

PARTNERSHIP PACKAGES 2024

ILA BERLIN

PIONEERING AEROSPACE



Berlin ExpoCenter Airport

www.ila-berlin.com

BDLI German Aerospace
Industries Association

Messe Berlin



Content

Make Your Mark at ILA Berlin	3
What's New 2024	7
Previous Partners Overview	8
Brief Analysis Visitor Structure	9
Facts and Figures, Media Reach in Numbers	10
Fairgrounds Map	11
Partnership Levels	12
Partnership Options	13
On-site Branding Options	18
Interactive Marketing Options	22
Order Form	24
Contact	25



Make Your Mark at ILA Berlin

Position Your Brand where it belongs – Become a Partner today

Why Partnering?

ILA Berlin – Pioneering Aerospace is a firm fixture in the calendar for anyone working in the field of aerospace technology. As a compact trade event of the industry, trade visitors and exhibitors share their expertise – from civil aviation to defence, security and space, and from major corporations to highly specialized suppliers.

As one of the leading platforms for innovations and new technologies, ILA Berlin brings together the most innovative companies in the aerospace industry. Position your company as a pioneer in the field and establish connections with thought leaders and innovators who solve challenges to drive the transformation of the sector. Be a part of the change and let your company tackle the most significant current challenges.

What ILA Berlin offers:

- Brand placement
- Information of trade visitors
- Information of public visitors
- Customer relationship
- Lead generation
- Generating sales
- Launch of new products
- Showcase innovation
- Recruiting
- Investors relations

73%

of the exhibitors expect a positive **After Fair Business**

83%

of the exhibitors rate the **Quality of Trade Visitors** positively

Impressions of ILA Berlin 2022



Impressions of ILA Berlin 2022



Impressions of ILA Berlin 2022

6





What's New 2024

7

As we gear up for ILA Berlin 2024, we're excited to showcase how each segment of the aerospace industry takes center stage in one of our specialized exhibition halls. At ILA Berlin, content reigns supreme, and we're proud to introduce four dedicated ILA STAGES: Aviation, Defence & Support, Space and Advanced Air Mobility.

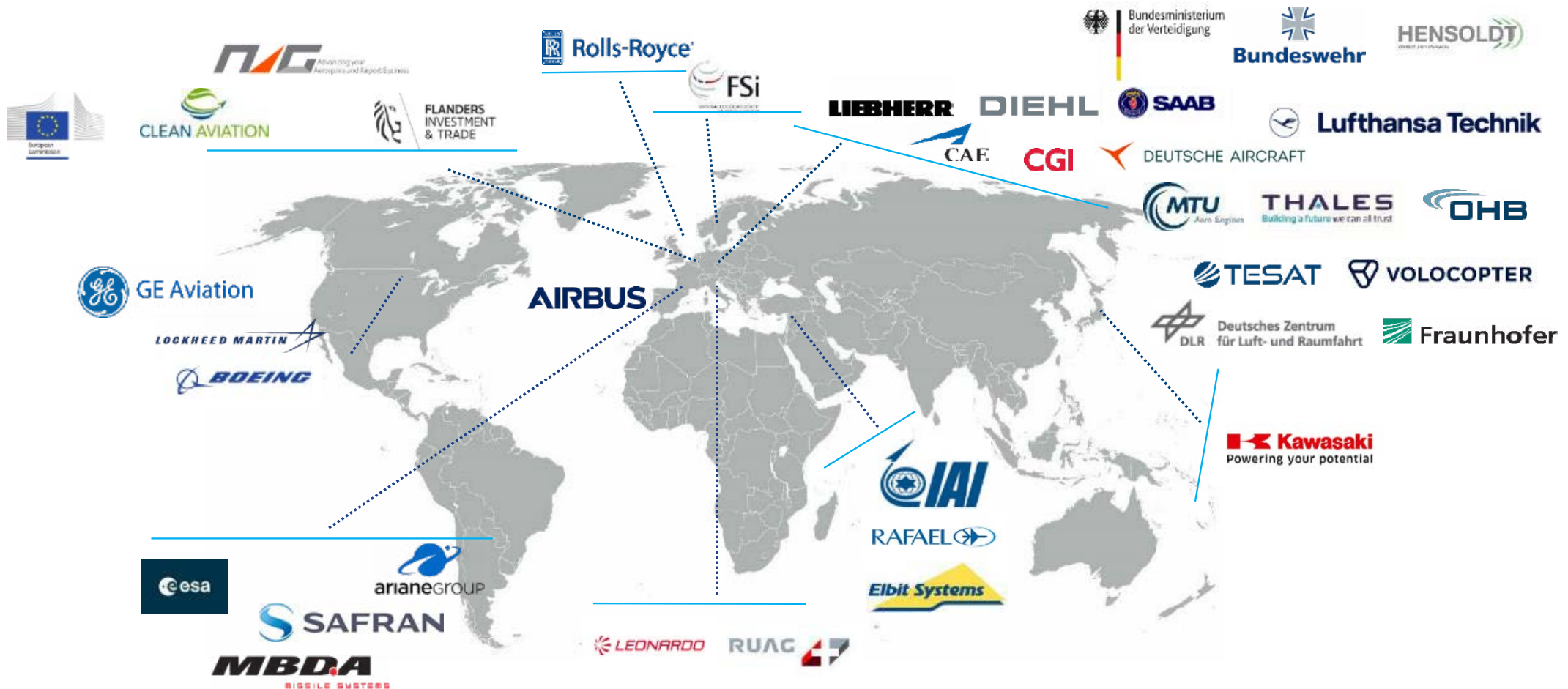
Each **ILA STAGE** offers a rich and informative program, featuring top-notch speakers, engaging panel discussions, and insightful presentations. We believe that knowledge-sharing is crucial to advancing the aerospace industry, and these stages will be hubs of expertise and innovation.

