



# CANSO Promotional Opportunities **2020**



# The mission of CANSO is to be the global voice of ATM in the transformation of the aviation system; creating value for members and stakeholders.

With CANSO's members supporting almost 90% of world air traffic, CANSO is the global voice of air traffic management (ATM).

CANSO brings the world's air navigation service providers, leading industry innovators and air traffic management specialists together with governments, regulators and key stakeholders to share knowledge, develop best practice and shape the future for secure and seamless airspace.

A truly global network, CANSO is a community of leading innovators, decision-makers, practitioners and suppliers. CANSO represents air navigation service providers and industry innovators across five regions. CANSO events and World ATM Congress attract over 8,500 visitors annually from 120 countries. CANSO is also connected to over 20,000 individuals within the industry.

Together the CANSO community promotes collaboration, shares industry intelligence, builds and disseminates best practice and channels innovation in air traffic management. Whether face to face, online or via print media, CANSO raises awareness of key industry issues, promotes the visibility of new and existing industry players and engages with thousands of individuals from across the aviation industry. CANSO represents the ATM industry to governments and regulators.

CANSO is the perfect platform to grow your business in ATM.



Supporting almost  
**90%**  
of world air traffic



Work with  
**91**  
industry innovators



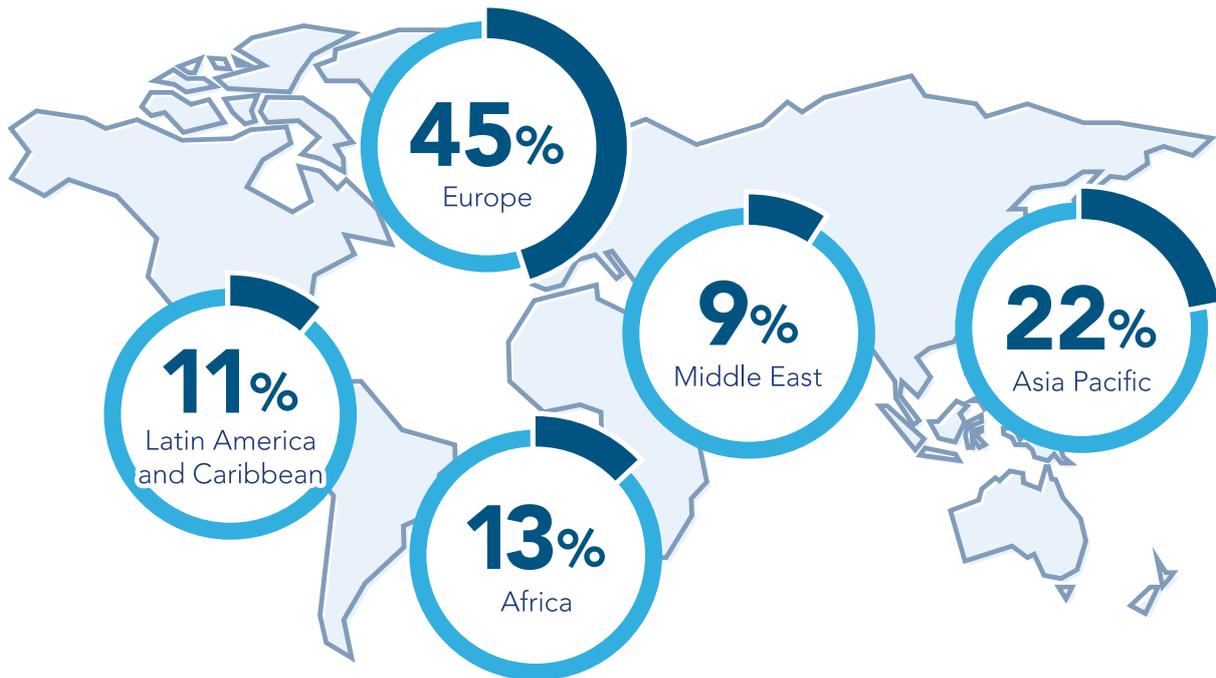
Collaborate with  
**92 ANSPS**



Connect with  
**20,000**  
individuals within  
the industry

# 92 Full members regional Breakdown

CANSO represents 92 ANSPs across five regions



## Face to face

Each year CANSO hosts a number of events throughout the world. Whether you visit the CANSO stand in Madrid during CANSO ATM Week or join one of our more intimate regional conferences, we offer you the possibility to help shape the industry.

