



# The Air Show Industry's **“Must Attend” Event**

## What You Need to Know About the 2015 ICAS Convention

## Rio All-Suite Hotel Dec 6-9, 2015

- **The exhibit hall floor is the heart of the ICAS Convention.** More than 200 different organizations that provide goods and services to the air show community have reserved booth space in this year's exhibit hall. It's where air show professionals greet new friends and meet new ones. And it's where the detailed work of planning the next air show season gets done.
- ICAS is offering an unusually strong education program at the 2015 ICAS Convention. From pre-convention workshops and seminars to an extensive schedule of one-hour break-out sessions, the convention will include more than 50 speakers making presentations on dozens of different topics.
- You will benefit from a tradition that dates back nearly half a century. ICAS was created in 1967 to give air show professionals an opportunity to meet, get to know one another, and solve TOGETHER those industry problems that they could not solve alone. Forty-eight years later, our convention has evolved slowly and deliberately for the specific purpose of meeting your individual information needs. ICAS has changed considerably during those five decades, but our convention is still the single most important thing that we do...and we do it very well.
- **Schedule:** The 2015 ICAS Convention begins on Saturday, December 5 with our Air Force Open House Workshop. It gets going a little faster with Air Shows 101, the Sponsorship for Events Workshop, the first of our break-out education sessions, and exhibitor set-up on Sunday, December 6. We officially get things started on Monday, December 7 with our opening keynote presentation, our first exhibit hall session and more break-out education sessions. We've scheduled still more education programming and exhibit sessions for Tuesday, December 8, along with our Pinnacle Awards Luncheon. The 2015 ICAS Convention will conclude on Wednesday, December 9 with our final exhibit session and education programming, and our traditional Chairman's Banquet.
- ICAS will offer five separate workshops before and during the 2015 ICAS Convention. The Air Force Open House Workshop will be held on



Saturday, December 5. The Air Shows 101: Air/Ground Operations Training Seminar and the Sponsorship for Events Workshop will be held on Sunday, December 6. The Air Shows 102 Business Basics program will be held on Monday, December 7 and Tuesday, December 8. And the Air Boss 201 Training Seminar will be held on Tuesday, December 7.

- ICAS will hold its traditional “Welcome to Las Vegas” reception on the evening of Sunday, December 6. ICAS members look forward to this event as an opportunity to catch up with old friends and meet new ones before the hustle and bustle of the ICAS Convention begins early on Monday morning. Come share a few hors d’oeuvres, a couple of drinks and some air show conversation beginning at 6:00 p.m. on the evening of Sunday, December 6. This year’s reception will have a World War II/USO party theme, so come dressed in period costume to get in the spirit and, perhaps, take home one of several prizes for best costume/outfit.



- On the morning of Monday, December 7, the keynote address for the 2015 ICAS Convention will be delivered by Yvonne Camus, a Canadian adventurer who participated in and finished the Eco-Challenge expedition race on the South Pacific island of Borneo. Racing on foot, zipline, bicycle and

horseback, in kayaks, canoes and sailboats, through jungles, rivers and ocean waters during a race that covered 325 miles over 11 days, Yvonne and her teammates were one of just 34 teams -- and the only rookie team -- to finish the Borneo race. A talented and entertaining speaker, Yvonne will draw on her career as a successful business executive and her experiences in preparing for and competing in the grueling endurance race to discuss teamwork, human achievement and the challenges of living a high performance life. Following Yvonne’s presentation, ICAS expects to present the 2016 and 2017 performance schedules of the U.S. Air Force Thunderbirds and the U.S. Navy Blue Angels and the 2016 performance schedule of the Royal Canadian Air Force Snowbirds.

- The 2015 ICAS Convention will include nearly 40 individual break-out sessions on issues and topics ranging from performer safety, emergency response and maneuver sequence design to media training, aerobatic box design and social media. The education program will also include the traditional briefings and updates from military teams and the FAA.
- As we have at the last several conventions, the space draw for the next ICAS Convention will be held on Tuesday evening, after the afternoon exhibit hall session.
- The 2015 ICAS Convention will conclude with the traditional Chairman’s Banquet on the evening of Wednesday, December 9. In addition to celebrating the conclusion of the 2015 air show season and the beginning of the 2016 season, the Banquet will be an opportunity to recognize this year’s recipients of the ICAS Sword of Excellence, the Art Scholl Memorial Showmanship Award, the Dick Schram Memorial Community Relations Award and the ICAS Special Achievement Award, as well as this year’s inductees into the ICAS Foundation Air Show Hall of Fame: John Mohr, Sonny Everett and the Red Baron Pizza Squadron. And, once again this year, the Banquet will be followed by the ICAS Convention’s newest tradition: the post-Banquet Survivors Party.

# ***Where the Air Show Industry Gets Down to Business***

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**“The ICAS Convention offers air show managers the opportunity to speak face to face with key personnel from every aspect of the industry; there is no other place that offers this opportunity.”**

When we survey our members each year, the answer is always the same. If you're serious about the air show business, you need to be in Las Vegas during the first full week of December for the ICAS Convention...the largest and most productive industry meeting in the air show business.

For nearly 50 years, the ICAS Convention has been recognized as the organizational rallying point for the air show community...the one event each year where newcomers and veterans, military and civilian, small shows and large

shows, performers and support service providers gather to discuss industry issues and plan for the upcoming air show season.

Air show professionals know that, wherever else they may go and whatever else they may do, the air show community gets down to business at the ICAS Convention every year.



## Who Should Attend?

Whether you're an event organizer, a performer or a support services provider, the ICAS Convention has been and continues to be the single strongest tool available to you for improving your air show business. That's why such a large percentage of air show professionals in North America attend the ICAS Convention every year.

And this year, as the U.S. military continues to increase its involvement in the air show community following sequestration-related cuts and cancellations of 2013 and 2014, ICAS is expecting the highest level of military involvement

in the ICAS Convention in several years. Early indications suggest that overall attendance at the 2015 convention could increase by as much as 20 percent.

The ICAS Convention is scheduled, developed and organized so that anybody with air show-related responsibilities will benefit from the exhibit hall sessions, educational programming and networking/social opportunities that are the foundation of the air show community's single largest and most productive gathering each year.





# What Will You Learn?

The ICAS Convention provides air show professionals with the most comprehensive educational program available in the industry. This year, we're offering nearly 40 free education sessions in addition to five full- and half-day seminars designed to give you the essential air show management information you need.

Fine-tuned over five decades to provide you with precisely the right mix of "how to," case history, introductory and panel discussion sessions, the ICAS education program is widely recognized as the single most important tool that air show professionals use to become air show professionals.

This year, we've added some new topics. We'll introduce you to some new perspectives on a number of issues. We've increased the number of audience participation-type sessions. And we'll send you away with dozens of good ideas to help you improve your profitability, productivity and overall success.

But the learning doesn't end in the classroom. The ICAS Convention has a well-deserved reputation for being a giant educational session that exposes veterans and newcomers to new ideas and different perspectives throughout the three days of the convention on the exhibit floor, during social events, and in informal conversations at the bar.

**"The ICAS Convention is the one place where performers have the opportunity to meet the people in the business who will potentially hire them. If you're interested in being involved in air shows, attending the ICAS Convention is almost a necessity."**



## How Will You Benefit?

The ICAS Convention turns volunteers into savvy air show professionals, first-timers and novices into more certain and more knowledgeable air show business persons. That knowledge is power, enabling you to reduce your risks at every level, save money, save time and, ultimately, be more successful.

Whether you're a new show or an established event, a brand new performer or a grizzled veteran, you'll go home with a new perspective. You'll go home smarter. And you'll go home with at least a dozen new ideas.

