



[www.airportconference.org](http://www.airportconference.org)

## Reliable Building Operation at Airports

# Call for Sponsors

**Frankfurt Airport**  
**GERMANY**  
**Sept 27-28, 2018**

ASHRAE **BACnet**<sup>®</sup>  
INTEREST GROUP EUROPE

- ✕ Independent Building Management Systems
- ✕ Economic and Efficient Operation of Airports
- ✕ New Thinking and Network Technologies

**BER** FLUGHAFEN  
BERLIN  
BRANDENBURG

 **Frankfurt  
Airport**

 **manchester  
airport**

 **/Flughafen  
München**

and other  
European Airports



## The BACnet Airport Conference

Frankfurt Airport is building its new Terminal 3 with a building management system based on BACnet® communication (ISO 16484-5). BACnet is the brand for networked systems and for the exclusion of inefficient isolated solutions. It is vendor-independent and ensures a seamless integration of the entire building services.

For the first time ever the BACnet Interest Group Europe (BIG-EU) is extending invitations to facility managers, operators and suppliers to a conference that specifically addresses the concerns of airports. The Airport Conference takes into account the complexity, performance and rapid growth of airports from a technical, economic and environmental perspective.

In many extension projects BACnet plays a key role in the technical management. BACnet is the cornerstone to meeting specific requirements such as efficient operability, easy operation, and consistent alarm management. Therefore, at an increasing number of airports, the global communication standard has become an enabler for investment security and reliable building operation.

BACnet application know-how is available from BIG-EU members including Frankfurt Airport. At the Airport Conference we would like to share what we have learnt with the entire industry. Facility managers, airport operators and the technical management will greatly profit from discussing what they have experienced.

## Munich Airport, Germany: Specifically BACnet

“We opted for BACnet because, as an open standard, it is perfect for combining different manufacturers and trades.”

*Andreas Exner, Management Systems Technology Service,  
Munich Airport*

## Manchester Airport, United Kingdom: Savings integrated via BACnet

“We are saving 3,000 MWh annually by more efficient luminaires and automatic controlling functions. The lighting system is integrated in the airport’s building management system and flight control systems via BACnet.”

*Andy Garratt, BMS System Engineer, Utilities & Energy,  
Manchester Airport*

## Stuttgart Airport, Germany: Homogeneous systems

“When we are considering extensions at Stuttgart Airport, the focus is on automation and, in particular, the homogeneously networked building management system.”

*Holm Wagner, Managing Director of Flughafen Stuttgart Energie GmbH and Head of the Facility Management Center at Stuttgart Airport*



## Benefits for Sponsors

- ✈ **Positioning in the growth market of aviation**
  - » +8.9% Intercontinental, +7.1% Cargo, +6.3% Europe, +5.6% Germany (2017 traffic figures, ADV)
- ✈ **Product placement**
  - » Exhibition "The Reliable Operations of Buildings at Airports"
  - » Brief presentations in the plenary session (elevator pitches)
  - » Presentation on event website and event material
- ✈ **Presentation in the FRAPORT environment**
  - » Exhibition at House of Logistics and Mobility (HOLM) in Gateway Gardens
- ✈ **High visibility to decision-makers**
  - » Airport operators, airport cities, public authorities, planners, airport management, aviation industry associations, research, administration
- ✈ **Vertical market efficiently addressed**
  - » Decision-makers (national/international) in one place
  - » High-quality contacts
  - » Qualified media response
- ✈ **Lead generation and customer retention**
  - » Get to know future requirements and airport projects
  - » New opportunities from successful projects

## Target Audience

The BACnet Airport Conference is a unique place to be for airport operators, airport facility managers, technical managers and airport planners, integrators and consultants from all over Europe.

Attendees are CEOs, vice presidents, directors, technical officers, decision makers and experts who are responsible for

- » airport infrastructure,
- » facility operation and design,
- » smart grids and energy management,
- » building automation and building management,
- » system integration, connectivity and IT,
- » energy efficiency and environmental services.



## Conference Features

### Exhibition

An exhibition on reliable building operation at airports will provide information on success stories with BACnet. The use of BACnet components and systems will be explained to the decision makers. Tailor-made solutions for airports will be demonstrated.

