NBAA|BACE
OCTOBER 10–12, 2017 | LAS VEGAS, NV

Build Your Case to Attend NBAA-BACE

If you haven't already registered for the upcoming **2017 NBAA Business Aviation Convention & Exhibition (NBAA-BACE)**, Oct. 10 to 12 in Las Vegas, NV – and need approval from your manager to do so, review the recommendations below to build the strongest case possible.

The best way to show your employer the value of your attendance at NBAA-BACE is to focus on specific, tangible information:

1 **Directly connect your individual professional development to your organization's goals**

Identify sessions from the **NBAA-BACE agenda** that you plan to attend, and share the description with your supervisor. Talk about what you hope to learn, how it will enhance your own job function, and how it can increase the effectiveness of the overall operation.

2 **Emphasize the benefits for the organization as a whole**

Volunteer to bring back information from the convention. Let your supervisor know that whatever knowledge and contacts you gain can be shared with your team, and outline a plan to debrief them on these learnings following the event. Identify several key **exhibitors** you plan to meet with in person, or products and services you plan to review, that may help your team or organization in the year ahead.

3 **Make it easy on them**

Provide all of the information they will need to make a decision in one place. That includes: the **cost of attending**, location (Las Vegas Convention Center in Las Vegas, NV), dates (Tuesday through Thursday Oct. 10 to 12, 2017), **list of exhibitors**, and **agenda**. And don't forget that registering in advance will save you an extra $105, so it pays to make your plans now!

You want your employer to know that your attendance at NBAA-BACE is about more than just you. It's about getting you the tools you need to operate at your highest level. It's about your organization reaching its highest goals. And it's about what you can do to help.

27,000
Industry Professionals

2
Static Displays of Aircraft
(Exhibit Hall & HND)

1,100+
Exhibitors

50+
Education Sessions

REGISTER TODAY: www.nbaa.org/2017