

Under the patronage of

**H.H. Sheikh Ahmed Bin Saeed Al Maktoum**

President of the Dubai Civil Aviation Authority,  
Chairman of Dubai Airports and  
Chairman and Chief Executive of Emirates Airline and Group

# airport show

22 - 24 May 2012, DICEC, Dubai, UAE.  
Middle East's Premier Exhibition

The world's most  
dynamic Airport show  
has arrived

**NOW  
BIENNIAL**

#### SUPPORTERS



Dubai Airports  
Connecting the World



DUBAI AVIATION CITY CORPORATION (DACC)  
ENGINEERING PROJECTS



GERMAN  
AIRPORT  
TECHNOLOGY  
& EQUIPMENT

GATE

Netherlands Airport  
Technology



جمعية المقاولين  
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Organised by

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UBIFRANCE  
AIR TRAFFIC CONTROLLER  
FRENCH TRADE COMMISSIONS  
the French experts support program



BASEA  
British Airport Services & Equipment Association



DANISH  
AIRPORT GROUP

#### OFFICIAL CARRIER



Emirates

## EVENT PROFILE



It's a well-known fact that airports worldwide have played a pivotal role in promoting trade, commerce and business. The same also holds true for the Airports in Middle East, who have shown tremendous resolve to promote their countries' economies linking vital trade routes and fostering growth and prosperity. The Airport Show 2012 being held in Dubai, UAE promises to be one of the biggest events in the Middle East. This Event, which is now biennial is all set to attract the luminaries of the airport industry from airport construction companies, to technology and services and many more.

Held under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports and Chairman and Chief Executive of Emirates Airline and Group, the Airport Show is supported by leading international industry associations and local government authorities. The Airport Show offers an unmatched combination of high-quality networking and business development opportunities through a series of roundtable discussions, innovation and project seminars as well as the Hosted Buyer programme.

Take off for the world's most dynamic airports' market. The world converges at the Airport Show 2012!

## THE WORLD'S LEADING EVENTS ORGANISER



### Reed Exhibitions

With a unique network of offices and international sales promoters, our market reach is extensive: in 2010 over seven million participants attended our events. We have a growing portfolio of more than 460 events in 36 countries, including trade and consumer exhibitions, conferences and meetings, ranging across 44 industry sectors – from aerospace and aviation to beauty and cosmetics to sports and recreation. Reed Exhibitions delivers contacts, content and communities with the power to transform your business.

“

*Airports in the 21st century are playing an important role in developing new cities which is similar to the impact roads, ports and railways had in the past. The aviation industry represents 36 percent of the global transport industry.*

Leonardo Zambitte, Vice President of Sales and Marketing at Dubai World Central

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airport  
show



www.theairportshow.com

## 2011 HIGHLIGHTS



Date | 31 May - 2 June, 2011  
Location | Airport Expo, Dubai  
Halls | Central and West  
Edition | 11th  
Opening hours | Daily from 10:00 to 18:00 hours  
Gross space | 9,397 sqm  
Net space | 3,284.5 sqm  
Total attendance | 4,912  
Number of exhibitors & co-exhibitors | 160  
No. of official pavilions | 4  
No. of hosted buyers | 63

## PARTICIPATING COUNTRIES

Algeria, Austria, Bahrain, Bangladesh, Brazil, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, India, Iran, Ireland, Italy, Jordan, Lebanon, Malaysia, Norway, Oman, Pakistan, Saudi Arabia, Spain, Sudan, Sweden, Switzerland, The Netherlands, Tunisia, UAE, UK and the US.



## NATIONAL PAVILIONS

GERMANY, FRANCE, SWITZERLAND AND UK

## ACHIEVEMENTS

### High net-worth deals inked for the development of technology during Airport Show 2011

#1: Fujairah International Airport announced the selection of ALES for the supply of Air Traffic Control System and ERA for the Wide Area Multilateration radar. The AED 10 million-deal will include providing a full automation system for the Air Control Centre and an advanced surveillance solution based on the proven Multilateration and ADS-B technology. The Fujairah International Airport allocated AED 50 million towards the expansion and development of the airport before in 2011.