### Elevator Pitch Presentations from Sponsors

The sponsors present themselves and their airport solutions in short introductions that take no longer than a ride in an elevator.

### Networking Reception

A networking reception at the Gallery of the House of Logistics and Mobility rounds off the first day of the event.

### BIG-EU Birthday Session: 20 Years of Success

The breakthrough of BACnet in Europe began with the multi-vendor project in the German Reichstag in Berlin. Shortly before this, in 1998, the BACnet Interest Group Europe (BIG-EU) was founded. At the Airport Conference, the association takes stock and presents the success factors of BACnet projects.

### Guided Tour of Frankfurt Airport

The event ends with a guided tour behind the scenes of Frankfurt Airport. A bus ride across the grounds of Frankfurt Airport will give you an insight into the architecture and technology. You will visit the new Terminal 3 building and be brought up to date about current developments.

### Creative Outlook of Airports in 2050

In the event's closing session, junior researchers introduce ideas for the airport 2050. The freedom of science will lead to particularly creative ideas.

### BACnet Academy

A one day BACnet introduction training session for visitors of the BACnet Airport Conference will take place on September 26 in Frankfurt. It will be conducted in English. Reservations can be made at [www.bacnetacademy.org](http://www.bacnetacademy.org).

### European BACnet Meetings

The regular autumn meetings of the BIG-EU take place on the days prior to the BACnet Airport Conference. They include the General Meeting, meetings of the working groups and the Advisory Board Meeting and will be hosted by the BIG-EU member Samson AG in Frankfurt.





# Preliminary Conference Schedule

The Airport Conference and exhibition is scheduled to take place on September 27-28, at the House of Logistics and Mobility (HOLM) in the Airport City “Gateway Gardens” at Frankfurt Airport.

Thursday, September 27, 2018

## SESSION 1: Status and Challenges of Modern Airport Building Operation

### Welcome Address

*Tarek Al-Wazir, Minister for Economic Affairs, Energy, Transport and Regional Development of the State of Hesse, Germany (awaiting confirmation)*

### Opening Keynote

#### Growth, Technology and Environment at Frankfurt Airport

*Dr. Stefan Schulte, Executive Board Chairman (CEO) of Fraport AG and President of the Federal Association of the German Air Transport Industry (BDL) (awaiting confirmation)*

### Greeting Address from the ISO/TC 163 & ISO/TC 205 meeting in Oslo, Norway

#### Why BACnet is the state-of-the-art technology at airports

*H. Michael Newman, a pilot with professional experience in the aviation industry, inventor of the BACnet standard at Cornell University, NY, USA*

### Birthday Track

#### ✂ 20 years of success with BACnet – Review and interim results

*Klaus Wächter, President of the BIG-EU, Standardization Manager of Siemens Building Technologies, Siemens Schweiz AG*

*Karl Heinz Belser, Executive Board Member of the BIG-EU, Key Account Manager at Johnson Controls Systems & Service*

#### ✂ Parliament buildings Berlin, Treptowers Berlin, Tendering with BACnet

# Preliminary Conference Schedule

## SESSION 2: New Thinking and Network Technologies

### Requirements for modern airport operations

- ✗ Security and access control requirements
- ✗ New thinking and new technologies using the examples of advanced airports
- ✗ Facility Management
- ✗ Economical airport operation
- ✗ Best Practices and Elevator Pitches

### Networking reception

Welcome in the gallery of the House of Logistics and Mobility (HOLM)

Friday, September 28, 2018

## SESSION 3: Best Practices of Planning and Integration

### Best practices

- ✗ Communication theory: When control technology and controllers talk BACnet
- ✗ Small devices for big tasks: Sensors, actuators and other device profiles
- ✗ Elevator Pitches

### BACnet in profile

- ✗ How users benefit from certification  
*Andy McMillan, President and Managing Director, BACnet International*
- ✗ Open standard for multi-vendor systems and the integration
- ✗ Opportunities and risks of networking and how BACnet anticipates the future

### Planning and tendering

- ✗ Fraport introduces its definition of building automation. Live demo of an operation station  
*Rüdiger Schröder, Central Infrastructure Management, Head of building automation sector, Fraport AG*
- ✗ Airport development from a planner's perspective
- ✗ Standardization as a key to success

### Closing session

- ✗ Freedom of science and creativity: junior researchers introduce the airport 2050

### Guided tour

- ✗ Behind the scenes at Frankfurt Airport



# Sponsoring packages

Become a sponsor of the Airport Conference, improve your visibility at airports and strengthen your position in the aviation market. Choose one of the following sponsoring packages, and return the completed and signed form below by E-mail.

