRE & POST-SHOW

Looking to expand the reach of your ideas? Take advantage of a unique content amplification sponsorship with FINN. Share your expertise with our engaged audience of industry leaders and innovators through a guest post or op-ed.

Your contributed piece will enjoy broad exposure, promoted across FINN's social media channels and included in our popular weekly newsletter. This is a prime opportunity to establish thought leadership and position your brand as an authority. If you need any assistance crafting the perfect piece optimized for our audience, we provide professional writing support.

SPONSORSHIP INCLUDES:

- EDITING** by FINN team (max 2 rounds of edits for approval)
- PUBLISHED** on FINN website and used in future relevant news pieces
- SHARED** across FINN social media platforms and in newsletter
- ANALYTICS** report one week after publishing

Recent stats:

180K
Website Page Views



114K

Website Sessions



98K

Website Users



6.2K
Published Articles



Virgin's SAF flight: major milestone or nail in the coffin for net zero?

TAGS: SAF, Sustainability, Sustainable Aviation Fuel, Virgin Atlantic



Dec 5, 2023 - 11:00 am

SHARE: [f](#) [x](#) [in](#)

Virgin Atlantic's historic flight on 100% sustainable aviation fuel (SAF) took off from London Heathrow to New York JFK on 28 November. **Professor Patricia Thornley**, director of the Energy and Bioproducts Institute at Aston University, and director of the Supergen Bioenergy Hub, explores the impact of that sustainability milestone.

Last week's flight across the Atlantic on 100% sustainable aviation fuel is a huge achievement for the aviation industry, but does it mark a major milestone or a nail in the coffin for our net zero journey?

We have known how to make aviation fuel (from fossil fuels) for a long time. We developed and tweaked our engines to suit the fuel we could produce, so they can go faster, further and more efficiently with lower emissions.





EXTERNAL



3D INSTALLATIONS
POA 



FLAG BRANDING
FROM £8,575 + VAT 




ROAD NAMING & OUTDOOR FLOOR TILES
POA 





BALCONY BRANDING
FROM £3,000 + VAT 




GABLE END BRANDING
FROM £24,424 + VAT 



ROOF BRANDING
POA 



EAST & WEST TERRACE BRANDING
POA 



GOLF BUGGY BRANDING
FROM £3,500 + VAT 



SHUTTLE BUS, BUGGY & CAR PARKING BRANDING
FROM £64,230 + VAT 



END OF HALL & WALL BRANDING
POA 



PEDESTRIAN CROSSINGS
POA 



STAIRWAY BRANDING
POA 



EXTERNAL WAYFINDING
FROM £35,844 + VAT 



PERIMETER FENCE BRANDING
FROM £62,359 + VAT 



TRADE GATES AND ENTRANCE BRANDING
FROM £151,686 + VAT 

3D INSTALLATIONS & PEDESTRIAN CROSSINGS

GREAT FOR: BRAND AWARENESS

**SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY**

A chance to create a completely bespoke installation on the show site. Ideal for expanding your show campaign outside of your exhibition space, we will work with you or your creative team to bring your ideas to life.



With so many visitors moving around the site on foot, there are multiple pedestrian crossings that can be creatively branded. Branding can be used to direct traffic to locations around the site, have a URL or be used as a call to action. Speak to the team to find out available locations.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



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BRANDING



HOSPITALITY/
NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



BALCONY & ROOF BRANDING

GREAT FOR: BRAND AWARENESS

BALCONY BRANDING

STARTING FROM £3,000 + VAT
MONDAY – FRIDAY

This a perfect opportunity to place your branding on the balcony of your chalet, which can be seen by road users, pedestrians and neighbouring chalets for them to easily find you.



ROOF BRANDING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

This limited-availability package offers the opportunity to brand the roof of your chalet or the roof of exhibition halls 2, 3 or 4. Subject to your chalet location, branding can be seen from the balcony neighbouring chalets and buildings. With so many aerial shots captured at the show, your branding could live on through post-show marketing.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE

EAST & WEST TERRACE BRANDING

GREAT FOR: BRAND AWARENESS

EAST TERRACE BRANDING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

Be the first to place branding in one of the most visible areas of the show! Located above the main entrance to Hall 1, this branding faces Gate B and the bus terminal which sees 70% of visitors arriving and departing. Speak to the team for information about creating different-sized branding.



WEST TERRACE BRANDING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

The west terrace of Hall 1 presents fantastic branding potential. Located next to the west entrance to Hall 1 and visible from the Media Centre, this branding will also be seen as visitors move through the show down Lincoln Road, on the busiest roads on the show site. Limited opportunities, so speak to the team about available spaces.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



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ENHANCEMENTS



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NETWORKING



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REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



END OF HALL & WALL BRANDING

GREAT FOR: BRAND AWARENESS

END OF HALL BRANDING

**SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY**

Impactful branding, affixed to the end of halls, this opportunity gives a vast area to display brand campaigns and messaging that will be seen by visitors as they move from hall to hall. End-of-hall branding can be booked alongside gable end branding to create a more impactful display. With limited locations available, speak to the team today.



WALL BRANDING

**SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY**

Display your brand and key messaging on walls to showcase your campaign while visitors move around the show. This is ideal to enhance your chalet location and direct visitors to you. There are limited locations and speak to the team today.



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THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE

WAYFINDING

GREAT FOR: BRAND AWARENESS

INTERNAL WAYFINDING PARTNER

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

This partnership offers exposure to exhibitors, visitors, VIPs and Delegations alike with branding located across all four halls. Partner logos will feature on all directional signage within the halls, with additional sole-branded rigged banners.



EXTERNAL WAYFINDING PARTNER

FROM £35,844 + VAT
MONDAY – FRIDAY

With an outdoor area that continues to grow and change, external wayfinding is used continually throughout the week. Partner logos will feature on a variety of navigational products located across the show site. The package includes large-scale branding opportunities on our external wayfinding solution.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



HOSPITALITY/
NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



FLAG BRANDING

GREAT FOR: BRAND AWARENESS

PA SYSTEM FLAG BRANDING

FROM £25,813 + VAT
MONDAY - FRIDAY

This package offers 20 individual branding areas, with the PA system running through the show site. Each flag measures 1m x 3m and can be used to create a campaign story as visitors move through the site.

