

DEDICATED TO HELPING BUSINESS
ACHIEVE ITS HIGHEST GOALS.



EXHIBIT SALES BROCHURE

**SCHEDULERS &
DISPATCHERS CONFERENCE**

February 7–10, 2017 | Fort Worth, TX

www.nbaa.org/sdc/exhibit



STEER YOUR CAREER AT SDC2017

Take the reins at NBAA's Schedulers & Dispatchers Conference (SDC2017) from February 7 – 10, 2017 at the Fort Worth Convention Center.

SDC2017 is the best opportunity to increase visibility for your products and services to your ideal clients - business aviation schedulers, dispatchers and other influencers and decision makers who support a critical role in successful flight department management.

Specifically targeted for anyone with responsibility for scheduling and/or dispatching business aircraft, this is the must-attend event to raise your company's brand awareness and generate new leads. This past year's SDC was a huge success with a sold out exhibit floor and record breaking attendance!

FEBRUARY 7 – 10, 2017

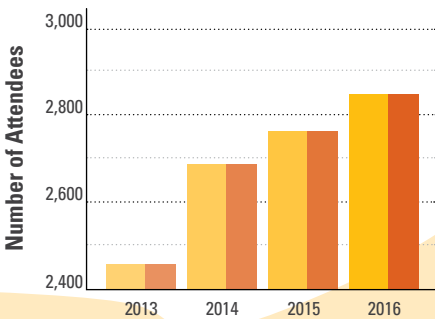
Fort Worth Convention Center | Fort Worth, TX

**THE EXHIBITOR LOTTERY DEADLINE IS
FRIDAY, JULY 15, 2016**

CONNECT WITH US



SDC ATTENDANCE PROFILE



At SDC2016,
total attendance
grew by 15%
compared to 2013

2,836



Exhibit
Booths



U.S. States Represented



Countries in Attendance

TOP 10 ATTENDEE TITLES AT SDC2016:

- » Flight Coordinator
- » CEO
- » President
- » Scheduler/Dispatcher
- » Scheduler
- » Sales Manager
- » General Manager
- » Dispatcher
- » Manager
- » Managing Director



Of all the shows, SDC is my very favorite. **It always sets the year off in a positive way, with so much energy on the floor.** And it gets bigger and better every year, drawing more international attendees and exhibitors and really solidifying its place as a global industry event."

KATHY ANN FRANCOIS, ATTENDEE/VENDOR

SUBMIT YOUR EXHIBIT APPLICATION TODAY.
Your competitors will be at SDC2017 – shouldn't you?



CONNECT WITH US | #SDC17

SDC2017 BOOTH PRICES

STANDARD BOOTHS

\$2,295 per 10-ft by 10-ft booth space

These booths include one free registration badge (a \$470 value).

PREMIUM BOOTHS

\$3,390 per 10-ft by 10-ft booth space

Premium booths spaces include two free registration badges (a \$940 value).

To review the SDC2017 floor plan, visit: www.nbaa.org/sdc/floorplan

EXHIBITOR RULES AND REGULATIONS

Complete exhibitor information, including procedures, rules and regulations can be found online at: www.nbaa.org/sdc/exhibit

NEW FOR 2017!

- » Exhibitors may select 10x20, 10x30 and 10x40 booth spaces as well as a limited supply of 20x20 booth spaces.
- » Exhibitors may select premium placement, which includes an upgrade to priority-one placement and one additional badge per space reserved.

EXHIBIT HOURS

MONDAY, FEBRUARY 6

10:00 a.m. – 5:00 p.m. **NEW HOURS!** Exhibitor Move-In

TUESDAY, FEBRUARY 7

Exhibit booths must be installed prior to 2:00 p.m.

5:00 p.m. – 5:45 p.m. **Pre-Conference Exhibitor Meeting
in the Exhibit Hall**

You've made a significant investment in exhibiting at the Schedulers & Dispatchers Conference. Ensure you get the best return on that investment. Please join us for this enlightening session on making the most of your booth presence.