## First Class Sponsorship (4,900.00 €)

**The number of First Class sponsors is limited to 3**

You are a global player in building automation. You provide dedicated solutions that meet the highest requirements for reliable application at airports. The First Class Sponsorship brings you in contact with the decision-makers for technical airport management. **A top level of awareness** in the aviation industry and other markets is guaranteed.

- ✈ Meet with the airport managers at the exclusive **Airport Conference Dinner** on the eve of the event (Sept 26).
- ✈ Use the **speaking opportunity** in the official conference agenda for a 30 minutes speech. Prove your company as highly skilled expert for airport solutions. Please show trends and problems and refrain from pure product advertising.
- ✈ Be one of the **top exhibitors** in the conference exhibition area. Build your own booth, showcase solutions, systems, devices and services directly in front of the conference room. 3 additional roll-up displays will be provided for high visibility at the reception desk, in the conference room and at the networking reception.

- ✈ Demonstrate your exhibits and solutions in a **poster presentation** during an exhibition break. The poster session is announced in the conference agenda and in the conference moderation.
- ✈ You are an official sponsor of the **networking reception**. You welcome the guests with a three-minute **welcome speech**.
- ✈ A **preferential placement for your article** is reserved in the upcoming Airport Conference edition of the BACnet Europe Journal. Your company will be shown as a supporter of the Airport Conference.
- ✈ Your company profile and airport solutions will be uploaded to the **matchmaking area** of the Airport Conference website in XL size.
- ✈ **Your logo** is presented in the conference room in XL size.
- ✈ Your logo is presented in the **conference website**, at the conference materials and in the mailing in XL size.

## Business Class Sponsorship (2,400.00 €)

Business Class sponsorship will generate new leads and a lasting impression in aviation industry

You are an acknowledged provider of building management systems and building automation devices. Or you want to enter the growing market of the aviation industry with your new development, your new solution. The Business Class sponsorship ensures the right **positioning among the decision-makers**. With an active role in the conference, in the exhibition and the participation in a unique matchmaking campaign your company will be extremely visible to the airport operators and the airport management.

- ✈ As a part of the official conference agenda you present your company and your airport specific solutions in the presentation format of an **“elevator pitch”**. Your presentation gets to the heart of the matter and takes the same amount of time as a ride in an elevator.
- ✈ Be one of the main exhibitors in the conference exhibition area. A **table top exhibition** is reserved for your devices, services and solutions. Bring your easy to handle exhibition equipment, demo cases, screens and table top presenters. An additional roll-up display will be provided for increased visibility.

- ✈ Space for your article is reserved in the upcoming Airport Conference edition of the **BACnet Europe Journal**. Your company will be visible as a supporter of the Airport Conference.
- ✈ Participate in a **unique matchmaking campaign** and exchange your portfolio directly with the decision-makers of the airports and airport operators. In a moderated process the demands and needs of the airports will be matched with your expertise and experience. Contacts will be exchanged for future communication.
- ✈ Your **company profile** and airport solutions will be uploaded to the matchmaking area of the Airport Conference website in large size.
- ✈ Your **logo** is presented in the conference room in large size.
- ✈ Your logo is presented in the **conference website**, at the conference materials and in the mailing in large size.

## Economy Class/Logo Sponsorship (980.00 €)

Economy Class/Logo Sponsors are recognized as solution providers for successful airport operation

You are a supplier, an OEM product provider, a service provider who is involved in the airport industry. Or you are an association that supports the development and standardization of building technology and system integration at airports. The logo sponsoring gives you **visibility as a business partner of the airports** throughout the airport conference and exhibition. The Logo sponsorship ensures a clear awareness in the entire airport industry. You are part of the Airport Conference at the event website, in the conference and in the exhibition – thus you strongly benefit from the event and its promotion.

