

DEDICATED TO HELPING BUSINESS  
ACHIEVE ITS HIGHEST GOALS.



## 2017 REGIONAL FORUMS



## MAKE PLANS TO EXHIBIT AT NBAA'S REGIONAL FORUMS

**West Palm Beach, FL**

January 26, 2017

**Fort Worth, TX**

March 23, 2017

**Morristown, NJ**

September 7, 2017

[www.nbaa.org/forums/exhibit](http://www.nbaa.org/forums/exhibit)



The NBAA Regional Forum was outstanding! It was a **productive day filled with new faces, networking and a busy and energetic show floor**. The forum was exactly what we needed for our rebranding campaign and was a game changer for the industry. Thank you for putting on such a great show!

**STEVE SIPPPELL, STEVIE'S AVIATION CATERING,  
MANAGING PARTNER**



## **STATIC DISPLAY, EXHIBITS AND EDUCATION SESSIONS – IN YOUR BACKYARD, ONE DAY ONLY!**

Join the decision makers and key influencers responsible for all aspects of business aviation at the 2017 NBAA Regional Forums. These forums continue to grow, each bigger and better than the year before. There is a need in the business aviation community to get business done at the local level – and these forums provide the perfect venue.

Take advantage of this business growth opportunity and become an exhibitor at one – or all three – forums, to network with hundreds of aviation leaders and industry experts who shape the future of business aviation.

### **2017 Regional Forum Event Dates**

January 26, 2017

**West Palm Beach, FL | Palm Beach International Airport (PBI)**

March 23, 2017

**Fort Worth, TX | Fort Worth Meacham Airport (FTW)**

September 7, 2017

**Morristown, NJ | Morristown Airport (MMU)**

**SUBMIT YOUR EXHIBIT APPLICATION TODAY**



## REGIONAL FORUMS PROFILE



3

Locations



2,500\*

Average  
Number of  
Attendees



Exhibitors



30

Aircraft  
on Static

\*Forum attendance varies based on location, but ranges from 1,200-3,000 per event.

**EARLY RESPONSE WILL GUARANTEE YOUR COMPANY  
THE BEST AVAILABLE EXHIBIT SPACE**

### Exhibitor Lottery Deadlines

West Palm Beach, FL  
**October 14, 2016**

Fort Worth, TX  
**December 2, 2016**

Morristown, NJ  
**June 2, 2017**

[www.nbaa.org/forums/exhibit](http://www.nbaa.org/forums/exhibit)



## 2017 NBAA REGIONAL FORUMS EXHIBIT PRICES

**PREMIUM  
PLACEMENT\***

**\$9,285**

includes one 10-ft by 10-ft booth space at all three forums

\*Only available to exhibitors purchasing space at all three 2017 Regional Forums

**WEST PALM BEACH &  
FORT WORTH**

**MORRISTOWN**

**STANDARD  
PLACEMENT**

**\$2,350**

**\$2,650**

per 10-ft by 10-ft booth space reserved per forum

**5' X 10'  
INDOOR EXHIBIT**

**\$1,795**

**\$2,095**

per 5-ft by 10-ft booth space reserved per forum

**STATIC DISPLAY**

**\$87**

**\$97**

per 10-ft by 10-ft static display space reserved per forum (a minimum of 9 spaces must be reserved)

**All exhibitors must be members in good standing with NBAA.**  
Not a member? Join online at [www.nbaa.org/join/forums](http://www.nbaa.org/join/forums).





## Indoor Exhibits:

Exhibits may not exceed 8-ft in height. Each indoor exhibit booth includes:

- 8-ft high blue and grey back drape
- 3-ft high blue side rail
- One 7-in by 44-in company identification sign
- One 6-ft or 8-ft draped table with a blue skirt (*exhibitor will receive a 6-ft table unless otherwise noted on request form included in the exhibitor service kit*)
- Blue Jay booth carpet
- One 500 watt electrical outlet
- One waste basket

## Static Display of Aircraft:

- Static display exhibit space is calculated based on 10-ft by 10-ft increments. For example, an aircraft with a wing span of 54-ft and length of 57-ft requires a 60-ft by 60-ft exhibit space, or 36 10-ft by 10-ft spaces.
- All aircraft on the static display are required to arrive by noon on the day preceding the forum.
- Aircraft will begin to depart after 4:00 p.m. the day of the forum.
- Mobile service units, RVs, and other equipment must be approved by NBAA, and will be charged at the rate of an indoor booth space of \$2,350 for West Palm Beach and Fort Worth and \$2,650 for Morristown.
- Ground power units and air-conditioning units can be obtained from AEM International ([www.aeminternational.com](http://www.aeminternational.com)). AEM International will bill exhibitors directly for these services.
- Order forms for all third-party services will be included in the Exhibitor Service Kit.
- Tents are not permitted on the static display. Exhibitors may, however, use patio/market umbrellas next to their aircraft.

