

2016 ICAS Academy

Bell Helicopter Fort Worth Alliance Air Show
October 13 -15, 2016
Fort Worth, Texas

After a four-year hiatus, the ICAS Academy is back!

It's been called the single biggest educational bargain in the air show community today.

Participants have said that our ICAS Academy is the best way to get a comprehensive, behind-the-curtain look at how one of the best air shows in the country conducts its business.

ICAS members who have participated in the program have been wildly and vocally enthusiastic about the impact that the program has had on their knowledge and understanding of the air show business.

The success and popularity of the ICAS Academy program rests on 5 unique aspects of this weekend training session:

- 1. The format and venue of the program ensure that you get practical information.** The ICAS Academy is held on location at one of North America's strongest and best-run air shows. When you participate in the ICAS Academy, you don't just hear about how successful the show is; you actually become a part of it. You don't just hear from a single representative from that show who represents the expertise of all the people involved with that show; you hear from the experts themselves right there at the show site.
- 2. We keep the group small.** We put an absolute limit of 25 on class size. This ensures that we maintain the intimate, hands-on, workshop-style format of the ICAS Academy. Everybody has a chance to participate and interact. And that's probably one of the most popular and effective parts of the ICAS Academy.
- 3. It's comprehensive.** We don't just talk about air operations. We don't just talk about ticketing processes and procedures. We don't just talk about traffic management or security. We discuss everything related to the organization, planning, marketing and conduct of that show during an extremely intense two days of lectures, tours, questions and – most important – answers. You get a complete, behind-the-curtain look at one show that is unlike anything you will experience anywhere else... even at the annual ICAS Convention in Las Vegas.
- 4. No topics are off limits.** We invite inquiries, questions and observations about all aspects of the show's organization, planning and execution. Participants are encouraged to ask the questions that are most important to them and then we work with show organizers to get a thoughtful, practical response to all of those questions.
- 5. It's cost effective.** We've managed to keep the registration fee reasonable.



The 2016 ICAS Academy

Our research indicates that a significant percentage of air show professionals already attend air shows to get new ideas, try different methods of operation and watch performers' acts they might not otherwise see.

The ICAS Academy formalizes that process and provides a limited number of delegates with a unique opportunity to gain access, insight and tools for understanding the inner workings of somebody else's air show. Since the first program at the Muskegon Air Fair in 2000, the Academy has hosted nearly 400 air show event organizers from throughout the United States and Canada. This year, the Bell Helicopter Fort Worth Alliance Air Show has graciously agreed to host a small delegation and provide them uncommon access and unique insight.

For years, the Bell Helicopter Fort Worth Alliance Air Show has been recognized as one of the finest air shows in North America. With a unique combination of knowledgeable and effective staff, inspired marketing, distinctive sponsorship opportunities and outstanding aerial entertainment, this group's management team has created an exceptional event.

Between Thursday evening and Saturday evening, the management of the Bell Helicopter Fort Worth Alliance Air Show will share with ICAS Academy participants the secrets of their success, including a wide range of important planning documents: budgets, marketing materials, sponsorship solicitation packages, performer and concessions contracts, set-up schedules, flying schedules, emergency response plans, security, management/organizational charts, ramp lay-out drawings, timelines, checklists and other documents that they use to organize, promote and conduct their show.

Program and Schedule

**Thursday
10/13**

Attendees will arrive at the host hotel on Thursday, October 13, for a welcome reception from 4:00 – 5:30 p.m. Attendees will have an opportunity to check in with the ICAS staff, meet and get to know each other, and receive their Academy materials.

**Friday
10/14**

On Friday morning, ICAS will provide transportation for Academy participants to the show site to get an up-close look at ramp layout, concessions set-up, seating areas and much more, as air show organizers position their static displays, coordinate practice flights and put the finishing touches on the show site at Fort Worth Alliance Airport. Throughout Friday, the ICAS Academy program will alternate between lecture-type presentations by Bell Helicopter Fort Worth Alliance Air Show personnel and ramp tours conducted to get specific insight on different aspects of the air show set-up and lay-out. During the lecture portion of the program, members of the show's management team with specific expertise about different aspects of the show will provide briefings, followed by the opportunity for questions and discussion.

**Saturday
10/15**

So that Academy participants can see for themselves how operational aspects of the show are conducted, delegates will arrive at the show site early Saturday morning as guests at the performer briefing. Participants will then watch the show on Saturday from the VIP chalet with additional opportunities to tour the show site and follow up on issues, questions and concerns. This year, the Bell Helicopter Fort Worth Alliance Air Show hosts: the U.S.A.F Thunderbirds, John Klatt, SHOCKWAVE, Greg Shelton, the Liberty Jump Team, the F/A-18 West Demo Team and more!

**Sunday
10/16**

The official Academy program will end on Saturday night, but those Academy participants who are interested may stay to watch the show on Sunday as guests of the Bell Helicopter Fort Worth Alliance Air Show. Please let ICAS know in advance if you plan to stick around Sunday so proper credentials can be provided.

Interested? Register on the next page!

Registration and Fees

The fee to participate in this unique educational program is **\$295 per person**. The Academy will be limited to 25 participants. Academy registrations **MUST** be accompanied by payment and **MUST** include complete contact information requested on the registration form. You may register by e-mail, fax or mail. Academy registrations will be accepted on a first-come/first-served basis.

Registration received without payment will not be considered. And because ICAS expects an overwhelming response to this program, **there will be no refunds on registration. No exceptions.**

Once we have confirmed your attendance at the ICAS Academy, we'll pass along additional information about the scheduling details of the program.



REGISTRATION FORM

2016 ICAS Academy

Bell Helicopter Fort Worth Alliance Air Show
October 13 - 15 • Fort Worth, Texas

Your Name

Your Organization

Address

City, State, Zip/Postal Code

Phone

Mobile #

Email Address

Your golf shirt size ...

MEN'S

x- small small medium large x-large xx-large

WOMEN'S

x- small small medium large x-large xx-large

PAYMENT

My payment of \$295 ...

is enclosed

should be billed to my credit card

Credit Card Number

Expiration Date

Cardholder Signature

Return form to:

ICAS: 748 Miller Drive, Suite G-3, Leesburg, Virginia 20175

Phone: 703-779-8510

Fax: 703-779-8511

E-mail: icas@airshows.aero Website: www.airshows.aero