International Federation of Freight Forwarders Associations

FIATA Dublin 2016
Where Networking Comes Naturally

Partnership & Exhibition Brochure

Exhibition Dates: Wednesday 5th – Saturday 8th October 2016
A key annual event in the freight, logistics and distribution calendar

Convention Centre Dublin
Ireland

www.fiata2016.org #fiata2016
Invitation to Participate

Hundreds of years before ‘Riverdance’, an anonymous 14th Century Irish poet invited one and all to “Come Dance With Me in Ireland”.

We offer a similar invitation to FIATA and its member associations, and wish you “Cead Mile Failte” (A Hundred Thousand Welcomes) to this “Island off an Island” on the western edge of Europe.

Freight Forwarding began in Ireland in the mid 1920’s when Lep Transport set up operations in Dublin. There were some further local additions during the 1930’s but it was not until foreign direct investment in the 1960s and 1970s, that an upsurge in the number of freight forwarders took place. To-day, in spite of amalgamations in recent years our association has over 110 full trading members.

Since the late 1970’s training of staff members plays an important part in our activities. In fact, Certificates of Competence in Freight Forwarding were presented to successful participants of our freight forwarding course during the last FIATA Congress held in Dublin, in 1981.

Since 1995 we have been offering the FIATA validated Diploma in Freight Forwarding and our method of delivery has evolved to eLearning. This means that we are not confined to any particular area or time. Our education policy is to stay in line with developments in the cargo sector and developing technological advancements.

In keeping with the theme of the Conference in 2016 - “Ireland: Where Networking Comes Naturally” - we are very keen to generate an enthusiasm for networking amongst freight forwarders who, at the same time, can enjoy the friendly atmosphere of our city and country. To this end we have joined with professional conference organizers, Conference Partners.

Centered around industry expectations and the challenges ahead, the 2016 Congress will focus on latest developments and innovations, new trends in global logistics, regulation, education services, best practice and trading solutions in an ever changing global market. Networking will serve as a core focus prior to and throughout the Congress program, from the exhibition to the tea and coffee breaks and from the gala dinner to the ancillary delegate options.

We look forward to the opportunity to wish you, a “Cead Mile Failte” to Dublin’s Fair City in 2016.

Paddy Kenny
Congress Treasurer
Irish International Freight Association

Colm Walsh
FIATA Coordinator
Irish International Freight Association

“As Minister for Transport, Tourism and Sport I am responsible for supporting the growth of a competitive and sustainable tourism industry and I am, therefore, delighted to support the Irish International Freight Association in its bid to host the International Federation of Freight Forwarders Associations (FIATA) World Congress in Dublin in 2016.”

LEO Varadkar T.D.
Minister for Transport, Tourism & Sport
Department Transport, Tourism & Sport
(currently Minister for Health)
about FIATA

“FIATA is the largest non-governmental organisation in the field of transportation. Its influence is worldwide.”

FIATA, a non-governmental organisation, represents today an industry covering approximately 40,000 forwarding and logistics firms, also known as the “Architects of Transport”, employing around 8 - 10 million people in 150 countries.

It is recognised as representing the freight forwarding industry by many other governmental organisations, governmental authorities, private international organisations in the field of transport such as the International Chamber of Commerce (ICC), the International Air Transport Association (IATA), the International Union of Railways (UIC), the International Road Transport Union (IRU), the World Customs Organization (WCO), the World Trade Organization (WTO), etc.

aims and objectives

FIATA'S MAIN OBJECTIVES ARE TO:

- Unite the freight forwarding industry worldwide
- Represent, promote and protect the interests of the industry by participating as advisors or experts in meetings of international bodies dealing with transportation
- Familiarise trade and industry and the public at large with the services rendered by freight forwarders through the dissemination of information, distribution of publications, etc.
- Improve the quality of services rendered by freight forwarders by developing and assisting with vocational training for freight forwarders, liability insurance problems, tools for electronic commerce including electronic data interchange (EDI) and barcode.

fiata 2016

Scheduled to be held in Dublin, Ireland, October 3rd - 8th, 2016, the FIATA World Congress is the event of the year for the international freight forwarding community and for anyone involved in global logistics.

Coinciding with the 90th anniversary of FIATA, this world congress is already gearing up to be an especially important congress with a strong emphasis on global networking and on creating a forum that will also appeal to the next generation of cargo professionals.

Centered around industry expectations and the challenges ahead, the 2016 Congress will focus on latest developments and innovations, new trends in global logistics, regulation, education services, best practice and trading solutions in an ever changing global market.

Among the many important topics planned for the event, FIATA-2016 will cover key topics such as innovation, education, technology, compliance, environment and supply chain management.

FIATA world Congress

1926 - 2016

First organized in the year 1926, the FIATA World Congress has assembled 53 times up until today, bringing the top representatives and decision-makers of the logistics sector under one roof. These Congresses, which are organized in different countries every year, take the pulse of the world logistics sector regarding the issues of international collaboration, information sharing, innovation, and sectoral developments. As one of the largest and most important organizations of the sector, FIATA World Congresses have become an international platform where all actors in global logistics gather to raise their voice and speak for their sector.

