NBAA ADVERTISING & SPONSORSHIPS
Reaching Business Aviation’s Buyers and Flyers

2015 MEDIA KIT
Through customized and integrated marketing opportunities – including the industry’s premier buying event, the annual Business Aviation Convention & Exhibition – NBAA helps you build relationships with an influential audience of highly engaged business aviation decision-makers.

By partnering with NBAA through advertising and sponsorships, you’ll be well positioned to reach this powerful buying and flying audience. They’re a diverse group of professionals involved in all aspects of operations, including:

- Company owners, presidents, CEOs and aviation executives
- Directors of aviation and maintenance
- Flight department managers, chief pilots, maintenance managers and more

We provide a wealth of opportunities to promote your brand and share your company’s message with targeted groups of business aviation decision-makers all year long.

From exhibiting and event sponsorships to advertising in all media, consider partnering with NBAA in several ways to maximize your marketing dollars and positively affect your bottom line.

www.nbaa.org/advertise
MAGAZINE AND E-MEDIA
Delivering Highly Engaged Readers

BUSINESS AVIATION INSIDER
Forward-thinking advertisers will want to engage this targeted audience of more than 24,000 industry leaders.

NBAA.ORG
The premier 24-hour resource for business aviation has more than 100,000 users per month and 6 million page views annually.

NBAA UPDATE
Make regular contact with 25,000 industry stakeholders by investing in exclusive ad opportunities in NBAA’s weekly e-newsletter.

Business Aviation Insider – Print, Digital, Mobile App
The readers of NBAA’s award-winning magazine are the same ones attending NBAA’s annual Business Aviation Convention & Exhibition – the industry professionals who make the key purchasing decisions for their companies about aircraft, equipment and services. The bimonthly issues are mailed to print subscribers and delivered to thousands more online and at NBAA conventions, regional forums and conferences. Print ads automatically carry into the digital edition and mobile app for iOS and Android to reach professionals on the go. Additional digital-only and embedded video opportunities help you make even more of an impact with our mobile readers.

With more than 70 percent of surveyed subscribers calling Business Aviation Insider a “must read,” our readers are highly poised for engagement with your advertising messages and brand.

NBAA.org Website, Event Websites
NBAA.org is the most comprehensive online source of information for business aviation industry professionals, delivering users who are highly engaged in the industry. The website provides the most current news and information for all of NBAA’s Member Companies, which range from operators of single-pilot airplanes to those that use jet aircraft to fly internationally, aircraft manufacturers, and aviation products and services suppliers. Try a run-of-site banner ad for the highest visibility, or place a more targeted message within specific NBAA event sites as part of an event sponsorship and/or printed Show Guide purchase.

E-Newsletters
NBAA Update is business aviation’s “go-to” e-newsletter every week for readers who are the decision-makers in flight departments and corner offices – the owners and operators of business aircraft ranging from jets and helicopters to turboprops and piston aircraft. And NBAA’s event newsletters – NBAA Convention Report, ABACE Report and EBACE Report – deliver news and highlights to tens of thousands of attendees about business aviation’s three biggest international exhibitions: the flagship Business Aviation Convention & Exhibition in the U.S., ABACE in Asia and EBACE in Europe.

Podcasts and Videos
NBAA provides additional touch points in the form of NBAA Flight Plan – a weekly podcast featuring business aviation news and information – as well as potential video packages for NBAA’s magazine, website and events. Ask about opportunities to create customized packages under our Market Access Program.
**INTERNATIONAL EXHIBITIONS**

**NBAA Business Aviation Convention & Exhibition**

| 4th rank among all U.S. trade shows (source: Trade Show News Network, tsnn.com) | 82% of attendees have a major role in the buying process of their company’s business aviation purchases | 77% of attendees come to the show to see the latest products and services | 11.1 average number of hours attendees spent visiting exhibits, over an average of 2.1 days |

The key decision makers in the business aviation community all gather in one place at one time each fall at NBAA’s Business Aviation Convention & Exhibition, the fourth largest trade show in the United States. There’s no other aviation event that can match it – the key operators and industry leaders all meet at the NBAA show to conduct business, make buying decisions and set the stage for business aviation activity for the year ahead.

Marketing your company’s aircraft or aviation products and services at the NBAA convention is the most effective addition to your annual marketing communications program. It’s the best way to ensure buyers from around the world will recognize your brand and engage with your company on an ongoing basis.

