

INAUGURAL PINNACLE AWARD RECIPIENTS ANNOUNCED



At an awards luncheon at the Rio Hotel in Las Vegas on Wednesday, December 10, during the 2014 ICAS Convention, the inaugural recipients of ICAS Pinnacle Awards were announced to an audience of approximately 1,050 air show professionals.

The Pinnacle Awards are a significant departure for ICAS. Building on the success of the long-running ICAS Marketing Competition,

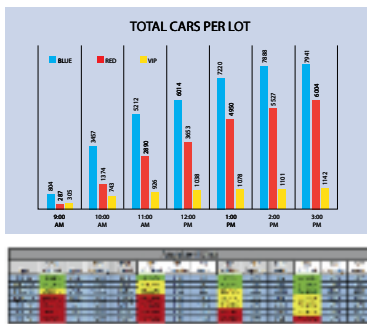
the Pinnacle Awards program was established to recognize the most imaginative and forward thinking ideas, not just in marketing, but in all areas of air show management, operations and promotion.

Entries were assessed on a number of criteria: purpose, innovation, feasibility, planning and overall success and impact.

SUPPORT SERVICE PROVIDER

Platinum Award

Solutions Event Services
Long Beach, New York



Jeff Shapiro and Solutions Event Services developed a real-time tracking system that allows event organizers to see parking status “live” in all parking areas, giving them a chance to anticipate problems before they happen and make corrections that avoid them entirely. In an industry where traffic continues to be the number one concern of our spectators, this “Planned Flexibility” methodology allows shows to recognize and quickly adjust to parking challenges that might otherwise become traffic problems. The real-time tracking system allows parking staff to see when areas will fill to capacity BEFORE it happens to easily flex inbound spectators to an available area, ensuring a seamless entrance for spectators while also ensuring that those visitors park their vehicles as close to the show as possible.

Gold Award

Herb Gillen Advertising
Columbus, Ohio

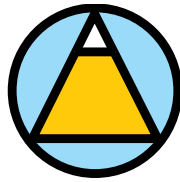


Herb Gillen Advertising built a social media strategy that enabled Alliance Air Productions (AAP) and the Fort Worth Alliance Air Show to use a wide variety of social media tools that helped to create a promotional buzz about the event. As just one example, Fort Worth Alliance provided fans with the opportunity to socialize with the stars of the show, chatting with them on-line and asking questions of them before and during the show. The social media program was carefully planned and helped to increase awareness and interest in the event during a year that saw near-record crowds at the show.

Over the last several years, AAP has made its social media presence and strategy more robust by adding platforms, adjusting the amount and types of communication, as well as personalizing their online voice. In 2014, they concentrated on increasing activity on Twitter and, although to a lesser extent, on Instagram. Using cross-promotional methods across the platforms, AAP encouraged their largest audience (the Facebook audience) to join them on Twitter, and explore their Instagram account. During the show they have a dedicated, eight-member social media team who were assigned to different social media platforms focused on sharing videos and images of the performances and on-site activities available, including some behind-the-scenes action shots. In addition, AAP spotlighted some of their exhibitors and sponsors expressing their appreciation and sharing their participation. Facebook and Twitter have become a fast and efficient way to quickly interact directly with fans and answer questions or concerns.

INAUGURAL PINNACLE

AWARD RECIPIENTS ANNOUNCED



Silver Award

In Concert Productions, Inc. / Air Show One, Inc.
Smyrna, Georgia



In Concert Productions, Inc. / Air Show One, Inc. has raised the bar on air show sound to concert quality by providing sound that immerses the crowd in the show and helps show organizers deliver on their promises to sponsors. In a collaborative effort with announcers, air bosses, sponsorship coordinators, and event organizers, they offer a “sound experience” that engages and excites the audience by raising the clarity of the music and narration to a level that enriches the spectator’s perception of the event. Air Show One has innovated by bringing vast broadcast production experience to air show presentations. They provide a radio/TV presentation that always hits cues, has no dead air, gives comedy relief, and they produce custom commercials and spots for each air show to help organizers deliver on their promise of professionalism. Air Show One is able to produce the finest sound quality using the best-of-class technology they also utilize in the concert, corporate and touring event industries. The team’s

ability to adjust their equipment and coverage area and always provide a venue with a unique solution is one of their strongest points. They’re not limited to “what’s on the truck,” as every show has different needs.

