



EXHIBITION OPPORTUNITIES



International Council of Air Shows 57th Annual Convention



Paris Las Vegas

3655 S. Las Vegas Boulevard
Las Vegas, Nevada 89109
(877) 796-2096



leverage the **POWER** of a
FOCUSED MARKETPLACE

REACH HUNDREDS

of key air show decision makers who hold purchasing power by exhibiting at the 2024 ICAS Convention

To reserve your space call 703.779.8510 or email Karen Connors at connors@airshows.aero



Paris Las Vegas will be the site of all ICAS Convention activities.

Location of Exhibits

The ICAS Exhibit Area will be located in the 60,000-square-foot Paris Ballroom of Paris Las Vegas.

Installation of Exhibits

Exhibitor Move-In
Monday, December 9
11 a.m. - 5 p.m.

57TH ANNUAL ICAS CONVENTION LAS VEGAS, NV

WHY EXHIBIT?

For most air show professionals, the ICAS exhibit hall at Paris Las Vegas is one giant 60,000-square-foot classroom. At any point during the ICAS Convention, it will contain – literally – every air show expert in North America.

Think of that. Air show subject matter experts. All in one place. All willing and able to share their expertise with you.

Whether you're an air show industry veteran or just getting started, there's no better place or a more cost-effective way to market your products or services to the decision makers in the North American air show community.

Trade show traffic is steady and people **come to do business**. The ICAS Convention consolidates virtually every buyer in the air show industry in one place at one time. They have money to spend and buying authority to do so. Exhibitors must join ICAS as members and register individually for the convention, but we have a package deal available to ensure the overall cost remains low.

WHAT DOES IT COST?

\$800 - \$850. for a 10' x 10' booth. That's right, we didn't miss a zero. The trade show floor is where all of the business gets done, so ICAS keeps prices low as a benefit to its members.



You won't talk to people who *influence* purchasing decisions; you'll talk with people who *make* the decisions.

SPEND THREE DAYS WITH THE ENTIRE AIR SHOW INDUSTRY

The air show industry is optimistic and bullish for 2025 and beyond. Air show attendance is at record levels. Municipalities are seeing significant positive economic impact from air show events. To benefit from this historic growth, increased energy and record attendance, you need to have your own booth in the exhibit hall to communicate your organization's marketing message. Whether you're a performer, an event organizer, support service provider or a corporate sponsor, the ICAS Convention is THE place where business gets done. Thirteen million spectators a year can't be wrong - the air show industry is thriving and primed for rapid growth.

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- Almost 63 percent of people who filled out post-convention evaluations said there was more business done on the exhibit hall floor during ICAS 2023 than at previous conventions.
- More than 50 percent of exhibitors said they conducted more business, or much more business, than they expected in 2023.
- 2023 saw a nearly 10 percent increase in total attendance over 2022.
- The U.S. military sent delegates from nearly 100 military entities with a level of involvement that we haven't seen since before sequestration.

2024 EXHIBIT HALL FACTS AND STATS



**MORE THAN
NINE HOURS
DEDICATED TO
CONDUCTING
EXHIBIT HALL
BUSINESS**

To make sure you have every delegate's undivided attention, ICAS does not schedule any other events or education programming while the exhibit hall is open for business.

A photograph of two men shaking hands. The man on the left is wearing a dark t-shirt and a watch. The man on the right is wearing a white shirt, a blue lanyard, and a white racing helmet. The background is blurred, suggesting an indoor event space.

SUPPORT THE AIR SHOW INDUSTRY'S “MUST ATTEND” EVENT AND ONLY ANNUAL GATHERING OF INTERNATIONAL AIR SHOW PROFESSIONALS

The ICAS Convention is a must-see and be-seen event designed to connect you with the top professionals and decision makers in the air show industry. It is a powerful sales and marketing opportunity for your product or service. Exhibiting and sponsoring at the ICAS Convention is the most effective way to show others in the business that you support the air show industry. Adding a sponsorship to your exhibit commitment will help create awareness for your business's presence not only in the exhibit hall, but throughout the industry.

