

**INNOVATION
ZONE**

**The Innovation Zone:
driving GSE into
the future**

What is the Innovation Zone?:

A dedicated visitor feature showcasing the most exciting areas of GSE innovation across our industry. Alongside product/tech displays, the Zone will host exclusive roundtable discussions where industry leaders, customers and the attending press will debate the potential impact of the innovation area on equipment design and the ramp environment.

“ People used to say nothing ever changes with GSE. Today that’s simply not the case - the advancement genie has jumped out of the bottle. ”

Michael Bloomfield
IAEMA Chairman

How will it look?: The Zone will be sub-divided into 4 key areas. **Proposed themes.**

- 1 Autonomous vehicles**
- 2 Hydrogen/sustainable powered GSE**
- 3 New battery technology**
- 4 Telematics/big data**

For each area, we are looking to work with a supporting partner to deliver a display (including product exhibits) that highlights how the technology area could transform the apron.



What are the benefits of sponsorship?

- 1 Be seen as an industry trailblazer:** position your business at the beating heart of GSE innovation and help shape the industry agenda around delivering a smarter ramp.
- 2 Quality engagement with customers:** network with GSE buyers who will be visiting the Zone for inspiration and guidance on key GSE trends.
- 3 Marketing and PR:** host a roundtable profiling the selected innovation area. Roundtables will be promoted within our official Show guide and facilitated by GHI. Attending media will be invited to attend and press releases on the roundtable sent to all journalists.
- 4 High profile branding/logo promotion:** your company logo featured on the Innovation Zone signage, in the show guide and within GHI magazine + social media channels.

**Are you excited by GSE innovation and eager to shape the future ramp?
GET INVOLVED NOW! Contact alice@groundhandling.com**