



2022/2023
BUSINESS
MEMBERSHIP
PROGRAM

atc-network.com

WELCOME

I would like to thank you for your interest ATC Network and the Business Membership Program.

We hope that, whether you're an interested potential partner or you're one of our current business members, this guide will adequately inform you on the options and benefits with which our services are able to support your organization.

We're proud of our role in the industry: to connect ATC professionals worldwide, deliver the information they need and provide the platforms to do business. All free of charge for individual members and at the same cost for business members as it has been for the last 10 years. Especially in these times of financial hardship and uncertainty, where shrinking budgets and increased competition is common instead of exceptional, we feel it's crucial to offer you the best value possible for your investment in generating business.

With over 20 years of experience in the industry, we're confident to say that ATC Network is a proven value-adding success formula for our business members. If you have any questions about the Business Membership Program feel free to contact us.

Chris Wade
CEO



ATC Network

Petrus Regoutplein 1 C02
6211 XX Maastricht
The Netherlands

Mob: +31 646 308282
chris.wade@atc-network.com



INSIDE

| | |
|--|----|
| About ATC Network | 4 |
| Google Analytics | 5 |
| Benefits of Our Business Membership Program | 6 |
| Additional services | |
| - Marketing Package | 8 |
| - Tender Information | 9 |
| - Webinars | 10 |
| - Business Intelligence & Marketing Services | 11 |
| - Video & Event Support | 11 |
| Meet Our Members | 12 |
| Business Opportunities | 14 |
| Official Business Membership Contract | 15 |
| Notes | 16 |

ABOUT ATC NETWORK

Founded in 1998, the ATC Network was the first dedicated 'free to access' online ATC community for the ATC Industry. Originally there was an idea to centralise all information concerning the ATC industry at one place on the internet. In co-operation with many associations and professionals the community grew and grew. This encouraged the professionals, experts, companies and associations to actively partake in the collation and timely publication of the industry's latest developments.

What can be found on ATC Network?

On ATC Network you can find the latest ATC Industry news and developments. This information is up-dated on a daily basis. Also, product showcases, company and project case studies, articles, information on upcoming industry events and courses. ATC Network works closely in co-operation with many of the major ATC events.

The Company and Product Database

It lists nearly 400 Companies and their products. It is fully searchable through keyword or product categories.

The Tender Information Service

In 2009 ATC Network launched it's Tender Info Service. Last year we published over 50 ATC related Industry tenders per month. As a subscriber to this service you can gain instant access to these documents 24/7.

ATC Network bulletin newsletter

The Network sends out a fortnightly newsletter to all it's subscribers which details all the latest additions to the website.

ATC Network Special Bulletins

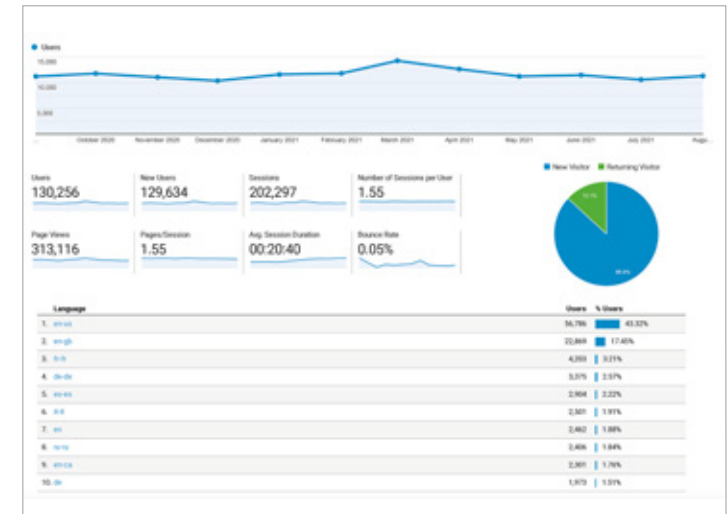
Each year we publish industry specific topics in our digital and printed magazine. Special Bulletins feature editorial, news, articles, advertorials, advertisements, events and other information relevant to the specific topics. Past issues include: Training and Simulation, Remote & Digital Towers, UTM & U-Space.

