

Gold Strategic Partnership

Association of European Airlines - 350 Avenue Louise - 1050 Brussels Belgium - www.aea.be

By signing a Gold Strategic Partnership, your company becomes a Gold Strategic Partner of the AEA and gets access to:

INFORMATION AND UPDATES CONCERNING LATEST INDUSTRY DEVELOPMENTS IN ALL RELEVANT AREAS

- a. AEA Press Releases
- b. AEA Position Papers
- c. "AEA News" (Quarterly Newsletter)
- d. AEA Profile booklet-yearly edition
- e. AEA 5 Year Strategic Plan
- f. STAR (Summary of Traffic and Airlines Results) - yearly PDF-edition
- g. STAR (Summary of Traffic and Airlines Results) - 1975-today data base

VISIBILITY-BRANDING

- a. Partner's logo and link to Partner's website on AEA Web
- b. Partner's logo edited on AEA publications
- c. Partner's logo displayed in AEA offices
- d. Partner's logo displayed at AEA events
- e. Adverts in AEA Profile booklet (promotional documentation)
- f. Adverts in AEA News (Promotional documentation)
- g. Partner's gift/ documentation on Presidents' table at Presidents' Assembly
- h. Partner's promotional material available at AEA experts' meetings
- i. Opportunity for the Partner to have announcement being edited in AEA News (product releases, event organisations, ...)
- j. Mailing on behalf of the Partner to all AEA members, partners and contacts
- k. Use of AEA's logo (in compliance with the applicable guidelines)

NETWORKING OPPORTUNITIES WITH AEA MEMBERS AND AEA STAFF

- a. Partner's attendance to one AEA Presidents Assembly
- b. Access to AEA expertise. Both Parties will agree on the most appropriate means of exploring files of particular interest for the partners
- c. Opportunities for additional sponsoring at AEA events

A dedicated press release announcing this agreement between your company as a Gold Strategic Partner and the AEA will be released in order to spread the news within the industry and to share this information with our airline members.

For help or further information please contact Nathalie Mulleners, Manager Partnership Programme and Events, at marketing@aea.be or by phone: Tel +32 (0) 2 639.89.73