Bronze Award

ADC Group, Inc.
McKinney, Texas



ADC Group’s mobile marketing promotional campaign and sponsorship program tailors specific programs to fulfill the marketing objectives of national brands and helps increase revenues for their air show clients by more than 250 percent. To date, ADC Group’s strategies and programs have pumped nearly \$5 million into the air show industry.

In 2009, ADC Group created a strategy that focused on national agencies specializing in mobile marketing tours. They developed programs for these agencies that featured the air show industry as the premier venue for showcasing their clients’ products and services throughout North America. An important element of their program is to provide companies with multiple event opportunities throughout the country by offering an easy-to-activate turn-key air show-based national approach to sponsorship and exhibit sales that met their target markets. ADC Group has successfully recruited over 100 agencies which represent over 200 nationally recognized brands. Through this ground-breaking initiative, they have elevated the value of the air show venue to corporate America and generated additional revenue for the air show industry. Currently, they partner with over 70 air shows to bring incremental dollars from national accounts.

MILITARY PERFORMER

Platinum Award

Royal Canadian Air Force CF-18 Demonstration Jet Team
Ottawa, Ontario



The Royal Canadian Air Force CF-18 Demonstration Jet Team developed and implemented mini-ground crew and “selfie” photo programs that expanded their community outreach at very little cost to the RCAF. After checking with their parents, children were invited to be a part of the Hornet demo team. Each kid – with their parents or grandparents in tow – were given a quick tutorial on safety and then were free to work with the real ground crew as the Hornet taxied after the performance, helping with the shut down and then taking photos with the CF-18 and crew. The Hornet team also ran another program that encouraged air show spectators to take a selfie with the CF-18 during a choreographed fly-by. Those selfies had the desired effect, going viral with thousands of Facebook “likes” and extensive exposure for the RCAF on social media.

CIVILIAN PERFORMER

Platinum Award

Mike Goulian Airshows
Plymouth, Massachusetts



Michael Goulian and his team have outfitted a tractor trailer to provide turn-key hospitality services and a training center to Goulian Aerosport’s sponsors. In addition to providing high-end entertainment facilities for the guests of sponsors, the rig includes an air-conditioned training area for sponsors to interact with customers. The trailer has allowed

Goulian to tailor his sponsorship package to the specific requirements of his corporate sponsors, while providing the guests with a reliably world-class entertainment experience at air shows throughout the United States and Canada.

Gold Award

Commemorative Air Force Red Tail Squadron
South Saint Paul, Minnesota



The CAF Red Tail Squadron and their “Rise Above” Program includes an authentic, fully restored WWII-era P-51C Mustang; the Rise Above Traveling Exhibit 53-foot mobile theater featuring the film “Rise Above”; and educational materials and programs for teachers and youth leaders. The program uses the Mustang and the mobile theater to engage with spectators, particularly children and teenagers, to promote its six guiding principles: Aim High, Believe In Yourself, Use Your Brain, Be Ready To Go, Never Quit, and Expect to Win.

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»» ATTENTION: AIR SHOW PRODUCERS!



Proven Air Show Marketing System Shows You
**HOW TO GENERATE
UP TO \$49,512^{.00}**
of **ADVANCE TICKET SALES** in Less
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The Air Show Profit System™ is a proven 7-Step process for driving massive advance ticket sales, increasing sponsorship revenue, and getting positive return on your advertising dollars. This unique system is built from the experience of over one hundred air shows and 15 years of comprehensive market research on consumer buying behaviors. Once in place, this system allows you to create an extraordinary air show experience with raving fans and **PROFIT** – *regardless of the weather forecast!*

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THE AIR SHOW PROFIT SYSTEM™ OVERVIEW

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How to Sell Out
Your Air Show

Step #2

How to Plan & Track a
Super-Effective Ad/PR
Campaign

Step #3

How to Collect *Money*
Making Leads 24/7...
Even While You Sleep

Step #4

How to Create an Advance
Ticket Buying Frenzy

Step #5

Get Them to Buy Like Crazy –
Regardless of the Forecast

Step #6

How to Deliver the Ultimate
Air Show Experience

Step #7

Discover the Critical
Keys to Future Air Show
Success

READ WHAT CLIENTS ARE SAYING

Helping Military Installations Get Extraordinary Results

Gross sales for this portion of our air show went from zero dollars to over \$30,000.00 in 18 days! The words "SOLD OUT" was not something I expected especially for our first experience with this marketing system. I would recommend the Air Show Profit System to any organization looking to promote their air show.