**WHY IT WORKS**

NBAA’s indoor exhibits and static displays showcase the world’s finest business aircraft, services and products to more than 25,000 attendees. What those people see at NBAA’s convention plays a prime part in the buying budgets and purchasing decisions for business aircraft operators throughout the following year.

Attendees spend over two business days at the NBAA show on average, and 82 percent of all attendees have the final say or high influence in purchasing their companies’ aviation equipment and services. Those operators spend a great deal of time interfacing with show exhibitors and their peers to gather information on all that’s new to improve their flying and to help their business grow.

**MAXIMIZE YOUR COMPANY’S PARTICIPATION AT NBAA2015**

Exhibiting your company’s aircraft or aviation products and services at NBAA2015 will be the most effective and powerful addition to your annual marketing program – it’s the best way to ensure that buyers from around the world will recognize your brand and engage with your company on an ongoing basis.

To optimize your participation at the show, you have the option to partner with NBAA as a show sponsor and/or advertiser. A wide variety of sponsorship opportunities are available at both the convention center and airport static display, offering high visibility and recognition for your company’s brand and products.

Whether your company’s budget is large or small, NBAA offers a sponsorship opportunity for you, including badge lanyards, billboard banners, event programs and schedules, floor plans, breakfasts, lunches, dinners, receptions, hotel and bus visibility, and more.

Leverage your marketing message even more by advertising in the *Official Show Guide & Directory of Exhibiting Companies*, the must-have printed guide distributed to all attendees on-site; the NBAA2015 mobile app, which includes an exhibitor directory and interactive floor plan; and the *Convention Report* e-newsletter.

**Marketing Opportunities Include:**

- Indoor Exhibits
- Indoor and Outdoor Static Displays
- Printed Show Guide, Website and Mobile App Advertising
- Diverse Sponsorship Offerings
- NBAA/CAN Soiree
EBACE – European Business Aviation Convention & Exhibition

EBACE provides an optimum location for targeting your message to Europe’s qualified business aviation buyers. During this three-day event held each spring in Geneva, Switzerland, exhibitors meet with new and existing customers and get critical business done for the year ahead.

Attendees at this European show are the most active buying community for business aviation aircraft, services and products in the region. Your company can reach more than 15,000 attendees representing nearly 100 countries by participating at the show with an indoor or outdoor exhibit.

A 2014 attendee survey shows that 79 percent of EBACE attendees have an influence on the purchasing process, and 76 percent may consider purchasing one or more products/services within the next 12 months.

Leverage your company’s message at EBACE2015 by expanding your show participation as an event sponsor or advertiser. Opportunities include:

- Signage, events, venue and custom item sponsorship opportunities for all three days of the show.
- Advertising in the printed guide that all attendees receive at the show, the EBACE Show Guide & Directory of Exhibiting Companies, which includes a display ad on EBACE.aero.
- Advertising in the EBACE mobile app, which includes an exhibitor directory, interactive floor plan and more.
- Sponsoring the EBACE Report e-newsletter delivered to attendees before the show.

ABACE – Asian Business Aviation Conference & Exhibition

Held annually in Shanghai, China, ABACE is the Asian region’s largest show dedicated strictly to showcasing business aviation products and services to thousands of the region’s top business leaders, entrepreneurs and other purchase decision-makers.

At ABACE2015, you can expect more than 8,000 attendees from 51 countries. Surveys show that 76 percent of those attendees have an influence on the purchasing process.

Target your message at ABACE2015 with:

- Signage, special event and venue sponsorships, including hotel shuttle buses, exhibit hall banners, park benches, carpet clings and more.
- Advertising in the ABACE Show Guide & Directory of Exhibiting Companies, the only show guide distributed to each attendee at ABACE with their credentials, which includes a display ad on ABACE.aero.
- Display ads in both the English- and Chinese-language versions of the ABACE Report e-newsletter, distributed to tens of thousands of attendees in the weeks leading up to the show.
REGIONAL FORUMS

Supporting Business Aviation at the Local Level

UNIQUE OPPORTUNITIES TO REACH LOCAL MARKETS
Business aviation is a national and international industry for us all, but there’s also widespread recognition of the important economic role that business aviation plays in local communities across the U.S. Local aviation leaders have found that NBAA’s annual Regional Forums are the best place to bring together the region’s business aviation owners, operators, manufacturers and prospective customers.

At NBAA’s Regional Forums, companies showcase the newest in aircraft and aviation products and services, and introduce local business and government leaders, as well as prospective new owner/operators, to the benefits of business aviation. The day includes time to attend education sessions with valuable information for those operating in the region, as well as a chance to visit indoor and outdoor exhibits.