The FIATA World congress attracts up to 1,000 plus high profile delegates who are the key decision makers within their companies and who can actively promote change within their organisation. We believe that exposure at this event would be hugely beneficial as this is an ideal setting to network, build and forge new relationships while at the same time creating awareness of your offering to our prestigious attendees.
IIFA is the sole representative body and official voice of Freight Forwarding in Ireland. Established in 1962, it has 110 members who between them employ more than 3,000 people and handle more than 90% of Ireland’s €148 billion international merchandise trade.

**LOCAL ORGANISING COMMITTEE FOR THE 2016 FIATA WORLD CONGRESS**

**JOHN Birmingham**  
Freight Forwarding Executive with Expeditors Ltd

**WILLIAM Cress**  
International Director for DMF International Ltd

**JOHN Dunne**  
Managing Director at Foremost Freight

**NOEL Good**  
Chief Architect and SME at Clearview Trade

**RUADHRI Horan**  
Marketing Manager at Abrivia Recruitment Specialists

**SEAMUS Kavanagh**  
Executive at Irish International Freight Association

**PADDY Kenny**  
Long Experience - Air Cargo Sales Manager with Aer Lingus and Forwarding experience in Schenker Ltd at senior level

**GREG Lewis**  
Freight Forwarding Executive with Expeditors Ltd

**KARL Louwrens**  
Director of Marketing and Business Development at International Airline Marketing Ltd

**SEAN McCool**  
Founder of International Airline Marketing Ltd

**GAVIN Sherwin**  
Transport Operations Support Manager at Keelings Ltd

**COLM Walsh**  
Founding Director Walsh Western Ltd

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**TOP PARTICIPATING COUNTRIES TO FIATA CONGRESSES**

ARGENTINA  
BELGIUM  
CANADA  
ENGLAND  
GERMANY  
HUNGARY  
INDONESIA  
ITALY  
MALAYSIA  
NIGERIA  
SINGAPORE  
RUSSIA  
TANZANIA  
TURKEY  
UNITED ARAB EMIRATES  
UKRAINE

**DELEGATE NUMBERS FOR PREVIOUS CONGRESSES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIATA 2012</td>
<td>795 Delegates</td>
</tr>
<tr>
<td>FIATA 2013</td>
<td>725 Delegates</td>
</tr>
<tr>
<td>FIATA 2014</td>
<td>1033 Delegates</td>
</tr>
<tr>
<td>FIATA 2015</td>
<td>Estimated 590</td>
</tr>
<tr>
<td>FIATA 2016</td>
<td>Target 1000</td>
</tr>
</tbody>
</table>
“Being fully aware of the high regard in which the Irish International Freight Association is held and the legacy of representing the forwarding community in Ireland for more than fifty years, I am confident that Ireland would be a compelling venue for the FIATA World Congress with the capability of attracting a significant number of delegates.”

MR. PETER Quantrill PREVIOUS DIRECTOR GENERAL OF BIFA

FIATA Institutes and Advisory Bodies

AIRFREIGHT INSTITUTE
For over four decades the Air Freight Institute (AFI) has actively pursued its mandate to define, craft and promote the role of the forwarder in international air cargo. To further its mission, the Air Freight Institute has developed ongoing relationships with numerous stakeholders in the air transport industry, beginning with FIATA’s own national forwarding association members, but inclusive of a wide spectrum of others ranging from non-governmental organizations, special interest groups, government bodies, regulators, carriers, shippers, consignors, customs groups, legal specialists, cargo risk underwriters and technology providers.

CUSTOMS AFFAIRS INSTITUTE
The strategic CAI Agenda addresses items that are of major concern to the freight forwarding industry by observing, examining and influencing all customs security policies to defend the interests of FIATA members. It aims to leverage a partnership between global customs authorities and FIATA members in protecting trade and industry from customs related fraud and security threats, (e.g. the EU Commission TAXUD Taxation and Customs Union Directorate-General) in order to improve productivity and revenue. Through the WCO, WTO, UN/ECE UNCTAD, ICC, IRU and other relevant bodies, this Institute promotes and encourages closer coordination between customs authorities to secure commercial benefits for FIATA members.

MULTIMODAL TRANSPORT INSTITUTE
The purpose of the MTI is to keep freight forwarders advised of legislative developments and their implementation where it may impact their activities. MTI represents the global freight forwarding industry to international organizations and furthermore, keeps the freight forwarding industry up to date concerning ongoing talks with and the decisions of these bodies (e.g. ICC, UN, UIC, IRU). The MTI is also involved in policy making.
“As you are aware, DHL is the global market leader in the logistics industry — leading the way in international express, air, ocean and road freight - rail transportation and contract logistics across 220 Countries. Our local business in Ireland is called upon regularly to host events with visitors coming from all over the globe and the feedback we receive when our own events are facilitated here is always exemplary”

TERESA Tyrrell
Head of Marketing DHL GlobalForwarding Ireland

FIATA Advisory Bodies

ADVISORY BODY OF INTERNATIONAL AFFAIRS (ABIA)
The ABIA aims to establish and strengthen FIATA’s relations with International Organizations & Multilateral Institutions such as the United Nations, UN Bodies, the World Bank, Asian Development Bank and other key NGOs, directly or indirectly connected with international trade and the logistics industry. It seeks to increase FIATA’s visibility on the global canvas.

