



JOIN US AND BECOME A STRATEGIC PARTNER



Signing a Strategic Partnership Agreement with the AEA means:

3

Receiving latest industry updates thanks to our Bronze agreement

2

Tremendous opportunity for branding your own company by signing a Silver agreement

1

Unique networking with key European airlines and industry stakeholders when entering into the Gold partnership!

Association of European Airlines (www.aea.be) is more than happy to assist you with implementing your Strategic Partnership Agreement.

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



INCREASING EACH AIRLINE'S IMPACT TO THE POWER OF 35

The Association of European Airlines brings together 35 major airlines, key industry players and has been the voice of the European airline industry for over 50 years.

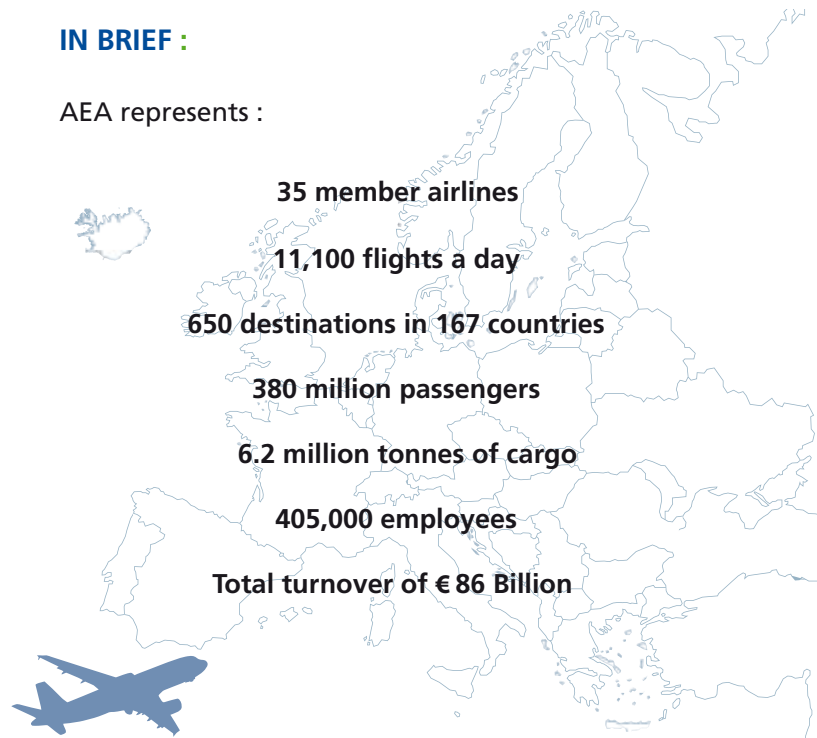
Based on its extensive knowledge of the industry and its far-reaching networks, AEA is an essential platform for our industry, and is relied upon by policy-makers and the media as a trustworthy contributor to the debates around the decision-making process.

AEA works in partnership with the institutions of the European Union and other stakeholders in the value chain, to ensure the sustainable growth of the European airline industry in a global context.

The AEA Secretariat is located in Brussels and has a staff of twenty-one. A highly flexible and multi-cultural team, each member has their own area of expertise but all strive to maintain a panoramic vision of the industry.

IN BRIEF :

AEA represents :



Bronze Strategic Partnership

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

By signing a Bronze Strategic Partnership, your company becomes a Bronze 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

VISIBILITY AND BRANDING OPPORTUNITIES

- a. Partner's logo and link to Partner's web on the 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. Use of AEA 's logo (in compliance with applicable guidelines)

Silver Strategic Partnership

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

By signing a Silver Strategic Partnership, your company becomes a Silver 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

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 announcements being edited in AEA News (product releases, event organisations, ...)
- j. Use of AEA 's logo (in compliance with applicable guidelines)

NETWORKING OPPORTUNITIES WITH AEA MEMBERS AND AEA STAFF

Opportunity for additional sponsoring opportunities at Presidents' Assembly (coffee breaks, lunch, goodies, ...) at a more attractive price

A dedicated press release announcing this agreement between your company as a Silver 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.

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