John A. Cooper, Sr. | Chairman, Niagara Military Affairs Council
Thunder of Niagara Air Show | Niagara Falls, New York

An Airshow Experience Report

Last year, the Canadian International Air Show had a banner year with its VIP Experience, generating over \$105,000 dollars in gross revenue using the Air Show Profit System. Over the last six years, the Air Show Profit System has helped us generate over \$500,000 of VIP Ticket sales. (This despite outdoor event-centric challenges like poor weather, etc.)

Jennifer Brown | Executive Director
Canadian International Air Show | Toronto, Ontario, Canada

Results for the United States Navy

- Bleacher Seating - **SOLD OUT!**
- VIP "Wings of Gold" - **SOLD OUT!**
- Record Air Show Attendance at NAS Kingsville!

Wings Over South Texas Air Show 2014 | Naval Air Station Kingsville
An Airshow Experience Report

We first used the Air Show Profit System in 2013 and were happy with the results although sequestration greatly affected our air show.

However we were **BLOWN AWAY** with the results of our 2014 air show. **We could not have predicted the result as we pre-sold OVER \$250,000 of online tickets for our air show.** We attribute this solely to the Air Show Profit System.

Frank Wilborn | President
Memphis Airshow Organization, Inc.

Get an Insider Peek at the
Air Show Profit System™
& Skyrocket Your Air Show Revenue

RECEIVE YOUR FREE "Top 10 Air Show Marketing Mistakes" report, plus the "Air Show Revenue Secrets: Revealed!" video when you visit **AirShowProfitSystem.com**. Or, send a text with your first name and email to our 24-Hour Hotline: 585-310-1943.

We're looking for proactive air show producers who are interested in maximizing their bottom line. It is our firm belief that this service is the most comprehensive and powerful air show marketing system in the world. It is not for every air show. For more information about how to get started, please visit: **AirShowProfitSystem.com** or call 585-310-1943.



*This claim, based on the reported extraordinary results and a 100% refund policy, is not a guarantee. Without specific details and their total commitment to the process, we would be unable to make such a claim. Please contact us for more information. All results are based on a year-round air show market. Your results may vary.

INAUGURAL PINNACLE AWARD RECIPIENTS ANNOUNCED



Silver Award

Bob Carlton - Vertigo Airshows
Albuquerque, New Mexico



Bob Carlton designed his Super Salto Jet Sailplane by installing a Czech Republic-produced PBS TJ-100 jet engine on his Salto sailplane. He added an engine smoke system and night show pyrotechnics to produce perhaps the most imaginative air show aircraft in North America today. The Super Salto Jet Sailplane not only eliminates the need for a tow aircraft; it has also created an act that begins as a traditional sailplane performance, but finishes with the noise, speed and low level maneuvers that spectators usually expect to see in a traditional jet act.

Bronze Award

Buck Roetman – Wild Horse Aviation
Sharpsburg, Georgia



The Bronze Pinnacle Award went to Buck Roetman for his development of the Amanda Switch. Named in memory of Amanda Franklin, the Amanda Switch turns off the smoke oil pump to ensure that smoke oil does not fuel a post-accident fire. Costing between \$50 and \$200 with the ability to be easily installed into virtually any air show aircraft, the Amanda Switch is a simple and effective contribution to air show safety.

MILITARY AIR SHOW AND OPEN HOUSE

Platinum Award

Swiss Air Force Air14
Payerne, Switzerland



all possible steps had been taken to reduce the show's carbon footprint. From its earliest planning stages, the show encouraged carpooling, mass transportation and bicycling. In the end, these efforts exceeded all expectations, reducing CO2 emissions attributed to the show by 50 percent.

Taking into account transportation, consumer goods, jet fuel, infrastructure and waste, transportation alone accounts for three quarters of the overall carbon emissions. In comparison, jet fuel attributes only eight percent to the overall emissions; the 17 percent left was due to the waste during the air show. The challenge was to reduce the emissions at its root cause. Transporting 400,000 spectators over four air show days to a military airfield without having the required infrastructure (streets, parking, public transport) available contributed to finding a solution. Additionally, efforts were combined to convince visitors to use public transport, motorbikes and bicycles. However, as public transportation reached its limits, further means were applied to use open seats in personal vehicles. The amount of cars could be reduced by more than half as most cars filled up open seats by offering them to neighbors and friends, or offered them on a carpooling website. Further, cars with four or more seats occupied did not have to pay a parking fee.