SOLD



FLAG BRANDING

FROM £8,575 + VAT
MONDAY - FRIDAY

An impactful way to display branding in busy outdoor areas across the show site. Flag Branding can be booked in packages of 5, with the option to create unique designs for each one. Each flag measures 2m x 1m.

SOLD

GABLE END & PERIMETER FENCE BRANDING

GREAT FOR: BRAND AWARENESS

GABLE END BRANDING

FROM £24,420 + VAT

MONDAY – FRIDAY

Stand out from the rest with this branding opportunity. Enhance the look and feel of your chalet by branding the gable end. There are also limited opportunities to brand the exhibition hall gable ends, capturing visitors as they enter the halls.



PERIMETER FENCE BRANDING

FROM £62,359 + VAT

MONDAY – FRIDAY

Be one of the first brands that visitors see as they arrive at the show site. The perimeter fence spans from Gate A to Gate C, totalling approximately 620 metres! Ideal for reinforced messaging and exposure to visitors entering the show via Gate A and B, as well as those residing at the Aviator Hotel.



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MEDIA



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PIONEERS OF
TOMORROW



SPACE



GOLF BUGGY BRANDING

GREAT FOR: BRAND AWARENESS

GOLF BUGGY BRANDING

FROM £3,500 + VAT (PER BUGGY) – HALF WRAP
FROM £7,000 + VAT (PER BUGGY) – FULL WRAP
MONDAY – FRIDAY

Have your brand driving around the site with one of the most visible packages available. Customise your fleet of hired buggies, with either a half-wrap option or a full bespoke wrap. Speak to the team for a breakdown of half and full-wrap packages.



ORGANISER BUGGY BRANDING

FROM £33,300 + VAT
MONDAY – FRIDAY

Enhance brand visibility with branding on all the golf buggies used by official organisers. The package includes 20 buggies, with bonnet and windscreen branding, ensuring your brand moves around the site continuously throughout the week.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



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ENHANCEMENTS



DIGITAL



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BRANDING



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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



ROAD NAMING & OUTDOOR FLOOR TILES

GREAT FOR: BRAND AWARENESS

ROAD NAMING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

An opportunity to name some of the major roads that run through the show site. The name will be featured on all printed and digital maps, as well as road signs. Depending on location, this package can include multiple pedestrian crossings.

SOLD



OUTDOOR FLOOR TILES

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

A show-on-show favourite for exhibitors, floor tiles can be used imaginatively to create a campaign that runs across the show site. Ideal for highlighting a change of location, a new product or events that you are running throughout the show.

SOLD



SHUTTLE BUS, BUGGY & CAR PARK BRANDING

GREAT FOR: BRAND AWARENESS

SHUTTLE BUS & CAR PARK BRANDING

FROM £64,230 + VAT
MONDAY – FRIDAY

This is a fantastic opportunity to get your brand moving around FIA2024! The shuttle buses, which are used on and off-site, running to 3 local train stations, will be branded on the sides and back. Branding will be included on all car park signage, including on car park labels.



SHUTTLE BUGGY SERVICE

FROM £34,800 + VAT
MONDAY – FRIDAY

This is a fantastic opportunity to display your brand and message across the whole site. There will be 10 Golf Buggies that you can design creatively for moving around the site for the show, along with multiple shuttle buggy stops that will recognise you as the sponsor.



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NETWORKING



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PIONEERS OF
TOMORROW



SPACE



STAIRWAY BRANDING

GREAT FOR: BRAND AWARENESS

STAIR BRANDING

**SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY**

With limited locations available, stair branding can be used for eye-catching messaging and imagery to drive traffic to your stand. With sets available at multiple entrances into halls, you can target visitors as they move around the show site.



STAIRCASE WALL BRANDING

**FROM £10,500 + VAT
MONDAY – FRIDAY**

Wall branding towards the Flight Deck. Visible to Flight Deck reception guests and media accessing the exclusive space. Extra impact if paired with [Flight Deck](#) sponsorship. 2550mm x 3670mm canvas to creatively showcase your brand.



STAIR WELL BRANDING

**SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY**

This is a fantastic upgrade option, that includes both the stair branding and full branding of the surrounding walls. This package gives a creative space that can be used to communicate your campaign. With limited locations, speak to the team today.



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PIONEERS OF
TOMORROW



SPACE



ENTRANCE BRANDING

GREAT FOR: BRAND AWARENESS

TRADE GATES AND ENTRANCE BRANDING FROM £151,686 + VAT MONDAY – FRIDAY

Have your brand showcased at all major vehicle and pedestrian exits and entrances. As visitors arrive onsite your logo will be visible on all gates, as well as co-branded and sole-branded flags next to entrances. The pedestrian bridge will have internal and external branding opportunities.



LED SCREEN AT SHOW ENTRANCE SPEAK TO THE TEAM FOR AVAILABILITY MONDAY – FRIDAY

An opportunity to place a large LED screen at the main entrance to Hall 1. The full housing of the screen and the content shown will be exclusive, offering continual brand awareness throughout the week. Contact the team today to discuss sizes and locations available to meet your objectives.



BILLBOARDS



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PIONEERS OF
TOMORROW



SPACE



EXHIBITOR ENHANCEMENTS



TURBO



BOOST



LAUNCH

Elevate your presence and save with our all-inclusive Enhanced Exhibitor Packages.

The bundled packages provide upgraded exposure opportunities at one set price, allowing you to maximize your reach without going over budget. From pre-show website branding until the end of show week, Enhanced Exhibitor Packages help you stand out across every touchpoint.

Our packages offer an affordable, turnkey solution for exhibitors to boost their brand and get noticed by making a big impression at our global event.





