

Partnership Proposal

Airline Distribution 2005

“The Changing Face of Distribution”

Hosted by:



www.airlinebusiness.com



**Universal Air
Travel Plan**

The global corporate travel payment network.

uatp.com

- *Discover 2005's top trends influencing airline distribution*
- *Leverage the newest technologies and strategies aimed at reducing costs*
- *Learn best practices from leading airline CEO's, executives, travel experts and suppliers*
- *Network*

19-21 April 2005
Bangkok

“There was no Kool-Aid anywhere at the conference, which was sponsored by Universal Air Travel Plan Inc., the corporate travel payment network. For three days, business travel managers and executives from both major and low-cost airlines discussed current issues with remarkable candor.”

*Joe Sharkey, New York Times
18 April 2004*

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Executive Summary

“The Changing Face of Distribution” – hosted by UATP and Airline Business

Airline Distribution 2005 is “the global distribution conference”.

UATP has partnered with Airline Business magazine to present Airline Distribution 2005, 19 – 21 April 2005 at the Marriott Resort and Spa, Bangkok. This conference starts with a networking opportunity at an evening Welcoming Reception followed by two days of in-depth discussions and presentations by CEO’s, other top airline industry executives, business travel experts and suppliers who will address the critical distribution issues facing airlines and the airline industry.

2005 is the inaugural year Airline Business, the industry’s leading boardroom title, joins with UATP in co-hosting its annual distribution conference. Since 2003, UATP has provided an open forum for airline industry executives to exchange ideas and information about the critical distribution issues impacting the airline industry.

Joe Sharkey, New York Times, attended and wrote about Airline Distribution 2004. He captured the spirit of this conference when he wrote: “There was no Kool-Aid anywhere at the conference, which was sponsored by Universal Air Travel Plan Inc., the corporate travel payment network. For three days, business travel managers and executives from both major and low-cost airlines discussed current issues with remarkable candor.”

Learn what is most important among the changing factors in the world of distribution

Industry executives will be on-hand to discuss the changing environment of airline distribution. Executives from leading airlines, GDS groups, industry consultants, CEO’s, corporate buyers and online executives are just a sampling of the panelists and speakers at the event.

Generate leads and new business

Key decision makers from the airline industry will be in attendance;

Seize the opportunity to learn from the industries leaders and to market to prospects.

Walk Away with a Better Understanding and Potential Solutions to the Airline Industry Issues of Today!

The Concept

The Changing Face of Distribution

Airline Distribution 2005 is where industry executives meet for a candid and open look at the sales and distribution issues that are impacting the industry – positively or negatively. This is a global event that focuses exclusively on sales and distribution channels and the effects that the global marketplace has on travel. Executives from airlines, GDS's, corporate buyers, online companies, fraud experts, and technology experts will discuss and inform about the ever-changing market of distribution.

Airline Distribution 2005 is an interactive conference where audience members can contribute to the discussion and meet face-to-face with many of the industry leaders who are solving or working to solve the complex sales and distribution questions facing airlines today. UATP and Airline Business are striving to create a neutral forum where executives from around the world will be able to gather for all-encompassing panels and information sessions about sales and distribution.

Why Airline Distribution?

- *Distribution is a major cost for all airlines*
- *Distribution is shifting – global channels are no longer “traditional”*
- *Online sales are changing the face of distribution*
- *Different models of low cost carriers are impacting network carriers models*
- *Industry challenges – past, present and future challenges will redirect the industry*

The Conference

The battle to lower distribution costs is gaining momentum and airline industry executives are willing to challenge any and all of the current business models in their quest to lower distribution costs and increase profits. New competitors are looking to take away market share from today's GDS providers; while oil prices and world events are adding uncontrollable variables to the delicate balance of airline operations in an era of cheap airfares and major airline restructuring.

Airline Distribution 2005 will focus on the issues affecting all airlines and their suppliers worldwide.

Speakers and panelists will be industry leaders and top executives from across the globe. The conference will highlight case studies and industry overviews including complete financial analyses and best practice scenarios.

During the last three years, the Airline Distribution conference has nearly doubled in attendance. In 2004, registration reached 105 including representatives from 33 airlines. This provided attendees and sponsors a convenient opportunity to network throughout the conference in an informal setting.

There are a limited number of opportunities for sponsorship so please contact marketing@uatp.com with any inquiries.

