

2nd Afghanistan Aviation & Defense Summit



Photo Credits: ISAF

March 25-26, 2010 • Washington, DC

SPONSOR & EXHIBITOR
PROSPECTUS

Aid in the Recovery Process of Afghanistan

Participation in the conference will allow you to help in the effective implementation of the country's development programs.

Meet the Authorities

Afghan officials and panel presenters will provide you with insights and analysis of the current challenges facing Afghanistan's aviation, security and defense.

Network with Important People

Afghan government officials responsible for security and defense procurements, high-ranking military commanders from Afghanistan Ministry of Defense and Ministry of Interior, senior industry executives from defense companies, prime contractors for Afghan projects, senior directors and government advisors.

Industry representatives who are able to address the challenges and tap opportunities in today's Afghanistan are encouraged to exhibit products and services at this event.



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2nd Afghanistan Aviation & Defense Summit



Compare and find the sponsorship package that is right for you!

Exhibiting at the 2nd AADS will maximize your exposure and position your organization as an industry leader. The exhibits represent an invaluable opportunity to network and to centralize your networking and demonstrate your products and services to the conference delegates.

Whether you are launching new product or building brand awareness, there's a sponsorship that fits your needs. Learn how the different versions compare.

| Sponsorship | Exhibitor \$4,995 | Silver Sponsor \$8,995 | Gold Sponsor \$9,995 | Platinum Sponsor \$11,995 | Iridium Sponsor \$19,995 | Presidential Sponsor \$29,995 |
|---|----------------------|---------------------------|-------------------------|------------------------------|-----------------------------|----------------------------------|
| Chair the conference on the day of your choice | | | | | | ✓ |
| Opportunity to present either client case study or a presentation in the main conference program | | | | | 10 Minutes | 20 Minutes |
| Exhibit space | 1 table | 1 table | 1 table | 1 table | 2 table | 2 table |
| Demonstration table | 1 | 1 | 1 | 1 | 2 | 2 |
| Complimentary passess to the conference | 1 | 2 | 3 | 4 | 5 | 6 |
| Cohost the cocktail reception | | | | | | ✓ |
| Complimentary pass(es) to the cocktail reception | | 1 | 1 | 2 | 3 | 4 |
| Corporate logo in all of the conference pens (subject to availability) | | | | ✓ | ✓ | ✓ |
| Corporate logo in all of the Conference handbags (subject to availability) | | | | ✓ | ✓ | ✓ |
| Corporate logo in all of the conference pad folio or bag (subject to availability) | | | | ✓ | ✓ | ✓ |
| Corporate logo on the conference e-marketing material use in the extensive marketing campaign to approximately 40-50,000 named senior executives | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Corporate logo on the conference facsimile brochure Send directly to around 8-10,000 parties in all relevant sectors of the market to all senior executives | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Corporate logo on the conference website, and a hyperlink to the company site. In the average, we have more than 2,000 visitors a day | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in the conference documentation folder. The logo, company profile and web site will appear on a separate sponsor acknowledgement page. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Insertion of a company profile into the conference documentation. (A4 pages) | | 1 | 2 | 3 | 3 | 4 |
| Company banners strategically displayed in the main conference auditorium for the two days. (Banners to be provided by you). | 1 | 2 | 3 | 4 | 5 | 6 |
| A copy of the confidential delegate list full contact details. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to host any of the following Conference Refreshment Break Conference Breakfast | | | | | ✓ | ✓ |
| Lunch The Official Cocktail Reception, on the 1st day | | | | | ✓ | ✓ |

Limited Sponsorship Opportunities, Register Now! Call: 202.536.5000 Fax: 202.280.1239

RESERVE YOUR EXHIBIT SPACE NOW!

All pre-paid exhibitors receive a \$75 discount on additional conference registrations purchased above and beyond the registrations included in each package. Bring your whole office!

To help you maximize your investment in the 2nd AADS, we are making available a wide array of marketing tools, sponsorship opportunities, and advertising vehicles. These opportunities are designed to help you capture the attention of the Afghan community—before they reach the exhibit floor.

