

Two events in One:
Air Freight Asia & IATA Cargoweeek
SHANGHAI - CHINA
February 14-17, 2006



**SHANGHAI INTERNATIONAL CONVENTION
& EXHIBITION CENTRE**



For registration check websites www.payloadasia.com or www.airfreightasia.com

SHANGHAI-CHINA 2006

ABOUT AIR FREIGHT ASIA

Air Freight Asia 2006 will be organised in close co-operation with the annual Cargoweek of the International Air Transport Association (IATA). Both events will run concurrently in the Shanghai International Convention & Exhibition Centre, allowing maximum networking between attending delegates.

Like in previous years, Air Freight Asia 2006 has also received endorsement from the Federation of Asia-Pacific Aircargo Associations (FAPAA).

Delegates will meet decision-makers from around the world as the only air freight conference & exhibition in the Asia-Pacific and Middle East region convenes for the 12th time since 1986 after previous events in Singapore, Sapporo, Bangkok, Hong Kong, Kuala Lumpur and Seoul.

Speakers at Air Freight Asia 2006 will include leading representatives from all sectors of the air freight industry, who will present their views and opinions in sessions which have, often controversial, themes that are likely to impact significantly on the air freight industry in the next few years.

Book now for Asia's only air freight conference since 1986. Attend the social gatherings and highly effective meetings with senior representatives from the world's air freight industry.

ABOUT THE VENUE

The Air Freight Asia 2006 Conference & Exhibition will take place at the Shanghai International Convention & Exhibition Centre (SICEC), located in the booming Pudong area of Shanghai, which, apart from the Oriental Riverside Hotel adjacent to SICEC, boasts several five-star hotels such as the Grand Hyatt, Shangri-La, Inter-Continental and the Purple Mountain Hotel.

Due to high occupancy rates, most five-star hotels in Shanghai offer no special room rates and bookings can best be made via the Internet. Nevertheless, the organisers have secured preferential rates at the Oriental Riverside Hotel, the Inter-Continental Pudong Shanghai and the Novotel Atlantis Hotel for delegates attending Air Freight Asia 2006.

For special room rates please refer to the reservation forms in this brochure. To enjoy these special rates, which end around January 10, please contact the hotel directly and submit the relevant reservation form in this brochure. After the cut-off date stated on the reservation form, these special rates will no longer apply and full rates will be charged. Please ensure that you ask for the special Air Freight Asia 2006 rates. Bookings must be made with one night's deposit, made payable to the relevant hotel.

ABOUT THE DELEGATES

Among the delegates who have been attending previous Air Freight Asia conferences are senior management from airlines, airports, shippers, manufacturers, mail companies, cargo agents and forwarders. Previous shows have also attracted senior executives of logistics providers, express firms, automation and warehousing specialists, manufacturers of cargo handling equipment, and civil aviation and government representatives.

ABOUT THE REGISTRATION

Take advantage of our booking facilities by completing the registration form in this folder and returning it with your payment to the Air Freight Asia Conference Secretariat in Singapore. Please check with the conference organisers for details. Registration can also be done through our web site: www.payloadasia.com or www.airfreightasia.com.

The registration fee of US\$980 per delegate includes the attendance of the 2-day conference, tea/coffee breaks, two lunches, welcome reception on Day One and the cocktail reception on Day Two plus copies of all conference papers. Discounts apply for groups of five delegates and more.

ABOUT THE TRANSPORTATION

Upon arrival at Pudong International Airport, delegates can take a taxi outside the arrival hall. Several hotels in the Pudong area also provide transportation by limousine. Look for the hotel representative in the arrival hall or proceed to the respective hotel desk in the arrival hall. Don't accept services offered by touts. Depending on your time of arrival, it takes about 45 minutes to one hour to reach your hotel in Pudong.

You may like to use the Shanghai Maglev Train, which takes you in just seven minutes from the airport to Longyang Road station, from where you can take a taxi to Pudong. Follow the signs in the arrival hall for the Maglev Train.

Currency exchange is available in the arrival hall.

ABOUT THE GOLF TOURNAMENT

The traditional Air Freight Asia Golf Tournament will take place at the Tian Ma Country Club on the first day of the event, Tuesday, February 14, 2006. To allow overseas delegates to participate, the tournament will start at 13.00pm.

Bus transportation will be provided and all participants are requested to gather at the Oriental Riverside Hotel in Pudong at 12.00 sharp. The 27-hole Tian Ma Country Club in the Jiang District of Shanghai is nestled into the only mountain region in Shanghai.