#2: The agreement was signed between Bayanat Airports Engineering and Supplies, the leading airport systems integration provider and Adacel, world's top developer of advanced air traffic control simulators and automated ATM systems, to appoint Bayanat as an exclusive sales representative in the United Arab Emirates. The partnership was intended to bring advanced simulation technology to the region for air traffic controller training in both civil and defense settings.



## REGIONAL MARKET OUTLOOK

Airport Show 2012 focuses on the huge investments involved in the building of new airports and the expansion of existing airports in the region, which is expected to be worth \$90 billion (AED 331 billion) in the next few years. The exhibition has succeeded in attracting projects which are still in the process of study and research worth \$29.16 billion (AED 106 billion).

### Middle East to handle over 400 million passengers by 2020

Amongst the leading investors in airport development activity in the Gulf are cities such as Dubai, which has allocated USD 6 billion; Abu Dhabi which has allocated USD 6.8 billion; Qatar with USD 11 billion; Jeddah with USD 11.5 billion; Muscat with USD 1.2 billion and approximately USD 2.1 billion in Kuwait and USD 335 million in Bahrain. Statistics from the Airports Council International (ACI) and the International Air Transport Association (IATA) support the numbers as these global aviation bodies predict that airports in the Middle East will handle over 400 million passengers by 2020.

### Al Maktoum International Airport - Dubai

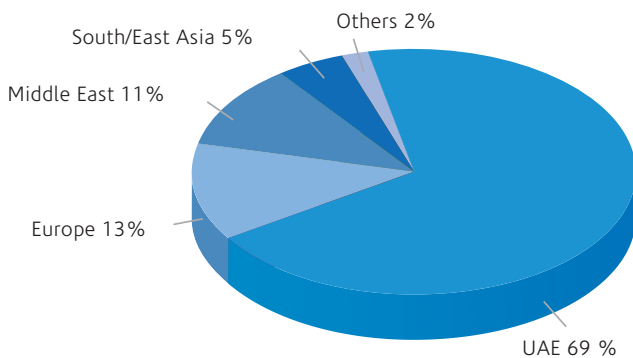
The Dubai Airports has announced plans to invest AED 22 billion towards the expansion of the Dubai and Al Maktoum International Airport by 2020. The new expansion plans will increase the capacity of the Dubai International Airport to 90 million passengers annually from the current 60 million. Expansion plans comprise the construction of Concourse 4, the expansion of Terminal 2 at Dubai Airport and the improvement of services at the Dubai Airport. Close to AED 4 billion will be invested in the development of the aviation city and the residential city at Al Maktoum International Airport at the Dubai World Central (stated by Dubai World Central).

“Our participation at the Airport Show 2011 provided great business opportunities. The event brings together large number of veterans in the airport industry around the world and, undoubtedly, this platform provides great opportunity for all participants to exchange ideas and keep abreast of the latest developments in modern airports. The exhibition has attracted participants from across the world reinforcing its position as an international event.

Eng. Mohamed Ahmed Abed, Director General of King Abdulaziz International Airport and General Supervisor of the new airport project

## VISITORS PROFILE

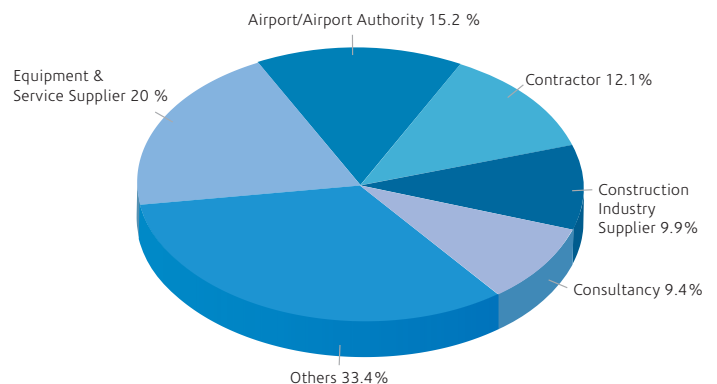
### Attendance by Country



96.1% visitors were satisfied with their attendance at the Airport Show 2011.

