

ROYAL  
AIR FORCE  
**AIR  
POWER**  
Official Conference

Conference  
17-18 June 2010  
London, UK



“ *Air Commodore Mark Roberts, Air Commodore Air Staff said: RAF Air Power Conference 09 provided an outstanding forum where we were able to share our understanding of the role of air power with leaders and opinion formers from across government, the military and industry. We aim to build on this success by using the RAF's flagship conference for 2010 to engage a similarly wide-ranging audience, at a very challenging time for defence, to debate and explore how air power can be used most effectively to secure our national interests...* ”

OF5 or above?  
Attend for FREE

## Partnership Opportunities at Official RAF Air Power Conference 2010

The Shephard Group is pleased to announce that for the second consecutive year they have been selected to deliver the RAF Air Power Conference.

Organised by:



Supported by:



Partners:



FINMECCANICA

Media partners:



For all event updates visit [www.shephard.co.uk/events](http://www.shephard.co.uk/events)



## The RAF and Shephard join forces

# Two-day conference

“...As an air force, the RAF has been at the forefront of operations continuously for the last 19 years; RAF APC 10 will play a key role in helping us to establish how we can continue to deliver critical air and space capabilities across the entire spectrum of conflict both now and in the future.”

The Shephard Group has been selected to deliver the RAF Air Power Conference. This global event is an opportunity for air force leaders to gather and share their experiences of evolving strategies, capabilities and operations.

### The past event attracted the following:

78 Squadron	Marketing Manager
ACOS SPP	MD, Typhoon Mission System & Intl Programmes
ADC to Commander RNLAf	Media Representative
Business Development Director	Member of Parliament
Chief Executive	Military Requirements, Military Air Solutions
Chief of Material Land	NAMSA Codification Branch
Chief of Materiel (Air)	OC 28 Squadron
Chief of the Air Staff	Officer Commanding, RAF Spadeadam
Chief Test Pilot	President, Aircraft Systems Group
Commander German Air Force Air Operations Command	Professor
Commander Royal Netherlands Airforce	Reaper Programme Manager
Defence Attaché	S02 OPS
Deputy Director, Africa, Trade Development	Senior Defence Advisor
Director ISR Programmes	Senior Research Fellow
Director Military Requirements (Fast Jet)	Senior Vice President, Training
Director UK Govt Relations, Military Air Solutions	SFAC
DLS (RAF)	Shadow Defence Minister
Editor	SO1 A4 Harrier
Flight Commander	SO2 APD
Head Australian Defence - London	SO3 AP
Head of Joint Doctrine Air & Space	Special Advisor to Chief of Air Staff
Honorary Inspector General	Special Advisor to UK MD
Inspector	Squadron Commander
ISTAR Capability Manager	Staff Officer Combat Effectiveness
ISTAR Liaison Officer	Staff Warfare Officer - ISR
JARIC Support	Station Commanders
Liaison Officer (France)	UK National Codification Bureau
Logistics Manager	Vice-President - London Operations
London Bureau Chief	Westminster Scottish National Party Leader
Managing Director, Nimrod	

Past partners include:

**BAE SYSTEMS**



**Rolls-Royce**

**Raytheon Systems Limited**

*Customer Success Is Our Mission*

### Who will attend?

- Chiefs of Air Staff
- Operational Commanders
- Armed Forces Officers and Pilots
- Government Officials
- Procurement Officers
- Military Weapons Advisors
- Research and Development Leaders
- Systems Technicians and Engineers
- Project and Programme Managers
- Aerospace Engineers
- Strategists, Analysts and Consultants
- Defence Attachés




For all event updates visit [www.shephard.co.uk/events](http://www.shephard.co.uk/events)

# Partnership Opportunities

## Gala Dinner – at the end of Day One

Sponsored by 

## Speakers' Dinner – at the end of Day One OR the Day before the Conference

Sponsored by BAE Systems 

## Official Drinks Reception – at the end of Day One

Sponsored by Boeing Defence UK 

## Registration and Refreshments on Arrival on Day One

The Registration Desk at the Conference will be the first port of call for all event participants (delegates/speakers/visitors/exhibitors) where they collect their conference badge & documentation before they proceed into the exhibition for their refreshments on arrival. This provides an ideal opportunity to place your name in front of delegates. Special signage at each serving point provides strong visibility for the partner.