ENHANCED EXHIBITOR PACKAGES

GREAT FOR: BRAND AWARENESS | SME SHOWCASE | FIRST TIME EXHIBITORS

	TURBO	BOOST	LAUNCH
Logo on the FIA2024 website	✓	✓	✓
Associate sponsor profile on the FIA2024 website	✓	✓	✓
Logos on the sponsor page(s) of the FIA2024 show guide	✓	✓	✓
Pre-show post on the FIA2024 social channel	✓	✓	✓
Logo on sponsorship acknowledgement board(s) around FIA2024	✓	✓	✓
Advert on the FIA2024 website	✓	✓	✓
Business Connection Exchange registration package	✓	✓	✓
Associate profile in the FIA2024 show guide	✓	✓	
Branded floor tile	✓ x 3	✓ x 2	
Pre-show blog post on the FIA2024 website	✓		
Welcome Reception invite	✓ x 1		
Weekly Parking Label	✓ x 1		
PRICE FOR PACKAGE:	£5,500 + VAT	£4,000 + VAT	£2,500 + VAT



BILLBOARDS

THOUGHT
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MEDIA



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AIRTIME ADVERTISING

[Learn More](#)



MEDIA OPPORTUNITIES

[Learn More](#)



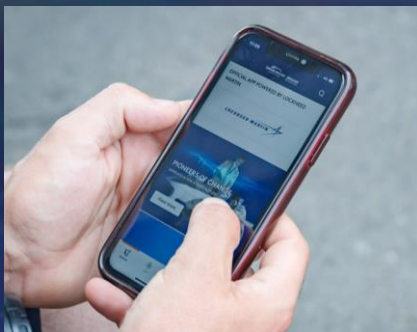
LED SCREENS

[Learn More](#)



MOBILE CHARGING PARTNER

[Learn More](#)



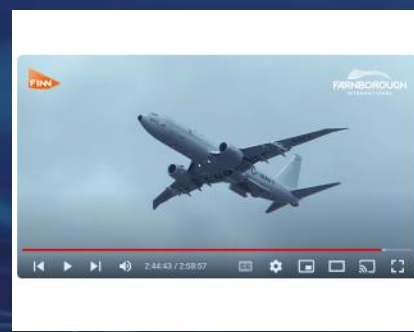
MOBILE APP PARTNER

[Learn More](#)



WEBSITE ADVERTISING

[Learn More](#)



FLYING DISPLAY STREAMING

[Learn More](#)



WIFI PARTNER

[Learn More](#)



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THOUGHT LEADERSHIP



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EXHIBITOR ENHANCEMENTS



DIGITAL



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HOSPITALITY/ NETWORKING



INTERNAL



REGISTRATION



PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE



MOBILE CHARGING PARTNER

GREAT FOR: BRAND AWARENESS | DIGITAL | TARGETED AUDIENCE

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY - FRIDAY

Keep attendees powered up through exclusive mobile charging sponsorship. With 7 charging station locations in high-traffic areas, your brand stays visible to all who need a charge.

These event essentials are constantly used by exhibitors and visitors, relying on devices all day. Full-wrap branding and video content on the charging screens ensure your brand is always visible.

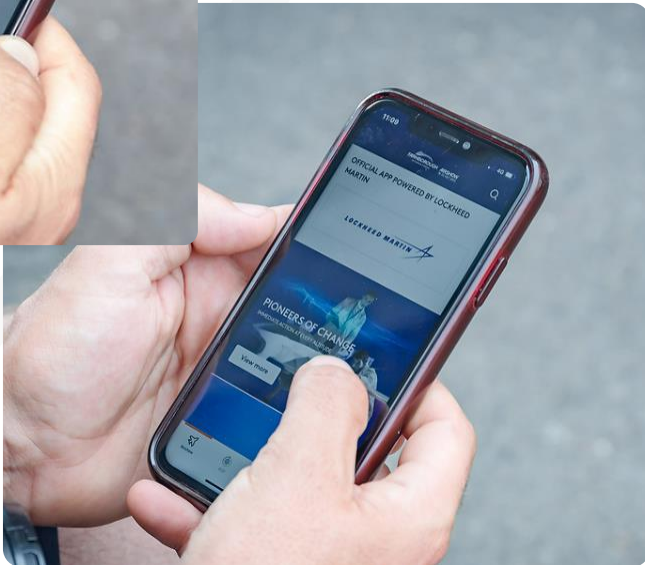
Stations placed in cafés and reception areas ensure your exposure even during downtime and networking. Attendees will appreciate and remember your brand each time they charge up.

SOLD



OFFICIAL MOBILE APP PARTNER

GREAT FOR: BRAND AWARENESS | DIGITAL | TARGETED AUDIENCE



STARTING FROM £63,600 + VAT
MONDAY - FRIDAY

Put your brand directly in the hands of over 20,000 mobile users as the Official App Partner of FIA2024. Our event app is the essential on-site tool turned to repeatedly by attendees. In 2022 it generated over 1.3 million screen views!

Your branding is integrated directly into the app design for ongoing exposure. Receive an exclusive sponsored page to share announcements, offers, videos and more. Additional recognition across FIA2024 print and digital marketing establishes your brand as the Official App Partner. From the moment attendees download, your partnership presence is prominent.



WEBSITE ADVERTISING

GREAT FOR: BRAND AWARENESS | DIGITAL | TARGETED AUDIENCE | SME SHOWCASE

STARTING FROM £3,265 + VAT
LIVE FROM BOOKING UNTIL END OF FIA2024

Showcase your brand to the industry with targeted website advertising on farnboroughairshow.com. Select premium pages where your ad stays live from the point of purchase through to the end of show week.

Last year the FIA website saw over 300,000 users during peak months!

Limited availability ensures your ad captures attention without competition, and gets your brand and booth in front of thousands of engaged site visitors.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



HOSPITALITY/
NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



FLYING DISPLAY STREAMING SPONSOR

GREAT FOR: BRAND AWARENESS | DIGITAL | TARGETED AUDIENCE



FROM £35,000 + VAT
MONDAY – FRIDAY

Reach aviation fans worldwide through exclusive streaming sponsorship of the FIA2024 Flying Display. Streaming of the Flying Display in 2016 generated 148,000 views. FINN's YouTube channel exceeded 5 million impressions across Q2 and Q3 2023, offering an incredible opportunity for brand awareness.



This premium package provides your brand huge exposure beyond the show floor. Aviation enthusiasts, media, and industry professionals will tune in daily for the global streaming. Your brand integrates into the broadcast through logo placements during the streaming.