World ATM Directory and ANSP Report

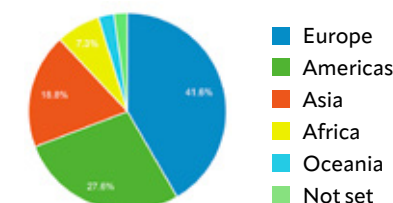
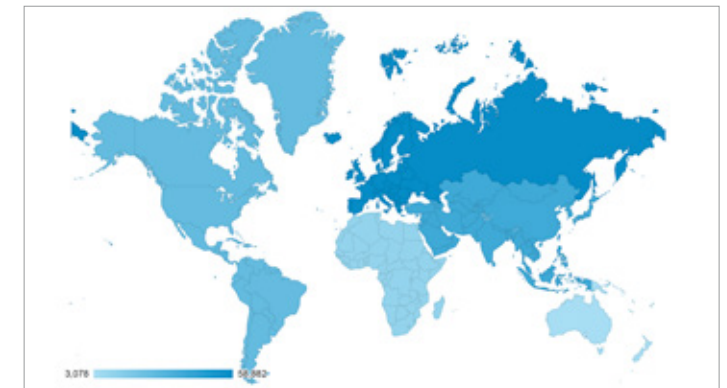
Published every year this is an essential handbook for the industry. Comprehensive directory of ANSPs worldwide. Reports, Calls for tender published through the Tender Information Service and a Supplier and Products Directory.

GOOGLE ANALYTICS

Audience Overview



Location



BENEFITS OF OUR BUSINESS MEMBERSHIP PROGRAM

Our goal is to support companies in the Business Membership Program in developing their businesses through networking, industry information, marketing and virtual events. As a business member of ATC Network you will enhance your visibility within the industry, grow your business and engage the vibrant community of tens of thousands of ATC professionals around the globe.

Enhanced representation

Elaborate company profile

Your standard company profile will be improved with the following extra features:

- Links to company website
- Contact person with email address
- Company social media links
- Embedded videos
- Pdf uploads
- Product information
- Press releases indexed
- Job openings

Top listing

When potential customers search for suppliers of products and services your company supplies you will be top listed

Featured company

Business members have their company profile randomly featured on the homepage

Tender Information Service

ATC Network searches for and publishes relevant international ATC tenders on a daily basis. As a Business Member you can download the Tender Documentation directly from the network. There is no limit to the number of members of your organisation that can have access to this. Each member will also receive a weekly email with the latest published tenders from each week.

Industry wide communication

Press releases

- Your press releases will be published in our news section
- Press releases will be distributed through our fortnightly published newsletter mailing

Blog mentioning

Updates that don't fit in a press release will be mentioned and linked to in our blog postings

Social media promotion & linking

Your company's press releases, updates, happenings, etc. will be promoted and linked to ATC Network's social media communities on Twitter and LinkedIn (6,500 and 14,000+ Members respectively)

Job openings

Any employment opportunities can be published and will be promoted

Advertisement

Rotating banner

In random sequence your animated banner will be displayed at the top of each webpage

Logo on main page industry listing

A company logo linking to your company profile will be displayed directly on the industry search start-page

Additional services

ATC Network offers a range of services that are not included in the Business Membership Program fee, but are exclusively available to companies participating in the program.

For more information about these additional services see the Additional services section.



ADDITIONAL SERVICES

EXCLUSIVELY FOR BUSINESS MEMBERS

Marketing Package

The Marketing Package is a service ATC Network offers for companies seeking maximum brand exposure and recognition in the ATC industry. Whether for market penetration or industry leader assertion, this service will make sure you're in the picture.

Enhanced industry communication and representation

Showcases

Showcase your company/product/case study/project by making use of product presentations or visuals like movies and animations.

