



AIR CHARTER SERVICE

'DELIVERING SERVICE BEYOND EXPECTATIONS'



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AN INTRODUCTION  
TO CHARTER CONCEPTS  
MAKE YOUR FLIGHT YOUR OWN

At Air Charter Service, we believe that your charter experience should be exactly as you imagine it. That's why we created Charter Concepts, a service dedicated to customising every aspect of the journey.

Whether you're looking to showcase your brand or would simply like to tailor the menu to travellers' tastes, we'll help you create a truly unique experience.

Over the next few pages, you'll find inspiration and a few examples using our ACS and Charter Concepts brands. There's also an overview of the process from start to finish.

Of course, we're always happy to help with fresh ideas, too. Just ask your personal account manager and we'll do our best to bring them to life.





## AT THE AIRPORT

## MAIN AND PRIVATE TERMINALS

On arrival at the terminal, one of our representatives can be on hand to ensure a smooth check-in process, giving you the peace of mind that everything is taken care of.

To add a touch of exclusivity at main terminals, we can arrange a dedicated check-in lane and overhead screens featuring your brand logo. Or, if flying from a private terminal, we can add discreet brand touches throughout the building. We can even take care of passengers' cars with valet parking or branded parking spaces.

Working within strict airport guidelines, our flight services experts can manage every detail to save you time, money and effort.

## MAIN TERMINAL

## BRANDING OPPORTUNITIES:

- Check-in screens
- Floral displays
- Tensa barriers and roller banners
- Luggage tags
- Red carpets or floor mats

### SERVICE OPPORTUNITIES:

- Event registration desk
- ACS flight representative

## PRIVATE TERMINAL

## BRANDING OPPORTUNITIES:

- Champagne reception
- Gift bags
- Room decorations
- TV monitors
- Roller banners
- Bespoke lounge catering
- Coasters and swizzle sticks
- Sweets and/or chocolates
- Floral displays
- Red carpets or floor mats

### AIRPORT PARKING OPTIONS:

- Valet parking and kerbside drop-off
- Branded group areas and assigned spaces
- Prepaid parking tickets



\* Imagery depicts examples of branding opportunities only and is not the branding used on any air carriers.





## BOARDING THE AIRCRAFT SHOWCASE YOUR BRAND

What better way to display your brand than by having your logo on the exterior of the aircraft. From simply adding a logo by the door to rebranding the entire aircraft, we can personalise the livery to any level.

Then, add to the VIP experience with red carpets to the steps or sky bridge. Your personal account manager can discuss the full range of options during the booking process, then take care of all the airside logistics for you.

### BESPOKE OPTIONS:

- Welcome mats or a red carpet to the steps or sky bridge
- Exterior decals of your logo by the door
- Entire aircraft rebrand, for the ultimate wow factor





## ONBOARD EXPERIENCE

### ADD A FEW IN-FLIGHT COMFORTS

Once on board, your passengers can really settle in and experience your brand. From headrest covers to coasters and water bottles, the options are almost endless when it comes to customising the experience.

Our branding experts have in-depth knowledge of in-flight compliance, so we'll make sure all your finishing touches meet the latest regulations.

A range of entertainment options are also available if you'd like to showcase corporate videos and presentations. Simply tell us what you need and how you'd like it displayed to begin building your passengers' in-flight experience.

#### BRANDING OPTIONS:

- Interior brand decals
- Menu cards
- Cutlery holders
- Coasters and swizzle sticks
- Headrest covers
- Amenity kits
- Tray liners
- Glasses and water bottles
- Napkins

#### IN-FLIGHT ENTERTAINMENT OPTIONS:

- Seat-back TV monitors
- Tablets



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# ONBOARD EXPERIENCE

## HEADREST COVERS

Branded headrest covers are a popular and effective way to give your guests a flavour of your brand from the moment they step on board. We can arrange for any type of headrest cover to be branded with your design.