2016 Live Stream is available to watch [here](#).



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



HOSPITALITY/
NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE

OFFICIAL WIFI PARTNER

GREAT FOR: BRAND AWARENESS | DIGITAL | TARGETED AUDIENCE

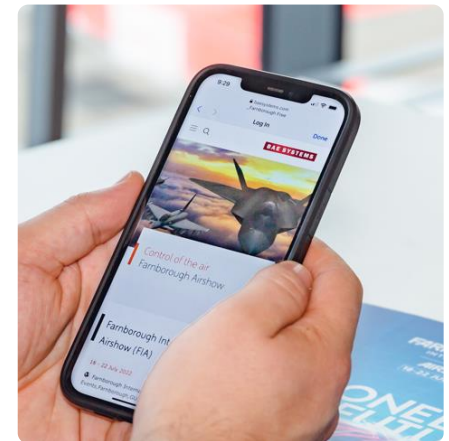
STARTING FROM £34,400 + VAT
MONDAY - FRIDAY

FIA2022 saw 83,300 activations during show week, with 18,300 guests using the free Wi-Fi.

When users log into use the Wi-Fi they will see partner branding before being directed to the partner's chosen website.

In addition, onsite branding to promote use of the Wi-Fi will be co-branded.

SALE



TAKE-HOME BRANDING



FLYING DISPLAY PARTNER

Benefit from branding on the front of the daily flying display programme and a full back page advert.

[Learn More](#)



OFFICIAL POCKET GUIDE PARTNER

Handed out at the gates, as well as located around the show site, these guides offer site-wide exposure.

[Learn More](#)



SPOTLIGHT EXHIBITOR

Stand out amongst competitors and peers alike through this limited availability package within the show catalogue.

[Learn More](#)



TRADE BAGS

One of the most popular take-home items at the show; approximately 12,000 bags were distributed at the 2022 show.

[Learn More](#)



BILLBOARDS



THOUGHT LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



REGISTRATION



PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE



FLYING DISPLAY PARTNER

GREAT FOR: BRAND AWARENESS | TARGET AUDIENCE



STARTING FROM £35,590 + VAT
MONDAY – FRIDAY

Stand out as the official flying display sponsor at FIA2024. Your brand is prominently placed on the front of the daily flying display program. Also includes a full back page advert each day.

Showcase up to 5 different campaigns across the week by changing your advert creative daily. Exposure continues as attendees reference programs during the aerial displays.

This is a rarely available opportunity to align your brand with the exciting flying display.



BILLBOARDS



THOUGHT
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MEDIA



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DIGITAL



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BRANDING



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INTERNAL



REGISTRATION



PROMOTING
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PIONEERS OF
TOMORROW



SPACE



OFFICIAL POCKET GUIDE PARTNER

GREAT FOR: BRAND AWARENESS

FROM £30,350 + VAT
MONDAY - FRIDAY

With a distribution of approximately 23,000 at FIA2022, the pocket guide provides immense brand exposure. Handed out at gates and placed around the show, attendees constantly refer to these guides.

Your logo and messaging on the front cover and full back page advert gain increased visibility. The design and content schedule make the guide an essential item carried all day. There's no better way to navigate the crowds and stay informed than with the pocket guide. Become attendees' guide to an efficient and informed show experience.



SOLD



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



SPOTLIGHT EXHIBITOR

GREAT FOR: DIGITAL | SME SHOWCASE



STARTING FROM £10,000 + VAT
SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

This package is an ideal way to showcase your company on the world's aviation stage, offering premium visibility across FIA2024. Limited availability positions your company prominently among competitors and peers.

Ideal for show debuts, new products, rebrands, or location changes. Includes expanded profile in mobile app, website, show catalog and your location highlighted on all printed and digital venue maps to drive traffic.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
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DIGITAL



TAKE-HOME
BRANDING



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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



OFFICIAL TRADE BAG PARTNER

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE

SPEAK TO THE TEAM FOR AVAILABILITY MONDAY - FRIDAY

The show bags offer an extremely visible and useful branding opportunity, and are one of the most popular takeaway items from the event. With approximately 100 bags distributed at the show, attendees carry your messaging throughout the event and back home. As an exclusive show bag sponsor, your company designs custom bags co-branded with FINN organiser logos, giving you the opportunity to prominently display your brand name, exhibit location, and other key messaging. This high-impact branding will reach attendees as they take their bag at registration.

To further extend your presence, additional promotional opportunities are available such as including giveaways, literature, or other items inside the bags.



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THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



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PIONEERS OF
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SPACE



HOSPITALITY / NETWORKING



AIRLINE LEADERS' SUMMIT

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BUSINESS CONNECTIONS EXCHANGE

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DELEGATIONS PROGRAMME PARTNER

[Learn More](#)



FLIGHT DECK DRINKS RECEPTION

[Learn More](#)



IN-HALL CAFÉ PARTNER

[Learn More](#)



MEDIA CENTRE PARTNER

[Learn More](#)



WELCOME RECEPTION PARTNER

[Learn More](#)



MEETING/CONFERENCE ROOM HIRE

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MEDIA



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EXHIBITOR ENHANCEMENTS



DIGITAL



TAKE-HOME BRANDING



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PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE



AIRLINE LEADERS' SUMMIT PARTNER

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS



STARTS FROM £4,299 + VAT
MONDAY - FRIDAY

For 2022, we've brought together Sir Tim Clark, Emirates, Willie Walsh and Robert Courts, UK Aviation Minister in a conversation centred around the substantial growth the aviation industry is destined to see in the next few years. With 70 audience attendees, this partnership allows your brand to be seen by participants and audience alike, with the opportunity to provide gifts and literature to attendees.

In addition, there is an opportunity to sponsor an event wrap video produced by FINN which is sent to the FIA database (FIA2022 wrap sent to 67,882) and available on wearefinn.com.