ABOUT THE SITE VISIT

The traditional site visit on the last day of Air Freight Asia 2006 will be to the terminal facilities of the Sino-German joint venture ground handling company, Shanghai Pudong International Airport Cargo Terminal Co., Ltd (PACTL) and the adjacent China Eastern Cargo facilities.

The visits, which are specially arranged for Air Freight Asia delegates, will take place in the morning of February 17. Those who have early-afternoon departures should bring their luggage, which can be left on the special bus which will take delegates from the hotel to the cargo facilities at Pudong International Airport.

ABOUT THE EXHIBITION

Several companies which participated in previous Air Freight Asia events, have already reserved exhibition space at Air Freight Asia 2006.

In addition to delegates, the exhibition will also be open during conference hours to trade visitors, such as shippers, forwarders, government officials and freight-related organisations. An advertising campaign has been scheduled to attract these additional visitors.

There are more than 60 exhibition booths available in the Shanghai International Convention & Exhibition Centre, which are offered in various sizes, such as 3X3m, 3x6m, 3x9m, etc.

The rate for a package deal including a fully-fitted 3X3m booth, one full page, full colour advertisement in the Show issue of Payload Asia (February issue) and one free delegate pass is US\$5,800 or Euro 5,340 (for past exhibitors) and US\$6,500 or Euro 5,980 (for new exhibitors).

The charge for a fully-fitted shell scheme booth (3X3m) is US\$ 3,800 or Euro 3,500.

Raw space (island booths) is US\$330 or Euro 305 per sq m. Island booths, indicated on the floorplan with A and B, are for companies wishing to design their own stand. To order space and view floor plan, please refer to lay-out on the right and contact our sales representatives listed below.

All social functions, such as coffee breaks, lunches, welcome reception, main cocktail and buffet reception will take place in the exhibition area, making it the ideal location to promote your products and services to delegates and trade visitors.

ABOUT US

Air Freight Asia
1 Park Lane
Singapore 798385
Tel: +65 6481 3880
Fax: +65 6481 6220

Organisation: Nol van Fenema - nvfenema@vfpr-media.com
Registration: Rosie Chan - rosiechan@vfpr-media.com

For advertising and exhibition space sales, please contact:

Asia & Worldwide

Loone Yeo - looneyeo@payloadasia.com

USA & Canada

Matt Weidner - mtw@weidcom.com

France

Daniel Solnica - dsolnica@club-internet.fr

Italy

Fabio Potesta - info@mediapointsrl.it

Russia

Sergey Stanovkin - consulting@dars.ru

AIR FREIGHT ASIA 2006 EXHIBITION



AIR FREIGHT ASIA 2006 PROGRAMME

FEBRUARY 14

Registration
Golf tournament at Tian Ma Country Club
Welcome Reception in the Exhibition Area

FEBRUARY 15

Opening and Keynote address
Session 1 **Alliances, partnerships or joint ventures?**
Coffee break
Session 2 **Are airports seriously investing in cargo?**
Lunch
Session 3 **The quest for reliable cargo data**
Session 4 **New freighters...or just conversions?**
Coffee break
Session 5 **Round Table**
Cocktail & Buffet party

FEBRUARY 16

Session 1 **The growing demand for regional feeder services**
Coffee break
Session 2 **Differentiation of cargo products. Is it necessary?**
Lunch
Session 3 **Round Table Discussion**
Session 4 **How cool can it get?**
Coffee break
Session 5 **Are shippers getting a seamless cargo product?**

FEBRUARY 17

Visit the PACTL cargo facilities at Pudong International Airport.

* Please note that the programme and its contents are copyright of Payload Asia Magazine and Asian Media Services Ltd, Hong Kong. Contents may not be reproduced or re-used in any form without written permission from the organisers of Air Freight Asia.