6:00 p.m. – 8:00 p.m. **Welcome Reception and Exhibits
Open in the Exhibit Hall**

WEDNESDAY, FEBRUARY 8

10:00 a.m. – 5:00 p.m. **Exhibit Hours**

10:00 a.m. – 11:45 a.m. **Dedicated Exhibit Time**

12:00 p.m. – 1:00 p.m. **Exhibit Hall Closed for Lunch**

2:30 p.m. – 3:30 p.m. **Dedicated Exhibit Time**

THURSDAY, FEBRUARY 9

9:00 a.m. – 4:00 p.m. **NEW HOURS!** Exhibit Hours

12:00 p.m. – 1:00 p.m. **Exhibit Hall Closed for Lunch**

2:00 p.m. – 3:30 p.m. **NEW HOURS!** Dedicated Exhibit Time

6:00 p.m. – 9:00 p.m. **Evening Networking Event**

Exhibitors may start breaking down after exhibit hall closes at 4:00 p.m.

FRIDAY, FEBRUARY 10

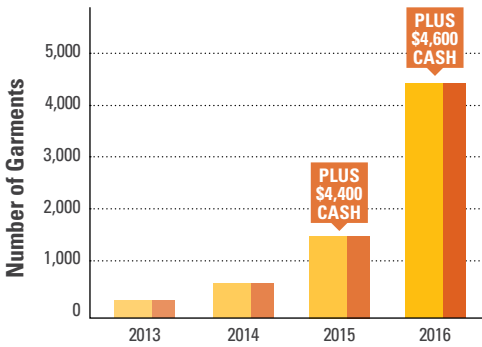
11:30 a.m. – 1:30 p.m. **Grand Prize Luncheon**

Exhibit booths must be dismantled by 12:00 p.m.

PAY IT FORWARD AT SDC

SDC2016 included many new features, most notably an increased focus on humanitarian efforts in support of the host city by holding a food packing event for Feeding America Tampa Bay. About 200 conference attendees volunteered time to pack 800 bags of food so needy children and their families would have food for the weekend. Additionally, this was the sixth year the conference collected gently used business clothes for local charities. This year, a total of 4,379 garments were collected, breaking last year's record of 1,500 items. Watch for an announcement this summer with details on the SDC2017 Pay It Forward program.

TOTAL GARMENTS DONATED IN THE LAST 4 YEARS:



LARGE CLOTHING DONORS INCLUDED:

- » World Fuel
- » Universal Weather & Aviation
- » Rockwell Collins
- » Signature Flight Support
- » Shirtboy
- » Air Service Hawaii

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Showcase your products and services with this targeted group of key influencers and decision makers through valuable event sponsorships and advertising opportunities. A variety of price points are available to meet your needs and ensure brand-alignment, visibility and recognition. For detailed information on options and pricing, contact sponsorships@nbaa.org.



LEARN MORE: www.nbaa.org/sdc/housing



DISCOVER FORT WORTH

Enjoy the City of Cowboys & Culture which has 7 primary entertainment districts each offering distinct dining, shopping, entertainment and cultural amenities. In only a few days you can enjoy a range of experiences – from NASCAR racing to rodeos, world-class museums to cowboy cuisine, boutique shopping to a Top 5 zoo, biking to horseback riding. With 1,850 flights daily, the DFW Airport serves as a gateway for visitors from around the globe, making it easy for you to conquer Fort Worth.

RESERVE YOUR HOTEL EARLY TO SAVE!

Exhibitors and attendees are strongly encouraged to reserve rooms through NBAA's discounted room blocks. Hotel information will be available by summer 2016.

Exhibiting companies wishing to reserve a group block of more than 10 rooms are requested to coordinate their room reservations with NBAA's Kara Hamlett: khamlett@nbaa.org.

Please note, when booking flights and hotels that sessions will not end until 5:00 p.m. on Friday, February 10.