By participating in a CANSO event, we offer you the opportunity to raise the profile of your organisation, maximise future revenue and speed up the sales process by meeting with only the key decision-makers from the ANSPs. CANSO events gather international experts at both a global and regional level and offer companies the opportunity to exhibit or sponsor at all our events.

For more details email Helen Parker:  
[helen.parker@canso.org](mailto:helen.parker@canso.org)



**700+**  
delegates



**50+**  
countries



**8** events  
a year



**160**  
session

# Events for 2020



## CANSO in Madrid 2020

📍 Madrid, Spain

CANSO brings together a number of high profile events before World ATM Congress and countless networking opportunities over the course of the entire CANSO Madrid Week.

- ✔ **4 day**
- ✔ **700 delegates**
- ✔ **74% ANSPs**
- ✔ **57 countries**



## World ATM Congress 2020

📍 Madrid, Spain

It combines a large scale exhibition, world class conference, and premier networking opportunities. Be sure to visit the CANSO stand to learn about the latest ATM trends and developments.

- ✔ **2.5 days**
- ✔ **7,000 visitors**
- ✔ **125 countries**



## BE INSPIRED

Take the opportunity to offer new ideas and approaches to common challenges



## BE CONNECTED

Take advantage of CANSO events and connect with thousands of delegates



## Global ATM Summit and 24<sup>th</sup> AGM

CANSO brings together global leaders from across the aviation industry to discuss key contemporary issues and projects.

- ✔ **2.5 days**
- ✔ **200+ delegates**
- ✔ **64% ANSPs**
- ✔ **49 countries**



## CANSO Africa Conference 2020

This conference focuses on a rapidly developing region, the diverse challenges and wealth of opportunities.

- ✔ **2.5 days**
- ✔ **120+ delegates**
- ✔ **56% senior managers**
- ✔ **67% ANSPs**
- ✔ **23 countries**



### **CANSO Global ATM Operations Conference 2020**

A specialist conference on delivering ATM operational improvements which is open to all industry stakeholders.

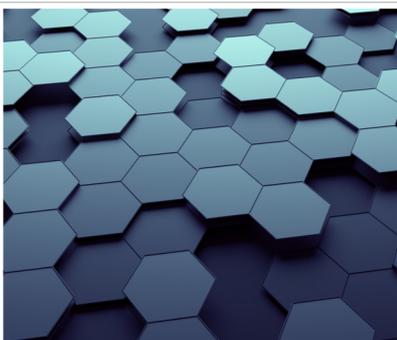
- ✓ **2.5 days**
- ✓ **100+ delegates**
- ✓ **63% ANSPs**
- ✓ **33 countries**



### **CANSO Asia Pacific Conference 2020**

Hosted in one of the world's busiest air transport regions this is the one event in the year that unites senior ANSP executives, colleagues and suppliers from across the region.

- ✓ **2.5 days**
- ✓ **150+ delegates**
- ✓ **67% ANSPs**
- ✓ **29 countries**



### **CANSO Global ATM Safety Conference 2020**

An event which brings together leading experts in safety and offers an unparalleled insight into policy, best practice and innovation.

- ✓ **4 days**
- ✓ **80+ delegates**
- ✓ **83% ANSPs**
- ✓ **35 countries**



### **CANSO Latin America and Caribbean Conference 2020**

This conference offers exciting opportunities for the advance and development of ATM.

