NBAA|BACE

OCTOBER 16-18, 2018 • ORLANDO, FL

EXHIBIT AT THE LARGEST BUSINESS AVIATION EVENT IN THE WORLD

www.nbaa.org/2018/exhibit

ORLANDO HOSTS THE WORLD OF BUSINESS AVIATION IN 2018

The 2018 **NBAA Business Aviation Convention & Exhibition (NBAA-BACE)** is the world's largest and most important business aviation event. Ranked as the sixth largest tradeshow in the U.S., NBAA's convention is the perfect venue to promote your brand and gain access to over 25,000 industry professionals. Attendees of NBAA-BACE are decision makers, buyers and influential personnel from companies at the heart of business aviation. What they see at the show will heavily influence purchasing decisions for the following year.

Exhibitors may choose to exhibit inside at the Orange County Convention Center (OCCC) exhibit hall or the indoor static display, outside on the static display of aircraft at Atlantic Aviation at Orlando Executive Airport (ORL), or a combination of all three.

TOP FIVE REASONS TO EXHIBIT:

1. **Showcase aviation products and services**
2. **Meet qualified buyers**
3. **Reinforce existing company relationships**
4. **Get critical business done for the year ahead**
5. **Be seen as an industry leader**

EXHIBIT & STATIC DISPLAY HOURS

TUESDAY, OCT. 16	WEDNESDAY, OCT. 17	THURSDAY, OCT. 18
10:00 a.m. – 6:00 p.m. *Exhibits*	**9:00 a.m. – 5:00 p.m.** *Exhibits & Static Display*	**9:00 a.m. – 4:00 p.m.** *Exhibits*
9:00 a.m. – 6:00 p.m. *Static Display*		**9:00 a.m. – 3:00 p.m.** *Static Display*

The exhibitor priority deadline is Feb. 23, 2018.

Ensure your company is included in the live, online exhibit space placement by submitting your application and payment in full by Feb. 23, 2018. For more information and to submit your application, please visit: **www.nbaa.org/2018/exhibit**.

"NBAA-BACE was incredible! **We had a great show with a lot of booth traffic.** I can't wait for next year!"

–STEFANIE CAMPBELL, ACCOUNT SPECIALIST, PHILLIPS 66

NBAA-BACE EXHIBIT PRICING

INDOOR EXHIBIT HALL: ORANGE COUNTY CONVENTION CENTER (OCCC)

Exhibitors that submit applications and full, non-refundable payments by Feb. 23, 2018, will be included in the priority draw and live, online exhibit space placement.

Premium Placement

- $4,138 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

Available to exhibitors reserving less than 20 contiguous spaces by the Feb. 23 deadline, the premium placement option upgrades exhibitors to priority-two placement and includes two additional badges per exhibit space reserved.

Standard Placement

- $3,068 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

Indoor Static Display (OCCC)

- $235 per 10 ft-by-10 ft (100 sq ft) space reserved and $3,000 towing fee per aircraft

EARLY PAYMENT DISCOUNT

The above pricing is valid for indoor exhibitors submitting their applications and full payments by Feb. 23, 2018. After the Feb. 23 deadline, standard placement prices will increase by $150 per 10 ft-by-10 ft exhibit space reserved.

STATIC DISPLAY OF AIRCRAFT: ATLANTIC AVIATION AT ORLANDO EXECUTIVE AIRPORT (ORL)

Ramp Space

- $235 per 10 ft-by-10 ft (100 sq ft) space reserved

Chalet/Tent/Structure Space

- $1,075 per 10 ft-by-10 ft (100 sq ft) space reserved for chalets/tents/structures occupying more than 400 sq ft of exhibit space

Visit **www.nbaa.org/2018/exhibit** for a breakdown of aircraft movement fees, which are based upon the size of the aircraft.

> "NBAA-BACE proved once again to be **one of the most important hubs for business aviation in the whole world.** I have met hundreds of professionals and we all agreed that this is a very important, well organized and well managed event."
>
> **–ISSA ZURIQI, COMMERICAL DIRECTOR, HADID INTERNATIONAL SERVICES FZE**

EXHIBIT SPACE PLACEMENT PROCESS

Live, online exhibit space placements will take place for all qualifying indoor exhibitors during March and April 2018 to allow them to select their preferred exhibit space based on availability.

To qualify for the priority draw and priority placements, exhibit applications and full, non-refundable payments must be received by Feb. 23, 2018.

To learn more about the priority placement process, please visit: **www.nbaa.org/2018/placement**.

EXHIBITOR RULES & REGULATIONS

Complete exhibitor information, including full details on pricing, floor plan, space assignment procedures, rules and regulations, and advertising and sponsorship opportunities can be found online at: **www.nbaa.org/2018/exhibit**.

