

**EXHIBIT AT THE WORLD'S
LARGEST BUSINESS
AVIATION EVENT**

**Submit Your Exhibit
Application Today:**
www.nbaa.org/2017/exhibit





LAS VEGAS HOSTS THE WORLD OF BUSINESS AVIATION IN 2017

The 2017 **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 27,000 business aviation professionals. Attendees of NBAA-BACE are decision makers, buyers and influential personnel from companies at the heart of business aviation. What they see at NBAA's convention will heavily influence purchasing decisions for the following year.

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

Exhibitors may choose to exhibit indoors at the Las Vegas Convention Center (LVCC) in the exhibit halls or the indoor static display, outside at the static display of aircraft at Henderson Executive Airport (HND), or a combination of all three.



The visibility at NBAA-BACE is critical for our company. We can't replicate that presence at any other event."

—NBAA-BACE EXHIBITOR

The exhibitor priority draw deadline is Feb. 17, 2017.

Ensure your company is included in the priority draw and online exhibit space placement by submitting your application and payment in full by Feb. 17, 2017. For more information and to submit your application, visit: www.nbaa.org/2017/exhibit.

SHOW DATES: Tuesday, October 10 – Thursday, October 12
Las Vegas Convention Center (LVCC) and Henderson Executive Airport (HND)

EXHIBIT & STATIC DISPLAY HOURS:

TUESDAY, OCT. 10

10:00 a.m. – 6:00 p.m.

Exhibits

9:00 a.m. – 6:00 p.m.

Static Display

WEDNESDAY, OCT. 11

9:00 a.m. – 5:00 p.m.

Exhibits & Static Display

THURSDAY, OCT. 12

9:00 a.m. – 4:00 p.m.

Exhibits

9:00 a.m. – 3:00 p.m.

Static Display



We can see a year's worth of customers and contacts in three days at NBAA-BACE, including overseas customers."

—NBAA-BACE EXHIBITOR



NBAA-BACE EXHIBIT PRICING

INDOOR EXHIBIT HALL: LAS VEGAS CONVENTION CENTER

Exhibitors that submit applications and full, non-refundable payments by Feb. 17, 2017, will be included in the priority draw and live, online exhibit space placement.

NEW! NBAA will offer booth packages. For more details, please visit: www.nbaa.org/2017/package.

Premium Placement

- \$3,885 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

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

Standard Placement

- \$2,980 per 10 ft-by-10 ft (100 sq ft) exhibit space reserved

EARLY PAYMENT DISCOUNT

The above pricing is valid for indoor exhibitors submitting their applications and full payments by Feb. 17, 2017. After the Feb. 17 deadline, indoor exhibit space prices will increase by \$150 per 10 ft-by-10 ft exhibit space reserved.

Static Display (LVCC)

- \$225 per 10 ft-by-10 ft (100 sq ft) space reserved and \$3,000 towing fee per aircraft

STATIC DISPLAY OF AIRCRAFT: HENDERSON EXECUTIVE AIRPORT

Ramp Space

- \$225 per 10 ft-by-10 ft (100 sq ft) space reserved

Chalet/Tent/Structure Space

- \$1,025 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/2017/exhibit for a breakdown of aircraft movement fees, which are based upon the size of the aircraft.



NBAA-BACE gives us a unique opportunity to meet with our customers and business partners that no other venue can match.”

—NBAA-BACE EXHIBITOR

EXHIBIT SPACE PLACEMENT PROCESS

A live, online exhibit space placement will take place for all qualifying indoor exhibitors during March and April 2017, to allow indoor exhibitors to select their preferred exhibit space based on availability.

NEW! Priority One exhibitors reserving 20 or more spaces will be sorted in the priority draw by the number of spaces reserved. To learn more, please visit: www.nbaa.org/2017/placement.

To qualify for the priority draw and live online placement, exhibit applications and full, non-refundable payments must be received by Feb. 17, 2017.

EXHIBITOR BENEFITS

Exhibiting companies receive a variety of exclusive benefits, including:

- Complimentary badges
- Company logo on the 2017 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 2017 NBAA-BACE logo
- Opportunity to host booth events
- Free hotel shuttle
- Discounted hotel rates

EXHIBITOR RULES & REGULATIONS

Complete exhibitor information, including full details on pricing, floor plan, space assignment procedures, rules and regulations, advertising and sponsorship opportunities, and media relations can be found online at: www.nbaa.org/2017/exhibit.

HOTEL RESERVATIONS

onPeak (formerly Travel Planners) has once again been selected as the official housing coordinator for NBAA-BACE. Starting Dec. 13, 2016, you may reserve your hotel accommodations by visiting: www.nbaa.org/2017/hotel.