But ILA Berlin is not just about knowledge; it's about fostering meaningful **connections** within the **aerospace community**. Our Networking Program is designed to facilitate targeted matchmaking, connecting like-minded professionals and businesses, leading to collaborations that can shape the future of aerospace.

ILA Berlin has evolved beyond being a classical air show. Our **Flying Display** is a testament to this transformation. It's no longer about sheer spectacle but a focused presentation of selected partners and cutting-edge technology. The display is integrated seamlessly into the scheduled air traffic at the BER Airport, providing a unique and impactful experience.

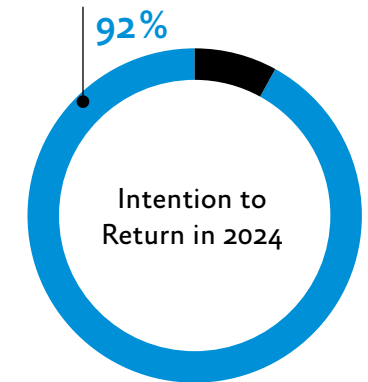
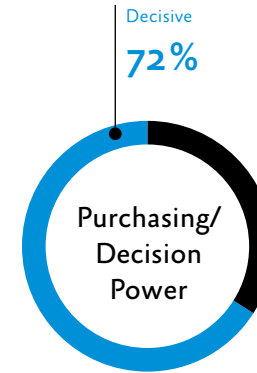
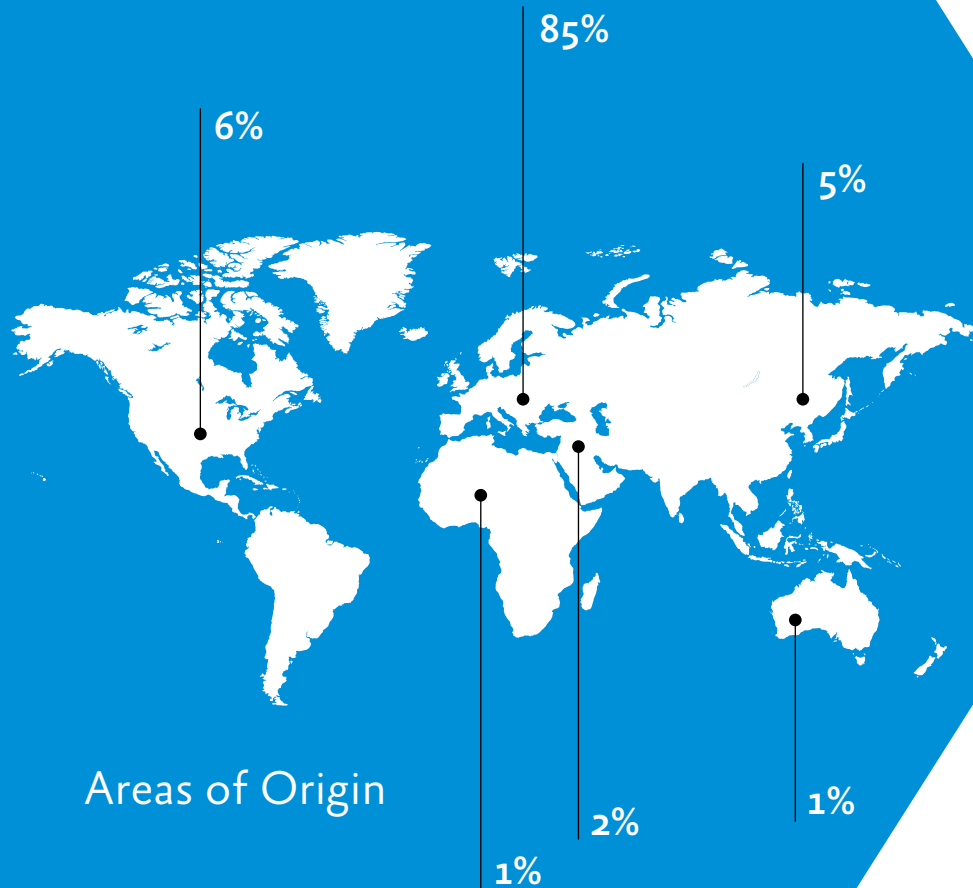
The **ILA Talent Hub** is a hybrid exhibition area that centers around career-related topics. It serves as a connection point for visitors and job seekers to interact with exhibiting companies, both at their physical exhibition stands and on the ILA Digital platform. Additionally, the ILA Talent Hub aims to increase awareness of the industry as an attractive, engaging, and innovative business sector.