For sponsorship opportunities call 703.830.6920 or email Mary Quigg at mary.quigg@conferencedirect.com

WHO SHOULD EXHIBIT AT THE ICAS CONVENTION?

If you're in any way engaged with large-scale outdoor entertainment, you should strongly consider exhibiting at the ICAS Annual Convention. With as many as 200,000 people attending an individual air show, these are major events that require an abundance of outside goods and services. Beyond that, the ability for air shows to deliver additional value to spectators are practically limitless, which, in turn, creates opportunities for virtually any company engaged in outdoor entertainment.

At air shows, you'll find everything from high-end chalets for corporations entertaining clients to all ranges of food and beverage concessions, arcade games including flight simulators and virtual reality chambers, inflatable playgrounds, and virtually anything else that might contribute to the operational efficiency, entertainment value or guest comfort at these events.

Of course, air shows are also in need of the products and services necessary to manage, control, and entertain large crowds -- everything from fencing, portable toilets and golf carts to plasma screens, lighting systems and electronic ticketing services. Again, if you're involved with outdoor entertainment, it's more than worth your time to exhibit at the ICAS Annual Convention.



Products & Services Utilized by Air Shows

- Air Bosses
- Air Show Announcers
- Air Show Performers
- Amusements (mobile, inflatable)
- Audio Production
- Audio-Visual Rental
- Communication
- Concessions (apparel & novelty items)
- Concessions (food & beverage)
- Fencing
- Golf Carts
- Hotels
- Insurance
- Marketing & Public Relations
- Military Recruitment
- Online Ticketing
- Photography
- Portable Chalets
- Portable Toilets
- Sanitation
- Seating
- Shipping
- Vehicle Rental
- Video Display
- Video Production



WHAT YOUR EXHIBIT BOOTH INCLUDES

- Upon registering for the convention and purchasing exhibit space, you receive access to general education sessions, the Welcome Reception, Innovation Awards Showcase Luncheon, Chairman's Banquet and Survivor Party. Specialized Continuing Education Seminars must be paid for separately.
- A 10' x 10' booth, 8' high black backwall drape, 30" high black sidewall drape, one 6' black skirted table, two plastic contour chairs, one small wastebasket and a booth ID sign. Carpet, electricity, furnishings, etc., are NOT included in booth fees. A full-service online service kit is available from Freeman.
- No education sessions or other events scheduled during exhibit hall hours, and more.
- Publication of your company name in the Q4 issue of *Air Shows Magazine* (if reserved by September 30, 2024), and a 40-word company description on the mobile app and on the ICAS website.
- An online list of exhibitors with a link from the ICAS website as well as from the convention mobile app to your website.
- An expanded presence on the ICAS website and convention mobile app to include an interactive exhibit hall floor plan, your company profile, and a searchable exhibitor locator.
- Access to sponsorships, advertising (print, online, on site and mobile app), and marketing opportunities to optimize your exposure before, during, and after the convention.
- Hundreds of potential sales leads.
- 24-hour security service during the convention, exhibit hall hours, booth installation, and booth dismantling.
- Personalized assistance with booth selection.
- Year-round customer service from application through post-convention.
- One full exhibit hall session available to guests of registered delegates on Thursday, December 12 from 10:15 a.m. to 12:15 p.m.

NOTE: Booth fees do not include registration for the individuals working in your booth. All booth personnel must be registered as convention delegates to be admitted on the exhibit hall floor.

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2024 EXHIBIT HALL FLOOR PLAN

All booths are 10' x 10'



An exhibit and sponsorship package provides the greatest opportunity to influence the perceptions of ICAS Convention delegates.



YOU'RE IN BUSINESS - WHY NOT MARKET YOURSELF?

We make a number of additional opportunities available for companies to reach and extend their relationship with ICAS members before, during, and after the convention concludes. Each opportunity is priced in a manner that is comparable in scale with the low cost of exhibit space. Together, an exhibit and sponsorship package provides the greatest opportunity for your organization to reach ICAS Convention delegates with its marketing message.