AIR FREIGHT ASIA 2004 EXHIBITORS

Advanced Cargo Logistic/ALS	EADS EFW	Münich Airport Int'l
Aeromexico Cargo	Express.Net Airlines	Nordisk Aviation
Aéroports de Paris	Fujairah Int'l Airport	OAG Worldwide
Air Atlanta Icelandic	Gemini Air Cargo	Polar Air Cargo
Air Cargo News	GF-X	Polet Cargo Airlines
Air Cargo Week	Gulf Air Cargo	Qatar Airways
Air France Cargo	Hong Kong Air Cargo Terminals	SATS Airport Services
Alitalia Cargo	Houston Int'l Airport	Saudi Arabian Airlines
BAE Systems	IATA Netherlands	SkyTeam Cargo
Bahrain Int'l Airport	Keiser Phillips	Swissport
Barcelona Airport Cargo	Korean Air Cargo	Swiss WorldCargo
The Boeing Company	LAX World Airport	THAI Cargo
Cargolux	Liege Airport	Time:Matters
Chateauroux Airport	Lufthansa Ca	United Airlines Cargo
CSA Cargo	Macau Int'l Airport	Unitpool
Delta Air Logistics	Madrid Airport Cargo	Van Riemsdijk R'dam
DHL Express	Martinair Cargo	Volga-Dnepr Airlines
DNATA Cargo	MASKargo	WFS-PG Cargo
Driessen Air Cargo Equipment	Menzies Aviation	World Airways

AIR FREIGHT ASIA 2004 SPONSORS

Council for Logistics Research	KLM Cargo	United Parcel Service
DHL Express	Swiss WorldCargo	World ACD Market Data
Fraport	THAI Cargo	

AIR FREIGHT ASIA 2006 GOLF TOURNAMENT REGISTRATION

Mr/Mrs/Miss..... Tel:..... Fax:.....
Title/Job Function..... Email:.....
Organisation..... Handicap.....
Address..... Arrival date.....Airline.....Time.....
City.....
Country.....

Yes, I need to rent a set of clubs - Left Right
 Yes, I need to rent a pair of golf shoes. Size:.....

Please fax this form to the organisers at (65) 64816220

For more than one booking, please photocopy this form

HOTEL BOOKING FORM**ORIENTAL RIVERSIDE HOTEL****AIR FREIGHT ASIA 2006 - February 14-17, 2006****➤ Hotel Room Reservation**

Please return form to:
 Reservation Department
 Contact person: Daisy Guo
 No. 2727, Riverside Avenue Pudong,
 Shanghai 200120 P. R. China
 Tel: (86) 21 50370000
 Fax: (86) 21 50370051
 E-Mail: hotel@shicc.net
 Website: www.shicc.net

Company: _____
 Tel: _____
 Fax: _____
 E-mail: _____
 Booking guaranteed by (Visa / Master /) _____
 Name of Card Holder: _____
 Credit Card No: _____
 Expiry: _____ Signature: _____

Family Name: _____ First Name: _____

Room Types: () Superior Room Garden View US\$130 (Inclusive of 1 Buffet Breakfast)
 () Superior Room Bund View US\$150 (Inclusive of 1 Buffet Breakfast)
 () Additional Buffet Breakfast US\$12

Special Request: _____

Check in date: _____ Check out date: _____

Arrival Flight No. _____

Airport Pick Up: HongQiao Airport () BUICK - RMB460 One Way
 Airport Pick Up: Pudong Airport () BUICK - RMB575 One Way
 Maximum 2 person with limited Baggage per car

Remarks:

- The above rates are subject to 15% service charge.
- 72 hours notice is required to cancel or amend a guaranteed booking. Otherwise, one night room charge will be imposed as late cancellation penalty.
- In the event of any NO-SHOW, the guest shall be held responsibility for the payment which is equivalent to full length of stay.
- Please complete the reservation form and send to the hotel on or before Jan. 12th 2006. Any reservation received after the cut-off date will be subject to room availability.

HOTEL BOOKING FORM**INTER-CONTINENTAL PUDONG SHANGHAI HOTEL****AIR FREIGHT ASIA 2006 - February 14-17, 2006****➤ Hotel Room Reservation**

Please return form to:
 Inter Continental Pudong Shanghai Hotel
 Reservation Department
 Contact person: Billy Wang
 No. 777, Zhang Yang Road, Pudong
 Shanghai 200120 P. R. China
 Tel: (86) 21 5835 6666
 Fax: (86) 21 5835 7777
 E-Mail: pudong@interconti.com
 Website: <http://shanghai.intercontinental.com>

Company: _____
 Tel: _____
 Fax: _____
 E-mail: _____
 Booking guaranteed by (Visa / Master /) _____
 Name of Card Holder: _____
 Credit Card No: _____
 Expiry: _____ Signature: _____

Family Name: _____ First Name: _____

Room Type: () Deluxe King RMB 1500 +10% service charge +5% gov.tax (Inclusive of 1 buffet breakfast)
 () Additional Buffet Breakfast RMB 110 + 15% surcharge

Special Request: _____

Check in date: _____ Check out date: _____

Arrival Flight No. _____

Airport Pick Up: HongQiao Airport () limousine - RMB 400 One Way
 Airport Pick Up: Pudong Airport () limousine - RMB 500 One Way

Remarks:

- 72 hours notice is required to cancel or amend a guaranteed booking. Otherwise, one night room charge will be imposed as late cancellation penalty.
- In the event of any NO-SHOW, the guest shall be held responsibility for the payment which is equivalent to full length of stay.
- Special rate applies until Jan. 14th 2006. Any reservation received after the cut-off date will be subject to room availability.