NBAA-BACE ATTENDEE PROFILE



Hours spent at exhibits and static display



First-time attendees



States represented



Countries represented

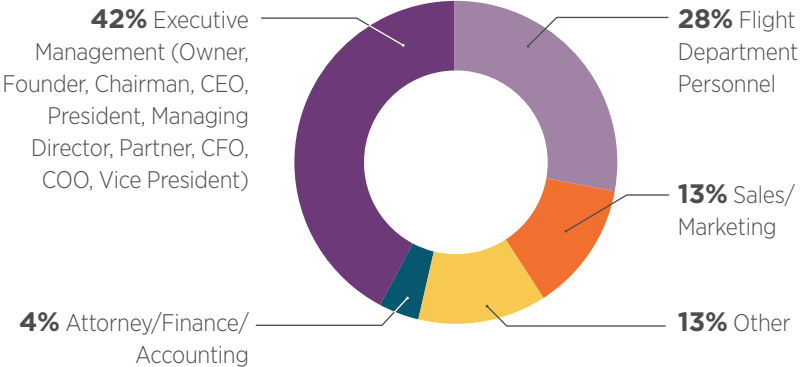
Attendees' Influence on Company Purchasing Decisions:

- 46% Evaluate and recommend products/services purchased
- 34% Have final say on products/services purchased
- 17% Specify supplier

Exhibitors at the NBAA-BACE Convention:

- 49% Have exhibited for more than 10 years
- 16% Are first-time exhibitors

Attendees' Job Functions:



Top Reasons Attendees Come to the Convention:



SOURCE: NBAA Business Aviation Convention & Exhibition Attendee & Exhibitor Surveys

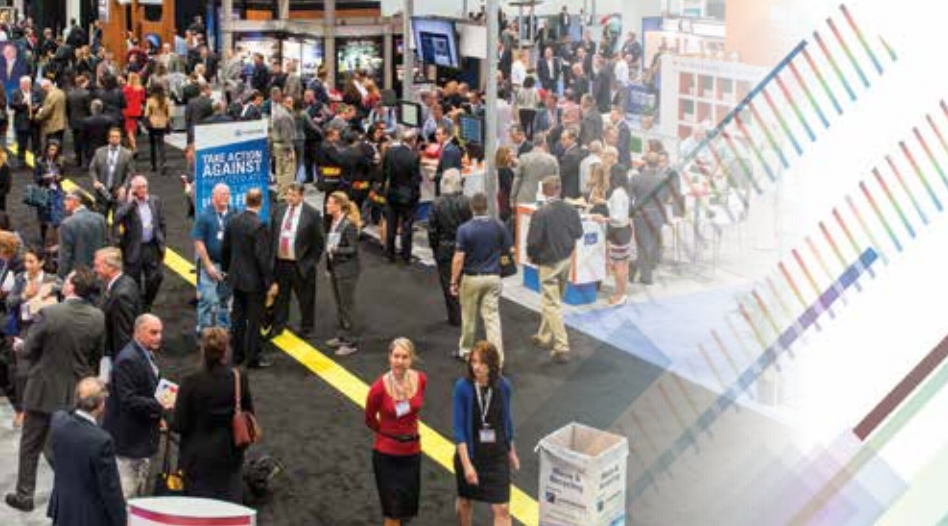


EXHIBIT CONTACTS

INDOOR EXHIBITS

Exhibitors, A-K

Rhonda Hughes, NBAA Manager, Exhibits
rhughes@nbaa.org | (202) 909-5941

Exhibitors, L-Z

Rachel Thomas, NBAA Manager, Exhibits
rthomas@nbaa.org | (202) 478-7760

Exhibitors, 2,000 sq ft or larger

Maureen Cameron, NBAA Director, Exhibits
mcameron@nbaa.org | (202) 783-9453

Exhibitors, Airframe Manufacturers

Linda Peters, NBAA Vice President, Exhibits
lpeters@nbaa.org | (202) 783-9368

INDOOR & OUTDOOR STATIC DISPLAY OF AIRCRAFT

Tracy Tippett, NBAA Manager, Static Displays & Regional Forums
ttippett@nbaa.org | (202) 478-7767

Joe Hart, NBAA Director, Static Displays & Regional Forums
jhart@nbaa.org | (202) 783-9456

ADVERTISING & SPONSORSHIP OPPORTUNITIES

A variety of options are available at a range of price points.
Please contact sponsorships@nbaa.org for more information.



This was our first time having an indoor exhibit at the convention. We had a great show with excellent response at our booth and were able to successfully enhance our brand awareness."

—NBAA-BACE EXHIBITOR



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

**SUBMIT YOUR NBAA-BACE EXHIBIT
APPLICATION BY THE FEB. 17, 2017 DEADLINE**
to qualify for the priority draw.

www.nbaa.org/2017/exhibit