BILLBOARDS



THOUGHT
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MEDIA



EXTERNAL



EXHIBITOR
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BRANDING



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NETWORKING



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TOMORROW



SPACE



BUSINESS CONNECTIONS EXCHANGE PARTNER

GREAT FOR: NETWORKING | SECTOR FOCUS

FROM £12,000 + VAT (MAX. 3 PARTNERS)
TUESDAY - THURSDAY

Align your company with the most successful onsite B2B activity, with the opportunity for your brand to be seen by decision-makers across the industry. In FIA2022, we had 529 meetings and 221 suppliers and buyers. As a sponsor, there is an opportunity to network with the buyers and suppliers participating in the programme, branding will be incorporated into the design of the programme within all areas relating to the programme on the website page(s). Giveaways can be provided to all participants.

The opportunity is limited to 3 partners or can be exclusively sponsored.



- BILLBOARDS
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- SPACE

DELEGATIONS PROGRAMME PARTNER

GREAT FOR: TARGETED AUDIENCE | NETWORKING



**STARTING FROM £1,500 + VAT (MAX. 2 PARTNERS)
MONDAY – FRIDAY**

Reach key decision makers through the exclusive Military and Civil Delegations Partnership. This high-level package provides brand visibility as you engage with senior officials and VIPs.

Limited to only 2 partners across 250+ Military Delegations and 40+ countries

Connect face-to-face through pre-arranged private meetings with Delegates on-site, network informally within the lounge, and increase your presence by including literature in delegation vehicles and the delegate welcome packs.

Partners gain visibility through lounge branding, website promotion and more. Engage and build relationships with this exclusive opportunity to reach key defense, government and civil aviation decision-makers at the highest levels.



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FLIGHT DECK DRINKS RECEPTION

GREAT FOR: NETWORKING | BRAND AWARENESS

LIMITED OPPORTUNITIES REMAINING

FROM £12,500 + VAT
MONDAY - FRIDAY

With elevated views of the show site, Flight Deck is located on the roof of Hall 1 and offers a private networking space available for hire.

Package includes:

- Prominent branding within the entire Flight Deck area
- Exclusive use for your private function
- Dedicated signage guiding guests to the space
- Drinks and canapés for 50 guests (additional catering available)
- Furniture
- Upgrade available to include [branding on the stairway](#) leading to the Flight Deck

Ideal for hosting a drinks reception, product launches and media briefings, the Flight Deck is a unique experience with a large branding opportunity.



Available for hire each day from 15:00 – 17:00 for up to 100 guests.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



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TOMORROW



SPACE



IN-HALL CAFÉ PARTNER

GREAT FOR: TARGETED AUDIENCE | BRAND AWARENESS



SPEAK TO THE TEAM FOR AVAILABILITY MONDAY – FRIDAY

Treat visitors to a refreshing break in a branded café environment. Located in halls 1-4, the in-hall cafés deliver constant foot traffic and impressions. Attendees congregate in the cafés throughout the day, keeping your brand top of mind.



As the exclusive café sponsor, your branding is integrated directly into the café design from serving areas to backdrops. Additional branding placements are available on the exterior of the digital screens and literature racks.

Concept visuals are tailored to seamlessly reflect your brand through the space. From refreshing breaks to informal networking, the cafés are go-to spots to relax and refuel. Treat visitors to an engaging branded hospitality experience.



BILLBOARDS



THOUGHT
LEADERSHIP



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PROMOTING
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PIONEERS OF
TOMORROW



SPACE



MEDIA CENTRE PARTNER

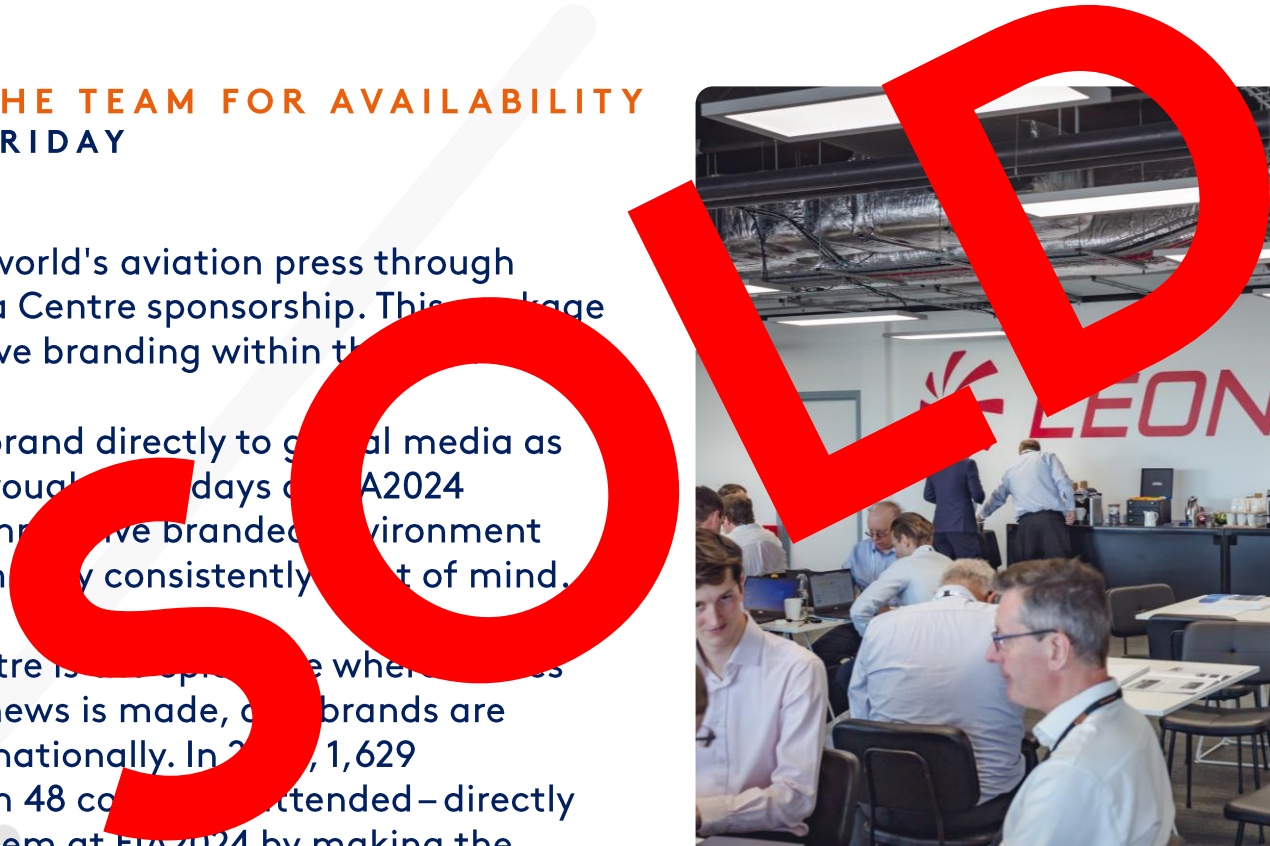
GREAT FOR: NETWORKING | BRAND AWARENESS | TARGETED AUDIENCE

SPEAK TO THE TEAM FOR AVAILABILITY MONDAY - FRIDAY

Captivate the world's aviation press through exclusive Media Centre sponsorship. This package entitles exclusive branding within the Media Centre.

