



**The 25th Anniversary of the Integrated Communication,
Navigation and Surveillance Conference**

8-10 April 2025

EUROCONTROL Headquarters, Brussels, Belgium

Sponsorship & Exhibition Prospectus

Please visit: i-cns.org



Integrated CNS: Towards innovative and efficient CNS service provision

Hosted by



ICNS 2025 – CALL FOR SPONSORS

The Integrated Communications Navigation, and Surveillance (ICNS) Conference is the premier international aviation conference addressing technology and policy advances in CNS and air traffic management (ATM). The ICNS Conference provides a forum for thought leaders, policymakers, researchers, and other technical experts from government, industry, and academia around the world to connect and explore important policy, science, and technology issues. This includes air navigation service providers (ANSPs), communication service providers, aircraft manufacturers, airspace users, government and regulators, academia, and many aviation industry suppliers.

ICNS 2025 will explore the CNS evolution and address innovative models of service provision focusing on the technical developments, global harmonisation, and future opportunities for communication, navigation, and surveillance technologies to expand the CNS role in ensuring the safety, reliability, efficiency, and sustainability of aviation.

The ICNS 2025 edition will take place for the first time in Europe – facilitating the participation and active involvement of new participants, as well as bringing the conference closer to other major centres of aviation. ICNS 2025 will be a three-day in-person event to be held in Brussels, Belgium. The conference will include plenary sessions in the mornings and technical discussions in parallel tracks in the afternoons. Distinguished speakers will set the stage for policy, economic, operational, and technological aspects in opening keynotes. Each plenary session will address a CNS topic of global relevance. Each technical discussion will be a presentation of a technical/scientific paper followed by Q&A.

The ICNS 2025 will bring together top professionals, decision-makers, researchers, and innovators in aviation, networked systems, and related industries. Sponsoring the event provides a unique opportunity to showcase your brand to the global audience who will be attending the three-day in-person Conference and its side networking events.

By sponsoring ICNS 2025, your organisation will also be associated with cutting-edge research, technology, and industry developments. This will contribute to position your company as a leader in advancing global connectivity and technological evolution in networked systems.

In addition to funding the conference, your sponsorship may also support Digital Avionics Technical Committee (DATC) activities, as surplus revenue is used to support donations to academic foundations for scholarships and funding science, technology, engineering, and math (STEM) events. Therefore, this partnership demonstrates your company's commitment to education and innovation.

Exhibits and product demonstrations are also welcome. Participating as an exhibitor fosters personal interaction with customers and key policy decision-makers from around the world to help move your products and ideas closer to daily operations.

The ICNS 2025 team is connecting ICNS stakeholders and promotes the messaging from our sponsors – before, during, and after the conference.

Sponsorship of ICNS 2025 – what's in it for you?

- » Boost Your Brand's Visibility
- » Position Your Brand at the Forefront of Aviation and Networked Systems Innovation
- » Strengthen Industry Connections & Exclusive Exposure to Global Thought Leaders
- » Engage with and support Future Talent and Innovation

For more information or any questions, please contact:

David Batchelor, Christine Stewart and Ann Tedford
ICNS 2025 Sponsor and Exhibits Chairs
sponsor.exhibits.chair@i-cns.org

THE SPONSORSHIP PACKAGES:

We offer various sponsorship packages to fit your company's goals, from exclusive keynote sponsorship to branding opportunities at networking events.

Please note that each package can be customised to meet your specific objectives.

PLATINUM SPONSORSHIP (\$20,000)

Premium Exposure & Engagement

- » Prime Exhibition Space*:

A premium exhibition booth, with tv screen, in a prime location at the on-site exhibition, offering maximum foot traffic and visibility to showcase your projects and innovations.

Conference visibility:

- » **Your logo prominently featured** as a Platinum Sponsor across all event digital materials (including the conference website, marketing emails, and online programmes) with link to company video or website.
- » Your company name and logo featured on **conference on-site signage**, including banners and displays in key areas (registration, plenary session, exhibition hall).
- » Possibility to **distribute your own corporate marketing materials** to event attendees.
- » **Recognition** by conference chair during the opening remarks.
- » **Individual speaking slot** in the main conference, allowing you to address key decision makers and influencers in the Global ATM community.
- » **5-minute speaking slot** during the networking reception(s).
- » Visibility (**logo, banners and signage**) during the networking receptions.

Digital Promotion:

- » Corporate **videos to be displayed in the exhibition hall on a loop**, for the duration of the conference.
- » Videos will also be featured in ICNS' **social media channels** and **email marketing campaigns** leading up to the event, with a dedicated post showcasing your company's role as a Platinum Sponsor.
- » **Corporate videos to be broadcast to the online audience** during the coffee breaks and before/after the conference begins.
- » **Content will be shared on the ICNS 2025** host's own social media platforms and websites: EUROCONTROL, SESAR Deployment Manager and SESAR Joint Undertaking.

