



EBACE
29-31 MAY 2018 | GENEVA

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

www.ebace.aero/exhibit



**Exhibitor Priority Deadline:
9 November 2017**

EXHIBIT AT EUROPE'S PREMIER BUSINESS AVIATION EVENT

The European Business Aviation Convention & Exhibition (EBACE2018) 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, including:

- Aircraft manufacturers
- Avionics firms
- Financial services
- Handling organizations
- Fractional providers
- Charter/lease companies
- Fuel suppliers
- Aircraft resellers
- And more!

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

Exhibit & Static Display Hours:

Tuesday, 29 May
10:00 – 18:00

Wednesday, 30 May
9:00 – 18:00

Thursday, 31 May
9:00 – 16:00
EXHIBITS

9:00 – 14:00
STATIC DISPLAY

SUBMIT YOUR EXHIBIT APPLICATION ONLINE:



EBACE is THE most productive place in Europe for business aviation. It's the perfect place to improve your network and your business."

JEAN MARIE LEMAUX, MANAGING DIRECTOR, 808

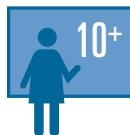
EBACE PROFILE:



Attendees



Countries Represented



Education Sessions



Exhibit Floor in Square Meters



Exhibitors



Aircraft on Static Display

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

EBACE2018 EXHIBIT PRICING

Indoor Exhibit Hall

New for 2018! First-Time Exhibitor Packages

Further details are available online: www.ebace.aero/exhibit.

Priority-One Placement

Exhibits of 180 sqm or larger: 3,995 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*

\$4,925 per
3m-by-3m space

Inline Raw Space

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

Shell Scheme Space

\$5,725 per
3m-by-3m space

Standard Placement

Exhibitors reserving less than 180 sqm

Raw Space*

\$3,825 per
3m-by-3m space

Inline Raw Space

\$4,165 per
3m-by-3m space

Shell Scheme Space

\$4,625 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 **9 November 2017**. After the 9 November deadline, indoor exhibit space prices will increase by \$150 per 3m-by-3m space reserved.

Static Display

Ramp Space

\$475 per 3m-by-3m static display space reserved

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





PRIORITY EXHIBIT SPACE PLACEMENTS

Live, online exhibit space placements will be held between 28 November and 15 December 2017 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 9 November 2017 deadline: www.ebace.aero/exhibit.

Complete exhibitor information, including full pricing details, 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.

Top Five Reasons Why Exhibitors Participate:

- 1 Maintain image, presence, and/or awareness
- 2 See existing customers
- 3 Obtain new sales leads
- 4 Competition is exhibiting
- 5 New product introduction

To view a list of exhibitors
from EBACE2017, visit:

www.ebace.aero/2017directory.



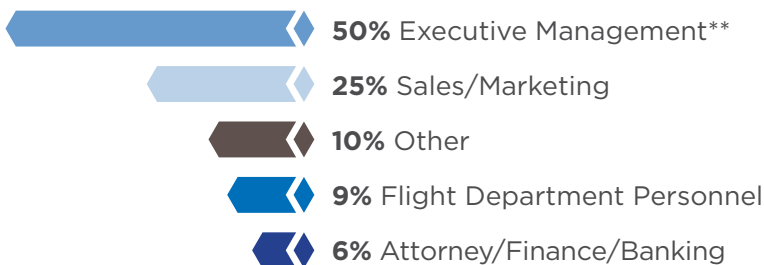
Hotel Reservations

MCI Suisse SA is the official hotel coordinator for EBACE2018. Be sure to book your hotel early as rooms are limited and may sell out. Accommodations can be made online starting in June 2017: www.ebace.aero/hotel.

Attendees' Influence on Company Purchasing Decisions:

- 40%** Evaluate and recommend one or more products/services for purchase
- 29%** Have final say in purchase decisions
- 11%** Specify supplier

Attendees' Job Functions:



** Owner, Founder, Chairman, CEO, President, Managing Director, Partner, CFO, COO, Vice President

Top Five Reasons Attendees Register:

- 1** Network with vendors and colleagues
- 2** Visit companies whose products and services they utilize
- 3** Meet with clients/customers
- 4** Learn if business aviation is right for their company
- 5** See the latest products and services

43% of visitors are first-time attendees



EXHIBIT CONTACTS:

Indoor Exhibits

Maureen Cameron, NBAA Director, Exhibits
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Linda Peters, NBAA Vice President, Exhibits
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Static Display of Aircraft

Tracy Tippett, NBAA Manager, Static Displays & Regional Forums
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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
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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.



Buzzing and vibrant, EBACE is an excellent show, giving many opportunities to meet both existing and new clients and connections.”

ANGIE BEESTON, BUSINESS DEVELOPMENT DIRECTOR,
AV8 CHAUFFEUR CARS LTD.

