



OCTOBER 10-12, 2013

AOPA AVIATION SUMMIT

FORT WORTH, TEXAS

EXHIBITOR PROSPECTUS

AOPA Aviation Summit Team

Exhibit Opportunities

Liz Tarver
Tel: 301-695-2051
Liz.Tarver@aopa.org

2013 Program Guide Advertising

Brenda Ridgley
Tel: 301-695-2368
Brenda.Ridgley@aopa.org

Exhibitor Housing & Attendee Registration

Chris Micioni
Tel: 301-695-2050
Chris.Micioni@aopa.org

Press

Steve Hedges
Tel: 301-695-2159
Steve.Hedges@aopa.org

Static Display

Toni Mensching
Tel: 301-695-2149
Toni.Mensching@aopa.org





NEW PLACE NEW PILOTS

The AOPA Aviation Summit is headed for **Fort Worth, Texas**, and we're excited to bring a new market of buyers to exhibitors. The Lone Star State boasts the second largest number of AOPA members in the U.S. which means it's sure to attract thousands of active pilots—and qualified customers—all in one place at one time. If last year is any indicator, more than **70%** of Summit attendees will purchase products at the show!

The Summit puts you face to face with general aviation aircraft owners, pilots, businesses, students, policy makers, and enthusiasts—with 94% of them coming specifically to see the latest products, services, and aircraft.

Don't miss the year's best opportunity to reach the industry's most qualified customers. Reserve your space today!

OUR FLYERS YOUR BUYERS



95%
attend
educational
seminars at
Summit

94%
attend Summit
to see new
aircraft and
products



85%
have a
private or
commercial
pilot
certificate



66%
fly more
than 50
hours
each year

60%
own an
aircraft



15% are flight instructors





71%
purchase
products at
the show



Indoor Exhibit Hall

Connecting you with qualified pilots and buyers is our #1 priority. And the indoor exhibit hall provides the ideal atmosphere to engage the industry's most passionate aviation enthusiasts. In fact, 94% of visitors say they come to the Summit specifically to visit exhibitors. And the dynamic and intimate environment in the exhibit hall is certain to attract attendees—and sales.

Airportfest

Airportfest at the Meacham Airport in Fort Worth will accommodate a vast and vibrant display of aircraft. Live music, speakers, a pancake breakfast, displays and more make it a very popular destination. In fact, 85% of Summit attendees visit exhibitors at Airportfest. And this year that number promises to grow even larger.

ONE EVENT
ENDLESS
OPPORTUNITIES

GREATER ENGAGEMENT GREATER PROFITS

You know that the key to successful event marketing is getting up close and personal with as many highly-qualified attendees as possible. And we know it, too. Which is why we offer you multiple opportunities to get face to face with the attendees.

» **Launch a New Product or Service or Demonstrate a Product.** AOPA creates several venues to announce or demonstrate your latest offering that will drive prospects right to your booth. These are just a few of the ways AOPA is working to help you engage attendees and generate buzz about your brand beyond your exhibit space.

If you are looking for even more ways to attract visitors to your presence at this year's AOPA Aviation Summit, we also offer free one-day exhibit hall passes (in your confirmation kit) and e-mail templates you can use to invite customers to come see you at Summit. Check the Exhibitor resources page on our website (www.aopa.org/summit) for more information.





READY, SET, SHOW

EXHIBIT HALL

FACTS & FIGURES

Indoor Exhibit Hall

(Fees are based on a 10' x 10' footprint)

10' x 10' Non-Corner Booth	\$2,375
10' x 10' Corner Booth	\$2,975
Four-Booth Island	\$11,900
Six-Booth Island	\$21,400

Booth Fees Include:

- » Space rental, pipe and drape
- » Booth identification sign
- » Company listing in the Official Program Guide
- » Company name, logo and description listed online
- » Five badges per 10' x 10' booth good for admission to exhibit hall, aircraft display, seminars and keynotes
- » Free exhibit hall passes for customers
- » Exhibitor reception
- » Security when exhibit hall is closed

Booth Fees Do Not Include:

Furniture, carpet, electricity, Internet or A/V services. These services must be ordered separately using the forms available in the exhibitor services kit.

Public Service Booths (10' x 10')..... \$725

AOPA has reserved an area in the exhibit hall dedicated to Public Service Organizations. Only those organizations that are non-profit and use aviation for charitable works will be considered for these spaces.