# RESERVE YOUR EXHIBIT SPACE TODAY

Submit your exhibitor application online at [www.nbaa.org/forums/exhibit](http://www.nbaa.org/forums/exhibit), or contact NBAA's Dina Green, Director, Conferences and Forums ([dgreen@nbaa.org](mailto:dgreen@nbaa.org)) or Tracy Tippett, Manager, Static Displays ([ttippett@nbaa.org](mailto:ttippett@nbaa.org)).



## EXHIBIT SPACE ASSIGNMENT AND PRIORITY LOTTERY PROCESS

**Live Exhibitor Placement:** Indoor exhibitors will be assigned times to call the exhibitor hotline to choose their booth assignments for the 2017 NBAA Regional Forums through the live placement process.

**Priority-One** exhibitors are those companies that reserve exhibit space for all three 2017 NBAA Regional Forums by the October 14, 2016 deadline and select the premium placement option.

**Priority-Two** exhibitors are those companies that reserve exhibit space for all three 2017 NBAA Regional Forums by the October 14, 2016 deadline and select the standard placement option.

**Priority-Three** exhibitors are those companies that reserve exhibit space by October 14, 2016 for West Palm Beach; by December 2, 2016 for Fort Worth; or by June 2, 2017 for Morristown, but do not select to participate in all three 2017 NBAA Regional Forums.

**Exhibitors must submit payment for each forum by the deadlines above to be included in the respective priority draws.** Companies will be randomly ordered within each priority category and assigned times to call the exhibitor hotline to choose their booth location. Any exhibitor submitting applications or payment after the deadlines above will be placed in the order in which payment is received, space permitting.

***Submit your application for all three forums by the October 14, 2016 deadline, to be included in a higher priority category.***

## SPONSORSHIPS

A variety of sponsorship opportunities will be offered – both on a year-long and on a forum-by-forum basis – including lunch, breakfast, reception, banners, valet parking and more. To learn more, contact [sponsorships@nbaa.org](mailto:sponsorships@nbaa.org).



## EXHIBITOR SERVICES

### Exhibitor Service Kit:

Once exhibit space has been reserved online and paid for in full, exhibitors will be provided a link to the Exhibitor Service Kit to order services to support their exhibit space. Exhibiting companies who are paid in full may also order services online directly from Freeman: [www.myfreemanonline.com](http://www.myfreemanonline.com).

### Exhibitor Badges:

- Each indoor exhibitor receives twenty-five badges per 10-ft by 10-ft indoor exhibit space purchased. Badges can be used for exhibitor booth staff or guests.
- Each static display exhibitor receives one badge per 10-ft by 10-ft space purchased. Badges can be used for exhibitor booth staff or guests.
- Exhibitors may receive a maximum of 60 badges based on space purchased.
- Extra badges may be purchased for \$40 each.

### Cancellations/Refunds:

There will be no refunds for cancellations or reductions in size at any time.

*Only one indoor space may be reserved per member company. For a complete listing of exhibitor rules and regulations, please visit: [www.nbaa.org/forums/exhibit](http://www.nbaa.org/forums/exhibit).*

## HOTEL INFORMATION – NBAA DISCOUNTS

Hotel room blocks and group rate deals, as well as discounts on rental cars will be posted on the individual forum pages in the months preceding each event.



NBAA's **Regional Forums provide a great platform for us to promote our company** giving us an

opportunity to showcase our company and be face-to-face with our customers and prospects. Building relationships with our customers and other industry partners is key to our success as a company and the NBAA Regional Forums have become an excellent venue contributing to our success."

**DARREN HALL, FARGO JET CENTER, VICE PRESIDENT OF MARKETING**

# SUBMIT YOUR EXHIBIT APPLICATION BY THE OCTOBER 14 DEADLINE

for preferred placement at all three  
2017 NBAA Regional Forums.

[www.nbaa.org/forums/exhibit](http://www.nbaa.org/forums/exhibit)



# NBAA

National Business Aviation Association  
1200 G Street NW, Suite 1100  
Washington, DC 20005

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