Previous Partners Overview



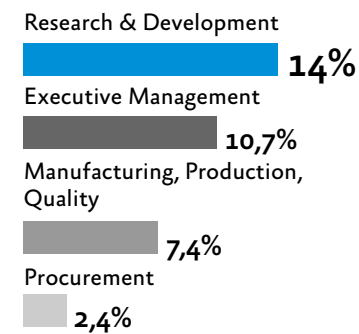
Brief Analysis Visitor Structure

Professional Visitor Survey

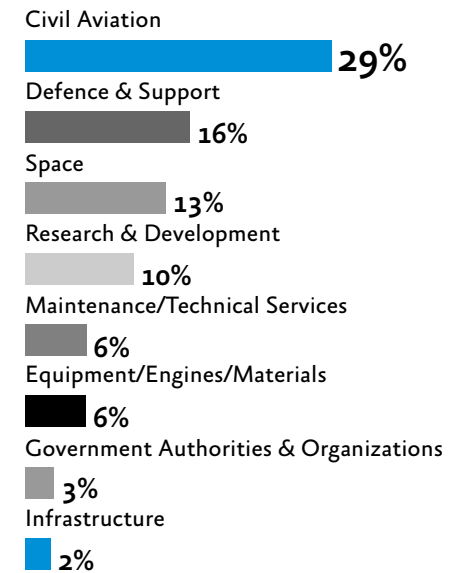


Trade Visitor Background

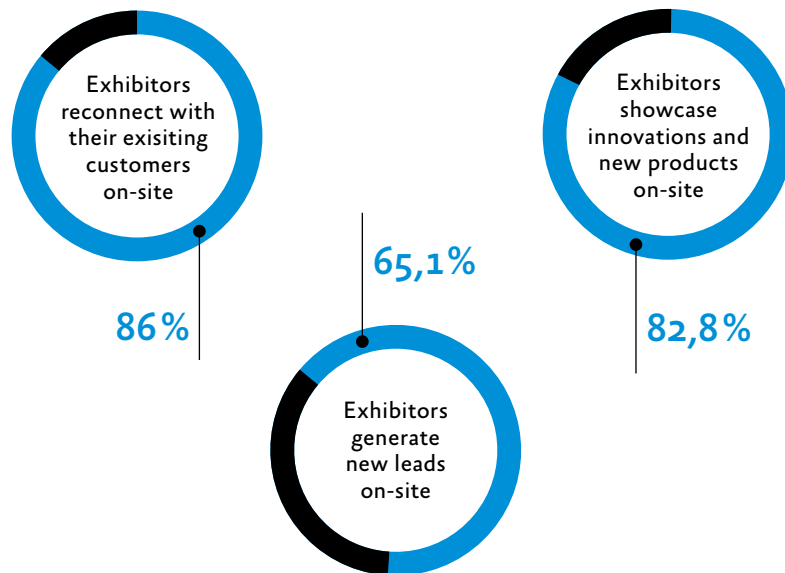
Functions



Industry Sectors



Exhibitors



Individual Deals of up to
>>> 3 million Euro
in size have been finalized on-site.

Press Reach

Reach of press activities
in printed media:

> 89.7 Million
readers (March-June 2022)

Reach of press activities
in online media: more than

> 3,000 articles
were published online
between March-July 2022

Social Media Reach

in 6,400 Followers

f 6,300 Followers

X 5,400 Followers

o 220 Followers
(Account opened in June 2023)