Printed communications:

- » **Two Full-page company summary** in the conference packet.
- » Opportunity to feature your organisation on the **host printed and online communications with a printed interview** (e.g. websites, magazines, newsletters and social media).

Exclusive VIP Access:

Invitation-only access to an exclusive VIP networking activity with high-level policy makers and industry executives. The organisers will also facilitate one-to-one meetings for your top-level management with other VIPs attending the event.



GOLD SPONSORSHIP (\$15,000)

Enhanced Branding & Access

- » **Premium Exhibition Space*:**
Exhibition booth, with TV screen, in a high-traffic area, ensuring excellent visibility for your solutions.

Conference visibility:

- » Your logo featured as a **Gold Sponsor** on the conference website, printed programme, and digital materials.
- » Your logo displayed on **key signage** throughout the event venue, including the exhibition hall and break areas.
- » Possibility to **distribute your own corporate marketing materials** to event attendees.
- » **Recognition** by conference chair during the opening remarks.
- » **Individual Speaking slot** in the main conference, allowing you to address key decision makers and influencers in the Global ATM community.
- » Visibility (**logo, banners and signage**) during the networking breaks.

Digital Promotion:

Mentioned in **social media posts** and ICNS email campaigns highlighting your sponsorship.

- » Corporate **videos to be displayed in the exhibition hall on a loop**, for the duration of the conference.
- » **Corporate videos to be broadcast to the online audience** during the coffee breaks and before/after the conference begins.
- » Videos will also be featured in ICNS' **social media channels and email marketing campaigns** leading up to the event, with a dedicated post showcasing your company's role as a Gold Sponsor.
- » Content will be shared on the **ICNS 2025 host's** own social media platforms and websites: EUROCONTROL, SESAR Deployment Manager and SESAR Joint Undertaking.

Printed communications:

- » **Full-page company summary** in the conference packet.
- » Opportunity to feature your organisation on the **host printed and online communications with a printed interview** (e.g. website, magazines, newsletters and social media)



SILVER SPONSORSHIP (\$10,000)

Sponsor Branding:

- » Your logo featured as a **Silver Sponsor** on the conference website, printed programme, and digital communications.
- » Corporate **videos to be displayed in the exhibition hall on a loop**, for the duration of the conference.
- » **Corporate videos to be broadcast to the online audience** during the coffee breaks and before/after the conference begins.
- » Videos will also be featured in ICNS' **social media channels and email marketing campaigns** leading up to the event, with a dedicated post showcasing your company's role as a Platinum Sponsor.
- » Possibility to **distribute your own corporate marketing materials** to event attendees.

Exhibition Space:

- » **Standard exhibition booth, with TV screen**, to showcase your projects and innovations to conference attendees.

Conference visibility:

- » Your logo featured as a **Silver Sponsor** on the conference website, printed programme, and digital materials.
- » Your logo displayed on **key signage** throughout the event venue, including the exhibition hall and break areas.
- » **Recognition** by conference chair during the opening remarks.
- » **Individual Speaking slot in the main conference**, allowing you to address key decision makers and influencers in the Global ATM community.

Communications:

- » **Half-page company summary** in the conference packet.

BRONZE SPONSORSHIP (\$8,000)

Sponsor Branding:

- » Your logo featured as a **Bronze Sponsor** on the conference website, printed programme, and digital communications.

Exhibition Space:

- » **Standard exhibition booth** to showcase your projects and innovations to conference attendees.

Conference visibility:

- » Your logo featured as a **Bronze Sponsor** on the conference website, printed programme, and digital materials.
- » Your logo displayed on **key signage** throughout the event venue, including the exhibition hall and break areas.
- » **Recognition** by conference chair during the opening remarks.

Printed communications:

- » **Half-page company summary** in the conference packet

EXHIBITOR ONLY (\$5,000)

Exhibition Booth:

- » Showcase your solutions with a **standard exhibition booth**.

Conference Website Listing:

- » Your logo and company description featured on the conference website, printed programme, and digital communications.

SUPPORTING SPONSOR (\$3,500)

Conference Website Listing:

- » Your logo and company description featured on the conference website, printed programme, and digital communications.

