



EBACE

24-26 MAY 2016 | GENEVA

Exhibit at Europe's Premier
Business Aviation Event

EBACE.AERO/EXHIBIT



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EBACE is the best business aviation
with clients and suppliers...to give
company and our mission. **Everyone**

EBACE EXHIBITOR

EXHIBIT AT EUROPE'S PREMIER BUSINESS AVIATION EVENT

The European Business Aviation Convention & Exhibition (EBACE2016) is a three-day event in Geneva, and the annual meeting place for the European business aviation community. The convention brings together about 13,000 business leaders, government officials, manufacturers, corporate aviation department personnel and a host of others involved in nearly every aspect of business aviation:

- New business aircraft manufacturers
- Handling organizations
- Aircraft resellers
- Avionics firms
- Fractional providers
- And more!
- Charter/lease companies

EBACE is jointly hosted each year by the European Business Aviation Association (EBAA) and the National Business Aviation Association (NBAA). EBACE is the only major European event focused solely on business aviation, attendees come from Africa, Asia, the Middle East, the Caribbean, and North and South America.

**Show Location: Palexpo and Geneva International Airport
Geneva, Switzerland**

Exhibit & Static Display Hours:

Tuesday, 24 May

10:00 – 18:00

Wednesday, 25 May

9:00 – 18:00

Thursday, 26 May

9:00 – 16:00

EXHIBITS

9:00 – 14:00

STATIC DISPLAY

show in Europe. We were able to **meet** them a better understanding of our **we needed to see was there!"**



Exhibitor Priority Draw Deadline: 24 November 2015

Ensure your company is included in the priority draw and live exhibit space placement by submitting your application and payment online by the priority draw deadline at **www.ebase.aero/exhibit**.

EBACE PROFILE



13,000

Attendees



60

Aircraft on Static Display

**Exhibit Floor in
Square Meters**



40,000

Exhibitors



500

EBACE Exhibitors Have the Opportunity to:

- 1 Display their latest products and services
- 2 Meet with new and existing customers
- 3 Establish critical business for the year ahead



EBACE2016 EXHIBIT PRICING

Indoor Exhibit Hall

DISCOUNTED PRICING AVAILABLE THROUGH 24 NOVEMBER 2015:

Priority-One

Exhibits of 180 sqm or larger: \$3,965 per 3m-by-3m space

New for 2016! Premium Placement

Exhibitors reserving less than 180 sqm may select premium placement, which includes an upgrade to priority-two and two additional badges per space reserved.

Raw Space*

\$4,465 per
3m-by-3m space

Inline Raw Space

\$4,805 per
3m-by-3m space

Shell Scheme Space

\$5,265 per
3m-by-3m space

Standard Placement

Exhibitors reserving less than 180 sqm

Raw Space*

\$3,715 per
3m-by-3m space

Inline Raw Space

\$4,055 per
3m-by-3m space

Shell Scheme Space

\$4,515 per
3m-by-3m space

*A minimum of 36 sqm is required to reserve raw exhibit space. Exhibits smaller than 36 sqm must reserve either shell scheme space or inline raw space.



EARLY PAYMENT DISCOUNT

The above pricing is valid for indoor exhibitors submitting their applications and full payments by **24 November 2015**. After the 24 November deadline, indoor exhibit space prices will increase by \$100 per 3m-by-3m space reserved.

Static Display

Ramp Space

\$425 per 3m-by-3m static display space reserved

Aircraft movement fees are determined based upon the size of the aircraft. Visit www.ebace.aero/exhibit for a complete breakdown of aircraft movement fees.

PRIORITY DRAW & LIVE EXHIBIT SPACE PLACEMENT

A live, online exhibit space placement will be held between 7 December and 18 December 2015 to allow qualifying indoor exhibitors to select their preferred stand locations in real time based on available space. Participants will work with EBACE exhibits staff one-on-one to review the exhibit hall floor plan online and select their exhibit space.

