

## EXHIBITOR MEDIA & MARKETING OPPORTUNITIES

### **EBACE PRESS HEADQUARTERS**

The EBACE press headquarters is open to credentialed members of the press and provides a working area for them to report on EBACE. Use of the EBACE press headquarters, including all beverages and food, is reserved for registered and credentialed members of the press only.

EBACE press headquarters opens on EBACE Press Day, Sunday, 21 May at 08:00, one day before EBACE opens.

### **PRESS KITS**

Shelf space is available in the EBACE press headquarters for exhibitors to distribute their press materials.

### **PRESS CONFERENCES**

Only exhibitors may hold press briefings in the EBACE press conference rooms, which will be located in Hall 3. Press conferences begin at 10:00 on Sunday, 21 May 2017, the day before EBACE2017 opens.

Press conferences are scheduled in 45-minute time slots, which begin on the hour. Exhibitors may begin setting up their press conferences 15 minutes in advance of their starting times; for example, if a press conference is scheduled for 10:00, the exhibitor may begin setting up at 09:45. The press conference must end by 10:45 so the next press conference presenter can begin to set up.

### **Room Setup and Audio/Visuals**

Press conference rooms will be arranged to seat approximately 50 people theater style and will be equipped as follows:

- At the head of the room will be a raised dais with one table with two table microphones, three chairs and a podium with a microphone.
- Audio/visual equipment will include an LCD projector and screen.
- Tables for press kits or other information will be provided at the back of the room.

We **request** that no food or beverages be served during the press conferences due to the brevity of the events and because food is provided for the convenience of the press throughout the day in the EBACE press headquarters.

### **Press Conference Room Charges**

There is a \$600 fee per time slot for use of the press conference rooms. The fee includes all audio/visuals equipment stated above. Press conference fees must be submitted in full with the [Press Conference Reservation Form](#).

### **Inviting the Press**

Exhibitors are responsible for inviting the press to attend their specific press events. An updated press conference schedule will be posted in the EBACE press headquarters and on the EBACE website: [www.ebace.aero/2017](http://www.ebace.aero/2017).

### **Press Conference Signage**

Signs provided by EBACE Management will direct press and attendees to the EBACE press headquarters and press conference rooms, but not to individual events. A sign posted outside each press conference room will list all companies that have scheduled press conferences on a given day. In addition, an easel will be located outside each press conference room should an exhibitor wish to provide their own sign during their scheduled press conference time.



The EBACE logo will appear on the front of the podium. If an exhibitor wishes to have signage to appear behind the stage, they should coordinate with Freeman.

## COMPANY PROFILE

Exhibitors should complete their company profiles online and select their buyers' guide categories so that their company information is up to date when attendees do searches in the online exhibitor directory or the mobile app.

Exhibitors may also purchase enhanced profiles to provide them with greater visibility to the expected 13,000 attendees at EBACE.

### **Gold Package: \$500**

- Provides access to unique list of online attendee leads
- 4 product images (with text descriptions)

### **Diamond Package: \$1,500**

*Includes the Gold Package, plus the following:*

- 4 video uploads (or image/text panels)
- Priority slotting at the top of online search results
- Corner peel image on online booth
- Inclusion in the Featured Exhibitor list

### **Show Highlights Sponsorship: \$2,000**

*Includes the Diamond Package, plus the following:*

- Exhibitor's video or image on the home page of the online exhibitor directory
- Links directly to exhibitor's online showcase
- Statistics available for tracking

### **Product Category Sponsorship: \$2,000**

*Includes the Diamond Package, plus the following:*

- EXCLUSIVE - 300 x 50 pixel banner at the top of exhibitor's product category
- Guaranteed #1 listing within exhibitor's category search results

### **Online Hall Sponsorship: \$2,500**

*Includes the Diamond Package, plus the following:*

- EXCLUSIVE - 200 x 200 pixel banner on online exhibit hall
- Links to exhibitor's online showcase and prints any time the hall is printed
- Statistics available for tracking

### **Directory Partner Sponsorship: \$3,500**

*Includes the Diamond Package, plus the following:*

- EXCLUSIVE - 180 x 150 pixel banner on the home page of the online exhibitor directory
- Links directly to exhibitor's online showcase
- Statistics available for tracking

## COMPANY LOGO

Exhibitors are encouraged to upload their company logos at no charge to their company profiles so that they are visible in their company profiles and on the floor plan. This will give them increased visibility to the 13,000 attendees at EBACE.



## **SEND INVITATIONS TO CUSTOMERS AND PROSPECTS**

EBACE management provides an invitation for exhibitors to send to customers – existing and prospective – to invite them to their stands at the show.

## **EBACE2017 LOGO**

Exhibitors may download the EBACE2017 logo through the Exhibitor Dashboard to use in their email signatures and pre-show marketing, along with your stand numbers, to ensure attendees know where to find them in Geneva.

## **SOCIAL MEDIA**

Use the hashtag #EBACE17 when talking about the event on social media. [Follow the official @EBACE Twitter account.](#)

## **PRESS ROSTER**

An up-to-date listing of all registered members of the media can be found in the Exhibitor Dashboard for exhibitors use to share their company's news or to promote their press events in Geneva.