Public Service Booth Fees Include:

- » Space rental, pipe and drape
- » Carpet
- » 8' table & 2 chairs

Types of Exhibitors

Sponsors: Previous year sponsors and strategic partners receive the first opportunity to pre-select booth space in an advance mailing.

Loyal Exhibitors: Any exhibitor who exhibited at the 2012 show will receive the first opportunity to select booth space after sponsors and strategic partners.

Indoor Exhibitor Information: Set-up must be complete by **5PM** on **Wednesday, October 9**. If you need more time, arrangements can be made with Liz Tarver. Please refer to the rules and regulations on the back of the Exhibitor Reservation Form for height limits and booth specifications.

Exhibits must meet all local fire regulations.

Booths must be staffed during exhibit hall hours.

Sound or other demo equipment must not interfere with adjacent booths. Sound must not be louder than a conversational level and exhibitors must cease the use of demo equipment if management receives complaints.

All badges may be picked up on-site at Exhibitor Registration.

Booths may not be sublet or shared.

No children under the age of 16 are permitted on the show floor during move-in and move-out.

Booths may not be dismantled before 4 PM on Saturday, October 12.



*Fort Worth Convention Center
1201 Houston Street
Fort Worth, TX 76102*

Exhibit Hall Move-In Hours

Tuesday (10.8.2013)
1:00—5:00PM

Wednesday (10.9.2013)
8:00AM—5:00PM

Exhibit Hall Show Hours

Thursday (10.10.2013)
10:00AM—5:00PM

Friday (10.11.2013)
9:00AM—5:00PM

Saturday (10.12.2013)
9:00AM—4:00PM

Exhibit Hall Move-Out Hours

*Booths may not be dismantled
before 4 PM on Saturday,
October 12.*

Saturday (10.12.2013)
4:00—11:00PM

Sunday (10.13.2013)
8:00AM—12:00PM



Fort Worth Meacham Int'l. Airport
4201 N Main St
Fort Worth, TX 76106

Aircraft Arrival

Tuesday (10.8.2013)
No Later than 6:00PM

Exhibitor Material & Freight Move-In

Wednesday (10.9.2013)
12:00—6:00PM

Airportfest Exhibit Hours

Thursday (10.10.2013)
10:00AM—5:00PM

Friday (10.11.2013)
9:00AM—5:00PM

Saturday (10.12.2013)
9:00AM—4:00PM

Airportfest Move-Out Hours

Saturday (10.12.2013)
4:00—8:00PM

Sunday (10.13.2013)
8:00AM—12:00PM

FACTS & FIGURES AIRPORTFEST

Airportfest will be located at Meacham Airport (FTW).

Aircraft Space

Light Sport Aircraft (LSA)	\$1,000
SE Piston, Glider, Piston-Heli	\$1,750
SE Turboprop, Single Turbine-Heli, SE Jet, ME Piston.....	\$2,250
All ME TurboProp	\$2,750
All ME Jets.....	\$3,000
Aircraft Demo Access.....	\$1,000
Public Benefit Aircraft.....	Call for Quote

Additional Space Next to Aircraft

With a Booth in the Exhibit Hall

10' x 10' space	\$325
15' x 15' space	\$725
20' x 20' space	\$1,150
30' x 30' space	\$1,800

Without a Booth in the Exhibit Hall

10' x 10' space	\$650
15' x 15' space	\$1,450
20' x 20' space	\$2,300
30' x 30' space	\$3,600

Mobile Showroom, RV, Mockup
Space, Custom Display Space Call for Quote



Airportfest Fees Include:

- » Aircraft space rental
- » Company listing in the Official Program Guide
- » Five badges per aircraft good for admission into exhibit hall, aircraft display, seminars and keynotes
- » Free exhibit hall passes for customers
- » Exhibitor reception
- » Overnight security

Airportfest Fees Do Not Include:

Furniture, electricity, carpet, GPU, tent rental. These services must be ordered separately using the forms available in the exhibitor services kit.

Aircraft display must be staffed during Airportfest hours.

Exhibits must meet all local fire regulations.

Confirmation Kit

Your AOPA Exhibitor Confirmation Letter will be sent within 3 weeks of receipt of your reservation form and deposit. This letter will contain important details

and information on how to download the confirmation kit from the AOPA Summit website (www.aopa.org/summit) and instructions for entering badge names and uploading company information.

