

SPONSOR & EXHIBITOR INFORMATION



YOUR SOURCE for Year-Round Exposure
within the Commercial Aviation Community

ISTAT

MAXIMIZE YOUR EXPOSURE WITH ISTAT

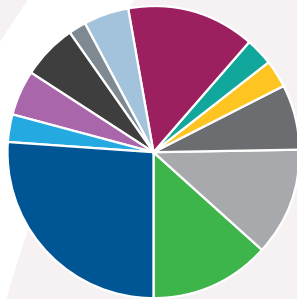
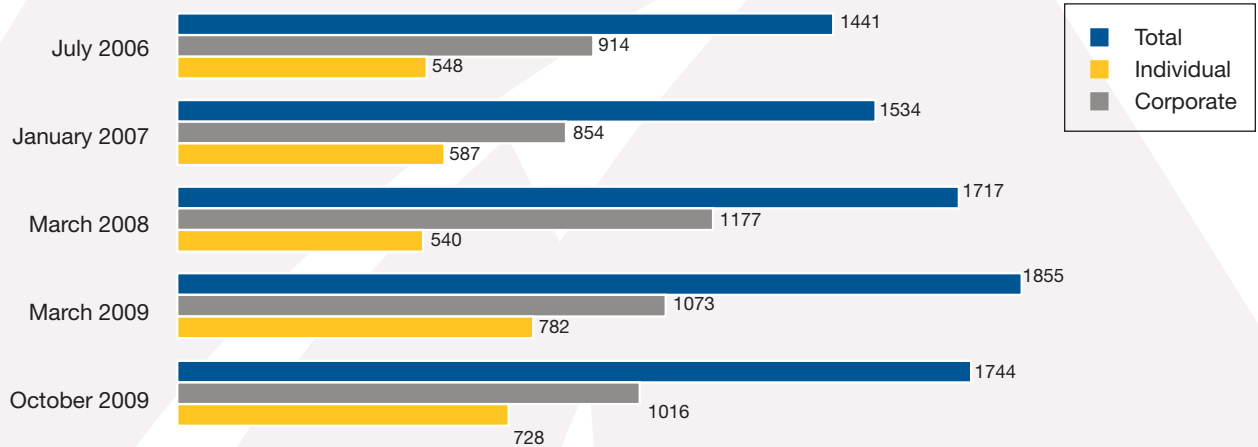
WHAT?

The International Society of Transport Aircraft Trading (ISTAT), is a non-profit organization with goals to promote interest in aeronautics, act as a forum amongst professionals and companies in the aviation industry, and provide services to its members. Founded in 1983 by a small group of industry individuals, today ISTAT has over 1,700 members from around the globe. Individual and corporate members represent all segments of the aviation industry including airframe and engine manufacturers, suppliers, financiers, lessors, investors, government agencies, consultants and law firms.

WHO?

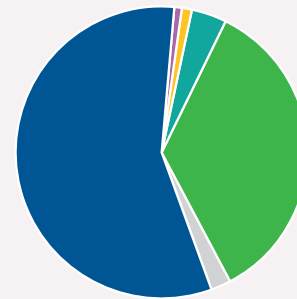
ISTAT members are individuals and companies representing all facets of the aviation industry from all over the globe.

Membership Breakdown by Date



Conference Attendance Breakdown by Specialty*

Airline/Personnel/Cargo	14%
Appraiser	3%
Broker	3%
Consultant	7%
Finance	12%
Other	13%
Lessors	26%
Legal	3%
Maintenance	5%
Manufacturers	6%
Overhaul	2%
Trader	6%



Membership by Area

Africa	4%
Asia	35%
Europe	2%
Middle East	57%
North America	1%
Pacific	1%
South/Latin America	0%

*Based upon 2008 and 2009 Annual Conference registration data.

HOW?

ISTAT provides an excellent touch point for its members to gain insights and the latest news regarding the aviation industry. Among its many member services, ISTAT serves as an industry resource to:

- Establish and promote standards for many aspects of the purchase or sale of commercial transport aircraft, including appraisals and a code of ethics.
- Serve as the official voice for the entire commercial transport aircraft secondary marketplace.
- Certify professional appraisers and offer an on-going educational program.
- Act as a centralized coordinator of information and data helpful to its members.
- Act as a driving force in promoting the image of its members to people outside commercial transport aircraft secondary markets.
- Afford its members professional status for employing the highest ethical practices in business.



WHERE?

ISTAT holds two conferences per year, the ISTAT Annual Conference taking place each spring in North America and the ISTAT European Conference taking place each fall. Both conferences have consistently featured well-known, dynamic speakers that cover timely industry issues making them the premier venues in the industry. Past speakers have included industry leaders Doug Parker, Bob Crandall, Steve Hazy, Gordon Bethune, Henry Hubschmann, John Leahy, Bob Morin.

ISTAT's conferences are also known for their excellent industry networking opportunities. In 2008 and 2009, the North American Annual Conference was attended by over 1,000 delegates each year while the 2009 European Conference had over 400 in attendance. These individuals come from around the world and represent literally every facet of the aviation industry. The ISTAT Award is also presented each year at the Annual Conference Gala Dinner. Recipients include such industry icons as Herb Kelleher, Fred Smith, Joe Sutter, Wolfgang Mayrhuber and Steve Hazy.

In addition, ISTAT also holds receptions at various prestigious industry events such as the **Paris, Dubai, and Farnborough International Airshows**. These exclusive receptions are free for ISTAT members and offer excellent industry networking opportunities.

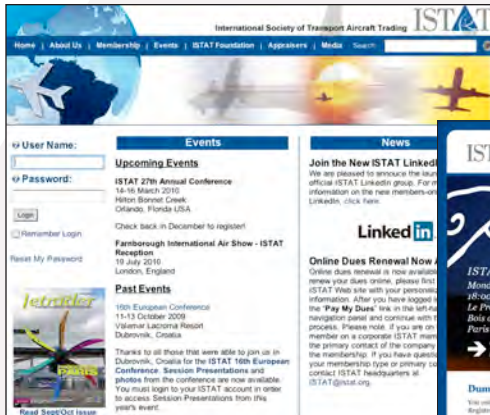


LET ISTAT BE YOUR RESOURCE

ISTAT conferences and receptions provide excellent, up-close exposure to a large, concentrated audience of people who build, buy, sell, support, finance and invest in the commercial airline industry. What helps make ISTAT events so attractive are the consistently low member registration rates, kept low by design in part due to the support of our sponsors.

ISTAT works very hard to provide your organization with maximum exposure before, during, and after each of our events. There are several opportunities available for you to reach out to a vast collection of members from online presence, to signage on-site during our events; ISTAT can offer something to anyone wishing to reach this audience.

- Exposure of your company's logo and products is available through premium placements on the **ISTAT Web site** pages specifically related to your sponsored event.



A



B

- Pre-conference **promotional emails** sent to the entire ISTAT database of 2,500+ aviation industry executives provides mobile exposure for those ISTAT members constantly on the go.

F



D



E

- Advertising opportunities and logo exposure in on-site **print collateral** provide endless exposure as attendees return home with conference keepsakes.

INDEX:

- A ISTAT Web site
- B ISTAT E-mail Blast
- C Exposure in General Sessions at ISTAT Events
- D Event Signage
- E Hotel Door Hanger
- F Printed Event Collateral
- G Hotel Room Key



- **On site exposure** in the vast General Session room, on signage through the event venue, as well as various sponsorship opportunities related to event receptions and registration all provide touch points for your company throughout the week's activities.



D



G



F