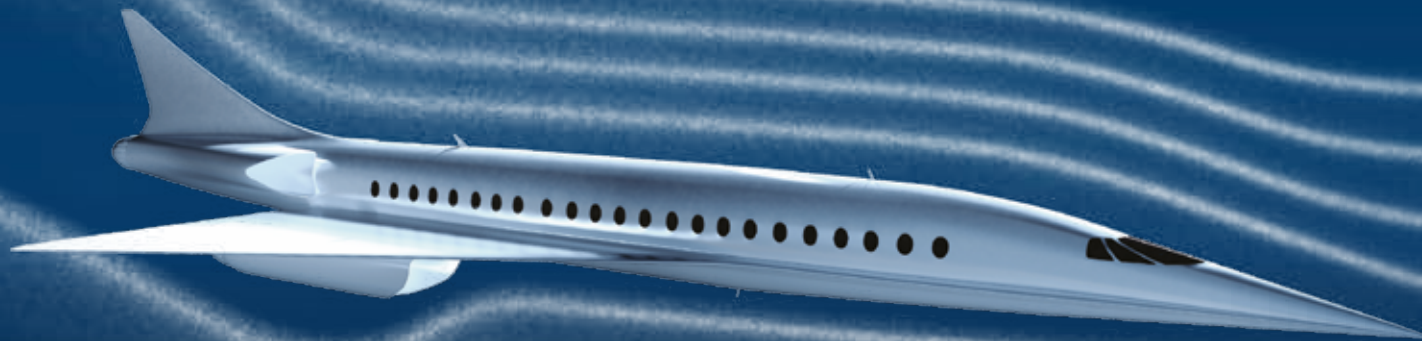




**FARNBOROUGH**  
INTERNATIONAL

**AIRSHOW**

**16-22 JULY 2018**



**The future starts here**

**Sales brochure**



# Welcome



**he orders and business generated at the Farnborough International Airshow (FIA) are often a barometer for the state of the global aerospace industry and the 2016 edition was no exception. Commitments**

**for commercial aircraft were as forecast, while engines remained buoyant with airlines placing orders for the aircraft they purchased some time ago. The strength of the MRO sector was also evident with a number of deals confirmed at the show.**

Despite post-Brexit fears, the UK MoD also confirmed its commitment for nine P-8 Poseidon aircraft and 50 Apache Helicopters. The introduction of the Volga Dnepr's Cargo Village reflected growing demand in the air cargo market.

Being the largest industry event on the aerospace calendar in 2016, the show was also a major opportunity to showcase new aircraft. Alongside the much anticipated F-35 Lightning II, the show saw debuts from nine new aircraft including Boeing's 737 MAX, Bombardier's C Series and aircraft from Embraer, HondaJet, Diamond and Gulfstream.

Alongside our largest ever international participation and delegations programmes, the show can ultimately be deemed a success. Despite the torrential rain that attempted to dampen spirits on the first day of the show, orders and commitments generated at the show totalled some \$124bn.

As we embrace the new political climate, we will watch with interest how the aerospace industry reacts. No matter what, in 2018, the Farnborough International Airshow will once again be

the global shop window for the UK and international aerospace industry. In planning the show, our core focus is to facilitate business, responding to industry trends to develop new features that will enhance our show's content even further.

Central to this ethos has been the development of facilities at the Farnborough International Exhibition & Conference Centre venue. In 2018 we will open our new permanent Hall 1 to our airshow customers. Furthermore, we are making some fundamental operational changes to ensure the entire show is fit for purpose for our exhibitors.

Please take a look through this brochure for further details about the Farnborough International Airshow and the opportunities it presents for your business. We look forward to welcoming you to Farnborough in 2018.