Exhibitor Services Manual

Hargrove, Inc. is the official show contractor. Once the Online Exhibitor Services Manual is ready, Hargrove will email you access instructions. This manual will provide shipping instructions, set-up/tear-down information, furnishing forms and other service order forms. Ordering and payment of these items is the responsibility of each exhibitor.

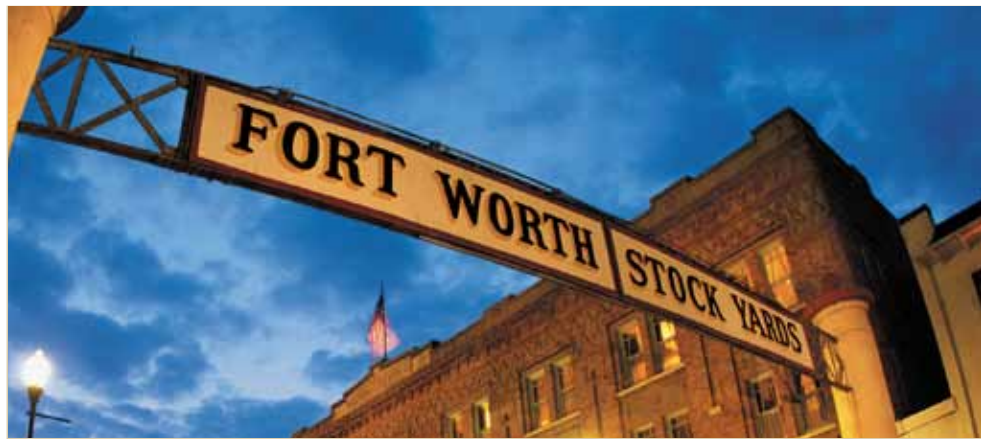
Hotel & Travel Information

A list of the AOPA hotels and other travel information will be listed on the Summit website. We strongly encourage you to make your hotel reservations through the AOPA Exhibitor Housing Service.

Cancellation Policy

A 25% cancellation fee will be charged for cancellations received prior to July 16, 2013. After July 16, we are unable to provide refunds for any reason.

WHAT WHEN WHERE



Tuesday 10.8.2013

Exhibitor Registration1:00-6:00PM
Exhibitor Move-In.....1:00-5:00PM
Deadline for Airportfest Exhibitors to Check-In.....6:00PM

Friday 10.11.2013

Exhibitor Registration8:00AM-5:00PM
Keynote Session9:00-10:00AM
Exhibit Hall & Airportfest Open9:00AM-5:00PM
Friday Night Party..... TBD

Wednesday 10.9.2013

Exhibitor Registration7:30AM-5:00PM
Exhibitor Move-In (Exhibit Hall)8:00AM-5:00PM
Airportfest Assembly, Freight Deliveries, & Set Up12:00-6:00PM
Exhibitor Appreciation Party.....6:00-8:00PM

Saturday 10.12.2013

Exhibitor Registration8:00AM-2:00PM
Breakfast & Pilot Town Hall at Airportfest.....9:00-10:30AM
Exhibit Hall & Airportfest Open9:00AM-4:00PM
Airportfest Move-Out4:00-8:00PM
Exhibit Hall Move-Out.....4:00-11:00PM
Saturday Night PartyTBD

Thursday 10.10.2013

Exhibitor Registration7:30AM-5:00PM
Keynote Session9:00-10:00AM
Exhibit Hall & Airportfest Open.....10:00AM-5:00PM
A Night for Flight Gala.....6:30-10:00PM

Sunday 10.13.2013

All Exhibitor Move-Out8:00AM-12:00PM



Value-Added Features Connect You With Customers

Product Discussions

Unique, intimate opportunities for one-on-one discussions with customers.

Pilot Learning Opportunities on the Exhibit Hall Floor

Interactive seminars, displays, and games to keep attendees on the show floor longer.

These are just a few of the opportunities we offer that allow you to interact with attendees outside of your booth and expose more visitors to your product. Call or visit our website (www.aopa.org/summit) for more details.



AOPA
421 AVIATION WAY
FREDERICK, MD, 21701

VISIT OUR WEBSITE FOR MORE INFORMATION
WWW.AOPA.ORG/SUMMIT/EXHIBITORS.HTML