Promote your brand directly to global media as they gather through 5 days of FIA2024 coverage. An immersive branded environment keeps your company consistently front of mind.

The Media Centre is the space where press releases are captured, news is made, and brands are launched internationally. In 2023, 1,629 journalists from 48 countries attended – directly engage with them at FIA2024 by making the Media Centre your own.



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WELCOME RECEPTION PARTNER

GREAT FOR: TARGETED AUDIENCE | BRAND AWARENESS | NETWORKING



SPEAK TO THE TEAM FOR AVAILABILITY MONDAY - FRIDAY

Make memorable first impressions by sponsoring the FIA2024 Welcome Reception on day one. This prestigious event assembles over 1000 VIPs, industry leaders, government officials, and international delegations. It's the place to see and be seen by aviation's elite.

Extensive branding exposure before and during the prestigious event. Prominent logo placement at the reception. Advance visibility through invitations and mailers.

Network with aviation elites while your brand takes center stage. Concise ticket package for your key executives.

Kick off FIA2024 with your brand front and center among top decision-makers.



MEETING/CONFERENCE ROOMS

GREAT FOR: TARGETED AUDIENCE | HOSPITALITY

SPEAK TO THE TEAM FOR AVAILABILITY MONDAY - FRIDAY

Farnborough International Airshow provides an excellent global platform that encourages businesses to develop and nurture lucrative partnerships at our world-class venue.

Our extensive meeting and conference room options are designed to help you make the right impression on your clients and provide them with an exceptional experience in our unique setting, rich in heritage and pioneering spirit.

Whether you want to host a private meeting, presentation, conference, training session or something else, our expert team are here to help.

Please [contact us](#) for further information on availability and pricing.



BILLBOARDS



THOUGHT
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MEDIA



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SPACE



INTERNAL



FLOOR TILE BRANDING

[Learn More](#)



HALL 1 BRANDING

[Learn More](#)



INTERNAL WAYFINDING

[Learn More](#)



CORRIDOR BRANDING

[Learn More](#)



PILLAR BRANDING

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WASHROOM ADVERTISING

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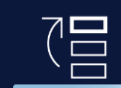
THOUGHT LEADERSHIP



MEDIA



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TAKE-HOME BRANDING



HOSPITALITY/ NETWORKING



INTERNAL



REGISTRATION



PROMOTING SUSTAINABILITY



PIONEERS OF TOMORROW



SPACE

PILLAR BRANDING & INDOOR FLOOR TILES

GREAT FOR: BRAND AWARENESS

PILLAR BRANDING

FROM £19,981 + VAT (PER 4 PILLARS)
MONDAY – FRIDAY

This high-impact branding opportunity is exclusive to Hall 3. Running down the centre of the hall, the pillars offer 2 large branding spaces each. Available in sets of 4 or 5, offering the potential for 16-20 unique creatives, these are ideal for exhibitors with stands in close proximity to use as an extension of the stand design.



INDOOR FLOOR TILE BRANDING

FROM £7,248 + VAT (SET OF 3)
MONDAY – FRIDAY

A show-on-show favourite for exhibitors, floor tiles can be used imaginatively to create a campaign that runs through the halls. Ideal for highlighting a change of location, a new product or events that you are running throughout the show. Measuring 1.5m x 1.5m, floor tiles can be booked in packages of 3.



BILLBOARDS



THOUGHT
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MEDIA



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SPACE



HALL 1 BRANDING

GREAT FOR: BRAND AWARENESS

RIGGED BANNER RIGHTS

FROM £2,500 + VAT (STANDS UP TO 48SQM)
FROM £5,000 + VAT (STANDS OVER 48SQM)
MONDAY – FRIDAY

Spotlight your exhibit location in Hall 1 through an overhead banner placement. This opportunity gives you rights to suspend a banner above your booth space, helping visitors and exhibitors easily navigate to your stand. The aerial marker stands out from the trade show floor, drawing attention and foot traffic.



HALL 1 BULKHEAD BRANDING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

A unique opportunity for large-scale branding within Hall 1. Located on the bulkhead at the east end of the hall, this is one of the busiest areas of the show and branding will be highly visible as visitors move from the hall into the café and conference rooms. Speak to the team about bespoke shape branding.



BILLBOARDS



THOUGHT
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MEDIA



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PIONEERS OF
TOMORROW



SPACE

CORRIDOR & WASHROOM ADVERTISING

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | SME SHOWCASE

MEDIA & CONFERENCE CORRIDOR BRANDING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

A new opportunity to brand within the corridor leading to all media and conference rooms for FIA2024. This opportunity ensures your brand is seen by all attending media for the show as well as visitors and exhibitors hosting their own press activities throughout the week.



WASHROOM ADVERTISING

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

SOLD

With washroom blocks located across the show site, advertising can be strategically placed in volumes to suit your needs. With guaranteed dwell time, it's a great opportunity to capture visitors' attention. Packages include back-of-door branding, above-dryer branding, mirror branding and floor branding.



REGISTRATION



EXHIBITORS

Stand out from the crowd! As the official lanyard sponsor for FIA exhibitors, your brand will be seen by all exhibitors as they proudly wear your custom-designed lanyards each day. With your logo and messaging on the lanyards, you'll achieve incredible brand visibility throughout the event.