On Site

- Educational Sessions
- Social Events
- Signage
- Convention Newsletter
- Meals
- Mobile App

Pre- and Post-Convention

- Air Shows Magazine
- ICAS Website
- Continuing Education Programs
- And more!

**For advertising opportunities contact Adam Glowaski at 703-779-8510
aglowaski@airshows.aero**

**To be a convention sponsor contact Mary Quigg at 703-830-6920
mary.quigg@conferencedirect.com**

ADVERTISE!

Advertise in the Q4 issue of *Air Shows Magazine*, the Convention Mobile App, on the ICAS Convention website, and on on-site digital and printed ICAS Convention signage at Paris Las Vegas.

To discover all advertising opportunities available to you, contact Adam Glowaski at aglowaski@airshows.aero.



OPTIMIZE YOUR EXPERIENCE

Attach Your Brand to the Air Show Industry as a Sponsor!

Increase your marketplace visibility through ICAS Convention sponsorship. There are many on-site opportunities that you can sponsor exclusively, or as a co-sponsor, all designed to fit any budget (or allow us to work with you on a custom sponsorship).

Provide Us Your 250 Character Description and Web Address

Your company name will be published in the Q4 issue of *Air Shows Magazine* if you reserve booth space before September 30, 2024. Also, we'll publish your company name on the ICAS website, and on the convention mobile app. Additionally, ICAS will add your company's description and booth number on the convention mobile app so the people looking to do business with you can easily find you.

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Rules Governing Exhibition at the Annual Convention of the International Council of Air Shows