## You Will Do Business

Today, the ICAS Convention is widely recognized as one of the largest and most active booking events in the festivals and entertainment industry with over 200 exhibitors showcasing their products and services on a 60,000 square foot exhibit hall floor. Whether you're buying, selling or just browsing, the ICAS Exhibit Hall is where business gets done. It's the focal point of our annual convention and one of the most important reasons for you to come to Las Vegas this December.



**“Excellent  
convention!  
ICAS just  
keeps  
getting  
better!”**



# You'll Make Contacts

Long before it established a reputation as the premier educational opportunity in the business, ICAS was recognized as the place air show people go to meet and learn from other air show people. Ours is a business that depends on relationships, contacts, personal recommendations and the lively exchange of ideas. There is simply no better place to develop and foster those relationships than at the ICAS Convention.

ICAS members share information willingly, enthusiastically and without reservation. They pass along the same lessons that they learned from their professional colleagues and air show associates to you. It's the ICAS culture...an environment that astounds some and has served the air show industry well since the first ICAS

Convention back in 1967. At that event, less than a dozen concerned air show event organizers met to talk with one another, to coordinate their efforts to improve and expand the business, and to tackle issues of mutual concern. With expected attendance approaching 1,500 for the 2015 ICAS Convention, the size of the event has increased significantly. But the mission and purpose have stayed the same: to help air show professionals meet, get to know and learn from one another.

What's this mean to you? A unique chance to establish important relationships, learn from the most experienced and most knowledgeable people in our business, and get answers to your most difficult and nagging questions.

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**"The members that join ICAS just to be included on the mailing list are REALLY missing out if they don't attend the convention. Networking in any industry is very important, but especially this one."**



# You Will Have Fun

Make no mistake; business gets done at the ICAS Convention. And you have access to an incomparable level of professional education. But, let's face it; we're bringing together 1,500 air show professionals in Vegas for four days. Camaraderie and good times are as much a part of the ICAS Convention as our educational program, exhibit hall sessions and networking opportunities.

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**"The ICAS Convention is the single most important event at which I can promote my business and network with my present and future clients."**



# 2015 ICAS Convention Schedule-at-a-Glance

## Saturday, December 5th

1:00 p.m. - 6:00 p.m. **Air Force Open House Workshop**

## Sunday, December 6th

8:00 a.m. - 5:00 p.m. **Exhibitor Move-in**

8:30 a.m. - 4:30 p.m. **Air Shows 101: Air/Ground Operations**

1:00 p.m. - 5:30 p.m. **Sponsorship for Events Workshop**

1:15 p.m. - 4:45 p.m. **Aerobatic Competency Evaluator Training**

2:00 p.m. - 3:00 p.m. **Breakout Session #1**  
 • First Timers Orientation: An Interactive Introduction to the ICAS Convention

3:15 p.m. - 4:15 p.m. **Breakout Session #2**  
 • Golden Knights Forum

4:30 p.m. - 5:30 p.m. **Breakout Session #3**  
 • FAA Forum  
 • Sixty Marketing Tips in Sixty Minutes

6:00 p.m. - 7:30 p.m. **Welcome Reception**

## Monday, December 7th

7:00 a.m. - 8:30 a.m. **Continental Breakfast**

8:30 a.m. - 9:45 a.m. **Opening General Session & Keynote Presentation**

10:00 a.m. - 2:15 p.m. **Exhibit Hall Session A**  
 (with lunch served in the Exhibit Hall)

2:30 p.m. - 6:00 p.m. **Air Shows 102: Business Basics (Part 1 of 2)**

2:30 p.m. - 3:30 p.m. **Breakout Session #4**  
 • Sixty Performer Tips in Sixty Minutes  
 • Advanced Parking and Traffic Management: An Interactive Case History Approach  
 • Air Boss and Event Organizer Safety Stand Down  
 • U.S. Navy Blue Angels Forum  
 • Where Do We Go From Here: Putting Industry Statistics and Benchmarking Research to Work in Charting the Future Direction of Your Air Show Business

3:45 p.m. - 4:45 p.m. **Breakout Session #5**  
 • Air Show Aircraft Rescue and Firefighting: Changing the Industry Paradigm  
 • Building Brand Identity: Developing your Image and Reputation as an Air Show Performer  
 • U.S. Air Force Thunderbirds Forum

4:30 p.m. - 6:00 p.m. **How to Build and Position an Aerobatic Box: An Interactive Workshop**

5:00 p.m. - 6:00 p.m. **Breakout Session #6**  
 • Building a Better Maneuver Sequence: An Interactive Workshop  
 • Communicating with Your Key Audiences: A Practical Tutorial on Interacting with the Media  
 • U.S. Air Force ACC Forum

6:00 p.m. - 7:30 p.m. **Regional Meetings**



## Tuesday, December 8th

7:00 a.m. – 8:30 a.m.	<b>Continental Breakfast</b>
7:15 a.m. – 8:15 a.m.	<b>U.S. Air Force Roundtable Discussion</b>
7:30 a.m. – 12:00 noon	<b>Air Boss 201: Advanced Air Boss Workshop</b>
8:30 a.m. – 12:00 p.m.	<b>Air Shows 102: Business Basics (Part 2 of 2)</b>
8:30 a.m. – 9:30 a.m.	<b>Breakout Session #7</b> <ul style="list-style-type: none"> <li>• Emergency Bail-Out Procedures and Survival Equipment for Pilots</li> <li>• Sixty Social Media Tips in Sixty Minutes</li> <li>• U.S. Marine Corps Forum</li> </ul>
9:45 a.m. – 10:45 a.m.	<b>Breakout Session #8</b> <ul style="list-style-type: none"> <li>• U.S. Navy Forum</li> </ul>
9:45 a.m. – 12:00 noon	<b>Air Show Performer Safety Stand-Down</b>
11:00 a.m. – 12:00 p.m.	<b>Breakout Session #9</b> <ul style="list-style-type: none"> <li>• Crisis Communications in the Air Show Environment: An Interactive Discussion</li> <li>• Royal Canadian Air Force Forum</li> </ul>
12:15 p.m. – 2:00 p.m.	<b>Pinnacle Awards Luncheon</b>
2:15 p.m. – 5:15 p.m.	<b>Exhibit Hall Session B</b>
5:30 p.m. – 6:30 p.m.	<b>2016 ICAS Convention Exhibit Space Draw</b>
6:30 p.m. – 8:00 p.m.	<b>Screening, “The Bob Hoover Project: Flying the Feathered Edge” documentary</b>
6:30 p.m. – 8:00 p.m.	<b>United Air Show Grunts Meeting</b>
6:45 p.m. – 7:45 p.m.	<b>Maple Leaf Forum</b>

## Wednesday, December 9th

7:30 a.m. – 8:30 a.m.	<b>ICAS Foundation General Membership Meeting</b>
8:30 a.m. – 10:15 a.m.	<b>ICAS Annual Meeting and State of the Industry Address: Timing is Everything</b>
10:30 a.m. – 12:15 p.m.	<b>Exhibit Hall Session C</b>
12:15 p.m. – 5:00 p.m.	<b>Exhibitor Move-Out</b>
12:45 p.m. – 1:45 p.m.	<b>Breakout Session #10</b> <ul style="list-style-type: none"> <li>• How to Negotiate the Best Possible Hotel Contract</li> </ul>
5:30 p.m. – 6:30 p.m.	<b>Chairman’s Reception</b>
6:30 p.m. – 9:30 p.m.	<b>Chairman’s Banquet</b>
9:30 p.m. – 11:00 p.m.	<b>Survivors Party</b>



# Many Thanks to our Convention Sponsors

We could not hold the event we have planned without the support of our ICAS Convention sponsors. And, without that support, ICAS would be forced to increase registration fees by nearly 25 percent. Please pass along your thanks when you see them at this year's ICAS Convention.





