



2011

# AIR TRAFFIC MANAGEMENT: LATIN AMERICA

22 - 23 November 2011 • Rio de Janeiro, Brazil

Strategic, technical and operational strategies for  
developing Latin America's future airspace

[www.atm-latam.com](http://www.atm-latam.com)

## STRATEGIES FOR GOVERNMENTS, AIR TRAFFIC CONTROLLERS, AIRPORT OPERATORS AND AIRLINES TO MANAGE INCREASING CAPACITY DEMAND

- Created by an Advisory Board featuring the industry's leading innovators
- Addressing the challenges created by the dramatic increase in air traffic in Latin America
- Dedicated to aligning national and continental air traffic demands
- Featuring the biggest development projects and innovations from Brazil, Mexico, Argentina and Colombia
- Dedicated sessions focusing on capacity, regulation, innovation and technology



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## MEETING THE CAPACITY CHALLENGE THROUGH EFFICIENT AND INNOVATIVE AIR TRAFFIC MANAGEMENT

**Airport Traffic Management: Latin America 2011** is dedicated to addressing the specific strategic, financial, technical and operational challenges of delivering efficient air traffic management in Latin America. The event will bring together government bodies, civil aviation authorities, air traffic controllers, airport operators, airlines and the industry’s leading suppliers. They will outline the solutions to ensure a time and cost-efficient air traffic management and will highlight the immense long-term benefits of doing so. By bringing together the key stakeholders and discussing all relevant topics in an innovative format, **Air Traffic Management: Latin America 2011** will offer access to the ideas and experts that will shape the future of the Latin American air traffic management and drive your business forward.

MEET DECISION MAKERS FROM GOVERNMENTS, CIVIL AVIATION AUTHORITIES, AIR TRAFFIC CONTROLLERS, AIRPORT OPERATORS AND AIRLINES:

Minister | CEO | COO

Director Central Route Charges

Director of Airspace

Head of Aeronautical Information

Head of ATM and ATC

Head of Engineering

Head of IT

Head of Operations

Head of Maintenance

Head of Procurement

Head of Defense and National Security

Head of Research and Development

### THE DEMAND FOR AIR TRAFFIC MANAGEMENT: LATIN AMERICA 2011

With many booming economies and growing populations, airport capacity in the Latin American region is stretched to breaking point. With multiple airports in close proximity, demand has exploded. The region’s current systems can no longer cope and Latin American governments, regulators, air traffic controllers, airports and airlines are looking for solutions to these challenges.

### 3. THE PLATFORM FOR LEARNING AND NETWORKING

By speaking with the industry’s key stakeholders, from organizations such as DECEA, Infraero, ICAO and IATA, we understand the key challenges facing the industry. The **Air Traffic Management: Latin America 2011** agenda will address these specific challenges through an innovative format that allows for maximum interaction between speakers, sponsors and attendees. We are creating a platform to define a clear vision for progressing effective air traffic management in the region.

### 2. ADDRESSING THE INDUSTRY’S KEY CHALLENGES

Key stakeholders need a forum to interact and define the strategies, regulations and technologies that will deliver an innovative and time and cost efficient cross-border air traffic management system. **Air Traffic Management: Latin America 2011** is that event, offering solutions to the multiple challenges across capacity, regulation, innovation and technology.

### 4. THE LATIN AMERICAN AIR TRAFFIC CONTROL INDUSTRY’S ANNUAL MEETING PLACE

There are hundreds of airport development, expansion and modernization projects underway across Latin America, particularly in Brazil. **Air Traffic Management: Latin America 2011** will take place in Rio, the home of DECEA, and will act as a focal point for the exchange of practical best practice strategies from across the region, including insights from senior executives from all the major Latin American countries, including Brazil, Argentina, Mexico, Chile and Colombia.

*“The Brazilian Air Force has said it plans to modernize a network of more than 60 sensors, including ground-based long-range radars, which maintain security and air safety over the country.”*

Air Traffic Management, 12 April 2011

## CREATED FOR THE INDUSTRY, BY THE INDUSTRY

An **Advisory Board** made up of the industry's leading innovators ensures the quality and independence of **Air Traffic Management: Latin America 2011**. They meet twice a year and constantly provide us with ideas for content, speakers, format, sponsors and attendees.

The leading authorities on airport development from Latin America's most important **government bodies, civil aviation authorities, air traffic controllers, airport operators** and **airlines** ensure that the content is customer-led and independent. Leading **advisers, contractors, suppliers, industry associations** and the most respected **international and regional specialized publications** ensure that all perspectives are considered.

### SPECIALIZED CONTENT

Senior aviation professionals who are delivering challenging, large-scale air traffic management improvements face numerous specific challenges that cannot be met in the context of strategic or broad-based events.