ADVISORY BODY OF INFORMATION TECHNOLOGY (ABIT)
The ABIT is tasked with working closely with UN/CEFACT, ISO and other technology standard setting organizations to ensure that technology used throughout the logistics industry is taken into consideration when new standards are proposed and implemented. ABIT is also involved in the projects undertaken by the UN/CEFACT’s Transport & Logistics Domain (T&L D) and the International Trade Procedures Domain (ITPD).

ADVISORY BODY LEGAL MATTERS (ABLM)
Legal issues are key for those operating in the area of freight forwarding whether in their own jurisdiction or internationally. Keeping forwarders advised of legal developments around the world is therefore of prime importance for this body as is advising the association of action it may take in relation to legal developments to protect the interests of its members.

ADVISORY BODY SAFETY AND SECURITY (ABSS)
In the primary aim of the ABSS is to support the various FIATA institutes with up to date information on the very many international rules and regulations pertaining to security and safety governing the freight forwarding industry as it impacts on aspects including Air freight, Ocean freight, Multi-modal, Dangerous Goods Handling and Training. The Advisory Body Security and Safety is made up of persons within the freight forwarding industry from America, Europe and Asia in order to cover the global impact security has on our industry. In addition the members in their own rights have involvement in other Security and dangerous goods groups, thus enabling the Body to serve as an interface between various organizations related to and working with FIATA members.

ADVISORY BODY VOCATIONAL TRAINING (ABVT)
ABVT is the knowledge centre of professional education within FIATA and has been so since 1996. ABVT has constantly worked to build up a solid reputation as a major contributor to the development of training in the freight forwarding industry. It operates as a knowledge champion in the international freight forwarding and supply chain management fields. ABVT has developed significant tools to maintain and elevate the standards of the industry.

REGIONAL GROUPS
The objective of the Regional Meetings is to bring forward the regional issues, and if necessary submit them to the Institutes and technical bodies of FIATA. The intention being to identify and assist regional members in solving their local industry problems. Another important objective is to gain synergies between the member countries of the region and to import and export these benefits to other associations.

1. AFRICA/ MIDDLE-EAST
2. AMERICAS
3. ASIA/ PACIFIC
4. EUROPE
“Irish hospitality is renowned throughout the world and I am hopeful that it would add great value to the important platform that the FIATA World Congress provides for interaction and networking”

ROBERT Voltman
Transportation Intermediaries Association

reasons why being a sponsor partner is an excellent marketing strategy

TARGETED MARKETING OPPORTUNITIES

• Brand awareness & recognition – logo and advertisement placement.
• Engage with your audience – at the event and online.
• Enhance creditability – highlight your company’s expertise to a captive audience.
• Generate new sales & form new partnerships – with registrants, vendors and speakers.
• Put your brand in front of thousands of the most influential referrers of business.
• Connect directly to very hard to reach people.
• Promote your products, services and research to international buyers.
• Network with like-minded industry members and academic delegates.
• Establish international strategic partners.
• Support programmes and projects to increase the safety and security of the world’s freight network.
• Ensure interaction between suppliers and customers and networking opportunities with direct access to key opinion leaders.
• Increase credibility, expand loyalty and build opportunities with existing clients through active participation.
• Reinforce and strengthen your brand position within the industry of Freight management and Logistics.
• Access to knowledge – find out about new research being undertaken.
• Leveraged lead generation – the chance to be recommended to attendees’ connections.

target audience

Business–to-business professionals involved in the freight Forwarding sector

• Our visitors are predominantly MD, Partner, Owner, President, CEO, Board Member, Manager, Team Leader, Financial Controllers, Marketing Managers, Business Development Managers
• Over 65% of our audience are senior executives.

promotion highlights

The FIATA 2016 promotion campaign will begin in 2015 and run right through until October 2016. It will consist of many engaging programmes and activities, including:

• Extensive Online and E-zine Campaign.
• Previous Delegate Participants.
• Direct Marketing.
• Advertising in Industry and Trade Journals.
• Promotion at other FIATA Related Events.
• Web and Electronic Media.
• Various FIATA International Journals.

Industry and media partners are encouraged to actively take part in the promotion of the event. We are happy to supply programmes, flyers, posters, banners (hard copies / electronic files) to any of our official partners, as well as to coordinate with them any promotion and communication action via the channels listed above.
**Who will attend?**

**PARTICIPANT PROFILE**
- Logistics Firms
- Freight Forwarders
- Land, Air, Sea, Rail, Combined Transport Companies
- Cargo and Courier Transporters
- Logistic Centres and Warehousing Firms
- Customs Clearance Companies
- Transport Equipment's and sub-supplier Firms
- Related Sectorial NGOs
- Producer, Importer, and Exporter Firms
- Ministries, Related Institutions and Organizations

**Who should sponsor?**

In addition to the menu list associated with each sponsorship option below, opportunities are also available (subject to the FIATA Committee approval) for partners to become associated with specific themes and/or specific session(s) during the congress in order to maximize appropriate activation opportunities. Let us know your exact requirements and we will work with you to create a bespoke package that aligns with your company’s core objectives.