## **The Farnborough Airshow Team**



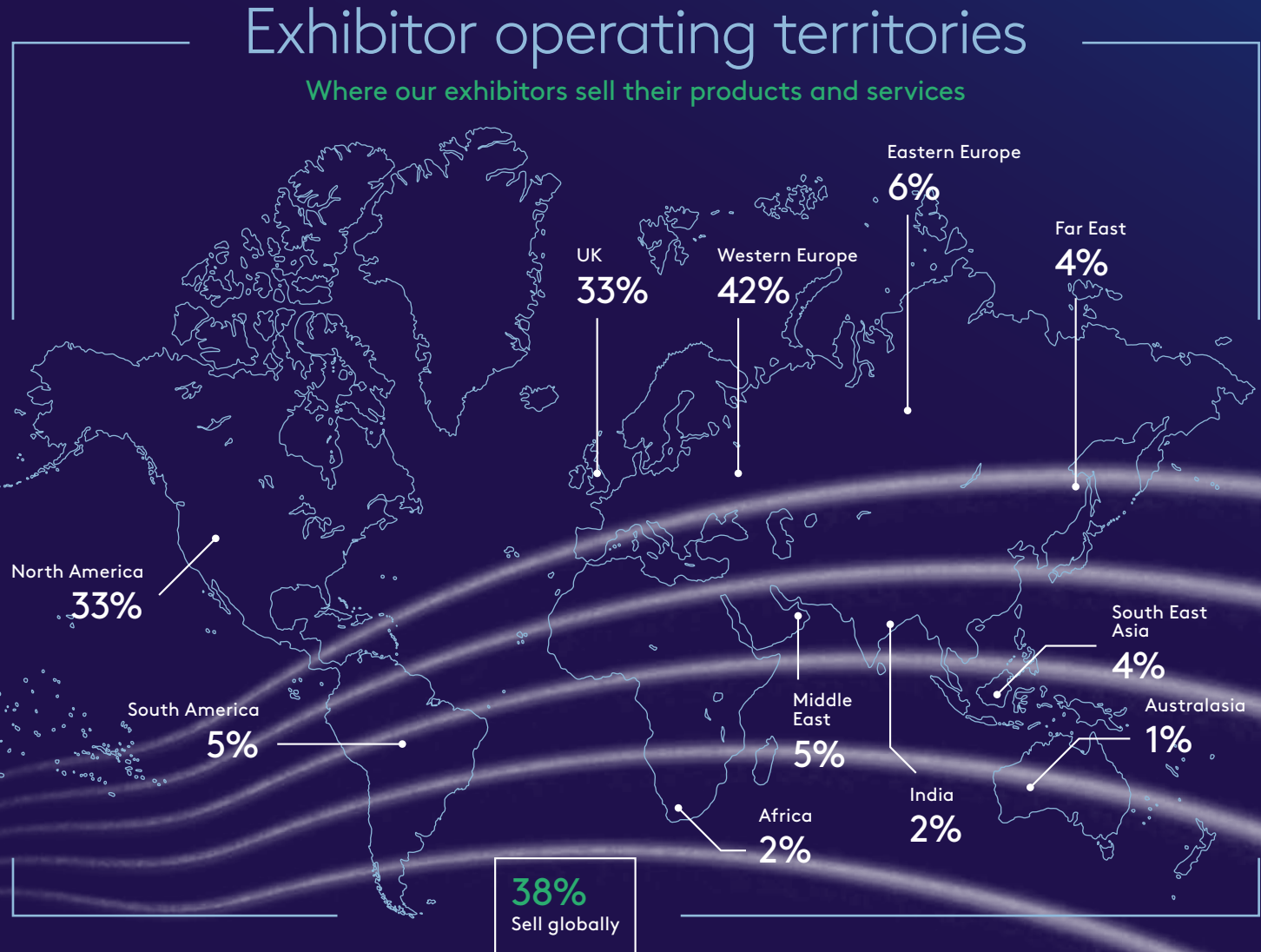


# It starts at Farnborough

Exhibitor profile

\$124  
Billion

orders and  
commitments  
placed during  
FIA2016



More than  
**1500**  
exhibitors  
from **52**  
countries

**71%** of  
exhibitors  
were from  
outside  
the UK

Showing a true  
global offering

**Exhibitors  
Top 5  
objectives for  
participating  
at FIA:**

- ① Generate new sales leads
- ② Promote company
- ③ Meet existing clients
- ④ Industry networking
- ⑤ Meeting Delegations

Statistics taken from Farnborough International Airshow 2016

**81** OF  
THE  
**TOP 100**

AEROSPACE COMPANIES  
PARTICIPATED AT FIA 2016

**1451**

accredited media  
from across the globe  
including broadcast,  
print and online.