# A Big Thank You!

2015



# The ICAS Exhibit Hall: Where Business Gets Done

Every year in post-convention surveys, event organizers attending the ICAS Convention tell us that our Exhibit Hall is the most important reason that they come to the ICAS Convention. More than networking, social events, even educational sessions, the people who actually make the hiring decisions for their air shows come to the convention to do business...with our exhibitors.

And, in yet another indication that the North American air show community is returning to its pre-sequestration vigor, the exhibit hall sold out earlier than at any other time in recent memory. More than 200 exhibitors will be displaying their products and services in the 60,000 square foot Rio Pavilion exhibit hall.

At no time during the year are there more opportunities for event organizers to seek out potential performers and support service providers for their shows, or more opportunities for performers and support service providers to demonstrate to event organizers what they've got. And none of our exhibit sessions conflict with education or social programs, so you won't have to miss a thing.

This year's exhibit hall will include the following organizations:



## A

Ace Maker Airshows

ADC Group, Inc.

AEROCARN Group China, Ltd.

AeroShell Aerobatic Team

Air Boss & Advisory, LLC

Air Boss & Consulting International, Inc.

Air Boss Advantage - Rawitzer & Eby

Air Boss Inc. - George Cline

Air Boss One, LLC

Air Boss Solutions, LLC

Air Capital Insurance, LLC

Air Force Global Strike Command

Air Force Heritage Flight Foundation

Air Show Network

Air Show Productions

Air Show Profit Systems

AIR SHOW TEES, etc.

AirPros

Airshow Sound

Airshow Special Effects

AirShow Vendors

Airspace Media

AirSupport, LLC

The Alabama Boys by Greg Koontz Airshows

Will Allen Airshows

American Airpower Museum

Announcer Bob (Voices of the Sky)

Armed Forces Store

AttendStar.com

AV8FX Airshow Pyro

Avsurance Corporation

## B

Adam Baker's Playful Airshows

Bearfeat Aerobatics

Vicky Benzing Aerosports

USASOC Parachute Team Black Daggers

Blazing Aviation, LLC

U.S. Navy Blue Angels

Breitling USA

Dan Buchanan Airshows





## C

Callaway Transportation, Inc.  
Canadian Harvard Aerobatic Team  
Cavanaugh Flight Museum  
Matt Chapman Airshows  
Charlotte-Monroe Executive Airport  
Chicago Honey Bear Dancers, Inc.  
Civil Air Patrol  
Julie Clark Airshows dba American Aerobatics, Inc.  
ExtremeTix, Inc./ClicknPrint Tickets  
Danny Clisham Award Winning Announcer, LLC  
Chuck Coleman Airshows  
Kevin Coleman Aerosports  
Commemorative Air Force  
Complete Ticket Solutions  
Greg Connell Airshows  
Continental Air Show Productions  
Bill Cornick Airshows  
Ray Courtman Enterprises

## D

Dave Dacy Airshows, Inc.  
DAV Flight Team  
Keith Davis Airshows  
DJ's National Food Service  
Dragon Aviation, Inc.  
DreamBIG Entertainment, LLC

## E

EAA AirVenture Oshkosh  
ExtremeFlight

## F

FIGHTERJETS, INC.  
Firecat Aerial Productions  
Firefly Aviation, Ltd  
Firewalkers International Pyro, LLC  
Jason Flood Airshows  
Scott Francis Airshows  
Franklin's Flying Circus & Airshow  
Freedom Flyers

## G

G&M Airshows  
Mike 'Spanky' Gallaway - Announcer/Pilot  
Gavin Arts  
GEICO Skytypers  
Herb Gillen Advertising  
Golden Age Airshows  
US Army Parachute Team Golden Knights  
Gordon Bowman-Jones Foundation  
Mike Gouliau Airshows  
Bud Granley Airshows

## H

Hafeli and Hildebrandt Air Show Announcers  
Hammerhead Aerobatics  
Brent Handy Aerobatics  
Homeland Fireworks, Inc.

## I

Impreciv Systems  
In Concert Productions, Inc./Air Show One, Inc.  
Indy Boys JET TRUCKS  
Insurance Technologies & Programs

## J

Jacque B Airshows  
Doug Jardine Airshows  
JayMatt Aviation, LLC  
Jerry's Cherry Lemonade Carts  
Matt Jolley, Announcer

## K

Larry King Airshows  
John Klatt Airshows, Inc./Air National Guard  
John Klatt Airshows, Inc./Jack Link's Beef Jerky

## L

Ladies for Liberty, LLC  
USN Parachute Team Leap Frogs  
Bill Leff Airshows  
Liberty Jump Team, Inc.  
Lima Lima Flight Team  
LiveAirShowTV  
Lone Star Flight Museum

## M

M & M Graphics, LLC  
Mach 1 Productions  
Mach Point One Aviation Photography

Man vs Jumbo Jet Air Show Plane Pull  
Dan Marcotte AirShows  
MedPrep Consulting Group LLC  
Jon Melby Aerosports, Inc.  
Mid-Atlantic Air Museum  
MiG Fury Fighters  
Misty Blues All Woman Skydiving Team  
Mobile Mountain  
Mohawk Air Shows

## N

National Concession Company  
National Event Services  
National Warplane Museum  
Navy Legacy Flight

## O

Christina Olds, Author: Fighter Pilot Robin Olds  
Olivers SkyDancer  
Lee Oman Airshows  
OTTO - Prop & Rotor Aviation, Inc.

## P

Marcus Paine - Unusual Attitudes  
Patriot Parachute Team, Inc.  
The Patriots Jet Team  
Jim Peitz Aerosports, Inc.  
Pemberton Aerosports

# The ICAS Exhibit Hall: Where Business Gets Done

Ric Peterson Announcing

Kent Pietsch Airshows (Pietsch Airshows)

Precision Exotics

Hayden Proffitt Racing, Inc.

Pure White Smoke Oil

## Q

Quick Silver P-51 Airshows

## R

Radial Rumble

Manfred Radius Airshows

Rag Wings & Radials Vintage Aircraft

Raiders

Red Bull North America

Redline Air Shows

Rob Reider, Air Show Announcer

Rifle Airshows, LLC

Round Canopy Parachuting Team

Rower Airshows

Royal Canadian Air Force

## S

San Francisco Puffs & Stuff, Inc.

David Schultz Airshows, LLC

Anna Serbinenko, Sky Dancer

Shannon & Luchs Insurance Agency, Inc.

Greg Shelton Air Shows

SHOCKWAVE & Flash Fire Jet Trucks

Showline Airshow Services, Ltd.

Signature Flight Support

Silver Parachute Sales & Service

Sky Soldiers

SkyHawks, Canadian Forces Parachute Team

Smoke-n-Thunder Jet Shows

Canadian Forces Snowbirds

Solutions Event Services

Gene Soucy Airshows

Special Event Fun

Special Operations Command - The Para-Commandos

Bill Stein Airshows

Stephen Siller Tunnel to Towers Foundation

Skip Stewart Airshows

Spencer Suderman Airshows

## T

Steve Tack Aviation Art

Team Rocket

TenFive Productions, LLC

Tennessee Museum of Aviation

Texas T-Cart Airshows

Third Strike Wingwalking

USAF Thunderbirds

Tinstix of Dynamite

Jim Tobul Airshows

Tora Tora Tora

Trojan Horsemen

Trojan Phlyers

Sean D Tucker - Aviation Specialties

Turbo-Shark/Ray Vetsch Air Precision

## U

United Site Services

USAF HQ Air Combat Command

USAF Parachute Team/Wings of Blue

USAF Recruiting Service

USA Radio Rentals

## V

Valiant Air Command

Valiant Echoes

The Vanguard Squadron

Vertigo Airshows

Viper Airshows

Rick Volker Airshows

## W

Walkabout Tigers Aerobatic Team

Gary Ward Airshows

Warrior Chip Challenge Coin

Warrior Flight Team

Billy Werth Airshows, LLC

Wicked Willy Jet Funny Car

Wild Blue Rodeo, LLC

Wild Horse Aviation

Wild Thing Airshows & Announcing

Wise Production Services

Michael Wiskus and Lucas Oil Airshows

Brad Wursten Airshows

## Y

Yak Attack Airshows

Yankee Air Force, Inc.

