



Become a Business Partner



ABOUT US

IBAR - Italian Board of Airline Representatives is Association representing 50 Airlines operating in Italy :



What we do

1. In Italy , our main activities are carried out in constant liaison with :
 - Institutions
 - Regulatory Bodies of the Airline sector
 - Airport Operators
 - Other stakeholders involved in Air Transport
 - Specialized Press
2. Internationally , IBAR is part of the BAR – Europe, a network of more than 30 Board of Airline Representatives , our sister Associations engaged in similar activities in their respective Countries.



HOW WE COMMUNICATE

IBAR actively manages internal and external communication on issues of interest for the air transport community

Our regular activities include :

- Distribution of NEWSLETTERS and PRESS RELEASES
- Participation in technical working groups & committees, institutional tables and public events
- Organization of workshops on specific topics and assemblies (minimum two annually) reserved for the members

OUR AUDIENCE

Currently, the IBAR communication activities reach:

- 110 Country Managers of the associated Airlines and their delegated deputies
- 70 Airlines' Airport Managers and members of the Airport Operator Committees in Fiumicino, Malpensa and in the main Italian airports
- 80 Managerial figures involved in various capacities in the air transport sector (Airport Managing Companies, Handling Companies, General Sales Agents, other Associations active in the sector) and in the competent bodies (ENAC, Transport Regulation Authority, Customs, Ministry of Infrastructures and of Transport)
- 30 specialized journalists in air transport
- 50 Representatives of International Bodies / Associations (IATA, Airlines 4 Europe, EU Commission)
- 450 followers on the LinkedIn page

WHAT IS THE VALUE FOR OUR BUSINESS PARTNERS

- IBAR is gradually building a network of **BUSINESS PARTNERS** selected among the companies providing services to the Airlines' World
- Our BUSINESS PARTNERS are rewarded with:
 - **Logo visibility** on all the associative communications and in all the Assemblies and events organized directly by IBAR
 - **Networking and direct interaction opportunities** with company decision makers through the sponsorship of lunches & coffee breaks during the Association's Meetings
 - **Possibility to present products & services** through dedicated articles in the **NEWSLETTERS** and Internal Communications as well as through **dedicated slots during our ASSEMBLIES**



COSTS & CONTACTS

- The qualification of BUSINESS PARTNER is attributed against an annual fee
- In particular cases, Barter Agreement can also be considered

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