

February, 2010

Dear partners,

It is our honour to offer you a marketing partnership for **NATO Days in Ostrava 2010**, the largest air, military & security show in Central Europe. It is the tenth edition and will take place between 15th and 19th September 2010; the programme with many accompanying events will culminate with the Weekend show at Leos Janacek Ostrava Airport.

We are delighted to inform you that **Czech Air Force Days** will take place simultaneously and in conjunction with NATO Days in Ostrava 2010 for the first time. Also during the the NATO Days in Ostrava 2010 will include the International aircraft industry fair AirIn 2010 for the second time, which is organised by Trade Fairs Brno (Veletrhy Brno, a.s.). Thus there is a large show for the general public and a commercial exhibition for professionals. By presenting a display for the NATO Days in Ostrava you will be benefiting from the visitors, which are expected to number in excess of one hundred thousand people and several thousand VIP guests.

This means you get to display at two events for the price of presenting at only one event.

For NATO Days in Ostrava 2010 we have decided to maintain the same level of financial charging for each partnership category as we had last year. This decision includes our exclusive offer for comfortable Ground Boxes that have become very sought after by our partners for providing an area for formal or informal meetings with their visitors during this event. Nevertheless, we will continue with our efforts to improve services for our partners and to provide even more comfort for their important visitors.

We expect that NATO Days in Ostrava will again have very interesting international displays that will give an interesting and varied programme. We also expect that NATO Days in Ostrava will again be a meeting place for important people from the Czech Republic and abroad, and both from political, business and also from academic, cultural or sports areas.

NATO Days in Ostrava is exceptional value with a no entrance fee policy for the general public. Through their aim, NATO Days in Ostrava offer a unique presentation of wide range of measures and equipment that is at disposal of our country and its allies on the security field. Besides the army, there are different branches of armed services, integrated rescue system and other support institutions taking part in growing numbers. We are thus glad to see NATO Days in Ostrava becoming a wide-spectral event with a growing stress on international cooperation.

Not only are NATO Days in Ostrava a show, they also are a platform we used in the past years for explaining important security topics to the general public, and most importantly the topic of engagement of the Czech Republic in Afghanistan. For our visitors we offered an unbiased view on current issues by demonstrations and debates that Czech PRTs are involve with. We also were able to contribute to the finance of humanitarian projects in Logar province with thanks to our marketing partners who helped to generate the money. NATO Days in Ostrava 2010 will be a third year in which we are committed to engage in the humanitarian field.

We believe that you will be interested in our offer to present your company in our prestigious international project At the same time, we are ready to discuss your individual requests and needs.



Zbyněk Pavlačík

Chairman of the Jagello 2000 Association