

## Aviation Dialogue 3rd Issue Call for Papers

### Submit your papers on: "Managing the Aviation Rebound"

Don't miss out on this opportunity to promote your company's industry knowledge to airport executives in the 3rd issue of Aviation Dialogue in 2010. Aviation Dialogue enables you to reach a global market of airport senior executives, a direct path to potential new clients. This edition will be published in September, at a time when many of the Partners will be meeting with airport executives at ACI events, such as the Power of India and annual conferences of ACI North America and ACI Africa, providing an additional outreach opportunity.

### So what is Aviation Dialogue and why is it good for you?

Aviation Dialogue is an electronic white paper that gives World Business Partners a targeted communications tool to share their experience, knowledge and expertise in the aviation industry directly with over 570 senior airport managers and over 400 World business partners – at no cost. Each issue is focused on one specific topic of critical interest to ACI members worldwide. As a result of latest traffic and business trends, the ACI WBP Board has chosen for the next issue the topic of Managing the Aviation Rebound. We want to hear from our members on your experiences in managing the undercapacity to overcapacity cycle in an ever changing airport environment, while trying to sustain steady commercial results. This topic is particularly important to our Airports now as the world is witnessing a rebound from the economic downturn of 2009 and forecasting growth in aviation.

### What are the guidelines?

Your contribution must be written in English, maximum 1000 words. Please keep in mind that this is a call for white papers, not sales materials. Each article may be accompanied by 1 picture/graph to demonstrate a point of view. The author should also list his/her name, title and provide a link to company or personal contact information. There is never an advertising fee associated with this opportunity to publish your thoughts and demonstrate your expertise.

### Selection Process

Applicants must send in their white papers no later than 1 September 2010. The ACI WBP board members will review submissions and select the most appropriate articles, and ACI World will prepare for distribution by end of September.

Once again I would like to take the opportunity to thank the following company's for their commitment and time in submitting white papers that appeared in the 2nd Edition of Aviation Dialogue on Improving Customer Service and Processes at the Airport:

- Lufthansa Consulting
- Kusch+Co Sitzmöbelwerke GmbH & Co KG
- Gateway Group One.
- HNTB Architecture,
- Epson America, Inc.

Looking forward to hearing from you on our timely new topic.



Catherine E. Mayer  
Chairman of the Board