Conference topics include:

- *CEO Panel*
- *Fraud / Revenue Integrity*
- *GDS – Real Alternatives – Future Analysis*
- *Corporate Buyers – Give Me What I Want!*
- *Developing Successful Online Sales / Site Utilization*
- *Distribution Case Study: New v. Network – The Differences of LCC and Network Models*
- *Industry Financial Analysis – Factors Beyond our Control*
- *A Critical Discussion of Current Fraud Prevention Strategies*

Agenda updates are available for download at uatp.com/distribution2005

Who Will Attend

Senior Executives

- *CEO's*
- *CFO's*
- *Presidents*
- *Chairmen*
- *Vice Presidents*
- *General Managers*
- *Managing Directors*
- *Finance Directors*
- *Strategic Alliance Directors*
- *Technology Directors*
- *Fraud Specialists*

From

- *Network Airlines*
- *Low Cost Carriers*
- *GDS's*
- *Online Organizations*
- *Corporate Buyers*
- *Global Associations*
- *Major Trade Media*
- *Aviation industry consultants*
- *Aircraft manufacturers and suppliers*

Who Should Sponsor and Showcase?

World-class providers who need to market to key decision makers from the global marketplace utilizing a manageable venue that allows for more one-to-one business contact and incorporates your needs with full conference participation, networking opportunities and special breakout sessions for product presentations (available with the purchase of a Solution Session – see sponsorships for details)...

Previous Satisfied Sponsors include:

- *GDS's*
- *Network Airlines*
- *Low Cost Carriers*
- *Aircraft Manufacturers*
- *Technology solutions*
- *Airports*
- *Trade Publications*
- *Trade Organizations*

About UATP and Airline Business

UATP

UATP accounts are actively issued by 15 member airlines and accepted as a form of payment for corporate business travel by more than 200 airlines worldwide. Airlines currently issuing UATP accounts include Aer Lingus, Air New Zealand, Alitalia, American Airlines (NYSE: AMR), Austrian Airlines, British Airways (NYSE: BAB), Continental Airlines (NYSE: CAL), Delta Air Lines (NYSE: DAL), Japan Airlines (NasdaqOTC: JALSY), AirPlus International (Lufthansa German Airlines), Qantas Airways, Ltd., Scandinavian Airlines System, United Airlines (OTC Bulletin Board: UALAQ), US Airways (UAIQ.OB), VARIG Brazilian Airlines.

Airline Business

Airline Business is the industry's leading boardroom and strategic title, providing comment, interpretation and analysis for an audience of senior airline professionals. It has a high-level readership of close to 30,000 executives. Each month the magazine reaches nearly 900 airline boardrooms as well as a host of other key players.

Sponsorship Opportunities

Network Dinner Package - SOLD

Includes:

- *Sole sponsor of Networking Dinner on Wednesday 20 April; cocktails, dinner and entertainment - Hotel Package; other dinner packages may be at an additional expense to the sponsor*
- *Two (2) complimentary hotel rooms for three (3) nights*
- *Five (5) complimentary registrations to the conference*
- *50% off additional registrations*
- *One (1) speaker on panel at the Distribution Conference*
- *An information station in exhibit hall at which company materials may be distributed*
- *Identification (logo/name) in the program (Sponsor provides a print quality digital logo or graphic)*
- *Identification on advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by sponsor)*
- *Company identification on the cover of the attendee packet*
- *Supply of conference programs for your own mailings to promote that you are participating in the conference and to encourage your customers to participate*
- *Conference attendee list (pre- and post conference)*
- *Banner ad on the UATP Distribution Conference Web site and banner ad on HTML email conference invitations (sponsor to supply art)*
- *Signage at the sponsored event*

Sponsorship Investment
USD 15,000

Sponsorship Opportunities

Welcome Reception Package - SOLD

Includes:

- *Sole sponsor of Welcome Reception on Tuesday 19 April; includes cocktails and hors D'ourves (speaking opportunity at event may be requested)*
- *One (1) complimentary hotel rooms for three (3) nights*
- *Three (3) complimentary registrations to the conference*
- *50% off additional registrations*
- *An information station in exhibit hall at which company materials may be distributed*
- *Identification in the program (Sponsor provides print quality digital logo or graphic)*
- *Identification on advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Sponsor provided)*
- *Company identification on the cover of the attendee packet*
- *Banner ad on UATP Distribution Conference Web site (Sponsor to supply digital graphic)*

