



Roskilde Airshow 2023

Copenhagen Airport • Roskilde • 18-20 August

Friday 18.august 18:00-22:00 Saturday 19.august 10:00-17:30 Sunday 20.august 10:00-17:30

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Airshow 2017







Airshow 2019



Testimonial from Spar Nord Bank

The decision for us to attend Roskilde Airshow 2017 was right!

During the event we had several customer events, one with more than 50 customers for dining, as well as flying lectures combined with the unique twilight Airshow. Our stand, centrally placed, was visited by many current and potential customers, and it generated a larger number of leads.

The collaboration with the organizers was extremely professionally, very smoothly and foundation for success.

See you again in 2019

Kasper Bæk, Director, Spar Nord Roskilde

Best AIRSHOW in Denmark ...

STRENGTHENING RELATIONSHIPS WITH PARTNERSHIP ...

We offer you a variety of parnership levels designed to fit any marketing budget. Whether your company goals focus on marketing, community visibility, customer entertainment, or company morale, the Roskilde Airshow can help you reach them!

Your partnership will also support aviation education in Roskilde Flying school through Roskilde Flying Club. The flying school is an inspiration for pilots in all ages to achieve their goals.

EXPOSURE - through the best Airshow in Denmark

HOSPITALITY - VIP experiences for your customers

NETWORK - get connected with other business people

ADVENTURES - strengthen unity among your employees



WWW AIRSHOW DI

PARTNER **OPPORTUNITIES**

Specification	Exhibitor	Bronze	Silver	Gold	Platin
LOGO on official website				• "	•
AD in program*			1/2 page	1/1 page	X page
LOGO on all posters**		•	•	•	•
LOGO in iprogram***		•	•	•	•
Rights to distribute "give-aways" on the exhibition grounds			•	•	•
Rights to distribute "give-aways" at entrance/dedicated buses				•	•
Rights to use official Airshow logo in marketing material		•	•	•	•
Rights to organize BtB events at the Airshow			•	•	•
Booth at the exhibit area (sq.m) (Tent not included)	15	20	50	100	X
Day Access passes	2	25	50	75	X
First Class Event tickets (amount)		1	2	4	х
Discount First Class Event tickets		15 %	15 %	15 %	Х
Day Business Class Parking passes			5	10	Х
15 sek. Ads in event-radio				•	•
Deposit Euro 134 for cleaning of exhibit area included	•	•	•	•	•
Price EURO:	See page 10	2450.00	4750.00	6775.00	?

^{*)} ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)

^{***)} Logo's received after July 1st. Further information page 12



Flexibility is the key word ...

The above opportunities for partnership, is not definitive. You might have a good idea of how your company and Roskilde Airshow can support each other?. Therefore you are most welcome to contact us regarding a different or adjusted partnership package.

^{**)} Logo's must be send at the latest May 1st. (please send to: media@airshow.dk)

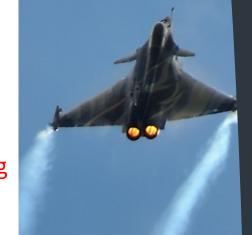
WWW.AIRSHOW.DK

PLATIN PARTNER

TOTAL FLEXIBILITY

Individual pricing

Individ	ual pr
Specification	Platin
LOGO on official website	•
AD in program*	X page
LOGO on all posters**	•
LOGO in program***	•
Rights to distribute "give-aways" on the exhibition grounds	•
Rights to distribute "give-aways" at entrance/dedicated buses	•
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	•
Booth at the exhibit area (sq.m)	X
Day Access passes	X
First Class Event tickets (amount)	х
Day Business Parking passes	х
Discount First Class Event tickets	х
15 sek. Ads in event-radio	•
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	?



*) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)

Airshow 2009



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^{***)} Logo's received after July 1st. Further information page 12

GOLD PARTNER

GOLD OPPORTUNITIES AND COMMUNICATION WITH LIVE **AUDIENCE**

Specification	Gold
LOGO on official website	•
AD in program*	1/1 page
LOGO on all posters**	•
LOGO in iprogram***	•
Rights to distribute "give-aways" on the exhibition ground	•
Rights to distribute "give-aways" at entrance/dedicated buses	•
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	•
Booth at the exhibit area (sq.m) (Tent not included)	100
Day Access passes (amount)	75
First Class Event tickets (amount	4
Day Business Parking passes	10
Discount First Class Event tickets	15 %
15 sek. Ads in event-radio	•
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	6775,00



*) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)

) Logo's must be send at the latest May 1st. (please send to: media@airshow.dk) *) Logo's received after July 1st.