Leather headrests



Leather headrests



Cotton headrests



Wraparound cotton headrests



Disposable headrests

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## ONBOARD EXPERIENCE

### GIFT BAGS

A personal welcome gift not only gives passengers a great first impression but can leave a lasting memory. Gift bags can be printed with your logo and filled with your choice of branded treats, and we'll help make sure these get through security without a hitch.



Basic gift package

Premium gift package

# ONBOARD EXPERIENCE

## SLEEP & RELAXATION

Blankets, eye masks and pillows are a few of the options available to leave your guests feeling well-rested. For a more premium package or longer flights, you could also include pyjamas and an amenity kit so they can freshen up after a good night's sleep.

## SLEEP PACKAGES

### BASIC

- Eye mask
- Blanket
- Slippers
- Pillow

### PREMIUM - All of the above, plus:

- Pyjamas
- Amenity kit (toothbrush, toothpaste, moisturiser, lip balm, ear plugs)



Basic sleep package

Premium sleep package



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## BESPOKE CATERING

### MEALS TAILORED TO YOUR TASTE

Bespoke catering packages are available for every appetite, whether you'd like gourmet cuisine or menus tailored to suit certain dietary requirements. We can even arrange for dishes to be designed to mirror your brand colours. Menu cards and dining accessories can also be branded for a smart finishing touch.

#### BESPOKE OPTIONS:

- Food and drinks
- Menu cards
- Cutlery holders
- Napkins
- Bar carts
- Sweets and/or chocolates
- Tray liners
- Glasses and water bottles
- Coasters and swizzle sticks
- Hot towel service





FLIGHT REPRESENTATIVES  
WITH YOU EVERY STEP OF THE WAY

If you'd like some guidance on the ground or on board, an ACS flight rep can meet your group at the airport and even travel with you to ensure everything goes smoothly.



CASE STUDY  
IRON MAIDEN BOOK OF SOULS WORLD TOUR

OUR MISSION

With a 50-date tour across six continents lined up, the iconic heavy metal band approached ACS for help making it an unforgettable trip.

A Boeing 747-400 was already booked, so it was over to us to bring the Book of Souls and Ed Force One branding to life on the aircraft.

OUR SOLUTION

Iron Maiden's management had arranged for the aircraft to be branded with decals along the length of the fuselage. The ACS staff then set to work adding the onboard touches.

The result was a unique, eye-catching aircraft that made for a memorable experience for the band and drew a huge amount of attention during its four months on tour.

THE FINER DETAILS

**Onboard branding:** From headrest covers to cups, coasters and napkins, every detail on board was branded with the unique Ed Force One logo.

**Bespoke catering:** Three levels of catering were provided for VIPs, passengers and crew, and the ACS team made sure the aircraft was always fully stocked with extra drinks and snacks.

**Flight representation:** Throughout the tour, we had two account managers on board and on call 24/7. Working closely with Iron Maiden's management, they helped ensure seamless departures, arrivals and transfers, as well as the quality of the onboard experience.



CASE STUDY  
BREWDOG AIRLINES



OUR MISSION

To celebrate the opening of their first US brewery, the team at BrewDog wanted to take a group of Equity Punks (AKA their shareholders) on a transatlantic trip aboard BrewDog Airlines.

As well as coordinating the aircraft and ground transfers, we were asked to ensure the plane was fully branded and of course, stocked with beer.

OUR SOLUTION

Branding for the one-off BrewDog Airlines flight had to be spot on, so we worked with the company to identify all the relevant touchpoints.

From boarding passes to blankets and onboard announcements, every element that could be made bespoke was given a unique BrewDog spin.

The trip went without a hitch, and got the Equity Punks up to speed on the stateside launch.

THE FINER DETAILS

**Onboard branding:** Once on board, passengers were greeted with personalised welcome packs and a bespoke announcement. They then settled in with branded blankets and beanies to enjoy some unique in-flight entertainment in the shape of BrewDog's own TV series.

**Bespoke catering:** To help bring out the best in the brew, we organised meals that were specially paired with the beer being served. And, to make sure no-one went thirsty, extra BrewDog beers were loaded up in the US for the return leg to London.