Sponsorship investment
USD 10,000

Sponsorship Opportunities Lunch Package*

Includes:

- *One (1) complimentary hotel room for three (3) nights*
- *Three (3) complimentary registrations to the conference*
- *50% off additional registrations*
- *An information station in exhibit hall at which company materials may be distributed*
- *Identification in the program (Sponsor provides print quality digital logo or graphic)*
- *Banner ad on UATP Distribution Conference web site (Sponsor provides digital art or graphic)*
- *Identification on advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Sponsor provided)*
- *Company identification on the cover of the attendee packet*
- *Supply of conference programs for your own mailings to promote that you are participating in the conference and to encourage your customers to participate*
- *Registration list (pre- and post-conference)*

**2 packages available: Wednesday 20 April & Thursday 21 April*

*Sponsorship Investment
USD 7,500 each*

Sponsorship Opportunities ***Conference Agenda Advertising***

THE BOOKLET.....

- *Delegate directory to feature program, delegate list, exhibition guide and general information*
- *Advertisements to appear in event program – full page; digital art/graphics supplied by sponsor*
- *Adverts will be four color*

Sponsorship Investment:
USD 2,000 / each

Sponsorship Opportunities Cyber Café

Includes:

- *Sole sponsor of Cyber Café set up in a prominent location outside the conference rooms (Sponsor supplies equipment and Internet connection*)*
- *One (1) complimentary registration to the conference*
- *Identification in the program*
- *Identification on advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by Sponsor)*
- *Signage in front of Cyber Café and on computer tables*

** Note: UATP recommends; five computers with monitors, two printers and router for internet and/or wifi connection as part of this sponsorship. UATP will provide a broadband link from the hotel.*

*Sponsorship Investment
USD 5,000*

Sponsorship Opportunities ***Hotel Keycards Sponsorship - SOLD***

Includes:

- *Sole sponsor of keycards: sponsor to supply art work. UATP will produce with sponsors final approval*
- *One (1) complimentary registration to the conference*
- *50% off additional registrations*
- *Identification in the program*
- *Identification on advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by sponsor)*

Sponsorship Investment
USD 4,500

Sponsorship Opportunities

Lanyard Sponsorship

Includes:

- *Sole sponsor of Lanyard: sponsor to provide lanyards with UATP approval*
- *One (1) complimentary registration to the conference*
- *Identification in the program*
- *Identification on advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by Sponsor)*

Sponsorship Investment
USD 4,000

Sponsorship Opportunities

Coffee Break Sponsorship

Includes:

- *Sole sponsor of Conference coffee breaks*
- *One (1) complimentary registration to the conference*
- *Identification in the program*
- *Identification on all advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by Sponsor)*
- *Signage at event sponsored*

Sponsorship Investment

1 for USD 3,500

2 for USD 5,500

3 for USD 6,500

4 for USD 7,500

Sponsorship Opportunities

Welcome Bag Sponsorship - SOLD

Includes:

- *Sole sponsor of Conference Welcome Bag: sponsor to provide bags with UATP approval*
- *One (1) complimentary registration to the conference*
- *Identification in the program*
- *Identification on all advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by Sponsor)*

Sponsorship Investment
USD 3,500

Sponsorship Opportunities

Solution Sessions (special 45 minute sales opportunity during lunch)

2 AVAILABLE

Includes:

- *Two (2) complimentary registrations to the conference*
- *50% off additional registrations*
- *Attendee list for sponsor to send out personal invitations (pre- and post-conference)*
- *Identification in the program*
- *Meeting space with chairs and podium. Audio/visual and Internet connection or other presentation needs will be billed at hotel rates. UATP can assist in coordinating presentation needs.*
- *Identification on all advertising for the conference, including logo on Web site, link and logo/name in program*
- *Inclusion of company favors in the attendee Welcome Bag (Provided by Sponsor)*

Sponsorship Investment
USD 7,000 / each

Sponsorship Opportunities ***Banner Ad***

Includes:

- *Identification in the program*
- *One (1) complimentary registration to the conference*
- *Identification on all advertising for the conference, including logo on web site and logo/name in program*
- *Banner ad to be placed on UATP Conference page as well as on all HTML email communications/invitations to prospective participants*

Sponsorship Investment
USD 2,000 / each

To secure a sponsorship package or request more information, please contact Dawn Udy at dudy@uatp.com or +1 (202) 626-4086