Website Reach



830,000 website visits /
200.000 users during the event in 2022

ILA Berlin 2024 Fairgrounds Map

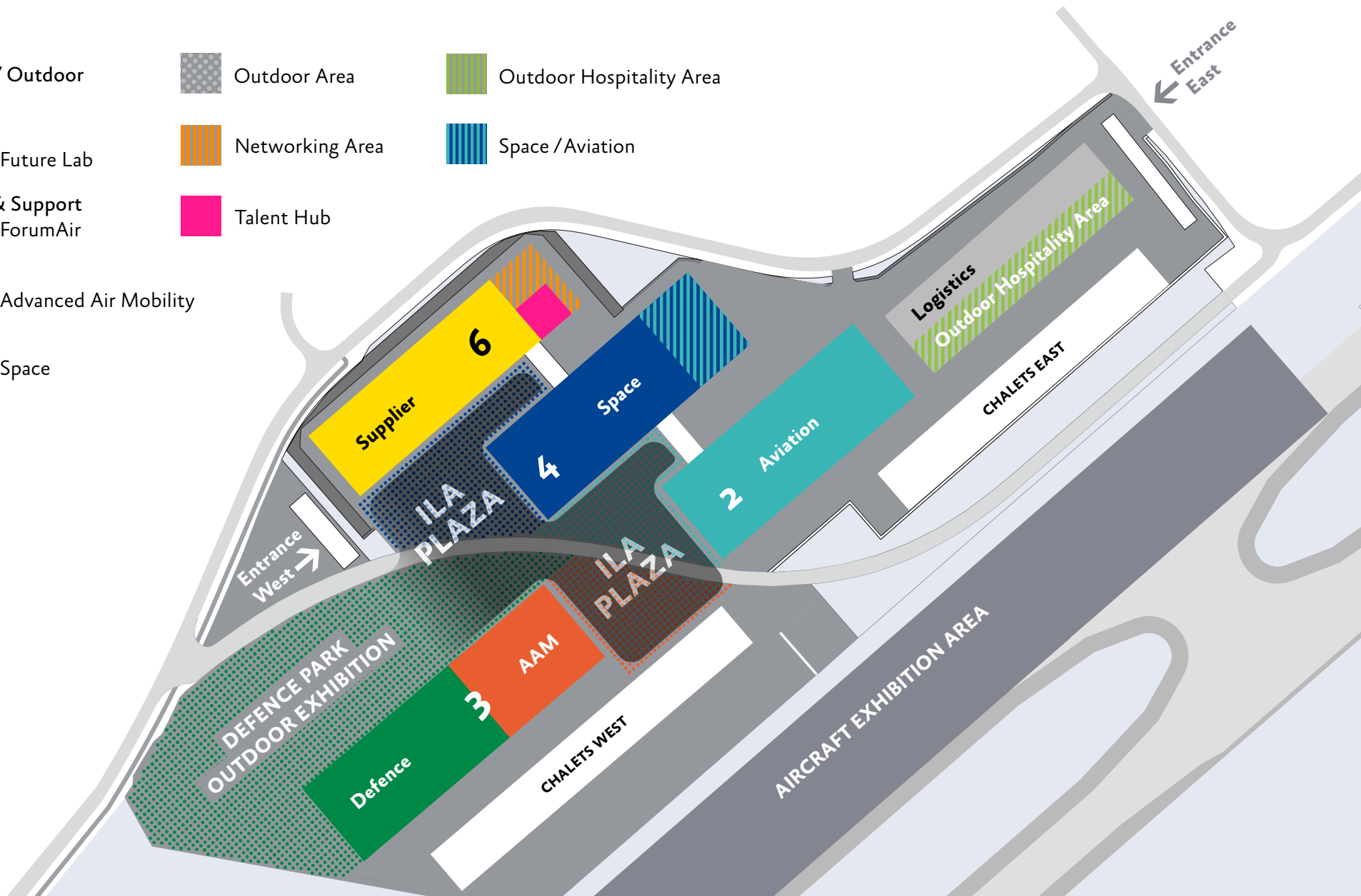
11

ILA Berlin
June 5 – 9, 2024

International Supplier Center ISC
June 5 – 7, 2024

ILA Talent Hub
June 7 – 9, 2024

- | | | |
|---|-----------------|--------------------------|
| Logistics / Outdoor | Outdoor Area | Outdoor Hospitality Area |
| 2 Aviation
ILA Stage Future Lab | Networking Area | Space / Aviation |
| 3 Defence & Support
ILA Stage ForumAir | Talent Hub | |
| 3 AAM
ILA Stage Advanced Air Mobility | | |
| 4 Space
ILA Stage Space | | |
| 6 Supplier | | |



Partnership Levels at a Glance

To achieve the partnership levels listed, the corresponding minimum overall investment must be met. This overall investment can be reached by selecting various sponsoring items from the partnership menu listed on the following pages.

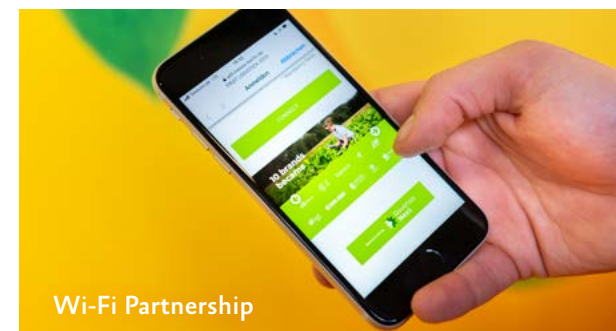
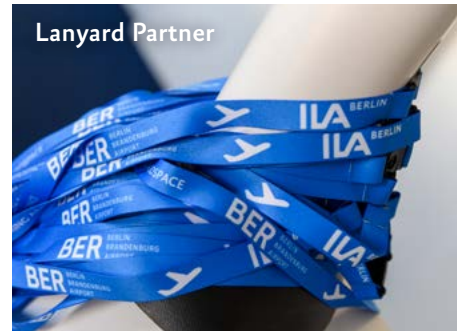
By attaining these levels, companies will also receive **additional complimentary items⁺** as listed.