This form must be completed and returned by every guest. Please use one form per person.

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HOTEL BOOKING FORM**NOVOTEL ATLANTIS HOTEL****AIR FREIGHT ASIA 2006 February 14-17, 2006****➤ Hotel Room Reservation**

Please return form to:
 Novotel Atlantis Hotel
 Reservation Department
 Contact person: Linda Zhao
 728 Pudong Avenue
 Shanghai 200120 P. R. China
 Tel: (86) 21 503 66 666
 Fax: (86) 21 503 66 588
 E-Mail: marketing@novotelatlantis.com
 Website: www.novotel.com

Company: _____
 Tel: _____
 Fax: _____
 E-mail: _____
 Booking guaranteed by (Visa / Master /) _____
 Name of Card Holder: _____
 Credit Card No: _____ Expiry: _____

Family Name: _____ First Name: _____ Signature: _____

Room Types: () Superior Room RMB 990 (Inclusive of 1 Buffet Breakfast)
 () Deluxe Room RMB 1290 (Inclusive of 1 Buffet Breakfast)
 () Executive Superior Room RMB 1600 (Inclusive of 1 Buffet Breakfast)

Special Request: _____

Check in date: _____ Check out date: _____

Arrival Flight No. _____

Remarks:

1. The above rates are subject to 15% service charge.
2. 72 hours notice is required to cancel or amend a guaranteed booking. Otherwise, one night room charge will be imposed as late cancellation penalty.
3. In the event of any NO-SHOW, the guest shall be held responsibility for the payment which is equivalent to full length of stay.
4. Please complete the reservation form and send to the hotel on or before Jan. 10th 2006. Any reservation received after the cut-off date will be subject to room availability.

AIR FREIGHT ASIA 2006 CONFERENCE REGISTRATION FORM

Mr/Mrs/Miss: _____

Title/Job Function: _____

Organisation: _____

Address: _____

City: _____ Country: _____

Tel: _____ Fax: _____

Email: _____

REGISTRATION FEES

- US\$980 - per delegate
- US\$575 - Cargowee delegates & FAPAA members
- US\$650 - Early Bird other delegates (**Until Dec.31-05**)
- US\$525 - Early Bird Cargowee & FAPAA (**Until Dec.31-05**)
- I am a member of the FAPAA association in my country (Validity will be checked)
- Yes, book me for the air cargo tour at Pudong International Airport on February 17, 2006

CANCELLATION POLICY: Should you be unable to attend, a substitute delegate may attend Air Freight Asia 2006 at no extra charge. Otherwise the originally registered delegate will be subject to the following refund policy: Full refunds less a 10% administration charge are applicable for all cancellations received in writing (letter, fax or email) by January 15, 2006; after this date there will be no refunds. In case of an outbreak of SARS or a terrorist act in China prior or during the event, which forces the Organiser to cancel or postpone the event, the Organisers will not be liable in any manner for any claims for transport or accommodation arrangements made by the delegate or exhibitor.

METHODS OF PAYMENT

Total cheque enclosed for US\$ _____
 (Please make cheque payable to **Asian Media Services Ltd**)

Payment can be made through credit card:

AMERICAN EXPRESS (Only)

Card Number: _____ Expiry date: _____

Signature Card Member: _____

PAYMENT MUST ACCOMPANY REGISTRATION FORM

Please return this form plus cheque payment in envelope to:

Asian Media Services Ltd
Ms Rosie Chan
1 Park Lane
Singapore 798385

Tel: (65) 6481 3880 Fax: (65) 64816220
Email: rosiechan@vfpr-media.com

If you pay by credit card, you may return form by fax.

Companies wishing to exhibit at Air Freight Asia 2006, please contact Mr Loone Yeo at looneyeo@payloadasia.com for details, or check web sites: www.payloadasia.com or www.airfreightasia.com. Discounts apply

For more than one booking, please photocopy this form

This form must be completed and returned by every guest. Please use one form per person.