The resulting numbers by far exceeded expectations: 15,000 bicycles and 5,000 motorbikes were counted. From the surrounding villages, more than 5,000 visitors walked to the air show. Instead of the expected 40,000 cars per day, only 18,000 cars were counted without reducing the overall numbers of visitors. To reduce waiting times, multiple car parking sectors were open at the same time to get filled in equilibrium. Of the 18,000 cars, less than 20 percent arrived with open seats. In further support of these measures, the Swiss Federal Railways enlarged two stations with additional rails and platforms to allow direct trains arriving from major cities in Switzerland. One-hundred fifty special trains per day and 80 buses ensured that the visitors arriving by train were transported to the air show. During the air show days, 600 volunteers supported an operational center for transportation, especially established to react in real-time to any transportation issues arising. While the number of expected visitors was reached, the visitors' efforts in reducing the amount of cars were, by far, underestimated. Organizers concluded that the public is indeed in favor of efforts to reduce carbon emissions, if options are offered to them. From the original 100 percent CO2 emission planned (75 + 8 + 17), cars went down to less than 35 percent, the effective fuel was "only" six percent and the waste about ten percent: the TOTAL CO2 emission was therefore cut by half. Influencing visitor behavior saved more than five times the CO2 emission of the aircrafts.

Gold Award

Swiss Air Force Air14
Payerne, Switzerland



Swiss Air Force's Air14 took home the Gold Award in this category for the partnership program it conducted in conjunction with the show commemorating the 100th anniversary of the Swiss Air Force. Hoping to involve Swiss businesses in a substantive way, show organizers generated proposals that requested support and in-kind contributions. The result was an historic event that included partners who were deeply involved in supporting the air show in many different ways.

After an initial planning phase, each of the show's 15 subordinate departments put together their support requests for manning, finance and infrastructure. A suitable partner was then selected which could meet as many requests as possible to fulfil the air show tasks. Over four years, negotiations took place with these partners and the air show committee. In a process of mutual growth, the challenge was to motivate Air14's partners to "feel" the event and use it as "their" event.

The major Swiss telecommunication carrier installed 4G service and mobile data for the 400,000 visitors without experiencing major bottlenecks and was offered a flight in a military jet as the first prize of their contest. The Swiss flag SWISS carrier installed a marquee for their VIPs and the career and recruitment center and organized flyovers of their fleet (an A330 together with the Patrouille Suisse), and received a large amount of public recognition, an advertising platform and many unique in-

flight photo shots. Breitling offered gifts for the crews, their welcome packages, and could use the air show to show off their prominence in aviation. The overall financial burden of the air show reached \$11 million U.S. dollars, although this would have been two-to-three times higher without the support of partners. In return, the partners had to invest only limited funds, as they were able to provide goods produced in house.

Silver Award

Rhode Island National Guard Open House Air Show
North Kingstown, Rhode Island



During the last two decades, the Rhode Island National Guard Air Show has built much of its success on its outstanding hospitality program. Each year, the 143rd Airlift Wing treats its performers and guests to an authentic Rhode Island experience. Beginning with their arrival, performers are greeted at their aircraft and escorted in a limousine from the airfield to the reception tent for the first of three welcome events, culminating with a traditional New England lobster dinner. The air show itself is recognized as one of the top military air shows in the world, but the Rhodies take particular pride in the reputation they have for providing both outstanding entertainment and uncommon hospitality to air show participants.

INAUGURAL PINNACLE AWARD RECIPIENTS ANNOUNCED



Bronze Award

Rhode Island National Guard Open House Air Show
North Kingstown, Rhode Island



Combining the strengths of a military open house with the longevity of an experienced air show management team, the men and women of the Rhode Island Air National Guard have developed an air show that showcases the Rhode Island National Guard, makes significant financial contributions to a local children's hospital, and provides southern New England with a consistently excellent family entertainment product.