**Who should exhibit?**

**Sponsorship package opportunities**

<table>
<thead>
<tr>
<th>Branding on FIATA Partners page of website</th>
<th>Platinum €35,000</th>
<th>Gold €25,000</th>
<th>Silver €10,000</th>
<th>Bronze €5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of FIATA Image in your promotional activities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition Space only (Power and Chairs)</td>
<td>Premium Space 6m X 4m</td>
<td>Premium Space 4m X 4m</td>
<td>Exhibition Space 3m X 4m</td>
<td>Exhibition Space 3m X 3m</td>
</tr>
<tr>
<td>Complimentary Registration</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Exhibitor Passes</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Colour Advert in Conference Programme</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Recognised in all Communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital Branding at the Venue</td>
<td>Platinum Tier</td>
<td>Gold Tier</td>
<td>Silver Tier</td>
<td>Bronze Tier</td>
</tr>
</tbody>
</table>

| Insert in the Delegate Pack | ✓               | ✓           | ✓             | ✓            |

<table>
<thead>
<tr>
<th>Dedicated Video Reel of Conference</th>
<th>3 Minutes</th>
<th>2 Minutes</th>
<th>2 Minutes</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Recognised from the Podium</th>
<th>At the start of each day’s keynotes &amp; the closing remarks</th>
<th>At the start of each day’s keynotes</th>
</tr>
</thead>
</table>

| Coverage in Promotional Campaign | ✓               | ✓           |

| Coverage in Exclusive Branding Event | ✓               | ✓           |

| Post Event Fulfilment Report | ✓               | ✓           |

| Access to FIATA Database* | ✓               | ✓           |

| Free Extra Value Option | 1 of 2 lunches Worth €5,000 | 1 of 4 coffee Worth €3,500 |

| Industry Sponsored Symposium | 60 Mins |

| Feature Partner Article | 1 per Quarter |

*where permission has been granted*
A range of rights and benefits will be agreed to optimize the potential as Platinum Partner to meet your organisation’s business and marketing objectives. We have identified an extensive list of components in this package which are outlined below. There is a high degree of flexibility, to ensure that your organisation’s specific partner requirements are achieved, and we are more than happy to discuss your requirements with you.

**OFFICIAL DESIGNATION AS PLATINUM PARTNER OF FIATA 2016**

- Coverage for your organisation on all FIATA 2016 promotional materials in the run up to the congress, which includes a printed announcement and e-zine campaign.
- Branding on the FIATA 2016 Partners page of the website to include your organisation’s logo and biography.
- Use of the FIATA 2016 image in your organisation’s promotional activities tied to FIATA 2016, once agreed with the FIATA 2016 organisers.

**AT FIATA 2016**

- Premium exhibition space only to a maximum of 6m x 4m.
- 6 full complimentary registrations to include attendance at sessions, day time catering and social tickets which are included in the main delegate registration fee.
- 6 exhibitor passes - Exhibitor passes include Welcome Reception at the CCD exhibition area, lunch and coffee refreshments on all main congress days. Extra exhibitor passes need to be booked at a rate of €350 per pass.
- A 4 ball at the golf classic.
- A dedicated three minute video reel of the congress highlights including an interview with your CEO.
- The opportunity to organise a branded exclusive event during FIATA 2016 e.g. drinks reception or catering event (catering at an additional cost). Subject to not conflicting with the FIATA 2016 programme.
- A full page colour advert in the congress programme.
- One article per quarter (150-word paragraph, link, logo or photo) posted on the congress latest news page (content subject to approval by FIATA 2016 Committee).
- Recognized in all communications.
- Recognized from the podium at the start of each day’s keynotes and the conclusion of last sessions each day.
- Platinum Tier Branding on all on the digital screens within the congress venue
- Insert into the delegate pack.

**POST EVENT**

- Post event fulfilment report which will outline the benefits of Partnership.
- Access to the FIATA 2016 attendee database whereby permission has been granted by the delegates.

**FREE VALUE ADD ON, WORTH €5,000**

This Platinum Partners package is significantly enhanced – for free – by the choice of one of the following, stand-out and highly visible events. The opportunity will allow them a banner at the entrance to the event in question, announcing that they are the main partners of that particular event. They will also be allowed distribute a branded gift item or piece of collateral to all attendees at that event.

Options available on a strictly first booked, these options include:

- One lunch Partnership opportunity, or
- One Industry seminar

This provides a free added value of €5,000 to the Platinum Partners of the FIATA 2016.

**ADDITIONAL VALUE PROPOSITION; JUNE 2015 - OCTOBER 2016**

We’ve modified the partnership packages to offer companies an opportunity to connect with our delegates throughout the whole year and not just for the congress. Take the opportunity to reach our unique users through our congress website.

- Rolling MPU web adverts on the congress website home page.
- Rolling banner on preceding web pages.
- Logo recognition in communication material to all pre-registered delegates.
A range of rights and benefits will be agreed to optimize the potential as a Gold Partner to meet your organisation’s business and marketing objectives. We have identified an extensive list of components in this package which are outlined below. There is a high degree of flexibility, to ensure that your organisation’s specific partner requirements are achieved.

