



Global Urban & Advanced Air Summit

SHAPING THE FUTURE OF AIR TRAVEL



**GLOBAL URBAN & ADVANCED AIR SUMMIT AT
FARNBOROUGH INTERNATIONAL AIRSHOW 2024**

INTERACTIVE
DOCUMENT





CONTENTS

GENERAL

[Who we are](#)

[Being a partner](#)

[FIA Overview](#)

[FIA Key Statistics](#)

[GUAAS Overview](#)

[Contact us](#)

GUAAS OPPORTUNITIES

[Keynote Presentation Sponsor](#)

[Panel Session Sponsor](#)

[Knowledge Partner](#)

[Supporter Package](#)

[Reception Sponsor](#)

[Breakfast Briefing](#)

[On-Site Branding](#)

[Exhibiting](#)



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.



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

FIA2022 STATS

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



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



FIA 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



OVERVIEW

GLOBAL URBAN & ADVANCED AIR SUMMIT

FIA2024 provides an international platform GUAAS to engage with world-leading aerospace companies and promote advanced air mobility. Attendance from major primes, OEMs, and the supply chain will provide networking and partnership opportunities. Briefings and economics-focused sessions will allow GUAAS to address industry developments and priorities.

Given a strong existing audience, GUAAS@FIA will leverage sponsorship opportunities for maximum impact. The global scale of the event also enables engagement with worldwide media outlets to increase coverage of emerging technologies. GUAAS activities will range from executive meetings to live demonstrations of electric aircraft and other innovations in the Future Flight Terminal, aiming to build momentum and investment in the future of flight.

GUAAS ASIA 2023 STATS



3.5M

total reach



77

organisations



26

partners and
supporters



27%

C-Suite
participation



16

countries



GUAAS OPPORTUNITIES



KEYNOTE PRESENTATION

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PANEL SESSION SPONSOR

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KNOWLEDGE PARTNER

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SUPPORTER PACKAGE

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KEYNOTE PRESENTATION



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ON-SITE BRANDING



EXHIBITING





KEYNOTE PRESENTATION

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS | THOUGHT LEADERSHIP



£8,000 + VAT
EXCLUSIVE OPPORTUNITY

As a Keynote Presentation Sponsor of GUAAS, your company has the opportunity to highlight your capabilities within the Advanced Air Mobility (AAM) & UAM industry.

Package includes:

- Opportunity for one representative to deliver a keynote presentation during the event.
- Sponsors will be recognised across multiple channels, including the GUAAS website, LinkedIn, FINN (Farnborough International News Network) and onsite during the event. This recognition includes branding on the conference screen or backdrop.
- The event partner's speaking opportunity will be promoted pre-event by FIL and supporting materials such as speaker banners and email signatures will be provided.
- Pre-summit tweet
- Pre-summit LinkedIn post
- MPU advert on the GUAAS website
- MPU advert on the GUAAS @ FIA webpage
- Logo on the GUAAS website
- Recognition as a partner within the conference room

KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



EXHIBITING





PANEL SESSION SPONSOR

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS | THOUGHT LEADERSHIP

£6,000 + VAT

NON-EXCLUSIVE OPPORTUNITY

As a Panel Session Sponsor of GUAAS*, your brand will be front and centre, offering exposure to the global aviation industry. Your brand will be visible at touchpoints throughout the visitor journey, both ahead of and during the event. This partnership allows you the opportunity to align your brand with the thought-leadership content.

Package includes:

- Opportunity for one representative to speak on a panel. FIL will assist with putting together the panel and advise on topics.
- Sponsors will be recognised across multiple channels, including the GUAAS website, LinkedIn, FINN (Farnborough International News Network) and onsite during the event. This recognition includes branding on the conference screen or backdrop.
- The event partner's speaking opportunity will be promoted pre-event by FIL and supporting materials such as speaker banners and email signatures will be provided.
- Pre-summit tweet
- Pre-summit LinkedIn post
- MPU advert on the GUAAS website
- Logo on the GUAAS website
- Recognition as a partner within the conference room

**Please note, panel session sponsorship is a non-exclusive opportunity and there may be more than one sponsor per panel.*



KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



EXHIBITING





KNOWLEDGE PARTNER

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS | THOUGHT LEADERSHIP



£7,000 + VAT

NON-EXCLUSIVE OPPORTUNITY

Showcase your firm's expertise with the knowledge partner package. This high-profile opportunity positions your consultancy as an industry leader at a premier aerospace event.

Package includes:

- Opportunity to give 10-minute address at the beginning of the panel
- Opportunity for one representative to moderate a panel. FIL will assist with selecting the panel.
- Sponsors will be recognised across multiple channels, including the GUAAS website, LinkedIn, FINN (Farnborough International News Network) and onsite during the event. This recognition includes branding on the conference screen or backdrop.
- The event partner's speaking opportunity will be promoted pre-event by FIL and supporting materials such as speaker banners and email signatures will be provided.
- MPU advert on the GUAAS website
- Pre-summit tweet
- Pre-summit LinkedIn post
- Logo on the GUAAS website
- Recognition as a knowledge partner within the conference room

**Please note, knowledge partnership is a non-exclusive opportunity and there may be more than one knowledge partner at the event.*

KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



EXHIBITING





SUPPORTER PACKAGE

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS | BRAND AWARENESS

£1,000 + VAT
NON-EXCLUSIVE OPPORTUNITY

An opportunity to be associated with the event as a leader within the AAM & UAM industry. This package allows you to be visible to all event delegates in both the lead up and during the event.

