

2024 ICAS Air Show Academy

MCAS Cherry Point Air Show

May 9 - 11, 2024



It's been called the single biggest training bargain in the air show community today. Participants have said that our ICAS Air Show 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!

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

1. The format and venue of the program ensure that you get practical information. When you participate in the ICAS Academy, you don't just hear about how successful the show is; you become a part of it.
2. We keep the group small. We put an absolute limit of 30 on class size. This ensures that we maintain the intimate, hands-on, workshop-style format of the academy.
3. It's comprehensive. We discuss everything related to the organization, planning, marketing and conduct of an air show during an extremely intense two days of lectures, tours, questions and – most importantly – answers.
4. No topics are off limits. We invite inquiries, questions, and observations about all aspects of the show's organization, planning and execution.

5. It's cost effective. We've kept the registration fee reasonable to make the program accessible to a broader cross section of ICAS members. This year's registration fee is \$495 per person.

The Living Classroom



The 2024 ICAS Air Show

Academy will be held in conjunction with the MCAS Cherry Point. For years, the MCAS Cherry Point Air Show has been recognized as one of the finest air shows in North America. Between Thursday evening and Saturday evening, the management of the MCAS Cherry Point Air Show will share with ICAS Air Show 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, flying schedules, emergency response plans, security, timelines, checklists and other documents that they use to organize, promote and conduct their show.

Schedule & Program Overview



Thursday

Attendees will arrive at the host hotel on Thursday, May 9 for a Meet and Greet where attendees will have an opportunity to check in with the ICAS

staff, meet and get to know each other, and receive their Air Show Academy materials.



Friday

On Friday morning, ICAS will provide transportation for Academy participants to the show site to get an up-close look at ramp layout, concessions setup, seating areas and much more, as air show organizers prepare the event space for the show. The day will alternate between lecture-type presentations by air show personnel and ramp tours conducted to get specific insight on different aspects of the air show set-up and layout.



Saturday

On Saturday morning, participants will attend the performer briefing and then watch the Saturday show with additional opportunities to tour the show site. The official program will end on Saturday night.

Learn from the Pros

The MCAS Cherry Point Air Show will share with 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 & flying schedules
- Emergency response plans
- Security
- Management/organizational charts and checklists
- Ramp layouts
- And other documents that they use to organize, promote and conduct their show.

Throughout the three days, participants will benefit from both lessons learned in the classroom as well as best practices performed during an actual air show.



Limited Enrollment

To ensure all of our participants receive individual attention, class size for the 2024 ICAS Air Show Academy will be strictly limited to 30 registrants. Due to the program's high demand and because ICAS will cut off registration once the

30-person limit is reached, there will be no refunds for registration. Academy registrations are on a first-come/first-served basis.

Air Show Academy Host Hotel Information

ICAS has negotiated a discounted rate of \$189 + tax at the Springhill Suites by Marriott at 300 Hotel Drive, New Bern, NC 28562. Reservations must be made by April 15, 2024 to receive this rate. You may book your room online [by clicking here](#) or calling 888-236-2427 or 252-637-0017 and provide the group name "ICAS". There are a very limited number of government rate rooms available at this hotel. You will need to call the hotel directly at 252-637-0017 for government rate reservations. NOTE: This rate does not require any prepayment. Your credit card will not be charged prior to your stay. Reservations may be cancelled 24 hours prior to arrival without penalty.