OFFICIAL DESIGNATION AS A GOLD PARTNERS OF FIATA 2016

- Coverage for your organisation on all FIATA 2016 promotional materials in the run up to the congress, which includes a printed announcement and e-zine campaign.
- Branding on the FIATA 2016 Partners page of the website to include your organisation’s logo and biography.
- Use of the FIATA 2016 image in your organisation’s promotional activities tied to FIATA 2016, once agreed with the FIATA 2016 organisers.

AT FIATA 2016

- Premium exhibition space only to a maximum of 4m x 4m.
- 4 full complimentary registrations to include attendance at sessions, day time catering and social tickets which are included in the main delegate registration fee.
- 4 exhibitor passes - Exhibitor passes include Welcome Reception at the CCD exhibition area, lunch and coffee refreshments on all main congress days. Extra exhibitor passes need to be booked at a rate of €350 per pass.
- A dedicated two minute video reel of the congress highlights including an interview with your CEO.
- The opportunity to organise a branded exclusive event during FIATA 2016 e.g. drinks reception or catering event (catering at an additional cost). Subject to not conflicting with the FIATA 2016 programme.
- Recognised in all communication.
- A full page colour advert in the congress programme.
- Gold Tier Branding on all digital screens within the congress venue.
- Recognized from the podium at the start of each day’s keynotes.
- Insert into the delegate pack.

POST EVENT

- Post event fulfilment report which will outline the benefits of Partnership.
- Access to the FIATA 2016 attendee database whereby permission has been granted by the delegates.

FREE VALUE ADD ON, WORTH €3,500

This Gold Partner package is significantly enhanced – for free – by the choice of one of the following, stand-out and highly visible events. The opportunity will allow them a banner at the entrance to the event in question, announcing that they are the main Partners of that particular event. They will also be allowed distribute a branded gift item or piece of collateral to all attendees at that event.

Options available on a strictly first booked, first option include:

- One of four coffee Partnership opportunity.

This provides a free added value of €3,500 to the Gold Partners involved at FIATA 2016.
A range of rights and benefits will be agreed to optimize the potential as a Silver Partner to meet your business and marketing objectives, including subject to negotiation:

**OFFICIAL DESIGNATION AS SILVER PARTNER OF THE FIATA 2016**
- Branding on the FIATA 2016 Partners page of the website to include your organisation’s logo and biography.
- Use of the FIATA 2016 image in your organisation’s promotional activities tied to FIATA 2016, once agreed with the FIATA 2016 organisers.

**AT FIATA 2016**
- Premium exhibition space only to a maximum of 3m x 4m.
- 3 full complimentary registrations to include attendance at sessions, day time catering and social tickets which are included in the main delegate registration fee.
- 3 exhibitor passes - Exhibitor passes include Welcome Reception at the CCD exhibition area, lunch and coffee refreshments on all main congress days. Extra exhibitor passes need to be booked at a rate of €350 per pass.
- A dedicated two minute video reel of the congress highlights.
- Recognised in all communication.
- A half page colour advert in the congress programme.
- Silver Tier Branding on all digital screens within the congress venue.
- Insert into the delegate pack.

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A range of rights and benefits will be agreed to optimize the potential as Bronze Partner to meet your business and marketing objectives, including subject to negotiation:

**OFFICIAL DESIGNATION AS BRONZE PARTNER OF FIATA 2016**
- Branding on the FIATA 2016 Partners page of the website to include your organisation’s logo and biography.
- Use of the FIATA 2016 image in your organisation’s promotional activities tied to FIATA 2016, once agreed with the FIATA 2016 organisers.

**AT FIATA 2016**
- Exhibition space only to a maximum of 3m x 3m.
- 2 full complimentary registration to include attendance at sessions, day time catering and social tickets which are included in the main delegate registration fee.
- 2 exhibitor passes - Exhibitor passes include Welcome Reception at the CCD exhibition area, lunch and coffee refreshments on all main congress days.
- A quarter page colour advert in the congress programme.
- Bronze Tier Branding on all digital screens within the congress venue.
- Insert into the delegate pack.
We want our exhibitors to demo their new innovations or launch a product live at the FIATA World Congress. Thus we’ve created the perfect industry platform for them to reserve and pitch their unique offering to our attendees. This is an effective way to create a collaborative environment between the exhibitors and potential new clients. It also gives attendees who are looking to achieve cost efficiencies in their organisation a demo of the latest technology and innovations available to them in the industry. Exhibitors can ensure their target audience attends by inviting them to join their discussion, connecting with them in advance by communicating the date of their presentation thus allowing attendees to plan their visit to FIATA 2016 and take in their presentation.