EXHIBITOR BENEFITS

Exhibiting companies receive a variety of exclusive benefits, including:

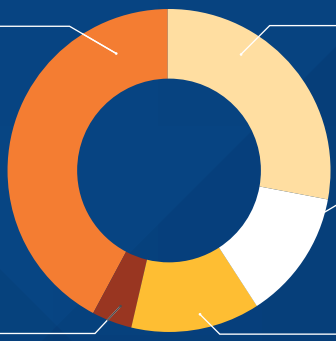
- Complimentary badges
- Company logo on the 2018 NBAA-BACE floor plan, website and mobile app
- Ability to host press conferences and book private meeting rooms
- Company profile in the online exhibitor directory and mobile app
- Use of the official 2018 NBAA-BACE logo
- Opportunity to host booth events
- Free hotel shuttle
- Discounted hotel rates

HOTEL RESERVATIONS

onPeak has once again been selected as the official housing coordinator for NBAA-BACE. Starting Nov. 15, 2017, exhibitors may reserve their hotel accommodations by visiting: **www.nbaa.org/2018/hotel**.

NBAA-BACE ATTENDEE PROFILE

Attendees' Job Functions:



Top Reasons Attendees Come to the Convention:

- Network with vendors and colleagues **89%**
- See the latest products and services **87%**
- Keep up to date on general industry trends/issues **87%**
- Visit companies whose products and services they utilize **82%**

11 Hours spent at exhibits and static display

33% First-time attendees

50 States represented

98 Countries represented

Attendees' Influence on Company Purchasing Decisions:

46% Evaluate and recommend products/services purchased

34% Have final say on products/services purchased

20% Specify supplier

Exhibitors at NBAA-BACE:

41% Have exhibited for more than 10 years

17% Are first-time exhibitors

SOURCE: NBAA-BACE Attendee & Exhibitor Surveys

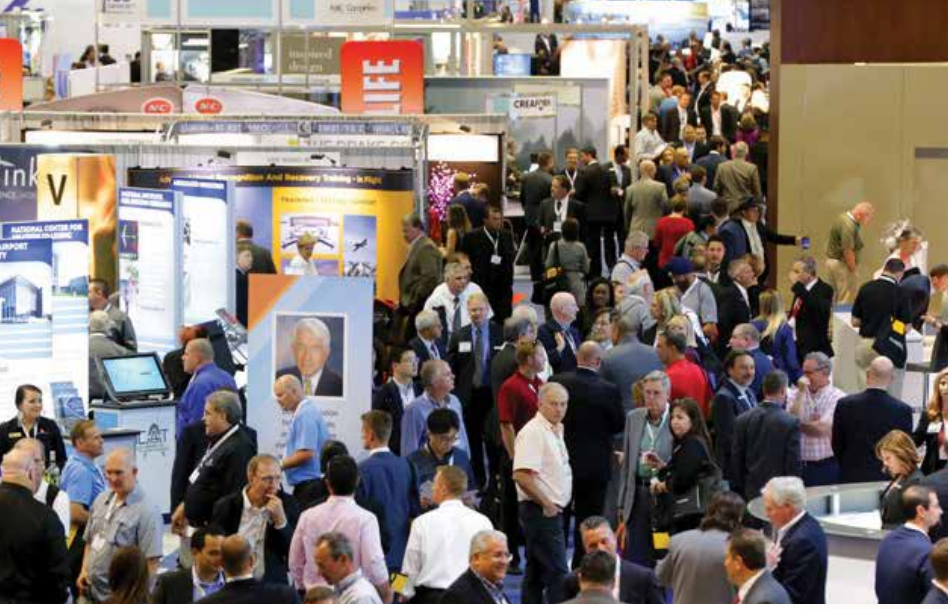


EXHIBIT CONTACTS

INDOOR EXHIBITS

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INDOOR & OUTDOOR STATIC DISPLAY OF AIRCRAFT

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ADVERTISING & SPONSORSHIP

A variety of options are available at a range of price points to gain additional awareness for your brand on-site. Please contact **sponsorships@nbaa.org** for more information.

"NBAA-BACE provides a unique opportunity to meet with representatives from the whole industry. **It is the most efficient way to make new contacts, exchange ideas, build relationships,** and of course, complete business transactions."

–ANDREAS LUESCHER, HEAD OF SMARTNOTAM SERVICES, SKYGUIDE SWISS AIR NAVIGATION SERVICES LTD.

SUBMIT YOUR EXHIBIT APPLICATION BY THE FEB 23, 2018 DEADLINE TO QUALIFY FOR THE PRIORITY PLACEMENT PROCESS.

www.nbaa.org/2018/exhibit

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