Level	Minimum invest, net
Titanium Partner Complimentary Items: <ul style="list-style-type: none"> + 10 complimentary Exhibitor Badges + The privilege to purchase exclusive "from TITANIUM" partnerships + A content advertisement featured on ILA's app start page + Exclusive Entrance Banner Branding + Exclusive placement as the main partner in corresponding communications + A top listing on the ILA Digital platform's start page + Company & Story Video linked to your company card on ILA Digital & App + An exclusive announcement on LinkedIn through the ILA Berlin page 	€ 100,000
Platinum Partner Complimentary Items: <ul style="list-style-type: none"> + 8 complimentary Exhibitor Badges + The privilege to purchase exclusive "from PLATINUM" partnerships + A content advertisement featured on ILA's app start page + Company & Story Video linked to your company card on ILA Digital & App + A top listing on the ILA Digital platform's start page + An exclusive announcement on LinkedIn through the ILA Berlin page 	€ 75,000
Gold Partner Complimentary Items: <ul style="list-style-type: none"> + 5 complimentary Exhibitor Badges + The privilege to purchase exclusive "from GOLD" partnerships + A top listing on the ILA Digital platform's start page + An exclusive announcement on LinkedIn through the ILA Berlin page 	€ 50,000

»»» Partnership Options



Partnership Options Highlights



Partnership Options

15

		Details	Price, net	Quantity (please indicate)
Panel Discussion Seat from Gold exclusive ⁺	Participation of a c-level Representative. Incl. one complimentary full registration for the panelist.	on request	€ 15,000	<input type="text"/>
30-Minute Partnership Session from Gold exclusive ⁺	Topic aligned with the overall program. Includes one complimentary full registration for the speaker. Stage and specific slot to be determined.	on request	€ 20,000	<input type="text"/>
Captain's Dinner Partnership from Titanium exclusive ⁺	Exclusive invite-only dinner for 30 thought leaders, includes 4 seats for your company representatives. Branding of the dinner menu cards. Placement of amenities or other promotional materials on the tables. Welcome speech (5 minutes).	on request	€ 35,000	<input type="text"/>
Evening Event Partnership from Titanium exclusive ⁺	Official evening event of the show. Branding of menu cards. Welcome Speech (5 minutes). Placement of amenities or promotional materials on the tables.	on request	€ 50,000	<input type="text"/>
Get Together Partnership Platinum exclusive ⁺	Public and official B2B gathering of the show. Official recognition and acknowledgment of your company as the host of the Get Together on all invitations and materials. Choice of one drink named after your company. You have the selection of: Advanced Air Mobility Get Together, International Supplier Center ISC Get Together, Aviation Get Together, Space Get Together.	on request	€ 20,000 each	<input type="text"/>
Expandable Space Hospitality Lounge	Welcome your clients and prospects personally with a refreshing drink at ILA Berlin 2024 in your exclusive air-conditioned hospitality lounge. This lounge will be positioned in the hospitality area, conveniently located near the east entrance. The lounge comes complete with electricity connections and air conditioning. Additionally, you have the option to book furniture, catering, and any other specific requirements to enhance your hospitality and brand experience.	on request	€ 60,000	<input type="text"/>
Badge Scanner	Retrieve your stand or lounge visitor leads effortlessly by capturing their data using our badge scanners. Once scanned, the data will be instantly available, allowing you to efficiently follow up with potential clients. Say goodbye to time-consuming business card fish bowls.	on request	€ 990 each	<input type="text"/>
Talent Hub Main Partnership from Gold exclusive ⁺	Gain recognition as a promoter of young professionals and talents by becoming the primary partner of our Talent Hub and Talent Initiative on-site. Position your company as a leader in recruiting new talents and igniting their passion for aerospace. The Talent Hub Main Partnership includes: <ul style="list-style-type: none"> • Placement of your company logo on all invites and materials related to the Talent Hub. • On-site branding of the Talent Hub Area. • Hand out of special talent show bags (produced and delivered by the sponsor). • An insert in your Talent Show Bag (to be produced by the sponsor). • Exclusive space within the Talent Hub Area for your company representatives. 	on request	€ 50,000	<input type="text"/>

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the use of my [personal data](#) for all event related communications.