- ✓ **2.5 days**
- ✓ **100+ delegates**
- ✓ **42% ANSPs**
- ✓ **22 countries**



## **BE INNOVATIVE**

Showcase how your technology can help the industry



## **BE HEARD**

Participate and help shape an industry

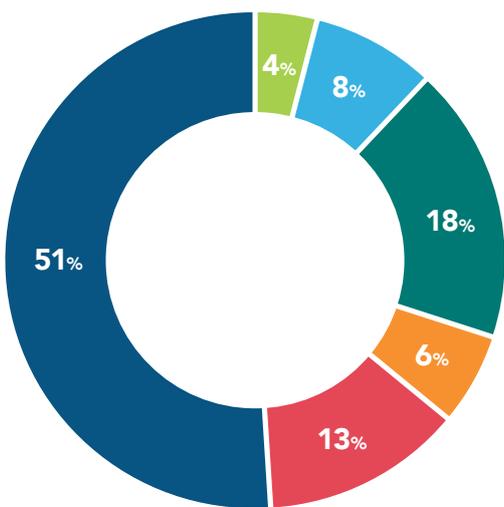
# Print

## Airspace magazine

*Airspace* is CANSO's global magazine for ATM and its key players. Published quarterly, it is written by industry experts and features interviews with top managers and thought-leaders. It explores important ATM issues with regard to safety, operations, policy and technology and provides readers with unparalleled insight into the latest issues and developments and in-depth analysis.

*Airspace* is read in over 100 countries four times a year by around 15,000 of the world's leading ATM professionals. It is available to members and nonmembers across the global industry via online and postal subscription and is distributed at all global CANSO events and through a network of related aviation associations and organisations.

### Readership



- Africa
- Latin America and Caribbean
- Asia Pacific
- Middle East
- Europe
- North America

# Online

The CANSO website is a top online platform and leading information resource for ATM. From member and event updates, to the latest policies and safety issues, the website is a constant flow of information with easy to download publications and programmes.

The CANSO website is a fantastic online channel to promote your company. CANSO offers members digital advertising packages to suit all budgets and encourages you to get in touch to discuss options.

### Product and company news, tenders and job board

Members can publish ATM product launches, updates, vacancies and tenders both on the CANSO website and in the weekly *ATM News* newsletter. These placements are free of charge. You also have the opportunity to advertise alongside your announcements. High traffic areas such as these give your brand profile and visibility.

### Make your voice heard and reach out to new audiences with webinars

CANSO will now offer a number of webinars on a range of topics that allow members to share expert advice and knowledge to a diverse group of professionals in the aviation industry with content that is informative, stimulating and educational. CANSO members are invited to utilise this platform to host their own webinars, offering the opportunity to showcase expertise, educate the market, engage with the industry and grow contact and business leads.

# Email advertising

## Airspace email

*Airspace*, our quarterly magazine, is published in both hard copy and electronically. Each quarter CANSO emails over 7,500 subscribers to inform them about the next issue. As an advertiser, your banner could appear at the top of these email alerts. The first is sent a week before publication, with previews and a content update, and the second is sent a week later, coinciding with publication. This is a fantastic way to ensure your branding is seen by the key decision-makers directly in their inbox.



Airspace email  
**7,500**  
subscribers

The screenshot shows an email header for 'airSPACE' with social media share buttons for LinkedIn and Twitter. The main content area features the headline 'Your latest edition of Airspace has arrived.' followed by a sub-headline and a paragraph of text. To the right is a thumbnail image of the magazine cover. Below this is a 'Read more' button. Further down, there are two promotional banners: one for the 'Global ATM Safety Conference 2019' and another for 'Aviation System Block Upgrade (ASBU) Training'. A 'View Dates and Places' button is positioned below the second banner. On the right side, a dashed box highlights a '180x150 pixels' advertisement space. At the bottom, there is a section titled 'Inside Airspace Issue 46' with a small photo of a man and a short bio.