We believe there is great benefit in face-to-face contact, idea sharing and information exchange between all those involved in such projects. This is why we have created **Air Traffic Management: Latin America 2011**.

We undertake extensive phone and face-to-face research with the industry's key stakeholders and subject matter experts. This results in a highly focused conference agenda featuring the industry's most senior figures.

Our speakers bring extensive and specific airport industry expertise to bear and focus on the industry's key challenges and opportunities by lifting the lid on the industry's most innovative projects.

In addition to the event, we facilitate a specialized online **Air Traffic Management** community that communicates and networks all year round. You will find like-minded professionals discussing the industry's latest developments.

Join the **Air Traffic Management** community at [www.linkedin.com](http://www.linkedin.com) or by sending an email to [info@globaltransportform.com](mailto:info@globaltransportform.com).



#### KEY TOPICS TO BE COVERED INCLUDE:

The vision and strategic plan for Latin American air traffic management

Managing demand, capacity and congestion

Driving collaboration between national, regional and international ANSPs

Developing contingency plans to minimize airport and airspace closures

Delivering safe and secure ATM / ATC operations

Strategies for investing in ATM / ATC infrastructure and technology

Performance based navigation

ATM / ATC resourcing and training

### THOUGHT-PROVOKING CONTENT AND INNOVATIVE FORMAT

#### GREAT KEYNOTES AND CASE STUDIES

Our speakers are the airport industry's **leading innovators**, featuring **senior decision makers, project leaders** and **technical specialists**, from Latin America's leading government bodies, civil aviation authorities, air traffic controllers, airport operators and airlines. By focusing on the industry's major projects, they will discuss the key issues that they are facing on a day-to-day basis. These specific insights, unavailable elsewhere, have the power to make a real difference to your business.

#### INTERACTIVE PANELS, BREAKOUTS AND ROUNDTABLES

We move beyond the standard conference format and actively encourage maximum audience participation. Our panels, breakout sessions and roundtables create **an open forum for idea sharing, problem solving and networking amongst speakers, sponsors and delegates**. Industry experts moderate and oversee all sessions in order to ensure honest discussion and debate; creating a productive and insightful outcome for all participants.

#### STRUCTURED NETWORKING

We understand that the opportunity to meet, share information, network and do business is crucial to the development of the industry. To meet this need, ample and structured networking time is built into the agenda. Specialised technical content and the aforementioned innovative format allows for **focused networking based around discussion on the key issues common to airports, contractors and suppliers**.



## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

**Air Traffic Management: Latin America 2011** offers a unique platform for you to deliver your message, raise awareness and network with airport industry leaders who hold the budgets and make purchasing decisions for the primary airport development projects across the region. Position yourself as the supplier of choice and demonstrate how your organization has the power to help the region’s governments, civil aviation authorities and airport operators to deliver their projects on time and on budget.

### DEMONSTRATE THOUGHT LEADERSHIP

We understand the innovations across all facets of airport development, but do your customers? You may be pioneering these advances, but do they know what differentiates you from your competitors?

**Utilise targeted, editorially reviewed keynotes, case studies and white papers to demonstrate thought leadership to your target audience.**



### RAISE BRAND AWARENESS

There are multiple high-value air traffic management tenders out in the Latin American market. Airports have numerous options and competition is fierce. Your organization must be at the forefront when these decisions are made.

**Cement your leadership position with targeted branding and profiling campaigns directed at Latin America’s major air traffic management event.**



### MEET AND NETWORK WITH DECISION MAKERS

Thought leadership, branding and profiling are converted into contracts through extensive face-to-face contact. To secure these tenders you need to meet the decision makers from the industry’s major government bodies, civil aviation authorities and airports.

**Maximise your presence and meet all the key players in one place at one time, giving yourself the best possible chance of influencing key decision makers.**



#### WHO SHOULD SPONSOR?

Air navigation service providers

ATC consultants / management

Aircraft manufacturers

ATM providers

Engineering firms

IT and software companies

Telecommunications / network providers

Voice/data switch control systems

*“The event went extremely well and most of the lecturers were absolutely perfect and prepared for the occasion...after the event, Brazilian Government revised its proposal regarding Brazilian Airports privatization.”*

Doriello Luiz dos Prazeres, Civil Aviation Regulation Specialist, ANAC

*“The Latin America Global Transportation Forum was a breakthrough event: key decision makers, perfect timing, and right balance between airports, airlines and key suppliers.”*

Danilo S. Dias, Regional Vice-President, Latin America & Caribbean, Airport, Communications & Infrastructure Business Units, SITA



**To discuss availability and secure your sponsorship, please contact:**

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## SPONSORSHIP AND EXHIBITION PACKAGES