Partnership includes:

- Official "Registration and Refreshments on Arrival" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 12 m<sup>2</sup> exhibition booth space (3m x 4m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at Registration Desk
- Company logo on signage at Refreshments on Arrival
- Opportunity to distribute your company's literature at the Registration Desk
- 4 invitations to the Gala Dinner (subject to Gala Dinner taking place)
- 1 invitation to the Speakers' Dinner

Partnership fee is £15,000

## Host Partnership Opportunities

### Pre-Conference Workshop

A unique opportunity to partner a pre-conference workshop at the event, which offers the perfect platform to reiterate your presence in the market place and highlight your products and services to a captive audience of key decision makers. All conference delegates will be offered the opportunity of attending the pre-conference workshop on a complimentary basis.

The workshop would take place on the day before the two day conference programme. There would be a buffet lunch served at 13.00 and the workshop would start at 14.00 and run until 17.00. There would be approximately 2 1/2 hours presentation time allowing for food and a refreshment break. Delegates will be invited to attend and use the workshop as a discussion forum with a panel of up to four imminent speakers drawn from industry and operator/end users chosen by the partner.

Partnership includes:

- Official "Pre-Conference Workshop" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (2m x 3m)
- 4 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Workshop Room hire, food and beverage
- AV consisting of screen, LCD projector and two microphones
- Administration and staffing for workshop
- Opportunity to distribute your company's literature during the workshop only
- Company logo on signage at pre-conference workshop
- 1 invitation to the Speakers' Dinner

Partnership fee is £15,000

## Delegate Lanyards

---

Presented to every delegate attending the conference, the delegate lanyard offers a long-term promotional opportunity. In particular the inclusion of the partner's logo makes this an attractive souvenir item. Every single participant at the event will be carrying your company logo around with them.

Partnership includes:

- Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on delegate lanyards
- 1 invitation to Speakers' Dinner

Partnership fee is £10,000

## Delegate Folders

---

Presented to every delegate attending the conference, the delegate folder, containing a pad of paper and a pen, offer a long-term promotional opportunity. The inclusion of the partner's logo makes these an excellent souvenir item.

Partnership includes:

- Official "Delegate Folder" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on conference folders
- Opportunity to include company brochure in conference folders
- 1 invitation to Speakers' Dinner

Partnership fee is £12,000

## Delegate Bags

---

Sponsored by  **FINMECCANICA**


## Lunch Breaks – Day One & Day Two available

---

Partnership of the 90-minute lunch breaks on each day of the conference provides an ideal opportunity to make a special impact and place your name in front of delegates during the event. Special signage at each serving point links the partner to the lunch.

Partnership includes:

- Official "Lunch Break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company logo on signage at lunch break
- Company logo on napkins at lunch break
- 1 invitation to Speakers' Dinner

Partnership fee is £10,000 per day Day 1 sponsored by 


## Refreshment Breaks – Day One & Day Two available

---

The Partnership of the two Refreshment Breaks on each day (mid morning and mid afternoon) of the conference provides an ideal opportunity to place your name in front of delegates during the event. Special signage at each serving point provides strong visibility for the partner.

Partnership includes:

- Official "refreshment break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 3 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- 1 invitation to Speakers' Dinner Company logo on signage at refreshment break

Partnership fee is £10,000 per day Day 1 sponsored by 

## Internet Area

---

A vital source of contact and information for speakers, delegates and attendees, conveniently located outside the conference room for ease of access.

Partnership includes:

- Official "Internet Area" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 2 complimentary delegate places for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Internet area with the partner's logo as a screensaver, and the area clearly signed and branded with the partner's logo
- Opportunity to distribute branded mouse mats / pens by the internet area (provided by partner)
- 1 invitation to Speakers' Dinner

Partnership fee is £8,000

## Event Guides

---

Presented to every delegate attending the conference, the official Event Guide contains the programme, speakers' biographies, attendee list, exhibition floorplan & details on exhibitors/sponsors. This is an ideal opportunity to insert your company's promotional message by placing advertising on the back cover.

Partnership includes:

- Official "Event Guide" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 6 m<sup>2</sup> exhibition booth space (3m x 2m)
- 1 complimentary delegate place for the two-day conference
- Additional delegate places for your company personnel at a discounted rate
- Unlimited complimentary exhibitor visitor passes to give to your top existing/potential clients
- Company advert on the back cover of the Event Guide (sent to The Shephard Group upon signature of the contract)
- 1 invitation to the Speakers' Dinner

Partnership fee is £6,000

To discuss exhibition and partnership opportunities contact James Grant on  
+44 (0)1753 727019 or [jsg@shephard.co.uk](mailto:jsg@shephard.co.uk)