City/Date

Legally binding signature / Company stamp

Partnership Options

16

		Details	Price, net	Quantity (please indicate)
Talent Hub Fellowship	Introducing the Talent Hub Fellowship: Extend a hand to young professionals and talents by providing them with 30 x day tickets, granting access on a day of their choice. As a partner, we'll connect you with these talents by sharing your contact information, allowing them to engage, connect, and foster future positions in your company.	on request	€ 10,000	<input type="text"/>
Barista Station Branding	Choose from various location options on B2B days only. This package includes the provision of 10,000 drinks per day, a badge scanner to let the visitors to be scanned (incl. provision of attendees data) and the option to provide your own coffee cups (to be produced by the sponsor).	on request	€ 20,000 each	<input type="text"/>
Food Truck Branding	Exclusive location on B2B days. This package includes the provision of a badge scanner to let the visitors to be scanned (incl. provision of attendees data), branding of the food truck and the option to provide your own napkins (to be produced by the sponsor).	on request	€ 50,000	<input type="text"/>
Snack Station Branding (Ice Cream, Fruits, Smoothies, Sweets)	Secure an exclusive location on B2B days. This package includes the provision of snacks (number depending on what snacks are served), a badge scanner for visitor scanning (including the provision of attendee data), branding of the snack station, and the option to provide your own napkins (to be produced by the sponsor).	on request	€ 20,000 each	<input type="text"/>
Water Station Branding	Take advantage of the excellent weather at ILA Berlin by offering complimentary water stations. These stations will be frequented by nearly all attendees of the show and can be strategically placed in exclusive locations.	on request	€ 5,000 each	<input type="text"/>
Hostess Shirt Branding	Have your company logo prominently printed on all hostesses and organizer guide t-shirts throughout the entire show. This package also includes the option to brief the hostesses, enabling them to guide interested attendees to your stand.	on request	€ 40,000	<input type="text"/>
Trade Visitor Hotel Amenity Kit	Promote your brand by placing your promotional materials or giveaways in trade visitor hotel rooms before their arrival, creating an early brand experience for them. This package includes 200 room placements in selected hotels by the organizer, including the most important ones.	on request	€ 20,000 per 200 placements	<input type="text"/>
Trade Visitor Bag from Gold exclusive+	Offer trade visitors a useful bag, complete with one of your bag inserts (both the bag and insert to be produced by the sponsor; third-party bag inserts are also possible). Your company-branded bag will circulate among thousands of attendees, providing exposure and visibility for your brand.	on request	€ 50,000	<input type="text"/>
Lanyard Partner	Offer visitors your branded lanyard. The sponsor is required to produce approximately 40,000 - 50,000 lanyards, ensuring they are sustainable or recyclable in line with our eco-friendly initiatives and include the ILA Berlin 2024 show logo. Your company-branded lanyard will circulate among thousands of attendees, providing exposure and visibility for your brand.	on request	€ 45,000	<input type="text"/>

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the use of my [personal data](#) for all event related communications.

City/Date

Legally binding signature / Company stamp

Partnership Options

17

		Details	Price, net	Quantity (please indicate)
Smartphone Charging Stations	Get your brand noticed with a smartphone charging station prominently branded with your logo. The station will be strategically placed in a central location within one of the halls and will be available on all conference days.	on request	€ 15,000	<input type="text"/>
Photo Booth Partnership	Make ILA Berlin a memorable experience for trade visitors by offering a photo booth exclusively on B2B days. This package includes branding on the picture frame, ensuring that attendees leave with a fun and personalized memory of the event.	on request	€ 15,000	<input type="text"/>
Wi-Fi Partnership	Ensure that attendees never forget your company name by making it the password for the on-site Wi-Fi network.	on request	€ 40,000	<input type="text"/>
Buyers Lounge Exclusive Partnership	Elevate your brand presence among the most influential decision-makers on-site by incorporating the Buyers Lounge into your brand experience. This package includes branding of the lounge (as per organizer's placement), 5 access tickets for your company representatives and provides one hostess, along with a badge scanner for visitor scanning (including the provision of buyer data).	on request	€ 70,000	<input type="text"/>
Get-in-Touch Business Lounge Partnership	Elevate your brand presence on-site by incorporating the Get-in-Touch Business Lounge into your brand experience. This package includes branding of the lounge (as per organizer's placement) and provides one hostess, along with a badge scanner for visitor scanning (including the provision of buyer data).	on request	€ 40,000	<input type="text"/>
Press Lounge Branding	Elevate your brand presence among the most influential multipliers on-site by incorporating the Press Lounge into your brand experience. This package includes branding of the lounge (as per organizer's placement) and placement of promotional materials on the working desks.	on request	€ 40,000	<input type="text"/>
Galactic Restaurant Partnership	Elevate your brand presence among the most influential multipliers on-site by incorporating the Galactic Restaurant into your brand experience. This package includes branding of the restaurant (as per organizer's placement), entitlement to provide service staff t-shirts (to be produced by the sponsor) and placement of promotional materials on the tables.	on request	€ 40,000	<input type="text"/>
Shuttle Bus Partnership	Transform the official shuttle bus into your advertising space and associate your brand with a convenient shuttle service on-site. This package includes the placement of your logo and advertisement on a shuttle bus for all show days.	on request	€ 15,000 per bus	<input type="text"/>

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the use of my [personal data](#) for all event related communications.

