

PAYLOAD AWARDS ASIA 2017



Celebrating Excellence in the Air Cargo Industry

**12 October 2017
6pm – 11pm
Singapore**

awards.payloadasia.com



2017 Award Categories

Customer Choice Awards & Industry Choice Awards

- ✈ Overall Carrier of the Year
- ✈ Rising Star Carrier of the Year
- ✈ Combination Carrier of the Year
- ✈ Belly Carrier of the Year
- ✈ Low Cost Carrier of the Year
- ✈ Leasing Provider of the Year
- ✈ Charter Operator of the Year
- ✈ Charter Broker of the Year
- ✈ GSA/GSSA of the Year
- ✈ Asia Pacific Airport of the Year
- ✈ European Airport of the Year
- ✈ Ground Handler of the Year
- ✈ Global Express Provider of the Year
- ✈ Regional Express Provider of the Year
- ✈ Global Logistics Provider of the Year
- ✈ Regional Logistics Provider of the Year
- ✈ IT Provider of the Year
- ✈ Green Award
- ✈ Corporate Social Responsibility Award
- ✈ X Factor Award

Editor's Choice Awards

- ✈ Lifetime Achievement Award
- ✈ Marketing Award of the Year
- ✈ Media Award of the Year



The *Payload Asia* Gala Dinner and Awards Ceremony will be held in Singapore in October 2017. Organised by Payload Asia and supported by Logistics Insight Asia, the annual Awards is a celebration of excellence, spotlighting the air cargo supply chain companies that have excelled in the industry by rising above the very challenging global air freight market. These companies have shown market adeptness, innovative thinking and superior strategy – to make a positive impact on their own business and the market in general.

This year's award continues with the innovative dual track awards – the first and only in the industry – that offers two unique but equally legitimate views of excellence.

In the vein of the entertainment industry's People's Choice Awards and the Academy Awards, we present the Customer Choice Awards and the Industry Choice Awards – the first determined by popular online voting and the second through ranking by an esteemed industry panel.

Established in 1984, Payload Asia continues to be the respected voice of the air freight industry, offering unparalleled news and analysis of industry developments and trends from across the globe with a keen focus on the Asia-Pacific and India-Middle East regions.



Nomination and Voting

The Payload Asia Awards 2017 recognises excellence in two separate but complementary methods by awarding winners through a dual-track awards programme comprised of: **Customer Choice Awards** and **Industry Choice Awards**.

The winners in the **Customer Choice Awards** will be selected by an online transparent and independently audited voting process that represents the views and decisions of customers, business partners and *Payload Asia* readers. The winners in the **Industry Choice Awards** will be selected by an international panel of industry-wide experts who will analyse and score the nominations received.

A full list of those companies who have been nominated – either through 3rd party nominations or self-nomination – will be submitted to the industry panel for scoring. Importantly, industry experts will not be allowed to judge categories in which they have a direct conflict of interest. For example: A representative from a carrier will not be allowed to judge any carrier-related categories.

Independent auditors will vet the voting process and verify the final tally.

✈ **Nomination Period: 27 March – 5 May 2017**

Companies wishing to participate in this event will be nominated by its customers, business partners, *Payload Asia* readers, or sign up as self-nominated candidates for the relevant awards categories. Each awards category has specific eligibility and assessment criteria and all entries will be submitted via an online entry form.

✈ **Customer Choice Awards – Online voting period: 22 June – 17 August 2017**

All participating nominees will undergo an online voting process by customers, business partners, and *Payload Asia* readers starting from 3 August. During this period, *Payload Asia* e-Newsletter and awards website (awards.payloadasia.com) will cover the voting process until 14 August 2017. The voting process and final tally is audited by an external accredited entity to ensure integrity, fairness and transparency.

✈ **Industry Choice Awards – Judging period: 22 June – 3 August 2017**

The winners will be selected by an international panel of expert judges, who will analyse and score the nominations received. A full list of those enterprises (nominated either by customers, business partners, readers or themselves) will be submitted to the industry judging panel for analysis and ranking. The voting process and final tally is audited by an external accredited entity to ensure integrity, fairness and transparency.

✈ **Awards Ceremony & Gala Dinner: 12 October 2017**

The final winners of **Customer Choice Awards** and **Industry Choice Awards** will be announced at the Grand Awards Ceremony & Gala Dinner in Singapore which will follow the *Payload Asia* Conference 2017 earlier in the day. The winners list and post-award coverage will be published in the November and/or Dec/Jan 2017 issue of *Payload Asia*, e-Newsletter, as well as the awards microsite at awards.payloadasia.com.

Spread the Good News

Voting starts from 22 June – 17 August 2017

Shortlisted nominees will be informed as soon as the nomination list is ready.

Your nomination distinguishes you as exceptional in the field. Place an online ad on our voting page to promote your nomination. Further publicity for Customer Choice Awards voting includes Payload Asia e-Newsletter, website and electronic direct mail on 22 June 2017.