**industry seminar €5,000**

Organised by the Sponsor, the Industry Seminar will take place on site at the CCD Wednesday 5th – Saturday 8th October 2016 and will be included in the Official Congress Schedule. Each session will last one hour. The price includes the following services:

- Complimentary use of an official meeting room at the venue (subject to availability).
- A 60 minutes dedicated session time included in the congress programme.
- 4 complimentary registrations to include attendance at sessions, day time catering and social tickets which are included in the main delegate registration fee.
- Banner branding in meeting room (supply own banners).
- Product display and distribution in meeting room (subject to venue and LOC approval).
- Recognition as an Industry Seminar in official publications.
- Invitations for Seminar sent by email to registered delegate list by the organisers (material to be supplied).
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- A half page colour advert in the congress programme.
- Catering and human resources are not included.

Room capacity: 80-200 seats  
1 Morning Seminar 8:00am – 9:00am or 1 Lunchtime Seminar 1:00pm – 2:00pm

**product showcase €3,500**

Organised by the Sponsor, the Product Showcase will take place on site at the CCD from Wednesday 5th – Saturday 8th October 2016 and will be included in the Official Congress Schedule. Each showcase will last 30 minutes.

- Complimentary use of an official meeting room at the venue (subject to availability).
- A 30 minute dedicated session time included in the congress programme.
- 2 complimentary registrations to include attendance at sessions, day time catering and social tickets which are included in the main delegate registration fee.
- Banner branding in meeting room (supply own banners).
- Product display and distribution in meeting room (subject to venue and LOC approval).
- Recognition as a Product Showcase Sponsor in official publications.
- Invitations for Product Showcase sent by email to registered delegate list by the organisers (material to be supplied).
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- Catering and human resources are not included.

Room Capacity: 30 - 80 seats  
12:00pm – 12:45pm Wednesday 5th – Saturday 8th October 2016
Your company will receive the following branding inventory:

- Branding on FIATA 2016 website to include your organisation’s logo and biography.
- Approximately four emails promoting the gala with your company branded as the Exclusive Partner (subject to booking date).
- “Thank you to our Gala Dinner Partner” holding slide projected within the congress dinner venue.
- Complimentary Table at the Congress Dinner (Max 10 people).
- Acknowledgement as Congress Dinner partner in the congress programme.
- Recognition from the podium by the congress chair.
- Acknowledge as Congress Dinner sponsor on the dinner menu.
- Branded digital Congress Dinner invitation sent to all congress delegates.
- Two complimentary full congress registrations.
- A half page colour advert in awards programme.

You will have the opportunity to:

- use the company’s corporate colours as background lighting.
- provide a gift for each delegate (subject to approval of the congress committee.)
- provide branded napkins rings at the congress dinner (must be provided in advance to congress organiser)
- provide branded printed dinner tickets to delegates (must be provided in advance to congress organiser).

### Individual partnership opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Dinner</td>
<td>€15,000</td>
</tr>
<tr>
<td>Congress Welcome Reception</td>
<td>€10,000</td>
</tr>
<tr>
<td>FIATA 2016 Society Golf Partners</td>
<td>€5,000</td>
</tr>
<tr>
<td>Congress Lunch (1 day)</td>
<td>€5,000</td>
</tr>
<tr>
<td>Congress Dinner Drinks Reception</td>
<td>€5,000</td>
</tr>
<tr>
<td>Sponsorship of the Internet Café</td>
<td>€5,000</td>
</tr>
<tr>
<td>Congress Bag/Folder</td>
<td>€5,000</td>
</tr>
<tr>
<td>Congress Lanyard</td>
<td>€4,000</td>
</tr>
<tr>
<td>Congress Tea/Coffee Break</td>
<td>€3,500</td>
</tr>
<tr>
<td>Insert into the Delegate Pack</td>
<td>€2,000</td>
</tr>
<tr>
<td>Congress Pen</td>
<td>€1,500</td>
</tr>
<tr>
<td>Congress Notepad</td>
<td>€1,500</td>
</tr>
<tr>
<td>Delegate Gifts (the gift to be supplied by Sponsor)</td>
<td>€1,000</td>
</tr>
<tr>
<td>Sponsorship of the water stations</td>
<td>€2,500</td>
</tr>
<tr>
<td>Fun Walk/Run</td>
<td>€3,500</td>
</tr>
<tr>
<td>Relaxation Station</td>
<td>€5,000</td>
</tr>
<tr>
<td>Photo Booth</td>
<td>€2,000</td>
</tr>
<tr>
<td>Ice Cream Van / Food Trucks / Bikes etc.*</td>
<td>€2,500</td>
</tr>
</tbody>
</table>

*Must be in accordance with CCD terms and conditions and arranged through the congress organiser.