City/Date

Legally binding signature / Company stamp

»»» On-site Branding Options

June 5 – 9, 2024
»» Berlin ExpoCenter Airport
www.ila-berlin.com



ILA BERLIN
PIONEERING AEROSPACE



STROER

On-site Branding Options Highlights



Branded Flags



Video Walls



ICC Highway Bridge Logo



Advertising Towers



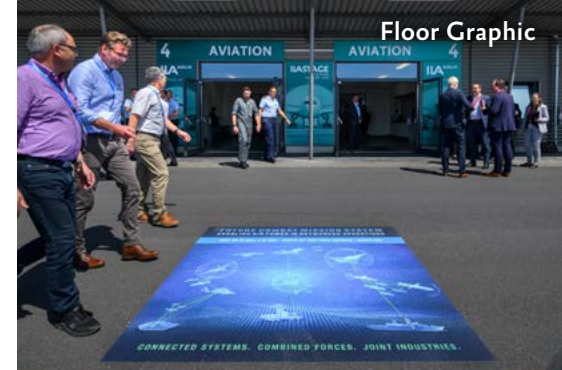
XL Banner



Entrance Banner



Mobile Advertising Balloon



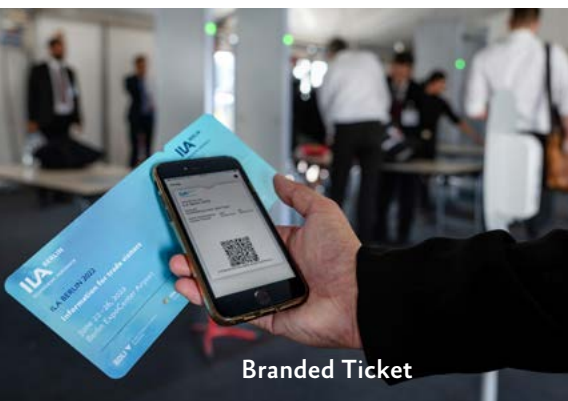
Floor Graphic



Lightbox Branding



Restroom Ad Placement



Branded Ticket











Shadow Bank Branding

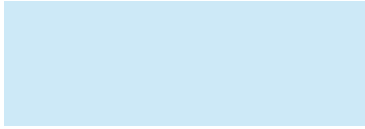
ILA BERLIN

On-site Branding Options

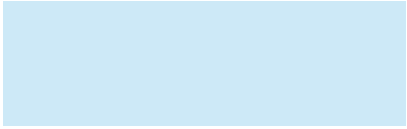
20

		Details	Price, net	Quantity (please indicate)
Entrance Banner	Elevate your brand's visibility with our Entrance Banner partnership. Your logo and branding will be prominently displayed on the entrance buildings across a 6 x 4-meter surface, ensuring that attendees and visitors can't miss your presence as they arrive.	on request	Titanium exclusive benefit ⁺	
ICC Highway Bridge Logo (exclusive)	Claim exclusive recognition with our ICC Highway Bridge Logo partnership. Your logo will take center stage on the giant banner announcing the event, displayed prominently over the main north and southbound highway to and from Berlin. This is your chance to make a lasting impression on all event-goers and travelers.	on request	€ 15,000	
Branded Ticket from Gold exclusive ⁺	Leave an exclusive mark on every attendee with our Branded Ticket partnership. Your logo will enjoy exclusive placement on the event tickets, ensuring that your brand is the first thing guests see as they embark on their event journey.	on request	€ 20,000	
Video Walls	Capture the spotlight with our Video Walls partnership. Secure a time slot to showcase your promotional video on ILA's giant video walls, ensuring that your message takes center stage and captivates the audience. This partnership package includes the opportunity to include one video or presentation in the loop, with a maximum length of 5 minutes per loop, further enhancing your brand's visibility and engagement on the video walls. The video will be played continuously during the opening hours of the show. The frequency of its appearance will be determined by the total number of bookings, guaranteeing recurring visibility and extended engagement with the audience throughout the event.	on request	€ 25,000 All event days	
			€ 20,000 B2B event days	
			€ 10,000 Public event days	
Branded Flags	Elevate your brand with our Branded Flags partnership. You have the opportunity to produce flags that proudly display your logo and message, making a distinct and lasting impression on event attendees.	on request	€ 5,000 per flag	
Floor Graphic	Make your brand stand out with our Floor Graphic partnership. Your custom floor graphic, sized at 2 x 2 meters, will be strategically placed at a location to be confirmed (TBC), ensuring maximum visibility and impact among event attendees.	on request	€ 3,000 per graphic	
ILA Shadow Bank Branding	Embrace the delightful summer season during ILA Berlin. While sunny weather is enjoyable, it can be challenging for visitors in business attire as they explore the exhibits in the radiant sun. Provide a refreshing respite by sponsoring our strategically placed shadow-banks, positioned where natural shade emerges at certain hours of the day. These banks will be fully customized with your branding, and we'll send alerts via the event app to notify attendees when your bank is offering much-needed shade.	on request	€ 2,000 per bank	

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the use of my [personal data](#) for all event related communications.