Leaderboard (728 x 90 pixels)

Horizontal Banner (600 x 60 pixels)

Top Banner Position (728 x 90 pixels)

Awards Voting Home Page

Awards Voting Page

e-Newsletter

Button Banner (150 x 150 pixels)

‘Call for Support’ Ads

Package 1 – S\$14,000
SPECIAL RATE S\$11,500

Includes:

- ✈ Leaderboard (728 x 90) on the awards microsite
- ✈ 3 x e-Newsletter (top banner position)

Package 2 – S\$8,200
SPECIAL RATE S\$6,700

Includes:

- ✈ Horizontal Banner (600 x 60) on the awards microsite
- ✈ 3 x e-Newsletter (button)

For sponsorship opportunities, please contact your *Payload Asia* sales rep or

Susan Ng, Associate Publisher (Manufacturing Group)

Tel: (65) 6521 9773 HP: (65) 8499 0096

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Awards Sponsorship Details

a) Platinum Sponsorship S\$ 32,000

Includes:

- Acknowledgement on promotional material as “Platinum Sponsor”
- A top management representative from the sponsor will be invited to present 3 awards
- Sponsor’s logo on house ads, electronic direct mailers, event microsite (with links to sponsor’s home page) and event signage
- Sponsor’s logo will be prominently displayed on the stage backdrop
- Corporate slide shows during dinner (the length is limited to 4 mins)
- Full page ad in Dec/Jan 2017 – Payload Asia Awards 2017 post-award issue
- Banner ad on awards microsite (<http://awards.payloadasia.com>)
- Text Sponsorship on post-award e-Newsletter
- 1 table (8 seats) at the Gala Dinner
- Dinner Sponsorship



b) Gold Sponsorship S\$ 25,000

Includes:

- Acknowledgement on promotional material as “Gold Sponsor”
- A top management representative from the sponsor will be invited to present 1 award
- Sponsor’s logo on house ads, electronic direct mailers, event microsite (with links to sponsor’s home page) and event signage
- Sponsor’s logo will be prominently displayed on the stage backdrop
- Corporate slide shows during dinner (the length is limited to 4 mins)
- Banner ad in awards microsite (<http://awards.payloadasia.com>)
- Text sponsorship on post-award e-Newsletter
- 1 table (8 seats) at the Gala Dinner



c) Cocktail Sponsorship S\$ 18,000

Includes:

- Acknowledgement on promotional material as “Cocktail Sponsor”
- Sponsor’s logo on house ads, electronic direct mailers, event microsite (with links to sponsor’s home page) and event signage
- Sponsor’s logo will be prominently displayed on the stage backdrop and onsite signage
- Text sponsorship on post-award e-Newsletter
- Door gift for all guests (sponsor to provide 200 pieces; subject to approval)
- 3 seats at the Gala Dinner

*Kindly note that the above price may change due to market conditions



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Be part of the winner's circle!

Post-Awards Issue

Details of our 2017 winners will be published in the Nov 2017 or Dec/Jan 2018 issue.

Booking deadline: 3 Nov 2017

Material deadline: 17 Nov 2017

Post-Awards Package – S\$18,800
SPECIAL RATE S\$16,000

Includes:

- ✈ 2pp 'Congrats' ad in print magazine
- ✈ Button banner on e-Newsletter
- ✈ Button banner on microsite



PAYLOAD AWARDS ASIA Celebrating Excellence

IBS Software
Customer Choice Award – IT Provider of the Year

Air Charter Service
Customer Choice Award – Charter Broker of the Year

Hong Kong Air Cargo Terminals Ltd (Hactl)
Customer Choice Award – Ground Handler of the Year

Hong Kong Air Cargo Services Ltd (Hactc)
Customer Choice Award – Regional Logistics Provider of the Year

Virgin Atlantic Cargo
Industry Choice Award – Rising Star of the Year

Kale Logistics Solutions
Industry Choice Award – IT Provider of the Year

PAYLOAD AWARDS ASIA Celebrating Excellence

Air Logistics Group
Customer Choice Award – GATEWAY of the Year

Ethihad Cargo
Customer Choice Award – Rising Star Center of the Year

Qatar Airways Cargo
Industry Choice Award – Rising Star Center of the Year

SATS
Industry Choice Award – Ground Handler of the Year

Luqail/Halla Airport
Industry Choice Award – European Airport of the Year

PAYLOAD AWARDS ASIA Celebrating Excellence

Atlas Air Worldwide
Charter Operator of the Year (Customer Choice)

Hong Kong International Airport
Top Facility: Airport of the Year

Hong Kong Air Cargo Terminals Limited (Hactl)
Grand Holder of the Year (Customer Choice)

Leading Provider of the Year

Quarter Operator of the Year

PAYLOAD AWARDS ASIA Celebrating Excellence

Virgin Atlantic Cargo
Rising Star of the Year (Industry Choice)

AirBridge Cargo
Rising Star of the Year (Customer Choice)

Hong Kong Air Cargo Industry Services (Hactis) Limited
Industry Choice & Customer Choice

On Time Performance. Delivered.

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