ICNS 2025 Sponsor and Exhibitor Packages

The benefits and fees for the various levels of support are summarised in the table below:

PACKAGE TYPE:	SUPPORTING SPONSOR 3,500 USD	EXHIBITOR 5,000 USD	BRONZE 8,000 USD	SILVER 10,000 USD	GOLD 15,000 USD	PLATINUM 20,000 USD
Exhibit table and screen on site*				✓	✓ HIGH TRAFFIC AREA	✓ PREMIUM LOCATION
Exhibit table on site*		✓	✓			
Logo on conference website with link to company video or website	✓	✓	✓	✓	✓	✓
Logo featured on conference on-site signage			✓	✓	✓	✓
Recognition by Chair during opening and/or closing remarks	✓	✓	✓	✓	✓	✓
Individual speaking slot				✓	✓	✓
Visibility in the networking receptions (logo, signage and speaking slot)						✓
Digital (corporate video) promotion			✓	✓	✓	✓
Distribution of corporate leaflets to conference attendees				✓	✓	✓
Half-page company summary in conference packet			✓	✓		
Full-page company summary in conference packet					✓	
Two full-page company summary in conference packet						✓
Interview to be published on host communication channels					✓	✓
Poster at Evening Special Event					✓	✓
Speech at Evening Special Event						✓
Exclusive VIP Access						✓

* Posters/signs are placed at various places within the Conference Centre to indicate where events occur and food is served. Sponsor logos are displayed on these posters according to the level of support.

ICNS is a not-for-profit event, jointly organised by the American Institute of Aeronautics and Astronautics (AIAA) Digital Avionics Technical Committee (DATC) and the Institute of Electrical and Electronics Engineers (IEEE) Aerospace and Electronic Systems Society (AESS), with active support from industry and government.

For more information visit i-cns.org or scan the QR code:





Terms and Conditions

1. Contract

This application, properly executed by applicant (exhibitor) shall upon written acceptance and notification of booths assigned by ICNS 2025 management constitute a valid and binding contract.

2. Assignment of Space

Assignment of space to exhibitors and those making application will be made in the order of date and time received. ICNS 2025 will continue to receive applications and assign exhibit space, as it remains available, until shortly before the show opening date. In all cases, total booth payments must be received prior to show opening. ICNS 2025 assignment of booths is final and shall constitute an acceptance of the exhibitor's offer to occupy space. After assignment, space location may not be changed, transferred or canceled by the exhibitor except upon written request and with the subsequent written approval of ICNS 2025 management. ICNS 2025 management reserves the right to reassign exhibitor space in order to modify floor plan for overall benefit of the show.

3. Subletting Space

No exhibitor will assign, sublet, or apportion the whole or any part of the space allotted to him, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the exhibitor in the regular course of his business except upon prior written consent of ICNS 2025 management.

4. Payment Requirements and Cancellation Charges

Applications require full payment before booths are assigned. Payment in full is required with submission of contract application or on the date indicated on the invoice. All cancellations must be made in writing and will be based on the following:

Schedule of refunds:

After February 20 but before March 20, 2025:

» Refund of 50% of the total license fee for cancellation

On or after March 20, 2025:

» No refund or credit at any time.

It is understood that ICNS 2025 reserves the right, at its option, to reassign a cancelled booth regardless of the cancellation rate assessed. In the event that the premises in which the ICNS 2025 show is conducted shall become, in the sole discretion of ICNS 2025, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of ICNS 2025, this agreement may be terminated by ICNS 2025. For this purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, or judicial, and whether constitutional, or act of god. Should ICNS 2025 terminate this agreement pursuant to the provision of this paragraph the exhibitor waives any and all claims for damages and agrees that ICNS 2025 may, after computing the total amount of ICNS 2025 cost and expenses in connection with its preparation for and conducting of the ICNS 2025 event, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as and for complete settlement and discharge of all said exhibitor's claims and demands, and amount which bears the same relationship to the fee paid by said exhibitor as the total refundable amount as computed above bears to the total amount of fees paid by all exhibitors.



Terms and Conditions (continued)

5. Exhibit Booth Manning and Dismantling Schedule

A representative must man exhibit space during all times when exhibition is officially open. Exhibit space must be maintained in a neat and orderly manner throughout the exhibition. Exhibitors may begin dismantling only after hours stated in exhibitor service manual. Exhibitors are responsible for removal of all materials used in their display. Any exhibitor leaving materials after hours stated in exhibitor service manual will be charged for the materials' removal.

6. Losses or Damage

Exhibitor agrees that ICNS 2025 shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by exhibitor or any person thereon with the consent of exhibitor, and that exhibitor will defend, indemnify and save harmless, ICNS 2025 from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence of or breach of an obligation by exhibitor or its employees or representatives. Exhibitor will be liable for all damages, or liability of any kind or for any loss, damage or injury to persons or any property during the show from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space.

7. Demonstrations

No demonstrations or solicitations shall be permitted outside of the exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside exhibit spaces.

8. Compliance

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the show is held.

9. Policy

It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local customs that may apply, having agreements with the show Facility or with authorized contractors employed by ICNS 2025.

10. Management

The exhibitor further agrees that the conditions, rules and regulations of the ICNS 2025 management are made a part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations, and that the management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the show.

11. Alteration of Booth Space

ICNS 2025 management shall be entitled to alter the layout if, in their opinion, this is in the general interest of the exhibition.