

# 2019 Air Show Academy

BELL FORT WORTH ALLIANCE AIR SHOW  
| FORT WORTH, TX | OCT. 17 - 19, 2019

*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!*

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

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 25 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 managed to keep the registration fee reasonable.

**BELL FORT WORTH ALLIANCE AIR SHOW**  
A TRADITION FOR THE FUTURE

FEATURING  
**U.S. NAVY BLUE ANGELS®**  
F-22 RAPTOR | F-16 VIPER

FOUR NEW ACTS INCLUDING:  
AFTERSHOCK JET TRUCK  
ADAM BAKER  
JEFF BOERBOON AEROBATICS  
AND MINI JET AIRSHOWS

PLUS  
U.S. ARMY GOLDEN KNIGHTS  
PARACHUTE TEAM  
AND MORE!

PERFORMERS SUBJECT TO CHANGE

**OCT 19-20 2019**

FREE ADMISSION  
FORT WORTH ALLIANCE AIRPORT  
GATES OPEN 9AM-5PM  
DISCOUNTED SEATING AND  
PARKING PASSES AVAILABLE  
AT ALLIANCEAIRSHOW.COM

LOCKHEED MARTIN  
Star-Telegram @CUMULUS

PRODUCED BY Alliance Air Productions  
a corporate company managed by HILLWOOD

*Blue Angels*

## The Living Classroom

The 2019 ICAS Air Show Academy will be held in conjunction with the 29<sup>th</sup> annual Bell Fort Worth Alliance Air Show. For years, the Bell Fort Worth Alliance 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 Bell 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, flying schedules, emergency response plans, security, timelines, checklists and other documents that they use to organize, promote and conduct their show.





# 2019 Schedule & Program Overview

*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.*

at ramp layout, concessions set-up, 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 lay-out.

## Saturday

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

## Learn from the Pros

The Bell Fort Worth Alliance 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.

## Thursday

Attendees will arrive at the host hotel on Thursday, October 17, for a Meet and Greet from 6:00-7:30 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

On Friday morning, ICAS will provide transportation for Academy participants to the show site to get an up-close look

Program Fee  
**\$295**



Since the first program in 2000, the Academy has hosted nearly

**400**

event organizers from throughout the United States and Canada.

## Limited Enrollment

To ensure all of our participants receive individual attention, class size for the 2019 ICAS Air Show Academy will be strictly limited to 25 registrants. Due to the program's high demand and because ICAS will cut off registration once the 25-person limit is reached, there will be no refunds for registration.

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



International Council of Air Shows

International Council of Air Shows

741 Miller Dr SE  
Suite G-1A  
Leesburg, VA 20175

**REGISTRATION FORM**  
**2019 ICAS Air Show Academy**  
**Bell Fort Worth Alliance Air Show**  
*October 17-19, 2019 \* Fort Worth, TX*

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Your Name

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Your Organization

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Address

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City

State

Zip

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Phone

Cell

---

e-mail 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

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Credit Card Number

Expiration Date

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Your signature

Information on reserving a room in the ICAS Air Show Academy block will be provided with your registration confirmation.

Return form to:

ICAS, 741 Miller Drive, Suite G-1A, Leesburg, Virginia 20175

Phone: 703-779-8510, Fax: 703-779-8511

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