- I. Booth selection
 - A. Booths for the following year's ICAS Convention will be assigned using a seniority system to be determined by ICAS Staff and communicated to members prior to the 2024 ICAS Convention.
 1. Seniority is based on uninterrupted years of exhibition. Though there are exhibitors who began exhibiting at ICAS conventions prior to 1981, the seniority list begins with those exhibitors who exhibited at the 1981 ICAS Convention.
 2. Exhibiting organizations with the same seniority will have access to the online booth selection process starting at the same time.
 - B. As part of a convention sponsorship agreement, ICAS may negotiate preferential booth locations, so long as at least 50 percent of "prime" booth locations remain available for selection by senior exhibitors, and the allotment for the sponsor does not exceed the current limit, if one exists.
 - C. At the discretion of ICAS, food and/or beverage may be served in the lounge areas indicated on the exhibit hall floor plan. This does not constitute a guarantee of food and/or beverage being served in any lounge.
 - D. Show Management reserves the right, in its sole discretion, to change the location of Exhibitor's exhibit space. If Show Management changes the Exhibitor's location it will make reasonable efforts to relocate Exhibitor to a comparable location
- II. Booth payment
 - A. Booths selected at the Space Draw require a 50 percent, non-refundable deposit. Final payment for booths is due no later than September 15th. Any booths not paid for in full by September 15th will be released. Exhibitors selecting booths after the Space Draw will be required to provide full payment with their booth selection.
 - B. Booth fees are non-refundable.
 - C. Exhibitors wishing to change booths will be assessed an administrative charge of \$50 per change which must be paid at the time the change is made.
 - D. Booth reselling is prohibited. Unwanted booths should be released back to ICAS.
- III. Sharing booths
 - A. Exhibitors may select booths together by combining their seniority years, dividing that number by the number of exhibitors selecting together, and selecting based on the revised year. For example, exhibitors with seniority of 1987, 1994 and 1997 may combine their seniority to select together with the 1993 group.
 - B. Exhibitors planning to combine their seniority to select multiple booths, or those planning to share a single booth at the annual exhibit space draw session, must submit a written request to ICAS stating their intention to do so not less than two (2) weeks before the Space Draw.
 - C. Exhibitors sharing a single booth will be assessed a surcharge of \$300; with a maximum of two (2) exhibitors per each booth reserved.
- IV. Qualifying exhibits
 - A. Exhibiting privileges in the ICAS Convention exhibit hall are limited to member organizations that have contracted and paid for space assignments. No other persons or organizations may be represented or will be permitted to sell services, solicit contributions, distribute advertising materials, or demonstrate products in the exhibit hall. Organizations that choose not to pay for exhibit booths will not be permitted to use the exhibit hall as a venue for promoting their product or service. Non-exhibiting personnel observed soliciting in the exhibit hall will be asked to stop such activities. If these non-exhibiting personnel refuse to stop, they will be asked to leave the hall.
- B. No exhibit in the show will be permitted in a hotel room/suite or outside the regular jurisdiction of the ICAS exhibit hall. Exhibition materials and displays will be limited to the space they have leased for the show.
- V. Booth personnel
 - A. Booth fees do not include Convention registration or exhibit hall passes for workers. All exhibitors and booth personnel must be registered as delegates at the Convention. Individuals not registered will not be permitted on the exhibit hall floor.
 - B. Each exhibiting organization must have at least one individual representing their organization in their booth space, and that individual must be registered under that organization.
- VI. Decoration and exhibit set-up
 - A. Booths for the ICAS Convention are ten (10) feet deep and ten (10) feet wide.
 - B. Exhibitors must agree to comply with union rules as they apply in the various venues where the ICAS Convention is held. Exhibitors should read exhibitor services materials carefully and/or contact the exhibit services company to fully understand rules and restrictions that apply to the move-in, installation and move-out of their display materials.
 - C. ICAS shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by exhibitors, and may require the replacing, rearrangement or redecorating of any item or of any booth and no liability shall attach to ICAS for costs that may be incurred by exhibitor thereby. Exhibitors building special backgrounds or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths.
 - D. Exhibitor materials may not extend into or be placed over aisles or other public space, nor should they interfere with the displays of neighboring exhibitors.
 - E. All exhibit displays shall be designed and erected in such a manner that they will withstand normal contact and/or vibration caused by neighboring exhibitors, convention delegates, and hall laborers. Displays shall also be able to withstand the moderate wind effects that may occur in the exhibit hall. Exhibitors shall also ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or materials being displayed on them.
 - F. All electrical for displays must be arranged at the exhibitor's own expense through the official contractor. Exhibitors are not permitted to utilize generators or other self-contained power source in their booths in lieu of such arrangements. Exhibitors using electrical in their booths not ordered through the official contractor will be charged the prevailing rate for such service on site.
 - G. No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. The projection of any images and/or lighting must be directed to the inner confines of the exhibit space and shall not project onto other exhibits or aisles. Lighting that spins, rotates, pulsates or other specialized lighting effects shall be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
 - H. In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt. Speakers and other sound devices should be directed so as to direct sound into the booth rather than into the aisle or into the booths of adjoining exhibitors.
 - I. All exhibitors wishing to serve food and beverages in their booths must ask for and receive prior approval from ICAS and the host hotel not less than two weeks prior to the first day of the convention. Any charges due to service in a booth are the sole responsibility of the exhibitor.