City/Date



Legally binding signature / Company stamp

On-site Branding Options

21

		Details	Price, net	Quantity (please indicate)
ILA Lightbox Branding	Secure one prominent lightbox branding placement in the Passage Halls, ensuring that your message shines brightly and captivates the passing audience	on request	€ 5,000 per lightbox	<input type="text"/>
Restroom Ad Placement	Maximize your brand's exposure with Restroom Ad Placement! Our strategic locations within the show's restrooms offer a unique and captive audience for your messaging. Take advantage of this exclusive opportunity to make a lasting impression on show attendees while they visit these high-traffic facilities. Your brand will be front and center in the restroom area, ensuring that your message reaches a wide and engaged audience throughout the show.	on request	€ 3,000 per placement	<input type="text"/>
Mobile Advertising Balloons	Elevate your brand's visibility to new heights with our branded advertising balloons strategically positioned at the fairground. Each balloon boasts an impressive 3 meter diameter, ensuring that your message stands out and captures the attention of attendees from all angles. Make a bold statement and let your brand soar above the rest with these eye-catching advertising balloons.	on request	€ 25,000 per balloon	<input type="text"/>
Advertising Towers, 4-sided	Showcase your brand prominently with our branded advertising towers strategically positioned throughout the event venue. Each tower features a 3 x 6-meter banner on all four sides, making it impossible for attendees to miss your message. The price includes rental, handling, and production costs per tower, ensuring a hassle-free and impactful branding opportunity that commands attention from every direction.	on request	€ 20,000 per tower	<input type="text"/>
XL Banner on West Facade	Make a grand statement with our Megabanner placement on the west facade of Hall 4 or Hall 6. Each banner boasts an impressive size of 9.5 x 4 meters, ensuring your brand takes center stage and captivates the attention of all show attendees. Don't miss this exclusive opportunity to showcase your brand in a big way.	on request	€ 20,000	<input type="text"/>
XL Banner on South Facade	Make a bold and commanding statement with our Megabanner placement on the south facade of Hall 4 or Hall 6. Each banner boasts an impressive size of 11.5 x 5 meters, ensuring that your brand stands out prominently and captures the attention of all show attendees. Don't miss this exclusive opportunity to showcase your brand on a grand scale.	on request	€ 20,000	<input type="text"/>

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the use of my [personal data](#) for all event related communications.

City/Date

Legally binding signature / Company stamp

»»» Interactive Marketing Options



Interactive Marketing Options

23

		Details	Price, net	Quantity (please indicate)
Content advertisement on ILA's app start page	Boost your brand's digital presence with our Content Ad on ILA's app start page. Your message will take center stage, captivating users as they launch the app. Additionally, our Home Page banner, linked to a customizable media page, ensures your brand enjoys prime visibility and engagement within the app ecosystem.	on request	Titanium exclusive benefit ⁺	
Push Notifications on ILA Digital	Elevate your engagement strategy with Push Notifications on ILA Digital. Connect with your audience in a personalized manner, ensuring timely and relevant information reaches them directly.		€ 3,500	<input type="text"/>
Top listing on the ILA Digital platform's start page	Secure a prominent presence with our Top-Listing on the ILA Digital platform start page. Your brand will be featured with a dedicated tile, showcasing your logo and image, ensuring a strong and captivating first impression for users.		€ 3,700	<input type="text"/>
Exhibitor overview banner and top-the-list on ILA's website	Stand out from the crowd with our Exhibitor Overview Banner and top-listing on ILA's website. This feature will prominently highlight your presence on the list of exhibitors, ensuring that your brand receives maximum visibility and recognition.		€ 5,000	<input type="text"/>
Company und Story video linked to your company card on ILA Digital & App	Engage your audience on a deeper level with our Company and Story video feature, linked directly to your company card on ILA Digital & App. This interactive experience allows you to connect with attendees through dynamic visual storytelling, creating a memorable and immersive brand experience.		€ 4,200	<input type="text"/>
Sponsor mentioning on ILA's social media channels	Amplify your brand's reach and awareness with Sponsor Mentions on ILA's social media channels. Harness the power of our extensive social media presence to connect with a broader audience and elevate your brand's profile.		€ 2,900	<input type="text"/>
Sponsor & Sandwich-Banner on ILA's website exhibitor overview, platform & App	Make a bold statement with our Sponsor & Sandwich Banner placement on ILA's website exhibitor overview, ILA Digital platform, and app. This high-visibility feature ensures that your presence stands out prominently on the platform and within the list of exhibitors, highlighting your brand's participation in the event.		€ 4,600	<input type="text"/>

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the use of my [personal data](#) for all event related communications.

City/Date

Legally binding signature / Company stamp

Order Form

Please fill out the order form with all necessary company details and send it back signed, including the page with the selected services, to **exhibitor@ila-berlin.de**.

Please note that the availability of individual items is limited.

Billing address:

Company Name

Company Name (to be published)

Address

Contact person

E-Mail

Telephone no.

Cell phone no.

PO no.

VAT Identification no.

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the following signature I confirm that I read and agree to the general terms and conditions of Messe Berlin and ILA Berlin the use of my personal data for all event related communications.

City/Date

Legally binding signature / Company stamp

MEET THE WORLD'S AEROSPACE PIONEERS



EXHIBITOR ZONE



STAND RENTAL
CALCULATOR



Gino Thiel 
Team Lead Sales & Exhibition

T +49 30 3038 4704
gino.thiel@messe-berlin.de
www.ila-berlin.de

Messe Berlin GmbH
Messedamm 22, 14055 Berlin

ILA BERLIN
PIONEERING AEROSPACE