Yellow Thunder

Younkin Airshows, Inc.

## A Reminder: No Suitcasing Allowed

A quick reminder on longstanding ICAS policy: if you don't reserve a booth on the ICAS Convention exhibit hall floor, you are prohibited from soliciting business on the exhibit hall floor. Non-exhibiting personnel who are observed selling or soliciting on the exhibit hall floor will be asked to stop. If these non-exhibiting personnel refuse to stop or are observed selling or soliciting at another time during the convention, they will be asked to leave the hall.



Dan Clishe  
"Flywo"



ICAS 2015



# Detailed Convention Schedule

## Saturday, December 5th

1:00 p.m. - 6:00 p.m.

### Air Force Open House Workshop

By any measure, the United States Air Force is the largest air show organization in the world. From the Thunderbirds, single-ship demo teams and static aircraft to the dozens of shows that they hold on its bases each year, the Air Force demonstrates its deep commitment to aviation and air shows every year in impressive fashion.

But the Air Force's involvement in air shows has been undergoing many changes during the last few years. Budget cuts, sequestration and additional budget cuts have caused suspension and cancellation of certain elements of normal Air Force air show activities. And, as the programming ramps back up, the normal pass down of corporate knowledge has been disrupted. In 2014, 2015 and beyond, many bases are starting from scratch in their air show planning. Add to that, the U.S. Air Force Thunderbirds are making a major change to their scheduling; in December of this year, they will announce both their 2016 and 2017 performance schedules.

For that reason, ICAS will once again be offering its Air Force Open House Workshop, a half-day program geared specifically to the needs of Air Force personnel charged with organizing and conducting an open house/air show at a U.S. Air Force base in 2016 or 2017.

On Saturday, December 5, from 1:00 to 6:00 p.m. at the Rio Hotel in Las Vegas, Nevada, ICAS will offer a five-hour program that addresses the most important issues in Air Force open house planning, including contracting, legal issues, public affairs considerations, budgetary concerns, sponsorship and more. For the captain or chief tasked with organizing and conducting a particular show on a particular base, the task can be daunting. Many will learn that they are responsible for organizing and conducting the event in just a few short

months -- or even weeks! -- before the event is scheduled to be held. And the complicated rules governing the funding and execution of open houses at Air Force bases can be confusing and even a bit intimidating. That's why, in 2002, the U.S. Air Force and ICAS cooperated to produce a training seminar specifically organized and structured to provide Air Force personnel with the background information, explanations, direction and tips they need to effectively, efficiently and successfully plan and conduct an open house on an Air Force base.

ICAS offered the program for a full decade before sequestration-related budget cuts prompted the Air Force to cancel all of its open houses in 2013. This five-hour version of that same program will be the first time ICAS has offered the program since December, 2012.

#### Who Should Attend

Individuals from the highest levels of U.S. Air Force leadership recommend that multiple people from any Air Force base planning an open house should attend this seminar. Whether you're a civilian or active duty, a chief or a captain, if you have responsibilities for organizing and conducting an air show or open house at an Air Force base, this seminar has been specifically developed for you. ICAS encourages air show project officers, contracting specialists, and Services personnel to attend both the Air Force Open House Workshop and the rest of the ICAS Convention on December 6, 7, 8 and 9.

#### How Will You Benefit

Seldom will you have the opportunity to attend a seminar that is so specifically developed to meet your needs. As the 48-year old trade association serving the needs of the air show community and an organization to which hundreds of Air Force personnel have turned to for advice and direction during the last half century, ICAS is intimately familiar with the challenges you'll be facing over the next several months. As part of a unique partnership designed to provide you with a program

that neither the Air Force nor ICAS could provide to you alone, our two organizations have joined forces to produce a seminar specifically focused on your needs. We won't be able to answer all your questions or solve all your problems, but we're going to take a pretty good shot and we guarantee that you will leave the program significantly better prepared to tackle the challenge of organizing and conducting an open house/air show at your base.

#### What Will You Learn

The seminar has been refined and improved several times since it was first offered in December of 2002. The seminar addresses the most common questions, problems, challenges and opportunities that you and your colleagues will face as you plan for and conduct your air show/open house with special emphasis on issues related to finance, sponsorship and contracting. Specifically, the seminar will address: Air Force direction, regulations and policies related to air shows and open houses; Organizational structure of the open house/air show planning committee; Contracts and contracting issues; Legal issues; Sponsorship Funding issues; Issues related to working with your base's Force Support Squadron. In addition to the instruction and discussion, each participant will be provided with an instructional manual that includes a detailed funding matrix to help Air Force personnel determine what type of money (APF vs. NAF vs. outside funding) can be used to pay for nearly every open house air show-related expense that the air show project officer may be faced with.

#### Fee

The fee for the half-day Air Force Open House Workshop is \$165. This fee is not included in your registration fee for the 2015 ICAS Convention.

## Sunday, December 6th

8:00 a.m. – 5:00 p.m.  
**Exhibitor Move-In**

8:30 a.m. – 4:30 p.m.  
**Air Shows 101: Air/Ground Operations**



When the FAA or Transport Canada approves your request to organize and conduct an air show, that approval places an enormous responsibility on you. Air Shows 101, the Air/Ground Operations Training Seminar, is designed to provide you with the tools you need to manage that responsibility. Air show event organizers, especially first-timers, face a steep learning curve when standing face-to-face with the myriad of regulations, requirements and recommendations of putting on an air show. Air Shows 101 is a practical, one-day program that features information-packed presentations on the most important air/ground operations issues that you will face as an air show event organizer. Offered by ICAS at its annual convention for more than a quarter century, the program has changed and evolved to ensure that you are provided with the most up-to-date and pertinent information you need in a format that is accessible and useful.

### What Will You Learn

The Air Shows 101 program is designed to help you manage the myriad details associated with running the air/ground operations of an air show. This program features presentations on critical air/ground operations issues, including:

- Overview of the business of air shows;
- Air show site layout;
- Air show planning timelines;

- Selecting performers;
- Mitigating air show hazards;
- Emergency planning;
- A summary of pertinent regulations, and how to apply for an air show waiver/SFOC and your responsibilities once it is approved;
- Interacting with regulatory authorities; and
- Parking and traffic.

Past attendees, many of whom have attended this course more than once, will tell you that you shouldn't be in the air show business without having attended Air Shows 101. Military personnel have said that Air Shows 101 has been critical to the success of newly assigned officers and enlisted personnel taking on significant air show operations responsibilities for the first time.

### Fee

The fee for this seminar is \$305 until November 1, when it increases to \$320. This seminar is not included in your registration fee.

1:00 p.m. – 5:30 p.m.  
**Sponsorship for Events Workshop**



It is an article of faith within the air show community that sponsorship is the most promising and practical tool for moving our industry to the proverbial 'next level.' But useful, 'how to' information and direction are often hard to come by.

In this four and one-half hour, workshop-style session, your information needs will be speci-

cally addressed. In response to popular demand and extraordinarily strong evaluation comments, sponsorship consultant Bruce Erley has been invited back to the ICAS Convention to discuss the key sponsorship issues likely to face ICAS members – including members of the military – during the 2016 air show season and beyond.