- J. Any exhibitor wishing to sell merchandise on the exhibit hall floor must ask for and receive written permission from ICAS to sell specific merchandise named in the written correspondence from ICAS to sell that merchandise and no other merchandise. Any exhibitor selling merchandise other than that specified in the written authorization from ICAS will be asked to stop. If that request is ignored, ICAS reserves the right to remove the exhibitor from the exhibit hall floor with no refund of booth fees and associated exhibit expenses. Exhibitors wishing to sell merchandise from their booth are subject to applicable state and local taxes and must make arrangements with the appropriate regulatory authorities to pay those taxes.
- K. Regardless of the type or size of a booth on the exhibit floor, display materials shall be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
1. A maximum height of twelve (12) feet for displays is allowed only in the rear half of the booth space (five feet from rear drape). A four (4) foot height restriction is imposed on all materials in the remaining five (5) foot space forward to the aisle. The provided drape is 8' high in the rear of the booth. Displays over 8' high require 12' high drape which may be ordered from Heritage, at the expense of the exhibitor.
 2. Exhibitors displaying in endcap space (back to back booths) must abide by the height restrictions of each **individual** booth. Reference K.1.
 3. When three or more booths are used in combination, the four (4) foot height limitation is applied only to that exhibit space which is within ten (10) feet of an adjoining booth.
 4. Booth displays that do not conform to these restrictions may be submitted to ICAS for consideration of a rules waiver. Requests for consideration must be submitted no later than September 1, 2024. Any resulting waiver will be conveyed in writing to the exhibitor who must abide by the terms stated therein. Waivers will not be granted on site. Only a written waiver will be acceptable.
- VII. Admittance of exhibitor personnel onto the show floor during non-show hours
- A. Exhibitors will be permitted in the exhibit hall 30 minutes prior to, and after, each exhibit session. Exhibitors may be admitted to the show floor during non-exhibit hours at the discretion of security personnel contracted by ICAS.
- VIII. Late set-up and early dismantling of exhibit booth
- A. Because the entire ICAS exhibit floor is a feature of the annual convention that should be available to all convention delegates no matter when they arrive at the convention, exhibitors who set up their booths after the convention begins or dismantle their booths – entirely or partially – prior to the official conclusion of the exhibit portion of the ICAS Convention as publicized prior to each convention shall be penalized as follows.
 1. An organization that has selected and paid for booths but does not attend or send representatives to the ICAS Convention will have their seniority revoked.
 2. An organization that begins setting up its display during or after the first exhibit session will have two (2) years deducted off its seniority position.
 3. An organization that begins setting up its display during the second exhibit session will have four (4) years deducted from its seniority position.
 4. An organization that begins setting up its display during or any time after the third exhibit session will have six (6) years deducted from its seniority position.
 5. An organization that begins dismantling its display before the conclusion of the last exhibit session will have two (2) years deducted off its seniority position.
6. An organization that begins dismantling its display before the conclusion of the next-to-last exhibit session will have four (4) years deducted off its seniority position.
 7. An organization that begins dismantling its display any time prior to the beginning of the next-to-last exhibit session will have six (6) years deducted from its seniority position.
 8. Any exhibitor observed dismantling its display before the conclusion of the last exhibit session will be asked to stop by an ICAS representative. If the exhibitor continues to dismantle the booth, that exhibitor will receive a letter from ICAS headquarters within 14 days of the conclusion of that convention notifying the exhibitor of the seniority penalties imposed based on the scale described above.
- IX. Exhibitor Material
- A. Unless otherwise approved by ICAS staff, any documents or other promotional materials may only be distributed from an exhibitor booth.
 - B. All promotional materials must contain the exhibitor's name and contact information.
 - C. ICAS reserves the right to refuse or remove any material that is deemed inappropriate or disruptive to the activities and purposes of the exhibit hall.
- X. Local, city and state ordinances
- A. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health in the city in which the exhibition is being held.
- XI. Resolution of disputes
- A. In the event of a dispute or disagreement between an exhibitor and an official contractor, or between an exhibitor and a labor union or labor union representative, or between two or more exhibitors, all interpretation of the rules governing the exposition, actions or decisions concerning the dispute or disagreement by ICAS intended to resolve the dispute or disagreement shall be binding on an exhibitor.
 - B. All disputes between and among the Corporation, its members, directors and officers relating to the management of the exhibition shall be resolved exclusively by arbitration in Washington, DC according to the rules of the American Arbitration Association then in effect. The arbitrator may award attorney's fees and costs to the prevailing party in such arbitration.
- XII. No implied endorsement
- A. The International Council of Air Shows does not endorse any organization, or their products or services.
- XIII. Additions and amendments to these rules
- A. ICAS may from time to time issue such additional rules as it deems necessary for the orderly presentation of the exhibit portion of its annual convention. Any rule may be amended at any time by ICAS provided that such amendment shall not substantially diminish the rights or increase the liability of the exhibitor.
- XIV. Agreement to rules
- A. Exhibitors and their employees, representatives and successors agree to abide by the foregoing rules and by the amendments that may be put into effect by ICAS.