SMALL CIVILIAN AIR SHOW

(Less than 15,000 spectators)

Platinum Award

Canadian Warplane Heritage Museum
Mount Hope, Ontario



The Canadian Warplane Heritage Museum was presented with the Platinum Pinnacle Award for a brilliant idea that might seem a bit counterintuitive to an ICAS audience: deliberately planning and conducting an air show that attracted fewer people and demonstrating that air shows can be exclusive events with high end ticket prices. Faced with a series of new space restrictions in 2014, but still eager to conduct an air show to raise funds for the museum, the Canadian Warplane Heritage Museum organized and conducted a small and exclusive twilight show that was necessarily limited to 2,000 people, all of who paid a premium price. Then, they doubled down on that exclusivity angle by having an "Engine Run-Up Night" event on the following evening. For this, they limited the crowd to 200 people, each paying \$100.00 a

pop! The museum turned its space problems into a marketing and strategic advantage. They lowered their financial risk, increased their show's profitability, and met their principal goal of raising funds to support museum operations.

Gold Award

Canada Remembers Our Heroes
Saskatoon, Saskatchewan



The Canada Remembers International Air Show in Saskatoon, Saskatchewan was the Gold Award recipient for the work that it has done during the last 20 years to use its annual air show as a tool to recognize Canadian military veterans. From its beginning in 1995, this show was conceived and operated as a veterans' tribute first, and an air show second. This larger purpose has helped to direct the show's programming, generate a loyal following of spectators in Saskatchewan, and guide the show's evolution during the last 20 years.

Silver Award

Culpeper Regional Airport Annual Air Fest
Culpeper, Virginia



Courtesy of Jonathan Darden, Jet Wash Images



The Culpeper Regional Airport Annual Air Fest combined its traditional one-day air show with a unique program to launch a flight of 23 T-6 Texan aircraft for a flight to Washington, DC to honor military veterans. The historic tribute flight generated extensive media coverage that contributed to growth in attendance at this small, central Virginia air show.

Bronze Award

Cape Girardeau Regional Air Festival
Cape Girardeau, Missouri



The Cape Girardeau Regional Air Festival developed an innovative plan to overcome the parking challenges it had during its previous show. In a wonderful example of local community involvement, show officials reached out to neighboring businesses to secure vital parking space. In return, those businesses received valuable sponsorship benefits and exposure among the thousands who attended the event. The plan eliminated the parking problems the show had had in the past, which improved the air show experience of spectators and addressed the concerns of local government officials and community leaders.

MID-SIZE CIVILIAN SHOW

(More than 15,000, less than 35,000 spectators)

Platinum Award

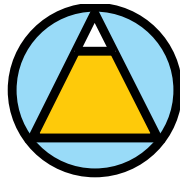
Rocky Mountain Air Show
Aurora, Colorado



The Rocky Mountain Air Show earned the Platinum Award for its Stars 'n Stripes Unmanned Aerial Systems and Rocket Demonstration. At a time when the air show industry is looking for out-of-the-box thinking on the future of aerial entertainment, the organizers of the Rocky Mountain Air Show have led the way. Last year, they overcame a number of obstacles to get the regulatory permission required to conduct a rocket launch at their show. It was a spectacular and popular addition to the event that will help pave the way for similar efforts at other venues in the future. This year, they built on their success with the rockets to plan and conduct an unmanned aerial system demonstration. Once again, they planned early, and worked with the FAA on this groundbreaking program to conduct UAS demonstrations at their 2014 show. Judges

singled the show out for its forward thinking in bringing an entirely new concept to an air show, and for the pioneering work organizers did to identify and successfully overcome the regulatory hurdles required to conduct these types of air show demonstrations.

INAUGURAL PINNACLE AWARD RECIPIENTS ANNOUNCED



Gold Award

New Smyrna Beach Balloon and Skyfest
New Smyrna Beach, Florida



Frustrated by its inability to increase sponsorship revenue, the show opted to ask local companies to sponsor individual hours of their event. When they approached prospective sponsors and offered exclusive sponsorship of individual hours during the event, the response was overwhelming. In a very short time, the show exceeded its sponsorship goals, selling every hour for the Friday night show and Saturday show, and most of Sunday.

Silver Award

Duluth Air and Aviation Expo
Duluth, Minnesota



The Silver Award in the Mid-Size Civilian Air Show category went to the Duluth Air and Aviation Expo for a program that institutionalizes philanthropic support by the air show of the local community. Early on, the show committed specific percentages of parking fees, ticket revenue and concessions sales as philanthropic contributions to local charities. This new approach helped to generate new enthusiasm for the show among those individuals whose favorite philanthropies would be supported by the event. It also helped to minimize the downside financial exposure for the air show.

Bronze Award

Duluth Air and Aviation Expo
Duluth, Minnesota

The Duluth Air and Aviation Expo recently developed a very specific contract that has eliminated ambiguity and clarified traditionally contentious portions of standard contracts. In addition to ensuring that each contract was consistent with Minnesota law, the new contracts and contracting policy saved everyone involved from the time, frustration, and financial cost of misunderstandings and allowed everyone to put their attention where it should be... on the air show.

LARGE CIVILIAN AIR SHOW

(More than 35,000 spectators)

Platinum Award

California International Airshow
Salinas, California



Although the program is now nearly 30 years old, our Pinnacle Awards judges felt that a program developed by the California International Airshow was nonetheless the top innovation in this category. Since it was first established in 1980 as a community fundraising event, the Salinas show has contributed more than \$8 million to a large number and wide variety of philanthropic

groups in the Salinas Valley. The President's Club is a particular program that uses a high-end hospitality tent at show center as a tool to both capitalize on the air show during winter planning months and then, as a pass-through device that allows

contributors who can designate where the bulk of their contribution is directed. For an annual contribution of \$1,500 (\$2,500 for new members), President's Club contributors get to entertain themselves and up to eleven guests in the lavish President's Club during the show, and then direct about half of their contribution to a Salinas area charity shortly after the show is over. Participating in this program allows them to watch the show in comfort and make a meaningful contribution to a local philanthropy that they pick. The show gets vital funding at the time they need it most. And dozens of different charities receive significant contributions as a result of this long-running program.

Gold Award

Vectren Dayton Air Show
Vandalia, Ohio



To compensate for the enormous hole in their ramp left by the lack of military statics in 2014, the Dayton folks moved their traditional "hot ramp" operations to the area traditionally set aside for static display aircraft. For the first time, spectators were able to get up close and personal with the pilots and crew of performing aircraft as they prepared for their air show performances. The spectator viewing area was designed and positioned to ensure that safety remained the most important consideration. Performer Pit Row had its own logo. It was promoted before the show with press releases and Facebook posts and during the show with public address announcements. It cost very little to implement and was a huge hit with Dayton Air Show spectators.

Silver Award

Abbotsford International Airshow
Abbotsford, British Columbia



The Abbotsford International Airshow conducted an innovative public relations program two weeks before the actual show. After getting proper authorization from the necessary groups and giving prior warning to local government officials, law enforcement agencies and media outlets, Team Rocket performers Ken Fowler and Eric Hansen performed a teaser show – including pyrotechnics – over English Bay near Vancouver. Social media erupted with people wondering if it was a UFO, meteor or secret military mission. Abbotsford had assets in place to take advantage of this buzz and even took steps to fan the flames a bit. As traditional media picked up the story and began reporting on it, the Abbotsford show received extensive print and broadcast media coverage that show organizers credit for a significant increase in attendance at its 2014 show.

Bronze Award (tie)

Wings Over Houston Airshow
Houston, Texas



To commemorate the 50th anniversary of the beginning of the Vietnam War, Wings Over Houston Airshow staged a massive demonstration of Vietnam-era aircraft, including an A-4 Skyhawk, F-100 Super Sabre, MiG 17, MiG 21, A-1 Skyraider, and Cobra and Huey helicopters. The show also staged what is believed to be the first mock attack by a Messerschmitt ME-262 on a B-17 Flying Fortress. During the "attack," a P-51 Mustang escort fighter came to the defense of the B-17, engaging in a staged dog fight for the air show audience.

Bronze Award (tie)

California Capital Airshow
Sacramento, California



The California Capital Airshow has established a public safety program for this Sacramento-based show that uses a "unified command" approach that combines the talents and resources of 14 different Sacramento-area agencies to address the public safety requirements of the show. The event organizers use the show as a real-world training exercise that provides the groups and agencies involved with an opportunity to work together and establish relationships while also providing invaluable public safety programming for the tens of thousands of people who attend the California Capital Airshow.