This workshop will include

- a brief review of sponsorship basics, including terminology;
- a broad look at recent sponsorship trends and how they impact the air show industry generally and your business specifically;
- how to audit your air show to ensure that you are leveraging all of the resources available to give your sponsors maximum return on their investment;
- how to activate the sponsorships you sell and how to help your sponsors do their part in activating their own sponsorships;
- how to assess "sponsorable" assets and assign a dollar value to both the individual assets and the overall sponsorship package; and
- how to assemble a sponsorship package and put it in the hands of the decision makers at prospective sponsoring corporations/organizations.

This course has been developed for all air show event organizers – small and large, military and civilian – to help them better understand the latest trends and most effective tactics in selling and activating air show sponsorships.

### Fee

The fee for this half-day Sponsorship for Events Workshop is \$210 if you register before October 31 and \$225 after October 31.

# Detailed Convention Schedule

1:15 p.m. - 4:45 p.m.

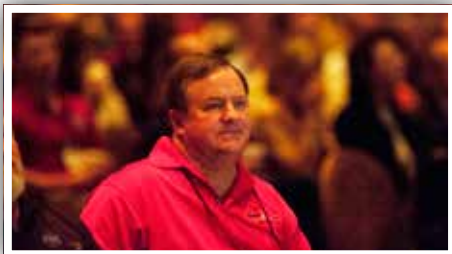
## Aerobatic Competency Evaluator Training

For the third consecutive year, Aerobatic Competency Evaluators participating in the ICAS-administered ACE program will gather on Sunday afternoon for ACE-specific updates, training and discussion. Aerobatic Competency Evaluators carry a great deal of responsibility for the current and future security and safety of the air show industry each time they conduct an evaluation and recommend a pilot be issued a Statement of Aerobatic Competency card. In this session (open only to current ICAS Aerobatic Competency Evaluators), ACEs will learn about new regulatory and procedural changes and developments, and safety and accident trends. All active ACEs are encouraged to attend and participate in this session.

2:00 p.m. - 3:00 p.m.

## Breakout Session #1

### First Timers Orientation: An Interactive Introduction to the ICAS Convention



With so many exhibitors, so many education offerings and so many people to get to know, the ICAS Convention can be a little intimidating to a first time participant. If you're joining us for the first time in 2015, plan on attending this brief, interactive introduction to the ins and outs of the ICAS Convention. Learn what not to miss, and how to make the most effective use of your time during the convention. Historically, one of our most popular sessions with first-timers, this presentation combines a short, traditional presentation with an innovative round-robin series of discussions with veteran convention delegates who participate for

the specific purpose of answering your questions and helping you make the most productive use of your time in Las Vegas.

3:15 p.m. - 4:15 p.m.

## Breakout Session #2

### Golden Knights Forum

In this session, you'll learn what the team looks for in shows it considers supporting, what the team expects from the shows that it supports, and what you can expect from the team if they select your event as a Golden Knight performance site.

4:30 p.m. - 5:30 p.m.

## Breakout Session #3

### FAA Forum

In the United States, the regulatory environment in which air shows are conducted is changing more than at any other time in the last two decades, including significant changes to FAA guidance, new requirements for certain types of formation performances, and the transition from traditional Statement of Aerobatic Competency cards to the newer Letter of Authorization for aerobatic pilots. In this session, the national aviation events coordinator for the FAA will explain these changes and answer your questions about how they might impact your operation.

### Sixty Marketing Tips in Sixty Minutes

In this fast-paced, information-packed session, several of the leading practitioners of air show marketing will provide you with not less than five dozen tips, ideas, and suggestions to improve your marketing efforts. At the deliberately break-neck pace of one new idea every minute, you will be bombarded with tactics that you can employ to promote your event more effectively, less expensively and with better results. You will be able to put some of these ideas to immediate use. Others will spark ideas of your own that could change the way you market your event to prospective spectators.

6:00 p.m. - 7:30 p.m.

## Welcome to Las Vegas Reception

The traditional "Welcome to Las Vegas" reception will provide you with an opportunity to catch up with old friends and meet new ones before the hustle and bustle of the ICAS Convention begins early on Monday morning. We'll provide food and your first couple of drinks. This year's reception will have a World War II/USO party theme, so come dressed in period costume to get in the spirit and, perhaps, take home one of several prizes for best costume/outfit.

## Monday, December 7th

8:30 a.m. - 9:45 a.m.

## Opening General Session & Keynote Presentation



The keynote address for the 2015 ICAS Convention will be delivered by Yvonne Camus, a Canadian adventurer who participated in and finished the Eco-Challenge expedition race on the South Pacific island of Borneo. Racing on foot, zipline, bicycle and horseback, in kayaks, canoes and sailboats, through jungles, rivers and ocean waters during a race that covered 325 miles over 11 days, Yvonne and her teammates were one of just 34 teams -- and the only rookie team -- to finish the Borneo race. A talented and entertaining speaker, Yvonne will draw on her career as a successful business executive and her experiences in preparing for and competing in the grueling endurance race to discuss teamwork, human achievement and the challenges of living a high performance life. Join us at 8:30 on the morning of Monday, December 7 for this exciting kick-off presentation to the 2015 ICAS Convention.



10:00 a.m. - 2:15 p.m.  
**Exhibit Hall Session A**  
 (with lunch served in the Exhibit Hall)

2:30 p.m. - 6:00 p.m.  
**Air Shows 102: Business Basics (Part 1 of 2)**



Historically, the aviation-oriented individuals who organize and conduct air shows are relatively well-versed in aviation safety. The bigger challenge is focusing on those much less familiar issues: concessions and ticketing, volunteer management and marketing, finance and sponsorship solicitation, to name a few. This workshop has been developed to address those business issues, and to provide air show event organizers -- both newbies and veterans -- with a thorough introduction to the business issues that have such an out-sized impact on the success of your event.

### What Will You Learn

Developed and taught by veteran experts in the field, Air Shows 102 will help you navigate the myriad of business and event planning issues that you will face as an air show event organizer.

Specific topics addressed include:

- Finance (factors that impact the budget and common mistakes to avoid, how to reduce financial risk through insurance and contracts);
- Concession and Vendor Relations (options, how to strike the best deal, negotiating a win-win contract with a master concessionaire, dealing with local charity groups);

- Sponsorship (tailoring your program to a sponsor's specific needs, approaching your sponsorship development process from the prospective sponsor's perspective, maintaining sponsor relations before, during and after your show);
- Volunteer and Staff Management (finding people, developing job descriptions, volunteer training, volunteer retention);
- Ticket management (what types of systems work, developing ticket sales policies, effective inventory control, pricing and accounting procedures);
- Marketing (what you need to attract an audience, how to use television and radio ads, billboards and newspapers, news coverage and media rides, bartering for ad space, negotiating television and radio ad buys, cross promotion); and
- Logistics (site set-up, static lay-out, toilets, trash, parking and traffic management, communications, seating).

Air Shows 102 offers presentations by North America's most respected air show event organizers, sharing business models from small, mid-size and large events to illustrate well-run practices in finance, concession and vendor relations, volunteer management, ticket sales, logistics, marketing and sponsorship.

Air Shows 102 is designed especially for event organizers from new or small shows as well as newly assigned officers and enlisted personnel taking on significant air show business responsibilities for the first time. And because so many of you also have responsibilities for the air/ground operations aspect of your show, we've scheduled this course so as not to conflict with Air Shows 101, giving you an opportunity to attend both.

### Fee

The cost of Air Shows 102 is \$305 until November 1, when it increases to \$320. This fee is not included in your convention registration fee.

2:30 p.m. - 3:30 p.m.