Showcases will be promoted through:

- Hosted on the homepage for a week
- Hosted in the Showcase section for a month
- In an added Showcase tab in your company profile
- Promoted through the digital newsletter
- Promoted and linked to ATC Network's social media communities on Twitter and LinkedIn

Advertisement

Industry leader banner

On each webpage a company logo, either to the left or right of the frame, will link to your website

Medium rectangle banner

On every webpage that a visitor loads a randomly selected animated rectangle banner will be displayed

Banner in our newsletter

Company logo linking to your website in each fortnightly update sent out to all subscribers around the globe

TENDER INFORMATION SERVICE

SIGN UP NOW

Subscription to the Tender Information Service

weekly email - Unlimited subscribers

Login providing instant access to tender documentation

Unlimited logins

Access to over 40 Worldwide ATM Tenders every month

Over 500 Tenders published each year from all over the world



ADDITIONAL SERVICES EXCLUSIVELY FOR BUSINESS MEMBERS

Webinars

ATC Network Webinars offer your company the opportunity to generate qualified leads and increase interest on subjects important to your organization. Host rich, interactive online Webinars to capture your target audience.

Full Service Event

- ATC Network supplies the platform and audio solutions for your event
- An event manager will assist you from start to finish. This includes setting up the promotional campaign, advice on presentation possibilities, monitoring your event, providing after-event evaluation and follow up material

Event Promotion

Your event will be promoted through our website, social media channels, weekly email updates and other digital communications

Follow Up

- Receive a clear and extensive analytics report on your event
- Receive contact details for each attendee as well as analysis of in-event behavior
- Receive a recording of your event for personal promotional use and have the recording linked to your ATC online company profile

ATC Webinars can be used for multiple purposes.

From sales pitches, to product launches, niche market events, training sessions, and more.

ATC Network works in cooperation with you to make sure your event is a success.

Benefits of hosting a Webinar

Full-Service Event

ATC Network can take care of every detail of the campaign leading up to the Webinar, leaving you to focus solely on the presentation and the follow-up of sales leads.

Leads

Hosting a Webinar is definitely a lead generating tool. It provides qualified sales leads and a detailed portrait of your target audience. Hosts benefit from access to all attendee information and behavioral analysis in accordance with data protection laws.

Time-efficient

With minimal time investment, Webinars can provide your business with a valuable return.

Responsible Advertising

Webinars are a cost-effective and interactive, green communication tool.

Wide-reaching

Benefit from a wider geographical audience with no cap on the number of attendees to your Webinar.

BUSINESS INTELLIGENCE & MARKETING SERVICES

Due to an increasing demand from our business members for broader marketing solutions that are integrated and fully serviced, ATC Network has made its in-house core competencies in marketing and business intelligence available to all business members.

Surveys, market research and other data services

When you want to know your market and/or are in need of trustworthy data sets, look no further.

ATC Network can provide you with excellent qualified data.

Full service marketing & public relations support

ATC Network is able to function as a full service marketing partner to any business within the ATC industry. We can assist with consultation, content creation, content optimisation, engagement, monitoring and measuring. Get the attention you need and get your message across to your target audience.

Video & Event Support

ATC Network can offer you a wide range of video production support. From on-site product demonstrations, interviews and full event support.

We offer a high quality professional filming service with post production and delivery of a high definition video. Your video will be promoted through ATC Network's various channels and you will receive a copy for your own promotional use.

We also offer event support through promotional after show video production, on-site instant coverage through various media channels and on-site event streaming.

To see an example of previous work please visit <https://vimeo.com/atcnetwork>

MEET OUR MEMBERS



Entry Point North

"We see ATC Network as one of the most important platforms for global ATC related news and publications. The ATC Network team provides us quick and professional support and we are extremely pleased with the service and exposure."

Inesa Stockunaite
Marketing Manager



SITI

"ATC Network has always supported us with publishing timely news from our organisation and we have also benefited from the Tender information service subscription and marketing activities as part of our membership."

Roberto Weger
Communications Manager



Adacel

"Working with ATC Network team has been a real pleasure. They are quick to reply to all our needs and go the extra mile to provide us with extra value as part of our sponsorship program."