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SGT. WILSONS ARMY SHOW



WWW.AIRSHOW.DK

SILVER PARTNER

SILVER OPPORTUNITIES AND COMMUNICATION WITH LIVE AUDIENCE

Specification	Silver
LOGO on official website	
AD in program*	1/2 page
LOGO on all posters**	•
LOGO in program***	•
Rights to distribute "give-aways" on the exhibition ground	•
Rights to distribute "give-aways" at entrance/dedicated buses	
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	•
Booth at the exhibit area (sq.m) (tent not included)	50
Day Access passes	50
First Class Event tickets (amount)	2
Discount First Class Event tickets	15 %
Day Business Parking passes	5
15 sek. Ads in event-radio	
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	4750.00



JAS 39 Gripen

- *) ad received at the latest July 1st., 1/2 page (h x w) = 70x100 mm., 1/1 page (h x w) = 140x100 mm. (in program max 2 x Gold ads (1/1 page) and 2 x Silver (1/2 page)
- **) Logo's must be send at the latest May 1st. (please send to: media@airshow.dk)
- ***) Logo's received after July 1st.

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Danish Airforce - Airshow 2019, Solo Display.



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BRONZE OPPORTUNITIES AND COMMUNICATION WITH LIVE AUDIENCE

BRONZE PARTNER

Specification	Bronze
LOGO on official website	
AD in program*	
LOGO on all posters**	•
LOGO in program***	•
Rights to distribute "give-aways" on the exhibition ground	
Rights to distribute "give-aways" at entrance/dedicated buses	
Rights to use official Airshow logo in marketing material	•
Rights to organize BtB events at the Airshow	
Booth at the exhibit area (sq.m) (Tent not included)	20
Day Access passes	25
First Class Event tickets (amount)	1
Discount First Class Event tickets	15 %
Day Business Parking passes	
15 sek. Ads in event-radio	
Deposit Euro 134 for cleaning of exhibit area included	•
Price EURO:	2450.00

RED ARROWS—Roskilde Airshow i 2009. .

Chairman Per Faldborg Olesen, gives lecture at the Spar Nord exhibitor stand.





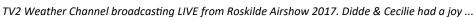


FIRST CLASS EVENT



COMBINE AIRSHOW ADRENALIN WITH SPOIL —REMEMBER THAT EXPERIENCE RELATED TO CUSTOMERS. FRIENDS & EMPLOYEES MAKE A HUGH IMPRESSION WHEN WE STIMULATE ALL SENSES.

Ydelse	First Class
Business Parking	•
First Class Admission	•
Access to First Class area (tent)	•
Access to First Class "flightline" area	•
Catering	•
Price EURO: Fridag	94,00
Price DKK: Saturday or Sunday	101,00





WWW.AIRSHOW.DK

EXHIBITOR

OPPORTUNITIES AND COMMUNICATION WITH LARGE LIVE AUDIENCE 3 DAYS



Specification	Exhitor / EURO
Booth at the exhibit area (sq.m) (Tent not included)	15
Day Access passes	2
Exhibitor, location BLUE	1.100.00*
Exhibitor, location GREEN	550.00*
Non-profit organization, location BLUE	410.00
Non-profit organization, location GREEN	240.00

^{*)} Deposit Euro 134 for cleaning of exhibit area included, if exhibit area is returned in orderly fashion, we will refund the deposit.



WWW.AIRSHOW.D

Partnership

CREATING A QUALITY DIALOGUE BETWEEN A BRAND AND ITS POTENTIAL CUSTUMERS CAN BE ARCHIEVED BY MOVING AWAY FROM TRADITIONAL FORMS OF ADVERTISING AND BY EXPERIMENTING WITH A DIFFERENT AND A MORE EFFECTIVE MARKETING CHANNEL—AIRSHOW PARTNERSHIP

Happy Jens Maaløe, CEO TERMA, after "sightseeing" in F-18 Super Hornet



Airshow 2009



Ads







Colors

4-color CMYK. Other color systems (ex. Pantone or RGB) have to be converted to CMYK.

File

Adobe Illustrator Artwork (AI) or pdf.

Text

Created outline in AI filformat

Pictures/logos

At least 350 dpi.

Filename

To avoid misunderstandings, all files have to be named with following: name_company_sponsor package_year

Final design

If material is received and do not fulfill the above, the sponsor will be invoiced for time spend to correct.

Ad format in program

1/2 page (h x w) = 70 x 100 mm. 1/1 page (h x w) = 140 x 100 mm.

Deadline

Program - July 1st. Posters - May 1st.



Airshows are one of the biggest Spectator events in Europe, in fact if the figures are correct, its the second largest event category after Football. Airshows and Air Displays range in size, location and intent, however all are aimed at providing entertainment using aircraft as the medium of choice. Since its earliest days, aviation has been a spectacle for the public, from humans taking to the air in Balloons, through to conventional powered flight and now into direct human flight and even the world of Unmanned Air Systems. Each year Millions flock to locations and events around Europe to continue the traditions started by their ancestors years ago, to watch, experience and learn more about aviation. The key is that each event is conducted safely and without incident.

Roskilde Airshow is memeber of European Airshow Council to support safety on the ground as well as in the air.

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www.facebook.com/roskildeairshow



www.airshow.dk

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Become part of a UNIQ AIRSHOW ...