Package includes:

- Ticket to FIA 2024 for Thursday 25th July 2024
- Logo on the conference session breaker screen
- Pre-summit tweet
- Pre-summit LinkedIn post
- Recognition as a supporter within the conference room



KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



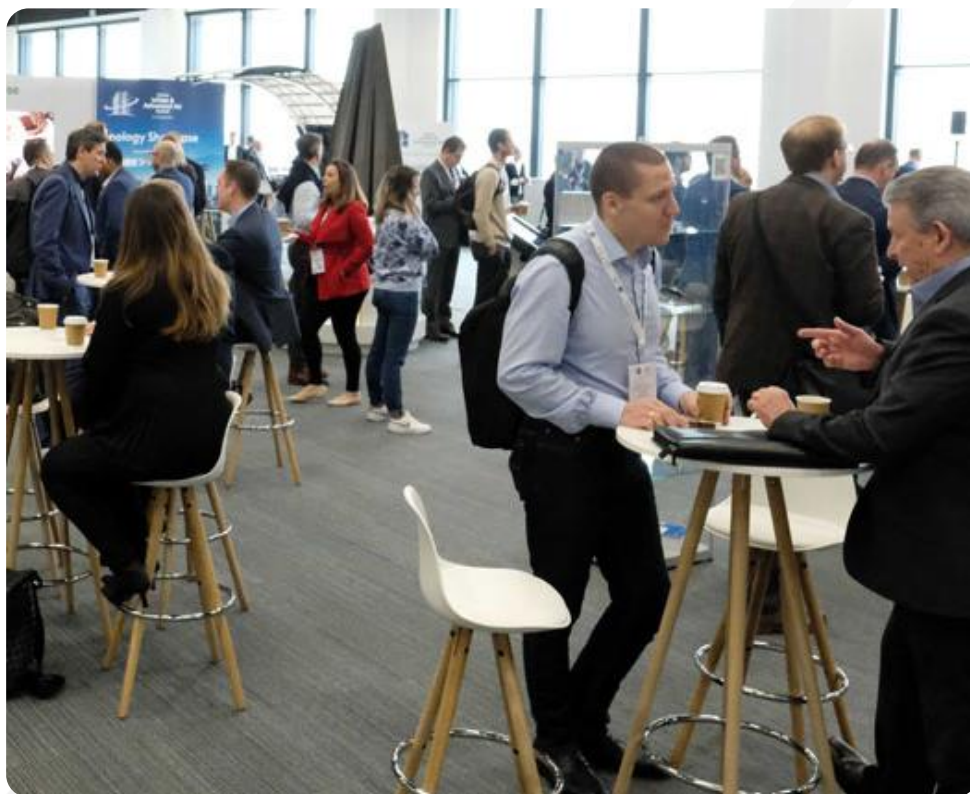
EXHIBITING





RECEPTION SPONSOR

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS | HOSPITALITY AND NETWORKING



SPEAK TO THE TEAM FOR AVAILABILITY EXCLUSIVE OPPORTUNITY

An ideal opportunity to get your brand in-front of the delegates at the networking reception held immediately after the conclusion of the conference.

Package includes:

- Opportunity to speak during the reception, such as an opening speech or closing remarks
- Branding within the reception acknowledging sponsorship
- Drinks/lunch for delegates (dependent upon package agreed with sponsor)
- Pre-summit tweet
- Pre-summit LinkedIn post
- Logo on the GUAAS website

KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



EXHIBITING





BREAKFAST BRIEFING

GREAT FOR: TARGETED AUDIENCE | SECTOR FOCUS | THOUGHT LEADERSHIP

£10,000 + VAT

Host a private breakfast briefing onsite prior to GUAAS beginning. This is a key opportunity for 1-2-1 networking and a private discussion about any topic of your choosing.

Package includes:

- Room hire charges with setup time and an hour for the event, room setup prior to your arrival and onsite directional signage.
- Catering for up to 25 people including a selection of pastries, hot drinks and breakfast rolls.
- AV in the room will consist of a large TV plasma with a handheld microphone. Additional equipment can be provided for an extra cost.
- Opportunity to place banners and branding around the room.
- FIL can assist with inviting guests that you would like to meet.
- Logo on the GUAAS website



KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



EXHIBITING





ON-SITE BRANDING

GREAT FOR: BRAND AWARENESS

SPEAK TO THE TEAM FOR AVAILABILITY MONDAY – FRIDAY

There are a wealth of opportunities for branding across the FIA2024 show site. From billboards, to floor tiles, digital opportunities, and take-home branded lanyards and bags, the list is endless.

Speak to the team for a copy of our full Partnership and Advertising Brochure which contains details of all the opportunities, or ask us to tailor-make a completely bespoke package for you!



KEYNOTE PRESENTATION



PANEL SESSION SPONSOR



KNOWLEDGE PARTNER



SUPPORTER PACKAGE



RECEPTION SPONSOR



BREAKFAST BRIEFING



ON-SITE BRANDING



EXHIBITING





EXHIBITING OPTIONS

GREAT FOR: BRAND AWARENESS | PRODUCT DISPLAY

SPEAK TO THE TEAM FOR AVAILABILITY MONDAY – FRIDAY

Should you be interested in exhibiting at GUAAS@FIA, speak to the team about the options available. There will be a dedicated future flight area for outdoor static displays (structures are available should your product require weather-proof security) and there is some very limited availability remaining in our exhibition halls and chalets.

Get in touch with our sales team now to discuss exhibiting at FIA2024 - exhibit@farnborough.com



KEYNOTE PRESENTATION 

PANEL SESSION SPONSOR 

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