Further details of the specific branding on all of the above will be supplied on request.
advertising opportunities at the FIATA congress 2016

ADVERTISING
Full page full colour advertisement in the congress programme
€1,750
Half page full colour advertisement in the congress programme
€950

ONSITE ADVERTISING ON DIGITAL SCREEN
Display your corporate advert within the congress centre. The FIATA has provided you the opportunity to place your advertising on the digital screens. The Congress will occupy 11 plus screens, distributed throughout the venue. The content on each screen will rotate 200 times per day during the Congress hours.
€2,500

EMAIL BLAST
Before the congress, we are offering four partners an opportunity to create their own bespoke exclusive email blast to all pre-registered delegates. Invite our delegates to engage with you directly over the course of the congress. Exclusive to a maximum of four partners.
€1,500

PROMOTION & MEDIA
The organisers are here to make you feel as a real partner of the congress and to ensure you maximise your investment!
- Ask for printed publications of the congress to share them with your contacts.
- Ask for congress banners to use in your email marketing campaigns to your clients - to promote your presence at the congress.
- Ask for the congress logo to use in your email marketing campaigns as well as in print advertisements and promotional material (reserved to Premium & Quality Sponsors).
- Inform your contacts database of your participation in the event via email blasts or newsletters.
- Send press releases to trade and medical publications.
- Post the congress banner on your company website

CAN YOU AFFORD NOT TO BE THERE?
Make sure you take advantage of the opportunity to reach an international target audience at this congress. Exhibiting at the FIATA Congress will help you:
- Increase marketplace interest in your products and services
- Generate qualified leads
- Accelerate your sales process
- Build deeper relationship with both your current and prospects customers
- Gain access to valuable information and knowledge
- Enhance your strategic position in the market
- Maximise your return on investment
- Engage delegates through parallels and workshops

the venue
Prepare to experience a congress location like no other, right in the heart of Dublin! Positioned in Spencer Dock on the banks of the River Liffey, the Convention Centre Dublin (www.theccd.ie) is Ireland’s new world-class, purpose-built international congress and event venue.

Providing an exceptional venue for Irish and International congresses and corporate events, the centre’s iconic status combines spacious, flexible and elegant congress halls, leading-edge technology with expert management and an extensive range of support services. All the halls and meeting rooms are Wi-Fi enabled.

A tram station (Luas) is located at Convention Centre Dublin which allows quick and easy transport to and from the centre of Dublin. The journey is less than 5 minutes from the city centre. There is also easy access from the airport and by road. It is possible to rent meeting rooms.
EXHIBITION OPPORTUNITIES AT THE FIATA 2016, CCD DUBLIN, WEDNESDAY 5TH – FRIDAY 7TH OCTOBER 2016

This will be a great opportunity for exhibitors to display their new products, services, technology and equipment to a relevant audience. A variety of activities will take place in the Exhibition Area in order to ensure good traffic flow during the Congress.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TUESDAY Oct 4TH</th>
<th>WEDNESDAY Oct 5TH</th>
<th>THURSDAY Oct 6TH</th>
<th>FRIDAY Oct 7TH</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING</td>
<td>EXHIBITION SET UP</td>
<td>EXHIBITION OPENS</td>
<td>EXHIBITION OPENS</td>
<td>EXHIBITION DISMANTLING</td>
</tr>
<tr>
<td>AFTERNOON</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SHELL SCHEME

<table>
<thead>
<tr>
<th>AREA (M2):</th>
<th>PRICE:</th>
<th>EURO PER M2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 (3m width x 2m depth)</td>
<td>€2,400</td>
<td>€400</td>
</tr>
<tr>
<td>9 (3m width x 3m depth)</td>
<td>€3,600</td>
<td>€400</td>
</tr>
<tr>
<td>12 (4m width x 3m depth)</td>
<td>€4,800</td>
<td>€400</td>
</tr>
<tr>
<td>16 (4m width x 4m depth)</td>
<td>€6,400</td>
<td>€400</td>
</tr>
</tbody>
</table>

THE PRICE INCLUDES:

- Shell scheme stand.
- Sign with company name in standard text.
- Power supply (additional power supply and usage is charged separately)
- Wi-Fi (upgrade available at cost)
- One countertop and two stools.
- Spotlights.
- Fitted carpet. Cleaning.
- Two exhibitor pass is included in every 6 sq. m., extra exhibitor passes need to be booked at a rate of €350 per pass. Exhibitor passes include Welcome Reception at the CCD exhibition area, lunch and coffee refreshments on all main congress days.

- This includes access to the exhibition area, name badge and congress programme.
- The exhibiting company will be listed in the exhibition section in the FIATA 2016 final programme.

SPACE ONLY - STARTS AT 12 SQ. M.

<table>
<thead>
<tr>
<th>AREA (M2):</th>
<th>PRICE:EURO</th>
<th>PER M2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 (4m width x 3m depth)</td>
<td>€4,200</td>
<td>€350</td>
</tr>
<tr>
<td>16 (4m width x 4m depth)</td>
<td>€5,600</td>
<td>€350</td>
</tr>
<tr>
<td>20 (5m width x 4m depth)</td>
<td>€7,000</td>
<td>€350</td>
</tr>
</tbody>
</table>

THE PRICE INCLUDES:

- Wi-Fi (upgrade available at cost)
- The exhibiting company will be listed in the exhibition section in the FIATA 2016 programme.
- Two exhibitor pass is included in every 6 sq. m., extra exhibitor passes need to be booked at a rate of €350 per pass. Exhibitor passes include Welcome Reception at the CCD exhibition area, lunch and coffee refreshments on all main congress days.

Note Space Only: Nothing will be provided but the exact floor measurement of the booth.

OPTIONAL EXTRAS:

Additional items such as furniture, additional lighting, telephone, broadband, power to your stand and stand dressing, are available and will be detailed in our Exhibitors’ Information Manual which will be available online 3 months before the congress.