Our visitor survey shows that Technology 21.3%, Supply 18.7% and Design & Build 14.2% are the top three sectors for purchase.

### Attendance by Company Activity



## WHY EXHIBIT AT AIRPORT SHOW 2012 ?



- Promote your own products and services to your target audience
- Gain knowledge on the latest products/services from the associated seminars and conference
- Interact with all potential buyers through the hosted buyer programme
- Identify all latest industry trends and updates in the market
- Network with suppliers and expand your business with potential partners
- Recognize competition in your sector

“*Ras Al Khaimah International Airport had announced a 10-year development plan worth AED 2.5 billion. Our participation at Airport Show 2011 was greatly beneficial. We held several meetings and discussions with participants at the show especially suppliers of baggage handling material automated weather observation systems, and general IT solutions for Airport Operations.*

Jacob Avis, Electronic Engineer and IT Manager at Ras Al Khaimah International Airport

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## EXHIBITOR CATEGORIES



- **Security:** Access and perimeter control, CCTV, surveillance systems, X-ray and detection systems, security, training and consultancy.
- **Ground support equipment:** Aircraft handling, baggage carts (pallets, cargo loader, ULD), passenger stairs, lifts, utility vehicles and catering equipment.
- **Supply:** Baggage & passenger handling and terminal interiors.
- **Airport revenue management:** From flight charges to shopping facilities.
- **Design & build:** Planning, design, architecture, construction and building materials.
- **Technology:** Information technology and software, lighting, passenger information, technical installations and systems.
- **Air traffic management:** ATC towers, mobile control towers, communications, data processing systems, consoles, enclosures, landing systems and navigational aids.
- **Operations:** Maintenance, management, related services and aircraft services.
- **Training & recruitment:** For all aspects of airport operation (air traffic control, security).

## FEATURES AND PROGRAMS



### Airport Leaders Summit

Airport Leaders Summit will address topics on revenue from non-aeronautical, environmental sustainability and infrastructure development. The two-day summit will bring together government authorities, investors, regulators and developers, as well as technology and service providers to discuss, share expertise, exchange ideas, find solutions and formulate strategies that will support the exponential growth of the region's airport industry.

Speakers that headlined the event in 2011 include:

- **Anita Mehra**, VP Marketing & Corporate Communications, Dubai Airports
- **Daniel Wong**, Vice President - Flight Operations, Performance, Emirates, UAE
- **Dr. Khalid Al Mazroui**, General Manager, Fujairah International Airport
- **Kamel Boussadia**, Security Solutions & Services, Director, Thales Group
- **Leonardo Zambitte**, Vice President of Sales and Marketing, Dubai World Central
- **Mohamed Thamir**, Vice President Airport Operations, Bahrain Airport Company
- **Talar Faiq**, CEO, Erbil International Airport, Kurdistan

**88%** of delegates found speaker presentations useful according to the conference satisfaction survey in 2011

### Project Seminars

Selected project owners (hosted buyers) and purchasing decision makers from all over the world will come to discuss plans, close deals and conduct business, obtaining a tangible return on investment. This is an open door event where one can learn about ongoing projects, giving participants the chance to identify investment opportunities and make the most of their participation at the Airport Show 2012.

### Innovation Seminars

Local, regional and international exhibitors will introduce the latest and the most advanced equipment and services covering all areas of airport development and operations. Be one of them: a perfect opportunity for you to interact with visitors and hosted buyers and learn about the latest in the market.

## HOSTED BUYERS PROGRAMME

Airport Show 2011 has attracted projects that have in the pipeline sourcing needs to the tune of over USD 29.16 billion. 63 buyers registered their participation at 2011 edition out of which 16 comprised airports.