	LEVEL	Co-host (x1)	Partner (x2)	Lead (x6)	Associate (x12)	Lunch (x2)	Exhibitor (x30)	
Thought leadership *	<b>Agenda development</b>	Co-chair Advisory Board and detailed agenda development	Detailed agenda development					
	<b>Deliver a keynote address or case study</b>	Welcome address and keynote address and client case study	Keynote address or client case study	Client case study				
	<b>Moderate or participate in a panel or lead a roundtable or breakout session</b>	Moderate or participate in a (keynote) panel and lead a roundtable or breakout session	Moderate or participate in a (keynote) panel and lead a roundtable or breakout session	Moderate or participate in a panel or lead a roundtable or breakout session	Moderate or participate in a panel or lead a roundtable or breakout session			
	<b>Facilitate a workshop or technical visit</b>	Workshop and technical visit	Workshop or technical visit					
Branding and profiling	<b>Logo on event brochure</b>	On front cover next to event logo and inside brochure	On front cover beneath event logo and inside brochure	Prominent position on front cover and inside brochure	On front cover and inside brochure	Inside brochure and on the agenda	Inside brochure	
	<b>Logo on event website</b>	On home page next to event logo and on sponsor page	On home page below event logo and on sponsor page	Prominent position on home page and on sponsor page	On rotation on home page and on sponsor page	On rotation on home page and on sponsor page	On sponsor page	
	<b>Logo on speaker and delegate communications</b>	Next to event logo	Below event logo	Prominent position				
	<b>Logo on conference documentation and event signage</b>	On front cover next to event logo on docs. and primary signage	On front cover below event logo on docs. and primary signage	Prominent position on front cover on docs. and primary signage	Inside docs. and standard signage	Dedicated signage and inside docs.	Standard signage	
	<b>Profile on event brochure</b>	750 words	500 words	250 words				
	<b>Profile on event website</b>	750 words	500 words	250 words	150 words	200 words	100 words	
	<b>Content on event website</b>	Advertisement, interview, news release and white paper	Interview, news release and white paper	Interview, news release or white paper	News release or white paper			
	<b>Profile in conference documentation</b>	750 word profile and welcome letter on inside cover	500 words	250 words	150 words	200 words	100 words	
	Networking	<b>Host a networking function</b>	Breakfast or lunch and cocktail or dinner	Breakfast, lunch or cocktail			Lunch	
		<b>Exhibition booth</b>	3m x 9m	3m x 6m	3m x 3m	3m x 3m	3m x 3m	3m x 3m
<b>Delegate places for you and your clients</b>		20	8	6	3	2		
	<b>INVESTMENT</b>	<b>£80,000</b>	<b>£40,000</b>	<b>£22,500</b>	<b>£12,500</b>	<b>£7,500</b>	<b>£5,500</b>	
	For US events	<b>\$120,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$17,500</b>	<b>\$12,500</b>	<b>\$7,500</b>	

\* Subject to editorial review



## AIRPORT EVOLUTION EVENTS INCLUDE:

**Airport Evolution** is an exciting series of events focused on the development of a new generation of airports around the world. The aim is to provide unrivalled solutions and guidance through innovative conference programmes featuring visionaries, leading strategists and technical and operational experts from across the airport and airline industry.

Through integration and collaboration across the value chain, Airport Evolution events provide the opportunity to understand the bigger picture and to engage in open dialogue with key decision makers and government officials on the critical requirements, industry experiences and evolving market trends that are shaping the airports of the future.



### AIRPORT EVOLUTION: ASIA

2011 11 – 12 October 2011 • Macau, China

Development, modernisation and expansion strategies for airport operators, regulators and suppliers

[www.airport-evolution-asia.com](http://www.airport-evolution-asia.com)



### AIRPORT EVOLUTION: MIDDLE EAST

2011 25 – 26 October 2011 • Abu Dhabi, UAE

Development, modernisation and expansion strategies for airport operators, regulators and suppliers

[www.airport-evolution.com](http://www.airport-evolution.com)



### AIR TRAFFIC MANAGEMENT: LATIN AMERICA

2011 22 - 23 November 2011 • Rio de Janeiro • Brazil

Strategic, technical and operational strategies for developing Latin America's future airspace

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### AIRPORT EVOLUTION: LATIN AMERICA

2012 08 - 10 May 2012 • Rio de Janeiro, Brazil

Development, modernisation and expansion strategies for airport operators, regulators and suppliers

[www.airport-evolution-latam.com](http://www.airport-evolution-latam.com)



### AIRPORT EVOLUTION: EUROPE

2012 29 – 30 May 2012 • Budapest, Hungary

Development, modernisation and expansion strategies for airport operators, regulators and suppliers

[www.airport-evolution-europe.com](http://www.airport-evolution-europe.com)

**To discuss sponsorship opportunities, please contact:**

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