[Learn More](#)



TRADE VISITORS

Get your brand in the hands of trade visitors by sponsoring the lanyards. As the exclusive lanyard sponsor, you'll design custom lanyards that will be given to every registered visitor, keeping your brand top of mind. Your logo will also be prominently displayed on registration signage.

[Learn More](#)



PIONEERS OF TOMORROW

Make a strong first impression on tomorrow's workforce by sponsoring the lanyards for Pioneers of Tomorrow. As the exclusive lanyard sponsor for this special Friday event, this impactful branding opportunity positions your company as a leader in developing the industry's future talent.

[Learn More](#)



BILLBOARDS



THOUGHT
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MEDIA



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DIGITAL



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INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE

EXHIBITOR & TRADE VISITOR PACKAGES

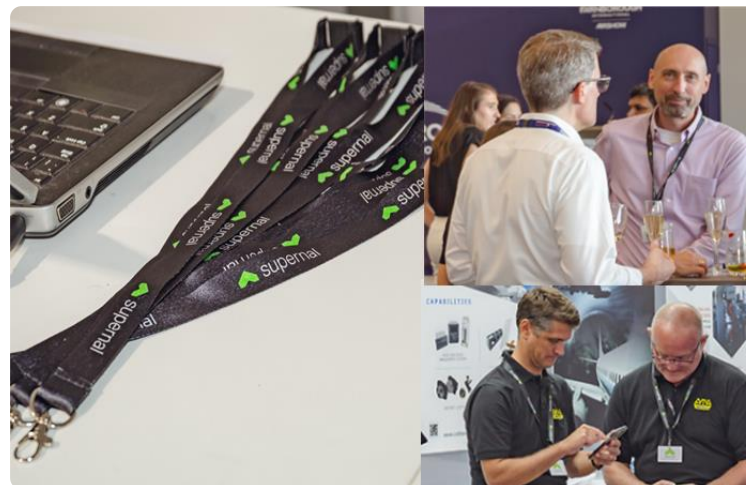
GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE

EXHIBITOR REGISTRATION PARTNER

STARTING FROM £62,796 + VAT
MONDAY - FRIDAY

A way to ensure your brand is seen and worn by exhibitors! FIA2022 saw approximately 15,000 lanyards distributed! The partner will have the right to supply fully branded lanyards. In addition, the back of the exhibitor passes will be fully branded.

SOLD



TRADE VISITOR REGISTRATION PARTNER

STARTING FROM £60,594 + VAT
MONDAY - FRIDAY

FIA2022 saw approximately 4,000 lanyards distributed! The partner will have the right to supply fully branded lanyards that will be handed out at the main registration areas. These registration areas will also be branded with the partner logos. The back of the trade visitor registration passes will also be fully branded.

SOLD

PROMOTING SUSTAINABILITY



WASTE & RECYCLING PARTNER

Highlight your organisation's commitment to sustainability by providing branded waste and recycling points across FIA2024's show site.

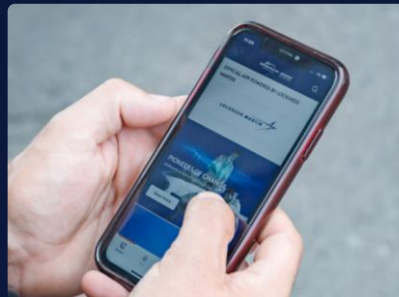
[Learn More](#)



WATER PARTNER

Gain exceptional brand exposure by sponsoring the water stations throughout FIA2024.

[Learn More](#)



DIGITAL OPPORTUNITIES

Go green and amplify your brand's message through digital promotions at FIA2024, the most eco-friendly way to engage attendees.

[Learn More](#)



SUSTAINABILITY STATEMENT

While all our packages aim for sustainability, these opportunities have an eco-friendly focus - our full sustainability commitment will be available to read shortly.

WASTE, RECYCLING & WATER PARTNERS

GREAT FOR: BRAND AWARENESS | PROMOTING SUSTAINABILITY

WASTE & RECYCLING PARTNER

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

With the environmental impact of the aerospace industry becoming increasingly prominent over the last few decades, 'clean tech' will continue to be a focus for FIA2024. An opportunity to provide branded waste & recycling points, creating up to 200 branded areas.



WATER PARTNER

SPEAK TO THE TEAM FOR AVAILABILITY
MONDAY – FRIDAY

An opportunity to supply between 10,000 – 12,000 sustainable branded water bottles for attendees of FIA2024. Branding will be integrated into the design of up to 7 x water stations located within prime footfall locations of the show site. Each water station provides 3 opportunities for branding, increasing brand visibility.



CAREERS FAIR

[Learn More](#)



OUTREACH ACTIVITIES

[Learn More](#)



LANYARDS

[Learn More](#)

PIONEERS OF TOMORROW

EVENT OVERVIEW



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- SPACE



PIONEERS OF TOMORROW

SEE YOUR FUTURE
TAKE OFF AT
PIONEERS OF
TOMORROW

PIONEERS OF TOMORROW BRINGS THE WORLD'S
AEROSPACE INDUSTRY TO YOU.

This exciting showcase of the very best in science, technology, engineering and mathematics (STEM) is designed to give students, apprentices, graduates and young professionals considering a career in aerospace unprecedented access to the industry.

The day is organised in collaboration between Farnborough International and ADS and with the help and support of our partners, sponsors, exhibitors and inspirational figures, we bring you a day of amazing hands-on activities, virtual reality experiences, careers workshops and so much more.

DISCOVER EXPERIENCE EXPLORE



WHAT'S ON

See your future take off at Farnborough International Airshow, as Pioneers of Tomorrow provides unprecedented access to the innovators and career advisors who are driving aviation forward.

[Learn More](#)



EDUCATIONAL AND YOUTH GROUPS

One of the most exciting and unique STEM-focussed events, taking place at Farnborough International Airshow, where educational and youth groups can immerse themselves within the world of aerospace.

[Learn More](#)



RESOURCE HUB

Explore a range of opportunities from the world of aerospace, including education and career resources, job vacancies and upcoming career events.

[Learn More](#)



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



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BRANDING



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SPACE



CAREERS FAIR

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE

TABLETOP FROM £1,000 + VAT FRIDAY

Inspire aviation's future workforce by taking a tabletop in the FIA2024 Careers Fair. This highly attended area connects your brand with students and graduates exploring industry opportunities.