**Flight representation:** Two of the ACS team travelled with the group and were on call 24/7 to deal with any issues.



## CASE STUDY

### WORLD MARATHON CHALLENGE



#### OUR MISSION

With 76 runners taking part in seven marathons on seven continents over seven days, the World Marathon Challenge is as much of a logistical feat as a physical one. To ensure a seamless, stress-free journey for the athletes, the organisers got in touch with ACS.

#### OUR SOLUTION

After nearly two months of planning, we plotted the ideal route, using smaller airports which provide a quicker turnaround. To ensure the runners arrived in time for each event, we also drew up contingency plans in case of delays. A Boeing 757-200 VIP with 76 deep reclining seats was booked and the trip got underway.



#### THE FINER DETAILS

**Complete flexibility:** To account for any delays, we allowed a two- or three-day buffer on each flight. Thanks to our long-standing relationships with airlines, they agreed to offer this at no additional cost.

**Bespoke catering:** To help the athletes refuel after each run, bespoke high-calorie meals were created, and high-energy snacks and drinks were handed out.

**Exterior branding:** To give the event a VIP feel, we arranged for a World Marathon Challenge logo sticker to be added to the outside of the aircraft, while branded mats were placed at the bottom of the steps.

**Onboard branding:** Branded headrest covers, napkins and coasters were used, and passengers were given 'please feed me' signs to ensure they were woken for meals. A route map at the back of the aircraft was on hand for runners to track their progress.

**Crew logistics:** To minimise costs, we came up with a smart rota system, managing six sets of crew over the five flights, dropping them off for rest stops en route, then picking them up on the way back through.

## CASE STUDY

### A ROSÉ-TINTED ANNIVERSARY

#### OUR MISSION

A couple celebrating their 40th wedding anniversary were planning a rosé-themed weekend in St. Tropez for 50-60 family and friends. Scheduled flights from Heathrow didn't tie in with their timings so they decided to fly in style with a private charter from Farnborough to Marseille.

#### OUR SOLUTION

When the call came in, a Boeing 737-400 VIP came to mind that would be just the ticket. As well as trusting the airline to deliver an excellent onboard experience, we knew they could offer a money-saving layover in France.

The couple and their guests were delighted and set off in style, raising a toast before taking off for a weekend of sunshine and flowing wine.

#### THE FINER DETAILS

**Airport signage:** To celebrate the milestone, the couple had a rosé anniversary logo designed, which we used on signs at both airports to welcome guests and guide them through the terminal.

**Onboard branding:** We also arranged for the couple's logo to be printed on menu cards and embroidered onto headrest covers on board.

**Bespoke catering:** After making meal and wine suggestions, we worked closely with the couple to create a bespoke menu and made sure there was Guinness on board, as requested.







## PRIVATE AIRCRAFT

### PERSONALISED TRAVEL FOR SMALLER GROUPS

For smaller groups we offer private charters on helicopters, private jets and executive airliners, as well as a huge range of small specialist aircraft.



These can be personalised in many of the same ways as larger commercial jets; from branding in private terminals through to premium gifts, menus and decoration on board.

Your personal account manager can organise everything to add to the exclusivity of the private charter experience.

ABOUT AIR CHARTER SERVICE  
A LEADING GLOBAL PROVIDER

Since our inception in 1990, Air Charter Service (ACS) has grown steadily to become one of the world's leading names in aircraft chartering. Today, we employ more than 500 aviation experts worldwide and arrange over 23,000 full charter contracts a year, generating annual revenues approaching \$700 million.

With offices across North America, South America, Europe, Africa, CIS, the Middle East, Asia and Australia, we're fluent in more than 40 languages. We have access to over 50,000 aircraft worldwide, and by using our global procurement and local market knowledge, we can provide competitive and cost-effective charter solutions.





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Map not to scale.



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ACS is an air charter broker. ACS is not an aircraft operator or a direct air carrier and is not in operational control of the aircraft. Flights will be operated by a direct air carrier or direct foreign air carrier, or its equivalent, as applicable, which will have operational control of the aircraft.