### Breakout Session #4

### Sixty Performer Tips in Sixty Minutes

In an industry where a performer is sometimes still considered a newcomer after ten years in the business, the value and importance of experience cannot be overestimated. To help you benefit from the collective experience of your more established colleagues, ICAS has assembled a panel of performer veterans who will share the lessons that they have learned -- both good and bad -- so that you won't have to learn them yourself through trial and error. Every minute for a full hour, you'll get another tidbit you can put to use in becoming a better, more successful air show performer.

### Advanced Parking and Traffic Management: An Interactive Case History Approach

Parking and traffic are, year in and year out, the most challenging problem that faces the air show industry. In surveys, in feedback from spectators and -- on occasion -- on the front pages of local newspapers, customers and prospective customers identify parking and traffic as the thing they liked least about their air show experience or the reason that they opted not to attend the air show at all. But, fortunately, most parking and traffic problems can be corrected or, at least, minimized. In this interactive session, a recognized parking and traffic expert will discuss several specific parking challenges and how those problems were overcome. Even if you don't think you have a parking and traffic problem, you should consider attending this session to learn why parking and traffic problems occur and general steps you can take to eliminate them.

# Detailed Convention Schedule

2:30 p.m. - 3:30 p.m.

## Breakout Session #4 (Cont'd)

### Air Boss and Event Organizer Safety Stand Down



During the Air Boss and Event Organizer Safety Stand Down, air bosses and event organizers will de-brief the just concluded 2015 air show season with special attention to the accidents, incidents and near misses that might prove helpful to air/ground operations personnel eager to avoid similar problems in the future. We will also discuss the latest revision to the ICAS air boss recommendation program and the likely schedule for implementation of this new program. If you are an air boss or an event organizer with air/ground operations responsibility, we encourage you to join us for this instructive and wide-ranging discussion.

### U.S. Navy Blue Angels Forum

This year's Blue Angels Forum will offer many updates and changes to the logistical requirements of hosting the team. The session will include an overview of the team's support manual, a discussion on the process the team uses, the rationale behind it and the role that you will play as event organizer. The forum will also include information on the team's overall mission, the reason behind some of the team's logistical requirements, the complications that develop when the terms of the support manual are not followed and how all of that may impact the safety, efficiency and effectiveness of the team. The 2016 support manual has gone through a complete overhaul with help from industry leaders and ICAS representatives. It is imperative that whether you are set to host the team in 2016 or 2017 or are interested in the pos-

sibility of hosting the team, you attend this new and informative session.

### Where Do We Go From Here: Putting Industry Statistics and Benchmarking Research to Work in Charting the Future Direction of Your Air Show Business

In this session, we'll take a brief look at two different broad industry surveys and a separate benchmarking research project and then talk about what this data and these observations suggest about the possible short- and mid-term future of the air show business. Data developed by the air show industry clearly indicates what spectators and prospective spectators like about air shows, what they don't like and what attracts them to our events. Meanwhile, a successful event management company recently took an objective look at the air show business and came to similar conclusions about its strengths, and its opportunities for growth and improvement. After a brief review of this information, we'll hold an audience participation conversation to put all of this information into context and explore what it may mean about air show-related programming, planning, marketing, logistics and positioning. We will also discuss tactics and strategies for enhancing the air show spectator experience as well as what air shows can do to increase their appeal to a younger demographic. Come prepared for a wide-ranging, thought-provoking discussion that will help you re-imagine what your event is and may become.

3:45 p.m. - 4:45 p.m.

## Breakout Session #5

### Air Show Aircraft Rescue and Firefighting: Changing the Industry Paradigm

As the air show community continues to move toward a common standard for response time, tactics and techniques, this session will provide both an update on recent industry efforts to establish an achievable standard that can be implemented at every North American air show to provide fast, effective response in the event of

an aircraft incident or accident. The session will also include case history discussions on different methods that ARFF personnel have used to reduce their emergency response time and suggestions on how to meet these aggressive new standards. Join us for a detailed and specific discussion on this important issue and come prepared with your own suggestions and questions.

### Building Brand Identity: Developing your Image and Reputation as an Air Show Performer

In the air show business, your ability to get hired is directly related to how you are perceived by the people doing the hiring. And it is within your power to shape that perception. Your actual performance is just a small part of that reputation; event organizers expect you to be an outstanding and entertaining pilot. But they also expect you to dress like a professional air show pilot, to sign autographs and kiss babies, to show up at the sponsor recognition party and act like the world-class air show star that they have promoted you as, and to seamlessly integrate yourself into the complicated process of conducting an air show. In this session, we'll hear from a panel of event organizers and performers who will provide their perspective on what you can do to establish a brand image that is more likely to get you hired in the first place and then invited back subsequently.

### U.S. Air Force Thunderbirds Forum

Beginning this year, the Thunderbirds will move to a two-year scheduling format. On the first day of the convention, they will announce both their 2016 and 2017 performance schedules. Then, later that same day, the team will hold this session to provide important and useful information on what it takes to host the team. Whether you've already secured their participation or hope to in the future, you'll learn what it takes to successfully host the team at your event. From logistics, security and space requirements to hotel rooms, rental cars and smoke oil, find out what you need to know directly from the people who know best. It will be your opportunity to ask your most difficult questions.



4:30 p.m. - 6:00 p.m.

### How to Build and Position an Aerobatic Box: An Interactive Workshop

In this interactive, workshop-style, 90-minute session, we will turn the Brasilia Ballroom at the Rio Hotel into a virtual aerobatic box. Convention delegates will participate in a detailed discussion of how a site dictates aerobatic box design and placement. We will discuss the ideal and the realities. We will discuss what accommodations are allowed and common and others that are not. This practical, hands-on, group participation session will help you understand regulatory and safety issues. It will help you understand the impact of your decisions related to the aerobatic box on the various constituencies impacted by your decisions. And it will help you to better design and position the aerobatic box at your event. ICAS encourages event organizers, performers and other stakeholders to attend and participate in this session.

5:00 p.m. - 6:00 p.m.

### Breakout Session #6

#### Building a Better Maneuver Sequence: An Interactive Workshop



A well-conceived and professionally-executed air show maneuver sequence mitigates hazards, manages aircraft energy and provides an entertaining display to the air show audience. But getting that combination right requires objective self-assessment, creativity and showmanship developed with equal amounts of both science and art. And,

as nearly every veteran air show performer will explain, a pilot's maneuver sequence is an organic thing that changes and evolves over time. This session will begin with a brief presentation and then break up into small groups for discussion and cooperative development of a sample maneuver sequence. Whether you're a veteran or a newbie, plan on joining us for an exchange of ideas and perspectives on this critically important topic.

#### Communicating with Your Key Audiences: A Practical Tutorial on Interacting with the Media

You might not be a media or public relations professional, but anyone with a mobile device or access to the Internet has the power to amplify your brand, your messages, your successes, and especially your failure...whether you want them to or not. Being able to control and influence the message has never been more important than it is now. In this session, we'll look at today's communications realities and how effective media relations principles and techniques can help you gain confidence in front of the camera and gain control during an interview. In this workshop-style session, you will get a tutorial on the fundamentals of media interaction and then you'll see those principles applied in an interview scenario. You will leave the session with the five most important tips for successful media interviews and the skills necessary to interact with reporters confidently and successfully.

#### U.S. Air Force ACC Forum

U.S. Air Force Air Combat Command (ACC) is the clearinghouse for ACC single-ship demos. As the Air Force and ACC continue to move back to pre-sequestration levels of air show support and participation, this session will explain what ACC assets will be available during the 2016 air show season, how ACC allocates those resources, what your show can do to improve its chances of obtaining ACC support, and what ACC expects of your event once you have been selected to receive support. You'll also get the latest information on the U.S. Air Force Heritage Flight program.

6:00 p.m. - 7:30 p.m.

### Regional Meetings

Tuesday, December 8th

7:15 a.m. - 8:15 a.m.