As a hospitality sponsor, you will receive the following substantial benefits and recognition:

Prior to event

Press release announcing your sponsorship

Prior to and after event

Logo on the event's website

Company acknowledgement in the the conference documentation and workbook (if applicable)

On-Site during the event

Logo and company name acknowledgement in AADS official publications

Sponsorship acknowledgement on slides during plenary session

| TIME | EVENT | AMOUNT | OPPORTUNITY |
|----------------------|------------------------|---------|---|
| 8:00 AM to 9:00 AM | Breakfast | \$6,995 | Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Panel Discussions. |
| 10:00 AM to 10:30 AM | Morning Coffee Break | \$1,995 | Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Thursday Plenary session. |
| 12:00 PM to 1:30 PM | Luncheon | \$6,995 | Features the opportunity for brief remarks and recognition at the luncheon event. |
| 3:00 PM to 3:30 PM | Afternoon Coffee Break | \$1,995 | Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Thursday Plenary session. |
| 5:00 PM to 6:30 PM | Cocktail Reception | \$6,995 | Features the opportunity for brief remarks to all attendees during the reception and recognition at the Thursday Morning Plenary Session. |

Thursday 03.25.10

Would you like more information on becoming a 2nd Afghanistan Aviation & Defense Summit Sponsor? Contact us at **202.536.5000** or e-mail us at **online@new-fields.net**

Friday 03.26.10

| TIME | EVENT | AMOUNT | OPPORTUNITY |
|----------------------|------------------------|---------|---|
| 8:00 AM to 9:00 AM | Breakfast | \$6,995 | Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Discussions. |
| 10:00 AM to 10:30 AM | Morning Coffee Break | \$1,995 | Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Friday Plenary session. |
| 12:00 PM to 1:30 PM | Luncheon | \$6,995 | Features the opportunity for brief remarks and recognition at the luncheon event. |
| 3:00 PM to 3:30 PM | Afternoon Coffee Break | \$1,995 | Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Friday Plenary session. |

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2nd Afghanistan
Aviation & Defense
Summit

The Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the 2nd AADS. Opportunities are limited and offered on first come, first-served basis.

As a merchandise sponsor, you will receive the following substantial benefits and recognition:

Prior to event

Press release announcing your sponsorship

Prior to and after event

Logo on the event's website

Company acknowledgement in the conference documentation and workbook (if applicable)

On-Site during the event

Logo and company name acknowledgement in 2nd AADS official publications

Sponsorship acknowledgement on slides during plenary session

Your corporate logo on the merchandise carried by conference delegates

Official Conference Briefcases \$9,500

Gain maximum visibility through sponsorship of the Official Conference Briefcase. All registered attendees will receive a professional briefcase that will be used to collect exhibition-floor and conference materials. Your company name and logo will be prominently displayed on the briefcases for all attendees to see. Your key customers will use these high-quality, multipurpose briefcases long after the event. Sponsorship of the Official Conference Briefcase also provides you with an opportunity to participate in the Briefcase Insertion Program, through which we will distribute your company's product literature to every attendee. Simply provide us with your corporate/product literature, and we will insert it into your sponsored briefcases for distribution. +logo placement on each bag, +one totebag insert of a letter flyer.

Executive Portfolios \$7,500

The Executive Portfolio Sponsorship is an excellent way to put your company name in front of all conference attendees. These attractive black leatherette portfolios house writing tablets, corporate-sponsored pens, and important information. Your sponsorship also provides you with an opportunity to distribute your company or product literature to every attendee. Simply provide us with your promotional or corporate information page, and we will insert it into your portfolios for distribution.

Corporate Pens \$4,500

Place your company's name and logo directly into the hands of all attendees. The Executive Portfolios distributed at the conference have a slot reserved for a company-sponsored writing instrument. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

Name Badge Lanyards \$3,500

To make a positive impression early on, sponsor the Name Badge Lanyards, which will be given to all attendees with their conference badge at the registration desk. Your company logo will be featured prominently on this item, which attendees will wear each day of the conference.

Conference On CD ROM \$7,500

With this premier sponsorship, your company will have year-round exposure with your logo prominently featured on the CD-ROM proceedings. Additionally, your logo will appear on the table-of contents page contained within the CD-ROM. Attendees will refer to the proceedings time and again following the conference.

Conference Briefcase Insertion \$2,500

Five organizations will have the opportunity to participate in the Briefcase Insertion Program. This exciting target-marketing opportunity allows exhibitors to distribute promotional literature to the conference participants

2nd AADS Souvenir Mug \$2,000

Become part of attendee's daily routine by sponsoring a 2nd AADS take-home souvenir coffee mug. We plan to produce 700 mugs, one per Summit participant. Minimum sponsorship required for your logo to be placed on each mug is \$2,000. Exclusive sponsorship (only your organization's logo will appear on the mugs) is available for \$9,000 and includes two meeting registrations and a ½ page ad in the Conference program. Only five logos will fit on each mug, so be sure to sign up for this opportunity soon!