(with **25,450 media  
mentions of FIA16 during  
the trade week**)

## Who should exhibit?

FIA showcases sectors from  
across the aviation industry,  
including:

Aircraft / Manufacturing	Interiors / Aircraft Interiors
Aircraft Systems	IT
Airframe Components	Landing Gear
Associations	Leasing and Finance
Avionics	Machining
Cargo	Maintenance / Repair / Overhaul
Clean Tech	Manufacturing
Consultancy Services	Materials & Components
Defence Systems Equipment	Rotary
Distributions	Safety & Rescue Systems
Engine Component / Controls	Secure Communications
Engine Manufacturing	Skills Training
Flight Control Systems / Switching	Space / Space Systems
Government	Supply Chain Management
Ground Handling / Ground Support	Unmanned Aerial Systems (UAS)



## Trade Visitor profile

FIA puts you in front of the right people, with

# 73,000

trade visits at FIA 2016

FIA always has and always will be a truly international affair, attracting trade visitors from

# 72 countries

**86%** of trade visitors agree that FIA brings the very best of the global aerospace industry together and facilitates unique networking opportunities

**81%** rated the exhibitor base as excellent or good

**79%** of visitors rated their experience as either excellent or good

**76%** said that it was important for their business to attend FIA

**73%** of visitors have authority to make, or influence, purchasing decisions

**47%** of visitors had not visited another aerospace exhibition in the last 2 years - FIA delivers a large and unique audience for your business

Average company size:

# 657

employees

### What are Trade Visitors interested in?

- Meeting potential / new business partners
- Networking with colleagues across the industry
- Keeping up to date with new products and innovations
- Obtaining product information / industry literature
- Visiting existing partners
- Getting to the forefront of market trends
- Seeing a specific business supplier/s
- Finding a specific product / service
- Looking for a job / career development



# Delegations Programme

Our Delegations Programme was established to enable exhibitors from all tiers to engage with key decision makers and influencers from the industry.

We invite a targeted global list as guests of FIA, including defence ministers and military chiefs, under our Military Programme, as well as senior airline personnel and government ministers, under the Commercial Programme. We then facilitate these meetings for you.

From 2014 to 2016, we have experienced a staggering **123% increase** in Civil Delegation participation

93

MILITARY DELEGATIONS FROM 63 COUNTRIES

20%

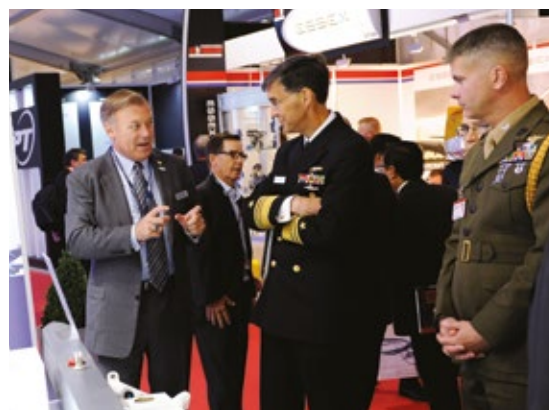
INCREASE IN EXHIBITOR MEETINGS SINCE 2012

31

CIVIL DELEGATIONS FROM 17 COUNTRIES

55%

INCREASE IN EXHIBITOR MEETINGS SINCE 2012



# Networking

The networking opportunities at FIA are nothing short of outstanding, enabling your business – whatever its size – to get in front of those that really matter.

At a supply chain level, the unique 'Meet the Buyer' programme is one of the show's most popular features; a service which has led to thousands of new introductions and millions of dollars' worth of business leads.

At FIA 2016 there were

1680

Meet the Buyer meetings

with hundreds of suppliers spending time in front of key buyers from across the globe

We have multiple meeting rooms and facilities including on-floor seminar theatres, alongside dedicated conference and seminar areas. We can help you satisfy all your meeting and networking requirements, enabling you to harness every opportunity at FIA.

# Top 10 reasons to attend FIA 2018



1

## MEET THE INDUSTRY FACE-TO-FACE

With key organisations and global influencers all under one roof, FIA provides plenty of opportunities to meet the industry face-to-face. From the unique 'Meet The Buyer' programme to conferences, FIA is where you will forge valuable business connections.



3

## UNRIVALLED DELEGATIONS PROGRAMME

FIA provides a comprehensive Civil and Military Delegations Programme that allows our exhibitors to engage with key decision makers and influencers.