- ✈ Your **company profile** and airport solutions will be uploaded to the matchmaking area of the Airport Conference website.
- ✈ Your logo is presented in the **exhibition**.
- ✈ Your logo is presented in the **conference room**.
- ✈ Your logo is presented in the conference website, at the conference materials and in **mailshots**.

# Overview of Sponsor Packages

4% early bird discount until May 31

## Sponsoring Packages

	First Class (maximum of three sponsors)	Business Class	Economy Class/Logo
<b>Price</b>	<b>4,900 €</b>	<b>2,400 €</b>	<b>980 €</b>
BACnet Airport Conference Dinner with airport managers on the eve of the event (September 26, 2018)	X		
Speaking opportunity (Presentation of a specific topic, part of the official agenda)	X		
Space for exhibition booth in the exhibition area, 3 presentation roll-up displays (800 mm x 2000 mm, print data to be provided)	X		
Poster presentation at the booth in a conference break	X		
Official sponsor of the networking reception, welcome speech at the networking reception, presentation of roll-up displays	X		
Publication opportunity and preferential placement in the BACnet Europe Journal (Airport Conference edition Sept 2018), marking as supporter of the Airport Conference	X		
Elevator Pitch (Brief presentation of airport solutions, announcement in the official agenda)		X	
Table top exhibition in the exhibition area, 1 roll-up display (800 mm x 2000 mm, print data to be provided)		X	
Publication opportunity in the BACnet Europe Journal (Airport Conference issue Sept 2018), visible as supporter of the Airport Conference		X	
Participation in matchmaking campaign with airport representatives (exchange of search/offer briefings, coordination of consulting needs and expertise)		X	
Logo presentation in the exhibition area			X
Upload of company profile and airport solutions to the matchmaking area of the Airport Conference website	XL	L	M
Logo presentation in the conference room	XL	L	M
Logo presentation on the conference website, materials and mailings	XL	L	M

Prices do not include VAT



## Welcome to Gateway Gardens, the airport city at Frankfurt Airport

Gateway Gardens is a “Global Business Village” in the European heartland, and with a projected gross external area of 700,000 square metres, one of the largest quarter developments of any airport city in Europe. Gateway Gardens connects economic flow across the world by applying a simple concept called “proximity.”

Located at one of the world’s biggest airports, in the heart of Frankfurt Airport City, a major high-speed railway station, and the most heavily frequented motorway junction in Europe. This sort of mobility and proximity translates into direct access to international or indeed global business contacts and markets.

### Venue

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House of Logistics & Mobility (HOLM)  
Bessie-Coleman-Straße 7, Gateway Gardens  
60549 Frankfurt am Main  
Germany

### Fees

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The participation fee for the Airport Conference and Exhibition is 140.00 €. Registration is mandatory.

### Registration

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Online at <https://airportconference.org/>

### Host

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BACnet Interest Group Europe (BIG-EU)  
Droste-Hülshoff-Straße 1  
44141 Dortmund  
Germany  
[www.big-eu.org](http://www.big-eu.org)  
E-Mail: [info@big-eu.org](mailto:info@big-eu.org)

### Partner

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Fraport AG - Frankfurt Airport Services Worldwide

### Organizer

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MarDirect  
Marketing Direct GbR  
Droste-Hülshoff-Straße 1  
44141 Dortmund  
Germany

### Airport Conference contact

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Ms. Britta von Helden  
Phone +49 231 56777269  
Fax +49 231 42786732  
E-Mail: [info@big-eu.org](mailto:info@big-eu.org)



## Sponsorship application for the BACnet Airport Conference 2018

Please return your application by E-mail, fax or letter to

info@big-eu.org

Fax. +49 231-42 78 67 32

BACnet Interest Group Europe (BIG-EU)  
c/o MarDirect  
Droste-Hülshoff-Str. 1  
44141 Dortmund  
Germany

### Sponsor

\_\_\_\_\_  
Company

\_\_\_\_\_  
Department

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Name

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Address / Street / Post box

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Zip code, City

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E-mail

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PO Box

### Invoice address (if different)

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Address / Street / Post box

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Phone

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E-mail

Yes, we shall be attending the BACnet Airport Conference as a \_\_\_\_\_ sponsor.

The amount of our sponsorship is \_\_\_\_\_ (excl. VAT).

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature