

BENEFITS

YOU'LL RECEIVE AS AN ICAS MEMBER



- ◆ **Makes You Part of the Air Show Industry's Top Network...** the ideas and relationships you'll cultivate through ICAS membership are not available anywhere else at any price. Will this network save you money? Without a doubt. Will it help you increase revenue? Almost unquestionably. And will it help you build a more efficient, lower cost enterprise? Without a doubt.
- ◆ **Air Shows Magazine...** with your membership arrives a subscription to *Air Shows Magazine*, an award-winning publication packed cover to cover with the best information available in the air show industry.
- ◆ **ICAS Academy...** unique and valuable program that allows small delegations of ICAS members to attend some of North America's most successful air shows and get an insider's look at how they operate.
- ◆ **Custom-Designed, Professionally Produced Marketing Brochure...** containing demographic data compiled from our biennial air show spectator survey – available to ICAS members only.
- ◆ **Top Education in the Business...** from Air Shows 101 and Air Boss 201 courses to the ICAS Academy to the ACE Program and convention seminars, you'll learn from the experts.
- ◆ **ICAS Air Shows Industry Guide...** the air show community's most comprehensive reference source.
- ◆ **Quick Access to Industry News...** when there's news in the air show world, you'll hear about it first through ICAS and its Fast Facts and Operations Bulletin electronic newsletters.
- ◆ **Representation with Industry Regulators...** for better or worse, the air show industry is dependent on close working relationships with regulators and government authorities in Washington, DC and Ottawa, Ontario. With ICAS, your interests and concerns are represented by veteran industry experts.

- ◆ **Visibility/Recognition...** there is no better way for you to establish a name for yourself in the air show community than through ICAS membership. Quite simply, it's the place where air show professionals get down to business; and a common understanding when you do so is that anyone serious about the business is an ICAS member.
- ◆ **Access to Website Content...** the new ICAS website presents a single source from which you can access virtually any piece of information you will need to operate within the air show industry. To say the new website is worth the cost of membership by itself is not accurate; it is worth FAR MORE than the cost of membership.
- ◆ **Lower Music License Rates...** On behalf of all U.S. air shows, the International Council of Air Shows (ICAS) has negotiated a rate of \$194 per public air show day with BMI; a rate of \$150 per day with ASCAP; and \$110 for a one- to two-day air show weekend, \$160 for three to four days, and \$210 for five to seven days with SESAC.



WHY YOU SHOULD

JOIN ICAS

If you're involved in the air show business – or exploring its potential – you and your organization should belong to and be involved in the International Council of Air Shows.

Why? Because, regardless of the size of your business, ICAS is your stepping stone to success. Our mission — and our passion — are to support industry professionals in reaching their full potential and to protect and promote their interests all along the way.

ICAS is the air show authority — the organizational representative for air shows, and air show performers, event organizers and support service providers — throughout the United States and Canada. From our annual convention and publications to our safety and promotional programs, ICAS is the recognized leader in the business, a central clearinghouse for information, and a comprehensive network of professionals.

Who Should Join ICAS

Whether you're an event organizer, a performer or a support service provider, your organization will become better informed and better prepared to deliver on your air show responsibilities when you join ICAS. We turn volunteers into savvy professionals; first-timers and novices into educated and confident players. That knowledge is power — enabling you to reduce your risks at every level, save money, save time and, ultimately, be more successful.

A modest dues investment of \$395 a year provides you with a wide range of benefits and membership services that is not available anywhere else. That's why such a large percentage of air show professionals in North America consider ICAS membership a prerequisite to participating in the business. And that's why most members of the air show community use ICAS membership as a benchmark for assessing the professionalism and commitment of their colleagues.

It's Who You Know

Whoever coined the phrase “it's not what you know, it's who you know,” must have been thinking about the air show business. Ours is a business that depends on relationships, contacts, personal recommendations and the lively exchange of ideas.

There is no better place to develop and foster those relationships than through ICAS. Unlike those in other industries, ICAS mem-



bers share information without reservation and use lessons learned to mentor colleagues toward greater success. ICAS provides an efficient and effective forum for air show professionals that is not duplicated anywhere else, or for anyone other than its members.

The Annual ICAS Convention: The Must-Attend Event for the Air Show Industry

When we survey our members each year, the answer is always the same: If you're serious about the air show business, you cannot afford to miss the ICAS Convention — the largest and most prestigious event in the industry.

For more than four decades, the ICAS Convention has been the organizational rallying point for the air show community — the one event each year where newcomers and veterans, performers and event organizers, military and civilian colleagues get down to 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 300 exhibit booths. Whether you're buying, selling or just browsing, the ICAS Convention exhibit hall provides the performers, services and products that you need to run your event.

Our education program offers an exclusive curriculum for air

ICAS Membership is your stepping stone to

show professionals at every level of experience. Focused on issues critical to your business — safety, sponsorship, management, marketing, finance and more — it's designed to send you home more informed, more effective and more successful.

And, perhaps most importantly, the structure, pace and schedule of the ICAS Convention continues to emphasize the importance of shaping and continuing relationships with your colleagues. Long before it was recognized as a premier educational and business opportunity, the ICAS Convention was known as the place to meet and learn from other air show professionals.

The ICAS Convention. It's where business gets done, professional education is facilitated and long-lasting relationships are forged ... and your ICAS membership allows you to be part of it.

Air Shows: The ICAS Quarterly News Magazine

Air Shows is the only industry publication that provides important editorial and commentary specifically designed to help you run your air show business better. And it's your membership in ICAS that allows you to receive it.

With a well-deserved reputation for exciting graphics, professional writing and thought-provoking subject matter, *Air Shows* brings ICAS members full-length editorial features, profiles, regular articles and opinion pieces that arm you with the information and tools necessary to continually enhance your business.

What's more, *Air Shows* provides advertising opportunities that engage beneficial relationships between our buyers and sellers. All delivered four times a year, right to your door.

The ICAS Academy: An Air Show Classroom

Research indicates that a significant number of ICAS members already attend their colleagues' shows to get new ideas, study different methods of operation, and watch performers they might not otherwise see. The ICAS Academy formalizes that process — at a level of access that cannot be obtained independently.

Each year, one of North America's finest and most well-organized shows opens its doors to provide unparalleled access to a small delegation of ICAS members; an opportunity for them to see, close up, just what makes a successful air show tick. From budg-



ets, marketing materials and sponsorship solicitation strategies, to performer and concession contracts, emergency response and security plans, and organizational and logistical procedures, this weekend workshop immerses participants in the operational depths of these successful member shows, providing hands-on experience that cannot be duplicated. And it's an exclusive opportunity available only to ICAS members.

Marketing Data and Tools to Help You Develop Sponsors

ICAS is committed to helping both air show event organizers and performers educate corporate North America on the benefits of sponsorship.

Whether it's the detailed results of our professionally administered and independently certified biennial Air Show Spectator Survey or the valuable comparative information produced by our annual survey of event organizers, ICAS provides you with a steady stream of qualitative and quantitative information that is, quite simply, not available to anyone but ICAS members.

We supplement that with our detailed demographics brochure, *Marketing in the Thrill Zone*, complemented by our Marketing DVD.

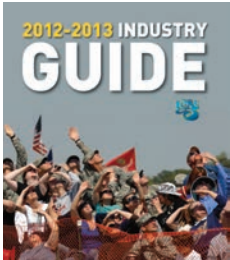
The Air Show Community's Strongest Training and Education

In addition to the variety of highly attended, all-inclusive education sessions and workshops, the ICAS Convention offers ICAS members special seminars that are targeted to address your specific needs as an air show professional. From our exclusive Air Shows 101: Air/Ground Operations Training, which includes emergency response and security preparedness, to our sponsorship seminar, and Air Boss 201: Advanced Air Boss Workshop, ICAS is the unchallenged leader in providing educational programming that addresses the most pressing issues and newest developments in the business.





success in the air show industry.



The Air Shows Industry Guide: Your Link with the Community

The ICAS Industry Guide is your link to who and where your peers, vendors and prospective customers are and how to get in touch with them. Referred to by many members as the “air show bible,” the information in this invaluable day-to-day reference directory is cross-referenced several different ways and published in a sturdy format that makes it easy to carry along on trips and to air shows.

Fast Facts® News Information Service and Operations Bulletin Safety Newsletter Keep You Plugged In

Many ICAS members believe that Fast Facts® alone is worth the cost of membership, because you can't afford to be behind the curve when world events impact your business or developments in the industry affect your colleagues.

Making effective use of internet technology, the ICAS Fast Facts® News Information Service provides timely, proactive news releases twice a month that keep you tuned into time-sensitive developments in the air show safety or regulatory environment and ICAS-related news or updates. This concise, timely summary of what's happening in the air show community is available exclusively to ICAS members.

The ICAS Operations Bulletin Safety Newsletter, distributed by the ICAS Director of Operations, keeps members up to speed on various safety initiatives while promoting safety to the top-of-our-mind awareness.

Promoting the Industry to the Public and Corporate North America

When companies need exposure at air shows, they call ICAS. As the internationally recognized air show authority, ICAS speaks on behalf of the industry ... passionately, continuously and knowledgeably. We promote the many virtues of air shows as safe, quality family entertainment that hold enormous opportunity for both the public and corporate North America.

ICAS will facilitate involvement at the levels identified by the prospective sponsor. As a member, you stand to benefit directly and/or indirectly as ICAS demonstrates that air shows are an effective, attractive and efficient marketing opportunity for North American businesses.

Your Voice in Washington, D.C. and Ottawa, Ontario

With headquarters in Northern Virginia, ICAS is exceptionally positioned to represent the air show industry's interests in Washington, D.C. and Ottawa, Ontario.

As the oldest, largest and most widely recognized air show association in the world, ICAS puts its reputation to work for you every day. With the FAA and Transport Canada Aviation, and the U.S. and Canadian military, ICAS members benefit from our more than 40-year history and the leverage generated by nearly one-thousand professionals speaking with a common voice.

Whether meeting with legislators or negotiating with regulatory agencies, ICAS ensures that your interests and concerns get the attention and consideration they deserve.

You're Welcome to Learn from Your Own Mistakes ...

...But membership in ICAS saves you time, money and the headaches that come with reinventing the wheel in a business that already has a lot of lessons to share.

You'll develop valuable contacts that can keep you from committing the same mistakes they did. You'll discover more effective methods of operating from colleagues who tried it the hard way first. And you'll gain instant access to the wide body of knowledge that can help you start out right and finish even better.

For these reasons and one-hundred more, ICAS membership puts you in a better position to succeed.