### U.S. Air Force Roundtable Discussion

The individuals charged with organizing and conducting an open house on a U.S. Air Force base operate in an unusually difficult and demanding environment. As the Air Force continues to restore its air show/open house activity to pre-sequestration levels, Air Force project officers have been asked to plan and conduct air shows with very little "corporate knowledge" available to them. To help mitigate that particular problem, ICAS is organizing this session as a discussion and exchange of information amongst Air Force colleagues. The conversation will be facilitated by a former Air Force JAG officer familiar with Air Force air show/open house policy. But the principal resources will be the other Air Force personnel in the room. Whether this is your first ICAS Convention or your twenty-first, come prepared to educate and be educated on hints, tips, ideas and suggestions for organizing and conducting air shows/open houses on Air Force bases.

7:30 a.m. - 12:00 noon

### Air Boss 201: Advanced Air Boss Workshop

The air boss is the individual who controls the aviation event activities in accordance with the briefed schedule, applicable waiver and federal regulations. In short, they must be prepared to assume responsibility for everything related to safe air and ground operations conducted as part



# Detailed Convention Schedule

of the air show: adherence to FAA and Transport Canada regulations, conducting a safe and effective briefing, organizing and conducting an air show, and understanding the show site and the idiosyncrasies of the airspace in which they are working.

As part of a larger effort to develop a comprehensive and multi-faceted training program for air show air bosses, ICAS has re-constructed its Air Boss 201 Workshop. The new course addresses some of the more complex issues in air show air/ground operations, the pre-show safety briefing, changes to air regulations, discussion on air show entertainment techniques and strategies, radio communications and case history discussions on difficult air/ground operations problems and issues. This advanced, half-day course also explains how to assess event preparation and readiness, and how to stay within both the letter and the intent of all applicable regulations, ensuring pilot safety.

By itself, the course will not qualify an individual to become an air boss. But this program is focused on air boss issues and can be used as a useful first step in developing the knowledge base necessary to become an air show air boss.

## Who Should Attend

This course has been developed for individuals with air boss responsibilities, aspiring air bosses, air show directors who interact with and/or hire air bosses, and any other air show professional who would benefit by learning more about advanced concepts in air operations and air bossing. It is strongly recommended that any individual taking this course have taken Air Shows 101 or be familiar with all the material taught in Air Shows 101.

## Fee

The fee for this half-day Air Boss 201 Workshop is \$210 until November 1, when it increases to \$225. This cost of this workshop is not included in your convention registration fee.

8:30 a.m. - 12:00 p.m.

## Air Shows 102: Business Basics (Part 2 of 2)



Historically, the aviation-oriented individuals who organize and conduct air shows are relatively well-versed in aviation safety. The bigger challenge is focusing on those much less familiar issues: concessions and ticketing, volunteer management and marketing, finance and sponsorship solicitation, to name a few. This workshop has been developed to address those business issues, and to provide air show event organizers -- both newbies and veterans -- with a thorough introduction to the business issues that have such an out-sized impact on the success of your event.

## What Will You Learn

Developed and taught by veteran experts in the field, Air Shows 102 will help you navigate the myriad of business and event planning issues that you will face as an air show event organizer.

Specific topics addressed include:

- Finance (factors that impact the budget and common mistakes to avoid, how to reduce financial risk through insurance and contracts);
- Concession and Vendor Relations (options, how to strike the best deal, negotiating a win-win contract with a master concessionaire, dealing with local charity groups);
- Sponsorship (tailoring your program to a sponsor's specific needs, approaching your sponsorship development process from the prospective sponsor's perspective, maintaining sponsor relations before, during and after your show);

- Volunteer and Staff Management (finding people, developing job descriptions, volunteer training, volunteer retention);
- Ticket management (what types of systems work, developing ticket sales policies, effective inventory control, pricing and accounting procedures);
- Marketing (what you need to attract an audience, how to use television and radio ads, billboards and newspapers, news coverage and media rides, bartering for ad space, negotiating television and radio ad buys, cross promotion);
- Logistics (site set-up, static lay-out, toilets, trash, parking and traffic management, communications, seating).

Air Shows 102 offers presentations by North America's most respected air show event organizers, sharing business models from small, mid-size and large events to illustrate well-run practices in finance, concession and vendor relations, volunteer management, ticket sales, logistics, marketing and sponsorship. Air Shows 102 is designed especially for event organizers from new or small shows as well as newly assigned officers and enlisted personnel taking on significant air show business responsibilities for the first time. And because so many of you also have responsibilities for the air/ground operations aspect of your show, we've scheduled this course so as not to conflict with Air Shows 101, giving you an opportunity to attend both.

## Fee

The cost for Air Shows 102 is \$305 until November 1 when it increases to \$320. This seminar is not included in your convention registration fee.

8:30 a.m. - 9:30 a.m.

## Breakout Session #7

### Emergency Bail-Out Procedures and Survival Equipment for Pilots

If and when it becomes necessary to leave your aircraft in a hurry, you won't have time to stop and think about it. Almost unanimously, pilots who have survived an emergency bail out say that they made it because they had rehearsed their bail-out procedures. If you're an air show pilot who wears a parachute when you perform, you won't want to miss this session with one of the world's recognized experts on this issue. Silver will provide a thorough, thoughtful, thought provoking review of when and how to exit your aircraft quickly and successfully if circumstances require you to do so. He will also discuss other equipment, tactics and techniques that will maximize your chances of survival in the event of a mid-flight emergency or forced landing.

### Sixty Social Media Tips in Sixty Minutes

As social media and other internet-based technology become larger and more important parts of the air show professional's tool kit, the environment often seems to be evolving and advancing from week to week. In this fast-paced session, some of the air show industry's most knowledgeable social media practitioners will provide you with five dozen ideas, hints, tips and suggestions on how you can make better, more efficient, and less expensive use of the capabilities and advantages of this 21st-century tool.

### U.S. Marine Corps Forum

From Harriers and Ospreys to static display aircraft and other equipment, the United States Marine Corps can offer your event outstanding support in many different forms. In this session, the Marines will provide you with all the information you need to request their participation and host them at your event if your show is selected for support. You'll also get the latest information on what assets will be available during the 2016 air show season.

9:45 a.m. - 10:45 a.m.

## Breakout Session #8

### U.S. Navy Forum

In this session, representatives from the U.S. Navy will discuss the process by which an air show requests aviation support from the U.S. Navy, including the participation of F-18 single ship demonstrations, the U.S. Navy Leap Frogs parachute demonstration team and static display aircraft. They'll discuss support requirements for all Navy teams and aircraft.

9:45 a.m. - 12:00 p.m.

## Air Show Performer Safety Stand-Down



This two-hour-plus safety review will address a wide variety of safety-related issues specific to air show performers. A perennial favorite and annual opportunity for performers to de-brief at the end of the air show season, this session will include updates on timely regulatory issues and discussions on operational concerns that came up during the just completed 2015 air show season. The session will also include analysis of and discussion on recent accidents -- both here in North America and overseas -- with a special focus on how those accidents are indicative of larger, long-term trends and recurring problems. Although all members are permitted to participate in the first half of this session, the second half of the program will be restricted to air show performers only and that restriction will be actively enforced.

11:00 a.m. - 12:00 p.m.

## Breakout Session #9

### Crisis Communications in the Air Show Environment: An Interactive Discussion

A well-planned, professionally-executed emergency response will be all for naught if it is not supported and complemented by an equally professional crisis communications plan. Knowing what to say, when to say it and who should be saying it (or not saying it) is critical to clear communications, avoiding panic or disinformation and avoiding the entirely unnecessary mistake of making a bad situation worse. In this session, a diverse panel of subject matter experts will provide brief presentations on specific elements of a world-class crisis communications program. And, for the second half of the program, the panelists and the audience will participate in an interactive discussion that allows participants to ask questions, offer answers and benefit from the collective expertise and experience on the stage and in the room. Come prepared to both learn and offer your own perspective and opinions.

