

# Strategic Partnerships Program Benefits

## NETWORKING

- ◆ Access to over 400 airline executives at the Annual General Meeting (exclusively for AGM-level Strategic Partners)
- ◆ Access to airline representatives and Subject Matter Experts at IATA working groups
- ◆ Valuable insight and knowledge related to industry needs
- ◆ Opportunity to contribute to the development and implementation of standards
- ◆ Business data and industry statistics updates
- ◆ Collaborative relationships with IATA Regional Offices' representatives

## MARKETING

- ◆ Exclusive usage of the IATA Strategic Partner Recognition Stamp
- ◆ Recognition as a valuable supporter of IATA and the air transport industry
- ◆ Inclusion in the IATA Strategic Partnerships online directory
- ◆ Promotion through the quarterly Strategic Partnerships Newsletter, distributed to over 14,000 aviation industry contacts
- ◆ Priority booth location and selection at IATA events
- ◆ Opportunity to participate in panel discussions and presentations at IATA events
- ◆ Promotion through social media

## DISCOUNTS

- ◆ IATA Conferences, exhibitions and delegate fees
- ◆ Advertising in IATA publications and Airlines International Magazine
- ◆ Discounts on selected IATA publications / web downloads
- ◆ Partners may attend, at a reduced fee, IATA training courses. Strategic Partners may receive a 55% discount on the first 2 seats per year to any IATA classroom course (subject to availability)
- ◆ Multi-year contract discounts