Fax this form to register now!

FAX 202-280-1239

This form may be copied for additional registrations.

Summit: 2nd Afghanistan Aviation & Defense Summit

Dates: March 25-26, 2010

Venue: Washington, D.C.

Delegate Details

Name _____
 Title _____
 Email _____
 Phone _____ Fax _____
 Mobile No. (Optional) _____

Company/Organization Details

Name _____
 Company Size _____
 Nature of Business _____
 Number of Employees _____
 Website _____
 Address 1 _____
 Address 2 _____ City _____
 State _____ Zip _____ Country _____

Terms & Conditions

1. Fees are inclusive of program materials and refreshments. 2. This Sales Contract constitutes a legally binding contract. 3. It may be necessary for reasons beyond the control of **New-Fields** to change the content and timing of the program, the speakers, the date or the location without notice. If for any reason, **New-Fields** decides to postpone this conference, **New-Fields** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. In the unlikely event of the program being cancelled, **New-Fields** will automatically make a full refund but disclaim any further liability. 4. Copyright: All intellectual property rights in all materials produced or distributed by **New-Fields** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

Registration Period

Registrations must be accompanied by payment in full in US dollars. Authorized Government Purchase Orders USA only will be accepted but must accompany the registration form.

Tax Deductibility

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 98-0361169.

Refund Policy, Cancellations & Substitutions

Full refunds for all cancellations received 60 days or more prior to the starting date of the event. Cancellations received 45-59 days prior to the starting date of the event will receive a refund of the registration fee less \$175. Cancellations received 44 days or less, no refunds will be given. There is no charge for substitutions, but you must submit a letter authorizing the transfer signed by the registered delegate one day prior to the event's starting date.

Confirmation Details

1. Confirmation of your booking will only be sent when FULL PAYMENT is received. All posted registrations must be accompanied by a check or credit card details. 2. Please treat this form as our request for payment. 3. If you do not receive a letter confirming the summit details two weeks prior to the event, please contact the Conference Coordinator at **New-Fields**.

Sponsorship & Exhibit Opportunities

| Type | Item | Qty | Amount | Total | |
|--------------------------|--------------------------------|------------------------|----------|---------|--|
| Exhibit Packages | Presidential Sponsor | | \$29,995 | | |
| | Iridium Sponsor | | \$19,995 | | |
| | Platinum Sponsor | | \$11,995 | | |
| | Gold Sponsor | | \$9,995 | | |
| | Silver Sponsor | | \$8,995 | | |
| Hospitality Sponsorship | Exhibitor Sponsor | | \$4,995 | | |
| | Breakfast | | \$6,995 | | |
| | Morning Coffee Break | | \$1,995 | | |
| | Luncheon | | \$6,995 | | |
| | Thursday March 25, 2010 | Afternoon Coffee Break | | \$1,995 | |
| | | Cocktail Reception | | \$6,995 | |
| | | Breakfast | | \$6,995 | |
| Friday March 26, 2010 | Morning Coffee Break | | \$1,995 | | |
| | Luncheon | | \$6,995 | | |
| | Afternoon Coffee Break | | \$1,995 | | |
| Merchandise sponsorship | Official Conference Briefcases | | \$9,500 | | |
| | Executive Portfolios | | \$7,500 | | |
| | Corporate Pens | | \$4,500 | | |
| | Name Badge Lanyards | | \$3,500 | | |
| | Conference on CD-ROM | | \$7,500 | | |
| | Conference Briefcase Insertion | | \$2,500 | | |
| | 2nd AADS Souvenir Mug | | \$2,000 | | |
| TOTAL | | | | | |

Payment Details

Please find attached a check payable to New-Fields Exhibitions
 Please charge my: Visa Mastercard American Express
 Card Number _____
 Exp. Date _____
 Card Holder's Name _____
 Billing Address _____
 City _____ State _____
 Zip _____ Country _____
 Signature _____ Date ____/____/____

Authorization

Signatory must be authorized to sign on behalf of contracting organization.
 Name _____
 Position _____
 Signature _____ Date _____
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