Note: All VAT registered Irish organisations availing of Partnership and exhibition opportunities are subject to VAT at 23%. All VAT registered EU organisations will not be charged VAT on Partnership if a VAT number is included on the booking contract below. All exhibition is subject to VAT at 23%.

FLOORPLAN OF EXHIBITION AREA

Please note that the organisers will allocate exhibition booths on a first come first served basis and based on the profile of the organisation. The organisers will confirm your exact exhibition stand number in September of 2016.
The FIATA 2016 Exhibition
Floor Plan

**PLATINUM PARTNER**
6m x 4m Space only

**GOLD PARTNER**
4m x 4m Space only

**SILVER PARTNER**
3m x 4m Space only

**BRONZE PARTNER**
3 x 3 Shell scheme

Please note
Floor plans are subject to change

Main Entrance

Access to Keynotes

**6x4 Platinum**

**4x4 Gold**

**4x3 Silver**

**3x3 Bronze**

**3x2 Exhibition Only**

**Sold**
Department Transport, Tourism and Sport

“I am very pleased that this important meeting will provide Dublin and Ireland with an opportunity to be showcased on an international arena, highlighting the excellent conference and meeting facilities that are available in the city as well as our experience in the industry. The Department is confident that Dublin will provide the backdrop for a memorable and successful event.”

LEO Varadkar T.D.
Minister for Transport, Tourism and Sport
Department Transport, Tourism and Sport
(currently Minister for Health)

Irish Business and Employers Confederation (IBEC)

“We understand that there is already a strong relationship between the IIFA and FIATA and we would welcome the networking opportunities between the broader business community in Ireland and FIATA’s international association members that this Congress would bring to Ireland.”

DR. PAT Ivory
Head of EU and International Development
IBEC Limited

National Institute for Transport & Logistics (NITL)

“From a logistics and freight forwarding perspective, Ireland’s export-orientation and the fact that we are an island nation, has contributed to the development of truly world class capability in this area.”

DR EDWARD Sweeney
National Institute for Transport & Logistics

Dublin City Council

“I understand that Dublin last hosted this Congress in 1981 when over 1000 delegates attended. Dublin has radically changed since 1981 and today we have state of the art facilities to attract events such as the FIATA Congress in 2016”

MICHAEL Send
Deputy Director, Dublin City Council
The FIATA 2016 Partnership, Advertising & Exhibition Booking Contract

Please scan and complete this form and email it along with an eps. version of your company logo and a 50 word company biography to Colm O’Grady colm@conferencepartners.ie

PARTNERSHIP:

I would like to confirm (Please specify what partnership you would like to confirm)

Total Cost: € ________________ plus VAT at 23%

__________

ADVERTISING:

1. Full page full colour advertisements in the congress program: €1,750: QTY: ____
2. Half page full colour advertisements in the congress program: €950: QTY: ____

Total Cost of Advertising €____________________

__________

EXHIBITION:

I would like to confirm exhibition of: ________________________ Booth size in sq m: ____________

Cost per square meter:€_____________ Total Cost: €_____________ plus VAT at 23%

Exhibitor Badges Names:______________________________________

Note: Two exhibitor passes is included with every 6 sq. m.

Additional Exhibitor Badges Names, cost of €350 ________________________

____________________________________________

Organisation’s VAT Registration Number: (only if based in EU and outside of Ireland)
If your organisation is in the EU, but based outside Ireland, please provide the organisation’s VAT registration number and no VAT will be charged: ________________________

Name: __________________ Organisation: __________________

Address that will appear on the invoice:

City, State, Zip/Postal Code:

Phone: __________________ Fax: __________________

Email: __________________

Signature ____________________________

Please email or return this form to the address below, if you require further information please contact:
Colm O’Grady, Conference Partners Ltd, 12 – 14 First Floor, The Hyde Building, The Park, Carrickmines, Dublin 18, Ireland
Tel: +353 1 296 8688 E-mail: colm@conferencepartners.ie

Payment Policy: 100% payment is due on booking. The Partner/exhibitor’s logo and company biography will not be included on any promotional materials until full payment is received.

Cancellation Policy: Cancellation within eight months prior to the congress will incur a cancellation fee of 40%
Cancellation within four months prior to the congress will incur a cancellation fee of 100%
The cancellation fee of the Partnership amount is subject to VAT at 23%

Please note: Full details of the exhibition area, set-up times, goods receipt, electricity etc. will be available to you in September 2016.
Sponsorship & Exhibition Opportunities

If you would like to find out more information on becoming a sponsor or exhibitor, please contact:

Colm O'Grady
Conference Partners Ltd,
12 – 14 First Floor, The Hyde Building,
The Park, Carrickmines, Dublin 18, Ireland
Mob: + 353 (0)87 223 3477
E-mail: colm@fiata2016.org

Shauna Taylor
Conference Partners Ltd,
12 – 14 First Floor, The Hyde Building,
The Park, Carrickmines, Dublin 18, Ireland
Tel: + 353 1 296 8688
Mob: + 353 (0)86 825 9353
E-mail: info@fiata2016.org