To participate in the priority draw and live exhibit space placement, exhibit applications and full, non-refundable payments must be received by the **24 November 2015** deadline.



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

Top Reasons Why Exhibitors Participate at EBACE:

85% Maintain image, presence, and/or awareness

79% See existing customers

79% Obtain new sales leads

32% New product introduction

Top Five Reasons Attendees Come to EBACE:

1. Meet with clients/customers

2. Network with vendors and colleagues

3. See the latest products and services

4. Keep up to date on industry trends/issues

5. Visit companies whose products and services they utilize



EBACE remains **the best opportunity in Europe to see the largest number of our customers** in one venue."

EBACE EXHIBITOR

To view a list of exhibitors from EBACE2015, visit www.ebace.aero



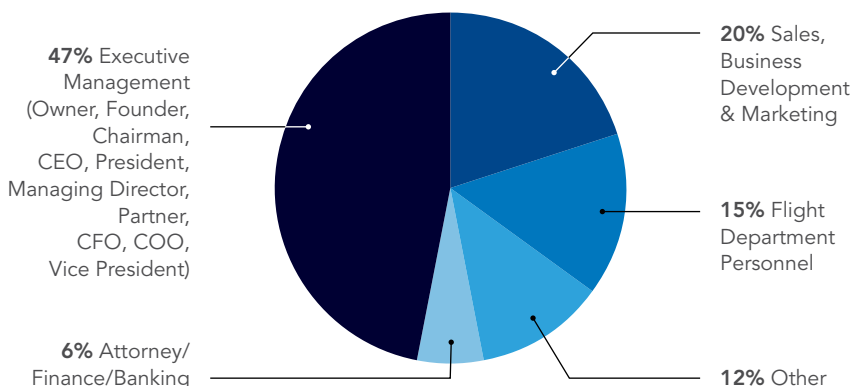
EBACE is **THE event in Europe to meet and network** with suppliers in the industry."

EBACE ATTENDEE

EBACE Attendees:

- » Represent **107 countries** from around the world
- » **77%** have an influence on the purchasing process
- » **41%** are first-time attendees
- » **76%** may consider purchasing one or more products/services within 12 months
- » Spend an average of **10.6 hours** at the exhibits over 2 days

Attendees' Job Functions:



Attendees' Influence on Company Purchasing Decisions:

- 45%** Evaluate and recommend one or more products/services for purchase
- 27%** Primary decision maker on purchases of products/services
- 11%** Sole decision maker on purchases of products/services

Sponsorship Opportunities

EBACE provides high-visibility sponsorship options that will place your brand in front of key customers, decision-makers and influencers. To provide maximum publicity for your company to the 13,000 attendees, contact: **sponsorships@ebace.aero**.

EXHIBIT CONTACTS:

Indoor Exhibits

EXHIBITORS, A-K

Rhonda Hughes, NBAA Manager, Exhibits
rhughes@nbaa.org | +1 (202) 909-5941

EXHIBITORS, L-Z

Rachel Thomas, NBAA Manager, Exhibits
rthomas@nbaa.org | +1 (202) 478-7760

Maureen Cameron, NBAA Director, Exhibits
mcameron@nbaa.org | +1 (202) 783-9453

Linda Peters, NBAA Vice President, Exhibits
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Static Display of Aircraft

Tracy Tippet, NBAA, Manager, Static Displays & Regional Forums
ttippet@nbaa.org | +1 (202) 478-7767

Joe Hart, NBAA, Director, Static Displays & Regional Forums
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EBACE European Office

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Hotel Reservations

MCI Suisse SA is the official hotel coordinator for EBACE2016. Hotel accommodations can be made online at: **www.ebace.aero/hotel**.





U.S. Office
1200 G Street NW, Suite 1100
Washington, DC 20005, USA

SUBMIT YOUR EXHIBITOR APPLICATION BY THE 24 NOVEMBER 2015 DEADLINE

to qualify for the priority draw and
live exhibit space placement.

www.ebase.aero/exhibit