

17-19 September 2024 • FIL, Lisbon, Portugal

# GSE EXPO EUROPE

BY THE GSE COMMUNITY FOR THE GSE COMMUNITY

## SPONSORSHIP MEDIA PACK

Presented by:

**IAEMA**  
International Airport Equipment  
Manufacturers' Association  
*A strong voice for the GSE community*

**ground  
handling**  
INTERNATIONAL

[www.gse-expo-europe.com](http://www.gse-expo-europe.com)

## A show serving the needs of the GSE community

### Sponsorship at **GSE Expo Europe** provides a perfect opportunity to drive brand recognition and position your company at the forefront of an innovative industry show.

This is a fantastic way to connect your business, product or service brand with an audience of key aviation decision-makers with buying power who will be attending the GSE Expo Europe show.

As a sponsor, your brand exposure begins prior to the event with promotion on our event website, registration pages and on GHI marketing collateral.

GSE Expo Europe's wide range of sponsorship categories caters to all budgets and will help you find the optimum way to boost brand awareness and engagement with target buyers from the aviation supply chain.



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## SPONSORSHIP OPPORTUNITIES


# Platinum Sponsor

[www.gse-expo-europe.com](http://www.gse-expo-europe.com)

[info@gse-expo-europe.com](mailto:info@gse-expo-europe.com)

The Platinum Sponsor package provides an exceptional, high profile branding presence that stands out from the crowd. It will appeal to organisations who see themselves as market leaders and who want to confirm their position among a highly influential audience.


### Inclusions:




Welcome/entrance signage



Leaflet in bag



Website enhanced listing



News announcement of sponsorship on website, social media and podcast



Logo on event website




Logo included on HTML mailers




Interview in GHI Magazine




Social media promotion of sponsorship



Sponsor feature in html mailer



Personalised invites to be sent on your company's behalf



Double page advert in the show guide



Logo on the show guide and event app

**€30,000**

**SPONSORSHIP OPPORTUNITIES**

**Featured Sponsorship Opportunities**

[www.gse-expo-europe.com](http://www.gse-expo-europe.com)  
[info@gse-expo-europe.com](mailto:info@gse-expo-europe.com)



**Badges + Lanyard**

**€15,000**



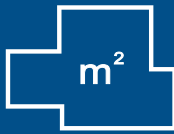
**Demo Zone**

**€15,000**



**Bag**

**€10,000**



**Floorplan**

**€7,000**



**Cloakroom**

**€5,000**



**Branded Pen**

**€4,000**



**Bins / Recycle points**

**POA**



Visit the website to view latest availability

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## SPONSORSHIP OPPORTUNITIES

# Featured Sponsorship Opportunities

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[info@gse-expo-europe.com](mailto:info@gse-expo-europe.com)



Recharge Zone /  
Chill and Charge  
Zone

€15,000



Registration

€15,000



Refillable  
Water Stations

€15,000



Media/  
Press Zone

€10,000



Wi-Fi

€10,000



Transport or  
Onsite Shuttle

POA



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## SPONSORSHIP OPPORTUNITIES

# Innovation Zone

[www.gse-expo-europe.com](http://www.gse-expo-europe.com)  
[info@gse-expo-europe.com](mailto:info@gse-expo-europe.com)

## A dedicated free to attend visitor feature showcasing the most exciting areas of GSE innovation across our industry.

Alongside product/tech displays, the Zone will host exclusive roundtable discussions where industry leaders, customers and the attending press will debate the potential impact of the innovation area on equipment design and the ramp environment.

**How will it look?:** The Zone will be sub-divided into 4 key areas. These include:

- 1 Autonomous vehicles
- 2 Hydrogen/sustainable powered GSE
- 3 New battery technology
- 4 Telematics/big data

### What are the benefits of sponsorship?



€7,500

**1** Be seen as an industry trailblazer: position your business at the beating heart of GSE innovation and help shape the industry agenda around delivering a smarter ramp.

**2** Quality engagement with customers: network with GSE buyers who will be visiting the Zone for inspiration and guidance on key GSE trends.

**3** Marketing and PR: host a roundtable profiling the selected innovation area. Roundtables will be promoted within our official Show guide and facilitated by GHI. Attending media will be invited to attend and press releases on the roundtable sent to all journalists.

**4** High profile branding/logo promotion: your company logo featured on the Innovation Zone signage, in the show guide and within GHI magazine + social media channels.



## SPONSORSHIP OPPORTUNITIES

# Onsite Branding

Elevate your visibility with exterior flags, window clings, column wraps, floor tiles and pillar wraps. Ample opportunities are available and packages can be tailored to suit your needs.

Bespoke packages are available, contact us for more details



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## SPONSORSHIP OPPORTUNITIES

# Content Sponsorship

Bespoke packages are available, contact us for more details



Show guide

**€6,000**



Html newsletters

**POA**



Show guide belly band

**€4000**



Website banner ads

**€2,000**



Media Partners

**Contact us**



Show guide Advert

**€2,500 Full page**  
**€1,500 Half page**

Visit the website to view latest availability

“GSE Expo Europe was an antidote to our community, which has been recovering from a disastrous Covid period where GSE businesses were battered brutally for at least two years. The reconnect with customers and suppliers that this new show enabled was crucial to repairing our businesses wounds and start to strengthen back to what we once were. The results of this show enabled many manufacturers to increase orders significantly and quickly to a buoyant position, showing record backlogs and making gains to near pre-pandemic levels. Everyone I spoke to had a great show, we came with little expectations and we all left feeling positive, delighted and thankful that Covid was finally behind us.”

Tim Rane  
Managing Director  
Air GSE

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To confirm your sponsorship  
now or for further questions

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[info@gse-expo-europe.com](mailto:info@gse-expo-europe.com)



**Alice Clarke**  
Sponsorship Director  
[alice@groundhandling.com](mailto:alice@groundhandling.com)  
+44 7887 520 955

“GSE Expo Europe has become one of the most important exhibitions for Goldhofer’s Airport Technology division. As a manufacturer of towbarless aircraft tractors, conventional aircraft tractors, and cargo tractors, GSE Expo Europe is an excellent destination to showcase our vehicles to the market. It is also one of the few opportunities that we have as industry to come together to exchange ideas, network with decision makers, and discuss business. GSE Expo Europe continues to bring out a quality audience, promoting valuable customer interactions and discussions. We see the GSE Expo Europe as an important building block in our market presence and customer acquisition.”

Head of Communications  
Goldhofer Airport Technology

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