Showcase your company culture, career paths and open positions. Engage talent through experiential promotions at your booth. As an official supporter, align your brand with developing the next generation.

Lanyard sponsorship available to extend exposure.

Make a memorable first impression on promising candidates.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
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DIGITAL



TAKE-HOME
BRANDING



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NETWORKING



INTERNAL



REGISTRATION



PROMOTING
SUSTAINABILITY



PIONEERS OF
TOMORROW



SPACE



OUTREACH ACTIVITIES

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE



FROM £476 PER SQM
FRIDAY

Engage emerging talent with an outreach activity or interactive exhibit.

Bring your brand to life through immersive experiences like VR simulations, augmented reality demos, hands-on building challenges, or other STEAM activations. Spark interests and showcase skills needed to excel in aviation careers.

Bespoke space enables you to creatively promote your company and culture, demonstrate real-world applications of aviation concepts and forge connections with promising candidates.

Make your mark on tomorrow's workforce and position your organisation as an innovative industry leader.



BILLBOARDS



THOUGHT
LEADERSHIP



MEDIA



EXTERNAL



EXHIBITOR
ENHANCEMENTS



DIGITAL



TAKE-HOME
BRANDING



HOSPITALITY/
NETWORKING



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LANYARDS

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE

SPEAK TO THE TEAM FOR AVAILABILITY FRIDAY

Make memorable first impressions on the aviation workforce of tomorrow by sponsoring branded lanyards for Pioneers of Tomorrow day. This Friday event engages STEAM students, graduates, and skilled workers exploring careers.

Provide attendees lanyards with your logo and messaging to wear throughout their day of discovery at Farnborough. This call to action drives booth traffic after making a strong branding impact.

Connect your brand with the future generation of aerospace talent. Lanyards create awareness and inspire them to engage further with your company on-site.



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SPACE



SPACE ZONE SPEAKING

Sponsoring and speaking in the popular Space Zone provides brand exposure and thought leadership on space topics to engaged audiences.

[Learn More](#)



SPACE ZONE PARTNER

Become an esteemed leader in the space industry by securing Space Zone sponsorship at FIA2024, offering prime branding, speaking opportunities, and VIP access.

[Learn More](#)



SPACE ZONE BRANDING

Stand out as a space industry leader with a highly visible 5m x 2.5m banner in the prime Space Zone at FIA2024, granting maximum brand exposure among attendees.

[Learn More](#)



SPACE ZONE THEATRE

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | THOUGHT LEADERSHIP

**FROM £10,000 + VAT
MONDAY – FRIDAY**

Share your vision on the global stage by sponsoring the Space Zone Theatre at FIA2024. With over 35 well-attended space sessions and an engaged audience in 2022, this is your opportunity to ensure your brand is visible to the space sector, as well as providing the opportunity to present keynotes and speak on panels centred on your expertise.

Branding will be incorporated into the design of the theatre for the whole week.

The package includes 3 sessions which will be promoted in the Space Zone Theatre schedule.



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SPACE ZONE PARTNER

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE | SECTOR FOCUS



SPEAK TO THE TEAM FOR AVAILABILITY MONDAY – FRIDAY

Blast off as a partner of the FIA2024 Space Zone - the epicentre of space innovation at the world's leading aerospace event. This turnkey package provides maximum visibility across the zone dedicated to space.

As the Official Partner, receive pre-show promotion, website advertising, on-site signage, stage backdrop branding, and more. Showcase your vision between sessions through videos on the Space Zone Theatre screens.

The immersive zone environment creates a focal point for space discovery. Large-scale branded signage inside the zone cements your commitment to advancing space technology and business.

It's the launchpad to engage aerospace, aviation and defense leaders invested in space. Align your brand with the unlimited potential of space exploration through this integrated partnership.



- BILLBOARDS
- THOUGHT LEADERSHIP
- MEDIA
- EXTERNAL
- EXHIBITOR ENHANCEMENTS
- DIGITAL
- TAKE-HOME BRANDING
- HOSPITALITY/ NETWORKING
- INTERNAL
- REGISTRATION
- PROMOTING SUSTAINABILITY
- PIONEERS OF TOMORROW
- SPACE



SPACE ZONE BRANDING

GREAT FOR: BRAND AWARENESS | TARGETED AUDIENCE

FROM £6,660 + VAT
MONDAY – FRIDAY

Stand out in the Space Zone at Farnborough 2024 with large-scale branding. At approximately 5m x 2.5m, these prominent signages tower above exhibits for maximum visibility.

With limited availability, this exclusive branding demonstrates your commitment to space innovation and exploration.

Strategic locations are positioned throughout the Zone to catch all passerby traffic on the show floor. Your message will be bold, unavoidable and inspire visitors in the dedicated zone.



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SPONSORSHIP LEVELS

Sponsorship levels have been developed to provide a variety of benefits to sponsors at all levels. The sponsorship level is determined by overall sponsorship spend at FIA 2024.

N.B. Sponsorship spend does not include the cost of exhibition space.

	PLATINUM >£150,000	GOLD >£100,000	SILVER >£50,000	BRONZE >£20,000	ASSOCIATE <£20,000
Right to use FIA2024 Official Partner logo for own marketing use	✓	✓	✓	✓	✓
Logo on FIA2024 website homepage	✓	✓	✓	✓	✓
Partner profile on the FIA2024 website (number of words for profile)	✓ x 150	✓ x 100	✓ x 75	✓ x 60	✓ x 40
Partner recognition across the FIA 2024 show site	✓	✓	✓	✓	✓
Partner logo in the FIA2024 trade show guide	✓	✓	✓	✓	✓
Trade visitor passes	✓ x 10	✓ x 8	✓ x 6	✓ x 4	✓ x 2
Partner advertisement on the FIA2024 website	✓	✓	✓		
Partner advertisement on the FIA2024 show guide	✓	✓	✓		
Partner blog on the FIA2024 website	✓	✓			
Welcome Reception invites	✓ x 2	✓ x 1			
Partner feature sent to FIA database	✓				
FINN interview conducted onsite at FIA2024	✓				



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