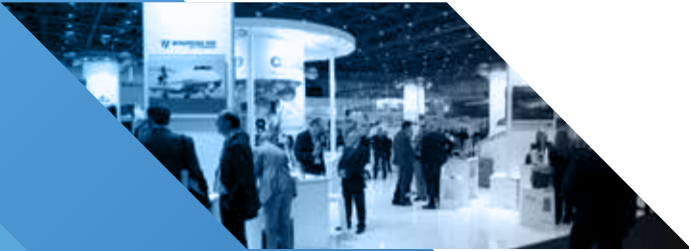


# EBAACE

22-24 MAY 2017 | GENEVA

**EXHIBIT AT EUROPE'S  
PREMIER BUSINESS  
AVIATION EVENT**

[www.ebace.aero/exhibit](http://www.ebace.aero/exhibit)





EBACE is the best business aviation show in Europe. We were able to **meet with clients and suppliers...**to give them a better understanding of our company and our mission. **Everyone we needed to see was there!"**

EBACE EXHIBITOR

Submit an Exhibit Application Online: [www.ebace.aero/exhibit](http://www.ebace.aero/exhibit)

## EXHIBIT AT EUROPE'S PREMIER BUSINESS AVIATION EVENT

The European Business Aviation Convention & Exhibition (EBACE2017) is a three-day convention in Geneva, and the only major European event focused solely on business aviation. Jointly hosted by EBAA and NBAA, EBACE 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
- Avionics firms
- Handling organizations
- Fractional providers
- Charter/lease companies
- Aircraft resellers
- And more!

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

### Exhibit & Static Display Hours:

**Monday, 22 May**  
10:00 – 18:00

**Tuesday, 23 May**  
9:00 – 18:00

**Wednesday, 24 May**  
9:00 – 16:00      9:00 – 14:00  
EXHIBITS                      STATIC DISPLAY

*Please note: EBACE will be held Monday through Wednesday in 2017. Be sure to mark this change in your calendars.*



**Exhibitor Priority Deadline: 10 November 2016**

## EBACE PROFILE



**13,000**

**Attendees**



**60**

**Aircraft on Static Display**



**100+**

**Countries Represented**

**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



# EBACE2017 EXHIBIT PRICING

## Indoor Exhibit Hall

### Priority-One

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

### 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\*

\$4,690 per  
3m-by-3m space

#### Inline Raw Space

\$5,030 per  
3m-by-3m space

#### Shell Scheme Space

\$5,490 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 **10 November 2016**. After the 10 November deadline, indoor exhibit space prices will increase by \$150 per 3m-by-3m space reserved.

## Static Display

### Ramp Space

\$460 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](http://www.ebace.aero/exhibit) for a complete breakdown of aircraft movement fees.

# PRIORITY DRAW & LIVE EXHIBIT SPACE PLACEMENT

Live, online exhibit space placements will be held between 29 November and 15 December 2016 to allow qualifying indoor exhibitors to select their preferred stand locations in real time based on available space. Qualifying exhibitors will work with EBACE exhibits staff one on one to review the exhibit hall floor plan online and select their exhibit space.

Ensure your company is included in the priority draw and live exhibit space placement by submitting your exhibit application and full, non-refundable payment by the 10 November 2016 deadline: [www.ebace.aero/exhibit](http://www.ebace.aero/exhibit).

**Complete exhibitor information**, including full details on pricing, floor plan, space assignment procedures, rules and regulations, advertising and sponsorship opportunities, media relations and other marketing resources can be found online at: [www.ebace.aero/exhibit](http://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 EBACE2016, visit [www.ebace.aero/exhibit](http://www.ebace.aero/exhibit).



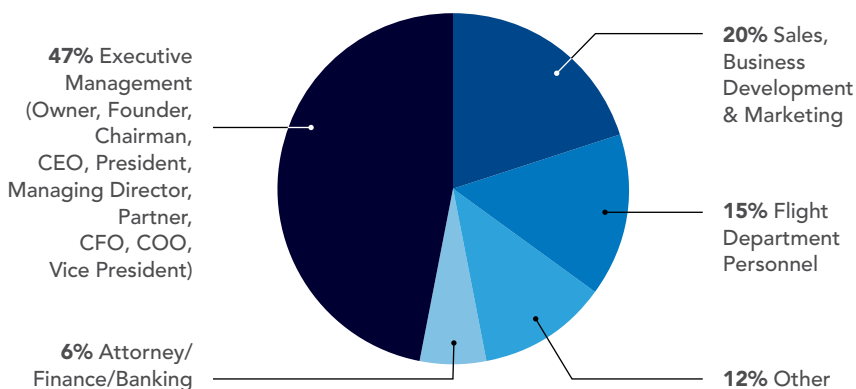
EBACE is **THE event in Europe to meet and network** with suppliers in the industry."

EBACE ATTENDEE

### EBACE Attendees:

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

### 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

Statistics Source: EBACE2015 Attendee & Exhibitor Survey

## 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](mailto:sponsorships@ebace.aero).

# EXHIBIT CONTACTS:

## Indoor Exhibits

### EXHIBITORS, A-K

Rhonda Hughes, NBAA Manager, Exhibits  
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### EXHIBITORS, L-Z

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

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

Bianca Dorneanu, EBAA, Events Operations Manager  
[bdorneanu@ebaa.org](mailto:bdorneanu@ebaa.org) | +32 2 766 00 72

## Hotel Reservations

MCI Suisse SA is the official hotel coordinator for EBACE2017. Be sure to book your hotel early as rooms are limited and may sell out. Accommodations can be made online starting 7 June 2016: [www.ebace.aero/hotel](http://www.ebace.aero/hotel).





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

**SUBMIT YOUR EXHIBIT  
APPLICATION BY THE  
10 NOVEMBER 2016 DEADLINE**

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

**[www.epace.aero/exhibit](http://www.epace.aero/exhibit)**