Aliona Groh
Director, Marketing & Communications



Frequentis

"The ATC Network is my first choice for research on the industry and competitors thanks to its great directory of products and businesses. The up-to-date news items keep me informed and the simplicity of uploading and managing my own articles is a real benefit."

Jennifer McLellan
Public Relations Manager



PANSAN

"We have always trusted ATC Network to disseminate our latest news and developments to the industry. They have also been an important partner for a large event PANSAN have organised with excellent video support during the event and delivery of a highly professional video production."

Jacek Staroszczyk
Senior Business Development Specialist

BUSINESS OPPORTUNITIES

PRODUCT OVERVIEW

| Product | Price |
|---|---------|
| Business Membership (per year) | € 5.000 |
| Additional Marketing Package (per year) | € 5.000 |
| Additional Services | |
| Tender Information Service | € 1.000 |
| Supplier Listing ATM Directory | € 750 |
| Video Presentation | € 750 |
| Webinars | |
| 1 Edition | € 2.500 |
| 2 Editions | € 4.500 |
| 3 Editions | € 6.375 |
| 4 Editions | € 8.000 |
| Special Bulletin Issue* (print and online) | |
| Advertisement on cover (inside or back) | € 2.000 |
| Advertisement A4 | € 1.000 |
| Advertorial (2 pages A4) | € 750 |
| Advertorial + Advertisement A4 | € 1.500 |

* Upcoming Issues

Meteorology (Deadline September 14 2022)

Distributed at Meteorology Technology World Expo October 11-13 2022 Paris

Sustainability (Deadline September 14 2022)

Distributed at inter airport FOCUS October 20-21 2022 Berlin

Remote & Digital Towers 2023 (Deadline January 24 2023)

Distributed at CANSO Airspace World March 8-10 2023 Geneva

OFFICIAL BUSINESS

MEMBERSHIP CONTRACT

The undersigned, duly representing the company referred to below, declares that the company wishes to sign up for the ATC Network Business Membership Program.

Contact information

Company name: _____

Address: _____

Postal Code / town: _____

P.O. Box + Postal Code + town: _____

City: _____ State: _____ Country: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Contact person: _____

Job title: _____

Email of contact person: _____

Company registration number: _____

VAT Nr. (EU): _____

Purchase order number: _____

Check appropriate box for service

- ☐ Business Membership Program € 5.000,- per year
- ☐ Business Membership Program + additional Marketing Package € 10.000,- per year

Additional Services

- ☐ Tender Information Service € 1.000,- per year ☐ Video Presentation € 750,-
- ☐ World ATM Directory and ANSP Report Supplier listing 2023 € 750,-
- ☐ 1 Webinar € 2.500,- ☐ 2 Webinars € 4.500,- ☐ 3 Webinars € 6.375,- ☐ 4 Webinars € 8.000,-
- Special Bulletin ☐ Meteorology ☐ Sustainability ☐ Towers
- ☐ Cover € 2.000,- ☐ Advertisement € 1.000,- ☐ Advertorial € 750,- ☐ 4 Advertorial + Ad € 1.500,-

Start Date: _____

All rates are exclusive VAT. We Focus BV. has the right at any time to change the fee for its services. Invoices are payable annually in advance and are subject to the We Focus BV General Terms and Conditions. Cancellation of the contract should be done by written letter, 3 months prior to the end of the years' start date.

EMAIL TO: chris.wade@atc-network.com

Signature: _____

ATC Network is a concept of We Focus BV.

Petrus Regoutplein 1 C02
6211 XX Maastricht
The Netherlands

+31 (0) 43 362 80 42
info@wefocus.com
wefocus.com

atc
network

ING Bank 677701497 IBAN NL53INGB0677701497 BIC INGBNL2A C. of C.14061003 VAT NL807628384B01

NOTES

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FOR ALL INQUIRIES, PLEASE CONTACT:

ATC Network

Chris Wade

chris.wade@atc-network.com

Petrus Regoutplein 1 C02

6211 XX Maastricht

The Netherlands

T: +31 (0) 43 364 07 02

M: +31 (0)6 46 30 82 82

WWW.ATC-NETWORK.COM