### Royal Canadian Air Force Forum

This year, the RCAF Snowbirds, the RCAF CF-18 Hornet demo team, the Canadian Armed Forces SkyHawks parachute team and Canadian military static display assets will once again be coordinated through 1 Canadian Air Division. In this session, you'll get details on how to request Canadian military assets, how to host those military participants if your event is selected for support, and how to ensure that the goals and objectives of your event and the Canadian military are met. Whether you already have been confirmed to receive Canadian military participation at your event or you hope to get that support in the future, plan on joining us for this informative, multi-faceted presentation and discussion.

# Detailed Convention Schedule

12:15 p.m. - 2:00 p.m.

## Pinnacle Awards Luncheon

2:15 p.m. - 5:15 p.m.

## Exhibit Hall Session B

5:30 - 6:30 p.m.

## 2016 ICAS Convention Exhibit Space Draw

Booth space on the ICAS Convention exhibit hall floor is allocated on a sponsorship/seniority basis. As the 2015 ICAS Convention draws to a close, exhibitors will gather to select their booth space for the 2016 ICAS Convention in a fast-paced, lottery-style selection process that is based on seniority as an ICAS Convention exhibitor. If you want a booth at next year's convention, plan on joining us on Tuesday evening immediately following Exhibit Hall Session B.

6:30 p.m. - 8:00 p.m.

## Screening, 'The Bob Hoover Project: Flying the Feathered Edge' documentary

R. A. 'Bob' Hoover is widely recognized as the world's greatest living aviator, has generated generations of pilots with his precision flying and gentlemanly demeanor, and is the air show community's most recognizable personality. In "Flying the Feathered Edge" director and producer Kim Furst captures every nuance of Bob's amazing life by weaving vintage still images, rare historic footage and exclusive testimonials from other aviation legends. Please join us for this exclusive screening that will include opening and closing comments from Kim Furst.

6:30 p.m. - 8:00 p.m.

## United Air Show Grunts Meeting

Dedicated to the proposition that it is the "air show grunts" that do all the work and the air show performers (booooo!) that get all the glory, the United Airshow Grunts (UAG) meet just once a year to meet, gripe, scheme and, ultimately, acquiesce. If you are a UAG member, you know the drill and you've already cleared your calendar to attend this

"meeting." If you are not a member and you've spent time cleaning an airplane, lugging equipment, or providing foot massages to a performer (booooo!), then plan on joining us for this once-a-year gathering of the people who really make the air show business happen. Fair warning: if you are a performer (booooo!) and you get within 100 feet of the UAG meeting, ICAS cannot be responsible for your personal safety.

6:45 p.m. - 7:45 p.m.

## Maple Leaf Forum

The unique issues, problems, challenges and opportunities of Canadian event organizers and performers will be discussed during this information-packed session. Veteran Canadian ICAS members, Canadian regulatory officials and representatives from the Canadian military will be on hand to answer your questions, provide you with expert guidance on key issues, and direct the discussion.

## Wednesday, December 9th

7:30 a.m. - 8:30 a.m.

## ICAS Foundation General Membership Meeting

8:30 a.m. - 10:15 a.m.

## ICAS Annual Meeting and State of the Industry Address: Timing is Everything

New at this year's ICAS Convention: a Wednesday morning wrap-up keynote address and discussion. To help kick-off the last day of the 2015 ICAS Convention, this presentation will focus on what show business teaches us about timing and why we need re-think the way we're doing things now! Find out what Cirque du Soleil, Red Bull & HBO already know, how some European air shows have already begun, and how three of our industry's players are making changes that make a difference. Air show announcer Ric Peterson will use his comedic, television, radio and air show experience in an entertaining and informative presentation that will help tie your convention experience together and send you home with at least a half-dozen

helpful ideas. The keynote presentation will be followed by the Annual ICAS Membership Meeting.

10:30 a.m. - 12:15 p.m.

## Exhibit Hall Session C

12:45 p.m. - 1:45 p.m.

## Breakout Session #10

## How to Negotiate the Best Possible Hotel Contract

Air shows are comprised of many moving parts. And hotel sleeping room arrangements are neither the largest nor the most difficult challenge that event organizers face, but they may be the easiest to solve. In this session, two meeting professionals will give you practical advice and specific direction on how to negotiate a hotel contract that minimizes your expense and exposure to potential penalties.

5:30 p.m. - 6:30 p.m.

## Chairman's Reception

6:30 p.m. - 9:30 p.m.

## Chairman's Banquet

The 2015 ICAS Convention will conclude with the traditional Chairman's Banquet. In addition to celebrating the conclusion of the 2015 air show season and the beginning of the 2016 season, the Banquet will be an opportunity to recognize this year's recipients of the ICAS Sword of Excellence, the Art Scholl Memorial Showmanship Award, the Dick Schram Memorial Community Relations Award and the ICAS Special Achievement Award, as well as this year's inductees into the ICAS Foundation Air Show Hall of Fame: John Mohr, Sonny Everett and the Red Baron Pizza Squadron.

9:30 p.m. - 11:00 p.m.

## Survivors Party

Once again this year, the Banquet will be followed by the ICAS Convention's newest tradition: the post-Banquet Survivors Party.





# The Rio All-Suite Hotel: Host Hotel for the 2015 ICAS Convention

The ICAS Convention will once again be held in the Rio All-Suite Hotel with newly-negotiated rates that are \$10 less per night than the already bargain rates negotiated by ICAS in 2014.

With over 60,000 feet of exhibit hall space, extensive concurrent education session meeting space, and over-sized sleeping rooms, the Rio offers ICAS Convention delegates a comfortable home in which to conduct our business from December 6 through 9.

## Make Your Hotel Reservation Soon

For the first time, ICAS is offering a \$100 discount on the standard registration fee to delegates who reserve and occupy a room in the ICAS Convention block of rooms during the convention. Only members who have confirmed reservations at the Rio under the ICAS block are eligible for the discount. The current room rate for the 2015 ICAS Convention is \$89 per night for reservations made by November 11, 2015. ICAS members staying at the Rio under the ICAS block will also be exempt from the \$28-per-day resort fee that is charged to all other hotel guests. And convention delegates will enjoy free wireless internet access and complimentary access to the exercise facilities at the hotel.

To make your reservation, you can book directly with the hotel by visiting <https://resweb.passkey.com/go/SRICS5>. Or call 888-746-6955 and use Group Code SRICS5.

Members who reserve a room within the ICAS block, but cancel their reservation, will not be eligible for the registration discount.

## Why It is Important to Stay at the Rio Hotel When You Attend the ICAS Convention

To get the meeting space we need for our annual convention without moving the entire event to a large and expensive stand-alone convention center, ICAS must commit to a substantial block of sleeping rooms at a large hotel like the Rio. Hotel managers allocate meeting space to groups like ours based on the number of rooms we reserve and the percentage of rooms in that block that are actually occupied.

To protect the value of rooms that have been taken off the market and reserved for ICAS Convention delegates, our contract with the hotel includes a clause that provides monetary damages if our group occupies fewer rooms than agreed upon. This "slippage" by the group is referred to as attrition and can cost ICAS tens of thousands of dollars unnecessarily.

Therefore, our preference is that our members and convention delegates reserve and occupy rooms at the host hotel. To help make your decision an easy one, ICAS has negotiated an \$89 per night rate and has relieved delegates of the normal requirement that they pay the usual \$28-per-day resort fee for convention delegates who reserve rooms within the ICAS block by November 11.

**"Great education sessions; the class handouts and publications are very useful, year-round tools."**



## Book Today

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