



 **NBAA|BACE**[®]
OCTOBER 22-24, 2019 • LAS VEGAS, NV

EXHIBIT AT THE LARGEST BUSINESS
AVIATION EVENT IN THE WORLD

www.nbaa.org/2019/exhibit



LAS VEGAS HOSTS THE WORLD OF BUSINESS AVIATION IN 2019

The 2019 **NBAA Business Aviation Convention & Exhibition (NBAA-BACE)** is the world's largest and most important business aviation event. Ranked as the third biggest trade show in the U.S., NBAA's convention is the perfect venue to promote your brand and gain access to 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 the Las Vegas Convention Center (LVCC) exhibit hall or the indoor static display, outside with an aircraft on the static display at Henderson Executive Airport (HND), or a combination of all three.

The exhibitor priority deadline is Feb. 22, 2019.

Ensure your company is included in the indoor exhibit space priority placements by submitting your application and payment in full by Feb. 22, 2019. For more information and to submit your application, please visit: www.nbaa.org/2019/exhibit.



SHOW DAYS

October 22-24, 2019

TOP FIVE REASONS TO EXHIBIT:

- 1 Showcase your organization's 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



As a first-time exhibitor we were very surprised at the volume of people that visited our booth. The number of business cards and relationships that we were able to establish in a short amount of time was priceless. **It would have taken us years to obtain the volume of contacts we established in three days."**

—HERMAN BONGCO, SENIOR
PARTNER, MODELWORKS DIRECT



EXHIBIT SPACE PLACEMENT PROCESS

Live, online exhibit space placements will take place for all qualifying indoor exhibitors during March and April 2019 to allow them to select their preferred exhibit space based on availability. To qualify, exhibit applications and full, non-refundable payments must be received by Feb. 22, 2019.

To learn more about the priority placement process, please visit: www.nbaa.org/2019/placement.

EXHIBITOR RULES & REGULATIONS

Complete exhibitor information, including full details on pricing, floor plan, space assignment procedures, and rules and regulations, can be found online at: www.nbaa.org/2019/exhibit.

EXHIBITOR BENEFITS

Exhibiting companies receive a variety of benefits, including:

- Complimentary badges for staff and customers
- Ability to host press conferences, book private meeting rooms and increase brand awareness as an event sponsor
- Company profile and logo in the online exhibitor directory and mobile app
- Use of the official 2019 NBAA-BACE logo
- Opportunity to host booth events

NBAA-BACE EXHIBIT PRICING

INDOOR EXHIBIT HALL: LAS VEGAS CONVENTION CENTER (LVCC)

Exhibitors that submit applications and full, non-refundable payments by Feb. 22, 2019, will be included in the indoor exhibit space priority placements.

Premium Placement

- \$4,495 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

Available to exhibitors reserving less than 20 contiguous spaces by the Feb. 22 deadline, the premium placement option upgrades exhibitors to priority-two placement and includes two additional badges per exhibit space reserved.

Standard Placement

- \$3,157 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

Indoor Static Display (LVCC)

- \$250 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 booth applications and full payments by Feb. 22, 2019. After this deadline, standard placement prices will increase by \$268 per 10 ft-by-10 ft indoor booth space reserved.

STATIC DISPLAY OF AIRCRAFT: HENDERSON EXECUTIVE AIRPORT (HND)

Ramp Space

- \$250 per 10 ft-by-10 ft (100 sq ft) space reserved

Chalet/Tent/Structure Space

- \$1,175 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/2019/exhibit for a breakdown of aircraft movement fees, which are based upon the size of the aircraft.

HOTEL RESERVATIONS

onPeak is the official housing coordinator for NBAA-BACE. Starting in November 2018, exhibitors may reserve their hotel accommodations at reduced rates by visiting: www.nbaa.org/2019/hotel.

NBAA-BACE ATTENDEE PROFILE



Hours spent at exhibits and static display



First-time attendees



States represented



Countries represented



Attendees that are in executive management

Attendees' Influence on Purchasing Decisions:

43% Evaluate and recommend products/services purchased

31% Have final say on products/services purchased

16% Specify supplier



EXHIBIT CONTACTS

EXHIBIT SALES

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INDOOR EXHIBITS

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INDOOR & OUTDOOR STATIC DISPLAYS OF AIRCRAFT

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ADVERTISING & SPONSORSHIP

Gain greater brand recognition and visibility from 25,000 business aviation professionals. From pre- to post-show, a variety of opportunities are available to help expand your presence beyond the booth. Please contact sponsorships@nbaa.org for more information.



Every year we are able to connect and network with potential clients that we may not have met if it wasn't for NBAA-BACE. All you need is one amazing contact and the doors for multiple new ventures swing wide open. **NBAA-BACE helps introduce that contact, creating a path toward even more success.**"

—JESSICA MCCLINTOCK, DIRECTOR
OF CLIENT RELATIONS, FUELERLINX



1200 G Street NW, Suite 1100
Washington, DC 20005, USA



**SUBMIT YOUR EXHIBIT APPLICATION
BY THE FEB 22, 2019 DEADLINE TO QUALIFY
FOR THE PRIORITY PLACEMENT PROCESS.**

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