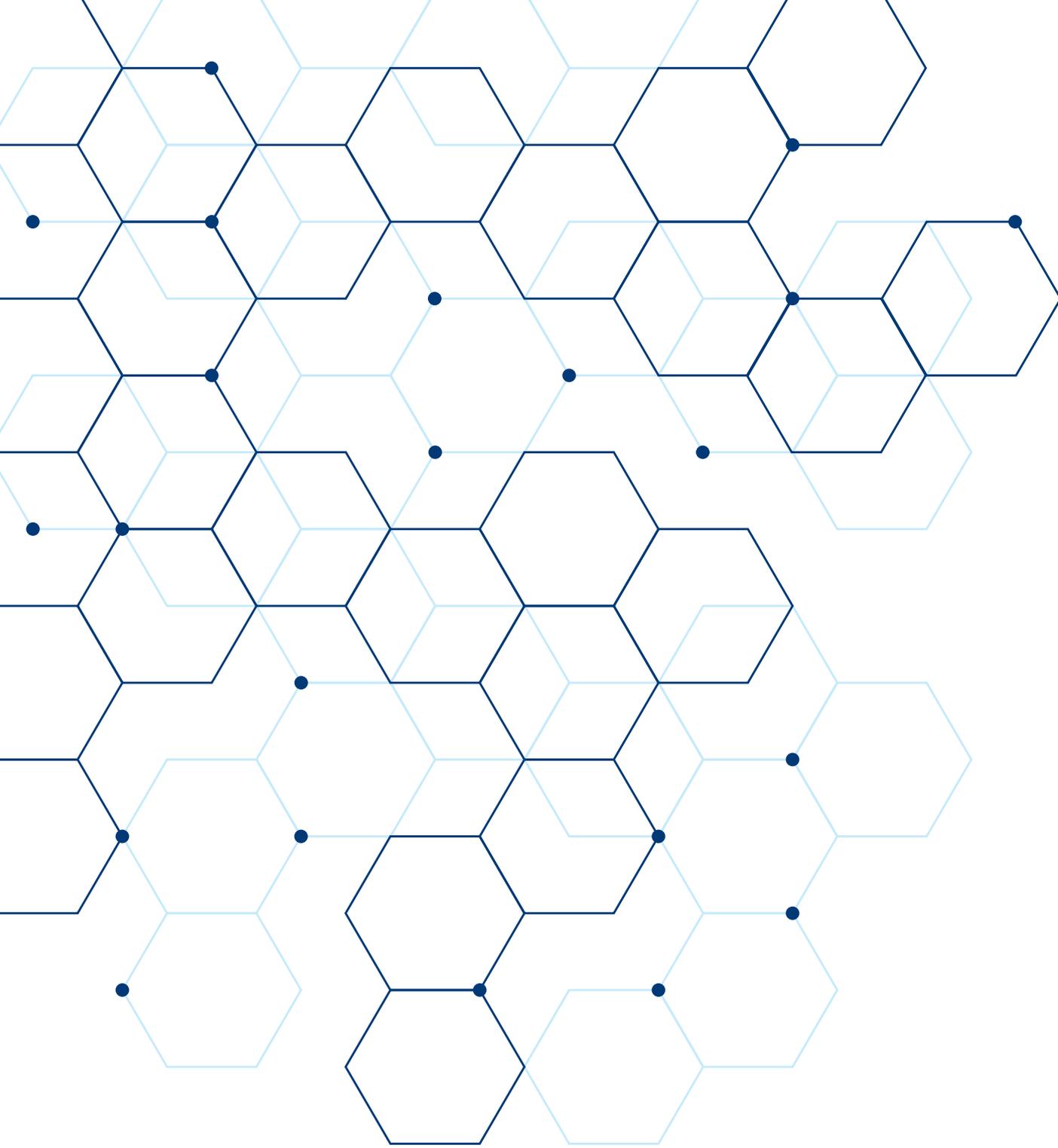
## ATM News

*ATM News* is our weekly digital newsletter which is emailed to over 7,500 subscribers from over 100 countries. Based on news from CANSO and CANSO members, it provides ATM industry intelligence on key developments, including projects, technology, programmes and partnership updates. Issued to a broad selection of individuals from across the industry, this is the perfect place to raise the profile of your organisation to potential customers and peers.



ATM News  
**7,500**  
subscribers from  
over 100 countries

The screenshot shows an email header for 'ATM NEWS' with the tagline 'The latest air traffic management news from CANSO Members and CANSO'. Below the header is a navigation bar with links for 'CANSO WEBSITE', 'ABOUT US', 'EVENTS', 'WORLD ATM CONGRESS 2020', and 'CONTACT US'. A large banner at the top right says 'BE A PART OF THE FUTURE OF AIR TRAFFIC MANAGEMENT' with a 'Join CANSO today' button. Below this is a 'Dear subscriber' greeting and a paragraph of text. A 'Best regards, CANSO Communications' signature follows. The main content area is titled 'ATM News' and contains several news items with 'Read article >>' links. On the right side, there is a 'Follow us on Social Media' section with icons for LinkedIn, YouTube, and Twitter. Below that is a '180x150 pixels' advertisement space. At the bottom right, there is a 'CANSO Latin America and Caribbean Conference 2019' banner.



Visit us:  
[canso.org](https://canso.org)



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