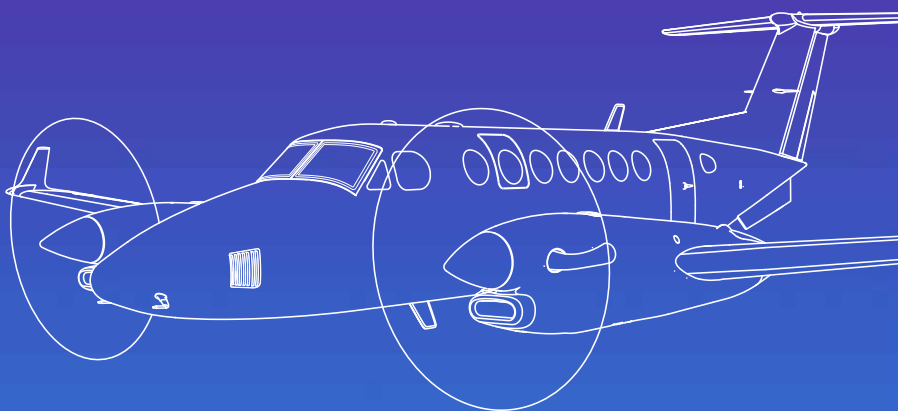


 **NBAA|BACE**<sup>®</sup>  
OCTOBER 6-8, 2020 • ORLANDO, FL



**EXHIBIT AT THE LARGEST  
BUSINESS AVIATION  
EVENT IN THE WORLD**

[nbaa.org/2020/exhibit](https://nbaa.org/2020/exhibit)

# ORLANDO HOSTS THE WORLD OF BUSINESS AVIATION IN 2020

The 2020 NBAA Business Aviation Convention & Exhibition (NBAA-BACE) is the world's most important business aviation event. Ranked as one of the top-twelve largest tradeshows in the U.S., NBAA's convention is the perfect venue to promote your brand and gain access to 23,000+ 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 Orange County Convention Center (OCCC) exhibit hall or the indoor aircraft display, outside at the aircraft display at Atlantic Aviation at Orlando Executive Airport (ORL), or a combination of all three.

**EXHIBITOR PRIORITY DEADLINE: FEB. 21, 2020**



We were extremely happy with our ability to talk and do business with other companies and attendees at NBAA-BACE. We have attended other shows and have had a tough time in this regard because the show was not geared towards the exhibitor. **NBAA-BACE however, took us to a whole other level in terms of exposure and opportunities."**

**FILIPE SILVA ITABORAI, FOUNDING PARTNER AND CLO,  
LUMINOUS WORLDWIDE, INC.**

**Submit Your Exhibit Application Online:**



**SHOW DAYS: October 6-8, 2020**

## **Top Five Reasons Companies Exhibit:**

- 1 Be seen as an industry leader**
- 2 Meet qualified buyers**
- 3 Reinforce existing customer relationships**
- 4 Introduce a new product/service**
- 5 Make sales at the show**



## EXHIBIT SPACE PLACEMENT PROCESS

Live, online exhibit space placements will take place for all qualifying indoor exhibitors between March 17 and May 15, 2020 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. 21, 2020.

To learn more about the priority placement process, please visit: [nbaa.org/2020/placement](https://nbaa.org/2020/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: [nbaa.org/2020/exhibit](https://nbaa.org/2020/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 NBAA-BACE logo
- Opportunity to host booth events

# NBAA-BACE EXHIBIT PRICING

## INDOOR EXHIBIT HALL: ORANGE COUNTY CONVENTION CENTER (OCCC)

Exhibitors that submit applications and full, non-refundable payments by Feb. 21, 2020, will be included in the indoor exhibit space priority placements.

### Premium Placement

- \$4,775 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

Available to exhibitors reserving less than 20 contiguous spaces by the Feb. 21 deadline, the premium placement option upgrades exhibitors to priority-two placement and includes two additional badges per exhibit space reserved.

### Standard Placement

- \$3,248 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

### Indoor Aircraft Display (OCCC)

- \$255 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. 21, 2020. After this deadline, standard placement prices will increase by \$280 per 10 ft-by-10 ft indoor booth space reserved.

## OUTDOOR AIRCRAFT DISPLAY: ATLANTIC AVIATION AT ORLANDO EXECUTIVE AIRPORT (ORL)

### Ramp Space

- \$255 per 10 ft-by-10 ft (100 sq ft) space reserved

### Chalet/Tent/Structure Space

- \$1,230 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 [nbaa.org/2020/exhibit](http://nbaa.org/2020/exhibit) for a breakdown of aircraft movement fees, which are additional and based upon the size of the aircraft.