Hosted Buyer	Country
RAK International	UAE
Qeshm Airport	Iran
Etablissement Algeria	Algeria
Djibouti Airport	Djibouti
Sialkot Airport	Pakistan
Gaca-KKIA	KSA
Saudi Bin Ladin Group	KSA
Alcatel Lucent	UAE

Hosted Buyer	Country
Bahrain Airport Services	Bahrain
Pakistan Civil Aviation Authority	Pakistan
Oman Airport Company	Oman
Tunisian Civil Aviation	Tunisia
Kirkuk Airport	Iraq
Erbil Airport	Iraq
Civil Aviation Authority Bangladesh	Bangladesh
Royal Saudi Airport	KSA

## Be a Sponsor and Get an Added-Value at the Airport Show 2012

Whatever your event objectives are, sponsorship is an integral part to achieving those goals. Use one of these ways to grab visitor attention before, during and after the event. You can choose from traditional options to tailor-made packages that will meet your requirements as well as the budget and increase your ROI.

### Sponsorship benefits:

- Reinforce brand acknowledgment in the minds of your key customers and attract new clients
- Highlight your presence at the show and drive traffic to your stand
- Raise brand awareness
- Increase your media exposure pre, during and post show
- **Network and source** new customers
- **Support** your sales promotion campaign
- **Build** new and existing client relationships
- **Launch and promote** new products
- **Deliver** a measurable ROI
- **Drive buyers** to your business 365 days a year through [www.theairportshow.com](http://www.theairportshow.com)

## Sponsorship packages at a glance

	Platinum Sponsor	Gold Sponsor	Silver Sponsor
<b>Print Advertising</b>			
VIP invitation cards (around 3,000)	→	→	
Visitor invitation cards (around 100,000)	→	→	→
Newspaper ads	→	→	→
Magazine ads	→	→	→
<b>Venue Branding</b>			
Roll up at entrance of press centre*	→		
Roll up at entrance and posters in registration area*	→		
Branded registration desks at VIP entrance **	→		
Logo on outdoor welcome banners	→	→	→
<b>Online</b>			
Horizontal banner	→		
Video insertion	→	→	
Multi-page unit banner	→	→	→
Logo with hyperlink on website until 2012 event	→	→	→
Logo placement on e-mailers	→	→	→
<b>Press</b>			
Coverage in the pre-show press release	→	→	→
Press interview during the show	→	→	→
<b>Seminar</b>			
Slot in programme to introduce products/services	→	→	→
Logo placement on holding slides of screen presentation	→	→	→
<b>Show Catalogue</b>			
Full page ad	→	→	
Logo placement	→	→	→
Highlighted company profile	→	→	→
<b>Complimentary Tickets</b>			
Cocktail reception	10	7	4
<b>Post Show Report</b>			
Logo Placement	→	→	→
<b>Online Registration</b>			
Visitor registration confirmation message	→	→	→
Logo placement on E-badge	→	→	→

\* 2 desks including production

\*\* In between entrance doors, excluding production

For tailor-made packages to suit your budget and marketing objectives,

please contact Raed El Forkh, T: +971 2 409 0484, M: +971 50 653 1941, E: [raed.elforkh@reedexpo.ae](mailto:raed.elforkh@reedexpo.ae)

## SUPPORTERS



## CONTACT US

We look forward to welcoming you as an event sponsor and a trade show exhibitor at Airport Show 2012!  
**For more information please contact your regional office:**

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## VENUE OVERVIEW

**A new runway for the exhibition** - Dubai International Convention & Exhibition Centre (DICEC)



Airport Show has moved to the highly prestigious Dubai International Convention & Exhibition Centre (DICEC), or previously called Dubai World Trade Centre (DWTC). It will provide all participants with the perfect business environment. The Sheikh Saeed halls complement the existing facility and are supported by the new Trade Centre Plaza that connects the Dubai World Trade Centre metro station with DICEC. The Plaza contains world class amenities including retail, restaurants and coffee shops. **For more information, please visit [www.dwtc.com](http://www.dwtc.com)**

Organised by:



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