PARTICIPATE AND PROMOTE
Exhibiting at NBAA’s Regional Forum gives your company an outstanding opportunity to reach operators based and doing business in the local region. Exhibitors also have the option to expand their Regional Forum participation through sponsorship of any or all of the year’s three events. Signage, meals, reception and other opportunities are available.

Sponsorship provides an enhanced way to garner more brand awareness and visibility for your company’s message, helping to drive buying and flying operators to your company’s products and services at your exhibit.

2015 REGIONAL FORUMS

- Feb. 19, 2015 – Atlantic Aviation at Palm Beach International Airport, West Palm Beach, FL
- June 25, 2015 – Landmark Aviation at Teterboro Airport, Teterboro, NJ
- Sept. 17, 2015 – Jet Aviation, St. Louis Downtown Airport, East St. Louis, IL
PROFESSIONAL DEVELOPMENT
AT THE HIGHEST LEVEL
NBAA offers a comprehensive selection of professional development offerings for business aviation, including an extensive array of conferences and seminars aimed at targeted professions.

To help attendees stay current with crucial topics in the business aviation industry, all of the conferences and seminars offer education sessions presented by experts addressing such important topics as:

- Aircraft and operational regulatory compliance
- Flight department asset management
- Workplace and community leadership
- Safety, security and emergency response plans
- Operational excellence and efficiency
- Evolving technologies

These events take a “deep dive” approach to providing the access to industry experts and information the business aviation marketplace needs to get the job done. From addressing current industry trends and issues, to basic hands-on information, to networking and social opportunities, NBAA’s educational and career development conferences and seminars help business aviation stay at the top of its game.

TARGETED OPPORTUNITIES
Occupying booth space at an NBAA conference will allow you to network with aviation leaders and industry experts who are involved in shaping the future of business aviation, and either heavily influence buying decisions or directly have purchasing authority for their flight operations.

Through sponsorship, your company’s message can reach distinct groups of professionals – including aviation managers, pilots, maintenance personnel, schedulers, dispatchers, flight attendants and flight technicians – while they’re enhancing their aviation knowledge and skills. NBAA offers a variety of sponsorship offerings at each event or at a combination of these events.

In addition to face-to-face programs, NBAA offers on-demand webinars that are presented live and recorded for future viewing. Sponsorship of an NBAA webinar places your brand in front of the key players in the business aviation industry, both during advance promotion of the webinar and during the webinar itself.

Sponsorship Categories Include:
- Badge lanyards
- Flash memory drives
- Attendee tote bags
- Event programs
- Keynote speakers
- Internet (kiosks/wi-fi)
- Coffee/beverages
- Meals and breaks
- Billboard banners
- Special events
2015 MARKET ACCESS PROGRAM

NBAA Helps You Reach a Powerful Buying and Flying Audience

YEAR-ROUND EXPOSURE, ON YOUR BUDGET

Designed to provide constant exposure, NBAA’s Market Access Program offers supplier companies a high-value, low-cost way of keeping their name in front of key business aviation decision makers year-round. The program allows you to create a custom package that best suits your company’s needs and budget. Elements include:

- **Business Aviation Insider.** The official Member magazine of NBAA. Your ad position in the printed issues of your choice will automatically appear in the digital edition and mobile app for iOS and Android. Digital-only opportunities are also available, including mobile app sponsorship, embedded video and interactive ads.
- **NBAA.org.** The premier online destination for business aviation offers both run-of-site and targeted placements.
- **NBAA Update.** Business aviation’s most informative e-newsletter offers high visibility on a weekly basis.
- **Event Sponsorships.** A wide variety of high-visibility sponsorship opportunities are available at every major NBAA exhibition, regional forum and conference, including billboard banners, event programs and schedules, floor plans, breakfasts, lunches, dinners, receptions, hotel and bus signage, and more.
- **Event Publications.** Purchase advertising in NBAA’s printed Show Guides, websites and mobile apps to gain visibility with attendees at NBAA’s major exhibitions and conferences in the U.S., Europe and Asia.

It all adds up to consistent exposure throughout the year. Through NBAA’s award-winning magazine, e-media and industry-leading events, your message can reach the market on a daily, weekly and monthly basis – all at a special price. For 2015 rates and specifications, refer to NBAA’s individual rate cards, available upon request and online.

Contact us today for full Market Access Program details and best package options!

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