## NBAA-BACE Attendee Profile:



11

Hours spent at exhibits  
and aircraft display



31%

First-time  
attendees



51%

Attendees are in  
executive management



50

States represented



98

Countries represented

## Attendees' Influence on Purchasing Decisions:

**43%** Evaluate and recommend products/services  
purchased

**38%** Have final say on products/services purchased

**16%** Specify supplier

SOURCE: NBAA-BACE Attendee & Exhibitor Surveys

## HOTEL RESERVATIONS

onPeak is the official housing coordinator for NBAA-BACE. Starting in December 2019, exhibitors may reserve their hotel accommodations at reduced rates by visiting: [nbaa.org/2020/hotel](https://nbaa.org/2020/hotel).

# EXHIBIT CONTACTS

## INDOOR EXHIBITS

Exhibits Team | [exhibits@nbaa.org](mailto:exhibits@nbaa.org)  
+1 (202) 737-4471

## INDOOR & OUTDOOR AIRCRAFT DISPLAY

Joe Hart, Director, Aircraft Displays | [jhart@nbaa.org](mailto:jhart@nbaa.org)  
+1 (202) 783-9456

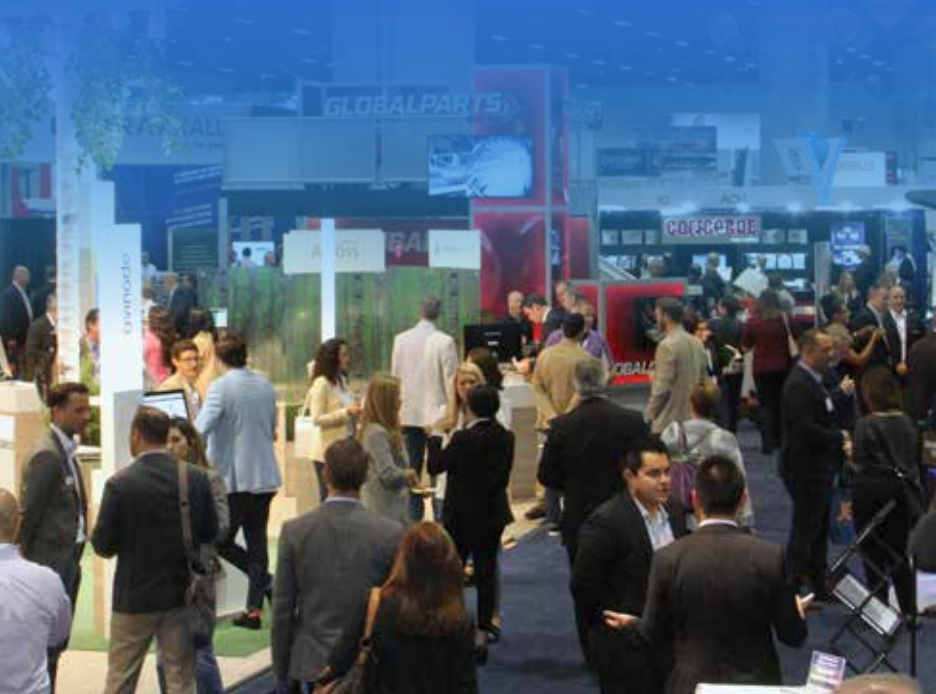
## ADVERTISING & SPONSORSHIP

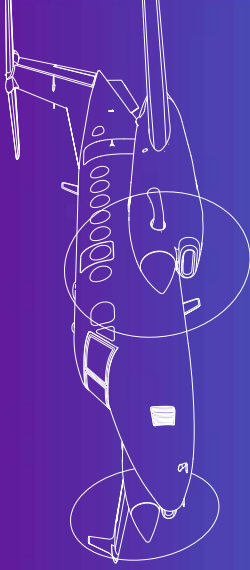
Gain greater brand recognition and visibility from 23,000+ business aviation professionals. From pre- to post-show, a variety of opportunities are available to help expand your presence beyond the booth. Please contact [sponsorships@nbaa.org](mailto:sponsorships@nbaa.org) for more information.



I've been exhibiting at NBAA for many years. Each year there are new platforms, new areas to explore and more potential for our customers to get involved. It's been a great formula over the years: **NBAA + Customers + Staff = quality time & business opportunities.**"

**DEBI CUNNINGHAM, VP OF MARKETING,  
WEST STAR AVIATION**





**SUBMIT YOUR EXHIBIT APPLICATION  
BY THE FEB. 21, 2020 DEADLINE  
TO QUALIFY FOR THE PRIORITY  
PLACEMENT PROCESS.**

[nbaa.org/2020/exhibit](http://nbaa.org/2020/exhibit)



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