## **SHARE YOUR NEWS**

Exhibitors may issue press releases, then drop their press kits off in the EBACE press headquarters or stop by the show dailies office to ensure that their news gets wide distribution. Press releases and marketing materials may also be posted to exhibitors' company profiles online to ensure that people who search for them get a wealth of information about their companies.

## **MOBILE APP**

Exhibitors may download the EBACE2017 Mobile App, then use it to reach out to attendees who have also downloaded the app to invited them to their stands or send them company information.

Also, exhibitors may purchase ads in the mobile app to ensure that attendees see their messages in real time. [Learn more about mobile app advertising.](#)

## **EBACE PRESS INQUIRIES**

**NBAA:** Dan Hubbard

**Email:** [dhubbard@nbaa.org](mailto:dhubbard@nbaa.org)

**Tel:** +1 (202) 783-9360

**EBAA:** Keir Bonine

**Email:** [communications1@ebaa.org](mailto:communications1@ebaa.org)

**Tel:** +32 2 318 28 05

## **PUBLICATION BINS**

As a service to exhibitors and publishers of trade magazines, EBACE offers an area of bins in the exhibit hall to display publications. EBACE provides an attendant to receive shipments, and to stock and maintain the publication bins. Exhibitors and publishers may purchase bins at a cost of \$750 per bin by completing the online [Publication Bins Request Form](#). All companies must submit a sample of their publication to NBAA's Courtney Oliveira at [coliveira@nbaa.org](mailto:coliveira@nbaa.org) for review before bins are reserved.

Please note the following:

- Publication bins will be available for periodical publications only and will be assigned in alphabetical order by title.
- Advertising materials, including promotional brochures and pamphlets, are not permitted in the publication bins and will be discarded by EBACE with no refunds.
- All materials/publications placed into unassigned bins by publishers or exhibitors will be destroyed. Once approved, publishers will receive details for shipping their publications to EBACE.

[Publication Bins Reservation Request Form](#)



## SHOW DAILIES

EBACE Management does not produce a show daily; however, three publications – BCA Show News, EBACE Convention News and Flight Evening News – are published daily at EBACE. Your company may submit information to the daily show publications, which are especially appreciative of advance news because of tight scheduling during EBACE.

For editorial and advertising information for the show dailies, please contact:

### EBACE Convention News

Editorial Contact: Ian Sheppard  
Email: [isheppard@ainonline.com](mailto:isheppard@ainonline.com)  
Tel: +44 (0)7759 455770

Advertising Contact: Nancy O'Brien  
Email: [nobrien@ainonline.com](mailto:nobrien@ainonline.com)  
Tel: +1 (530) 949-1075

### AINalerts

Editorial Contact: Chad Trautvetter  
Email: [ctrautvetter@ainonline.com](mailto:ctrautvetter@ainonline.com)

Advertising Contact: Nancy O'Brien  
Tel: +1 (530) 949-1075  
Email: [nobrien@ainonline.com](mailto:nobrien@ainonline.com)

### Business & Commercial Aviation (BCA)

1166 Avenue of the Americas  
10<sup>th</sup> Floor  
New York, NY 10036

Editorial Contact: William Garvey  
Tel: +1 (843) 718-2458  
Email: [william.garvey@aviationweek.com](mailto:william.garvey@aviationweek.com)

Advertising Contact: Elizabeth Zitni  
Tel: +1 (913) 967-1348  
Email: [elizabeth.zitni@pention.com](mailto:elizabeth.zitni@pention.com)

### ShowNews

Editorial Contact: John Morris  
Tel: +1 (860) 365-0445  
Email: [morrisoff@aol.com](mailto:morrisoff@aol.com)

Advertising Contact: Elizabeth Zitni  
Tel: +1 (913) 967-1348  
Email: [elizabeth.zitni@pention.com](mailto:elizabeth.zitni@pention.com)

### FLIGHT EVENING NEWS

#### Flightglobal

Quadrant House, The Quadrant Sutton  
Surrey, SM2 5AS, United Kingdom

Editorial Contact: Murdo Morrison  
Tel: +44 (0) 208 652 4395  
Email: [murdo.morrison@flightglobal.com](mailto:murdo.morrison@flightglobal.com)

Advertising Contact: Rob Hancock

Tel: +1 (703) 836-7444  
Email: [robert.hancock@flightglobal.com](mailto:robert.hancock@flightglobal.com)

#### Flight International

Editorial Contact: Kate Sarsfield  
Tel: +44 (0) 208 652 3885  
Email: [kate.sarsfield@flightglobal.com](mailto:kate.sarsfield@flightglobal.com)

Advertising Contact: Rob Hancock

Tel: +1 (703) 836-7444  
Email: [robert.hancock@flightglobal.com](mailto:robert.hancock@flightglobal.com)

#### Flightglobal.com/EBACE

Editorial Contact: Murdo Morrison  
Tel: +44 (0) 208 652 4395  
Tel: +1 (703) 836-7444  
Email: [murdo.morrison@flightglobal.com](mailto:murdo.morrison@flightglobal.com)

#### Flightglobal.com/EBACE

Editorial Contact: Murdo Morrison  
Tel: +44 (0) 208 652 4395  
Email: [murdo.morrison@flightglobal.com](mailto:murdo.morrison@flightglobal.com)