2

## OUTSTANDING NETWORKING PROGRAMME

Our Welcome Reception brings over 1,000 industry professionals and VIPs together for the leading networking event of the show, complete with keynote speeches from government and trade.

4

## AN INTERNATIONAL SHOP WINDOW

FIA welcomed exhibitors and visitors from 76 countries in 2016, including 23 International Pavilions, which provided an exciting opportunity for organisations of all sizes from across the globe to participate in the show and secure new export sales.

5

### INNOVATIVE EXHIBITION SHOWCASES

With networking at the heart of what we do, FIA has developed more features, including The Space and Innovation Zones, to allow visitors even greater networking opportunities in emerging sectors.

6

### SHOWCASING UK BUSINESS

FIA 2018 will be pivotal for our parent company, ADS in encouraging UK businesses to exploit opportunities and maintain the UK aerospace industry's leading position on the global stage.



7

### THE HOME OF AVIATION

Since the first powered flight in Britain, Farnborough itself represents a long history rich in pioneering heritage; where visionaries meet cutting edge innovation.

8

### THE IDEAL LOCATION

Located at the Farnborough Airport, which is close to London and steeped in pioneering aviation history, FIA is continuously evolving and in 2018 will open the doors of its new iconic Hall 1 exhibition and conference centre.

9

### FUTURES DAY

Futures Day is our STEM (science, technology, engineering and maths) outreach programme, designed to inspire the next generation to enter a career in aviation. With talks and educational activities, it is an ideal opportunity for exhibitors to engage with the future aerospace generation.



10

### FLYING AND STATIC AIRCRAFT SHOWS

Farnborough's unique setting provides a natural arena to showcase the capabilities of military and commercial aircraft. It is therefore no surprise that so many of aviation's biggest names have chosen FIA to debut their latest innovations to its captive audience.

# Show features

In 2016 we welcomed over 1,500 exhibitors to FIA; each with their own specific needs and objectives to meet. We've become experts at helping businesses maximise their show experience and our dedicated Sales Team work with diligence and care to assist everyone in meeting and exceeding their expectations.

## DELEGATIONS

All exhibitors, including SMEs, can take advantage of the comprehensive International Civil and Military Delegations Programme, which has rapidly grown since its inception in 2012.

Personal introductions to key decision makers and influencers, not generally accessible to the open market, are facilitated putting you directly in front of the right people.

## MEET THE BUYER

This is one of the most popular features of the show, enabling suppliers to meet face-to-face with global decision making buyers; appointments they may otherwise not have had the opportunity to make.

## FLYING/STATIC DISPLAY

FIA provides companies with unique opportunities to showcase their aircraft. Take to the skies as part of the flying display which takes place each afternoon, or let visitors see your aircraft up close at the static aircraft park.

To find out more about participating in the static or flying displays, please contact [flightops@farnborough.com](mailto:flightops@farnborough.com)

## CARGO VILLAGE

Following the renewed growth that the air cargo sector has witnessed in recent years, the Cargo Village was introduced at FIA16 to great success. Set to return to FIA18 to showcase this exciting sector, the Cargo Village at FIA provides a dedicated static display area to carry out demonstrations and showcase capabilities.

## INTERACTIVE PRODUCT SHOWCASE & SPOTLIGHT EXHIBITORS

We are pleased to announce the introduction of our **Interactive Product Showcase** at FIA 2018. The Showcase has been designed to provide companies with maximum exposure of their products using a fully immersive experience from within the exhibition halls.

Here at FIA we pride ourselves on championing the pioneers of emerging innovations. If your company is planning on debuting any revolutionary and ground-breaking technologies at the show, speak to a member of the team about how we can make you one of our **Spotlight Exhibitors**.

To find out more about the Interactive Product Showcase or Spotlight Exhibitors, please contact Simon Ford: [simon.ford@farnborough.com](mailto:simon.ford@farnborough.com)



## WELCOME RECEPTION

The Welcome Reception offers further exceptional networking opportunities for more than 1,200 fellow industry professionals, government officials and international delegations. This prestigious reception provides an ideal setting to informally meet with key decision makers, make referrals and exchange business leads at the very start of the busy Farnborough week.

## FINN

### **'Where Ideas Take Flight'**

FINN (Farnborough International News Network) is the new digital content hub for the global aviation community launching in May 2017.

FINN will be producing FINN Live at FIA18, providing a dynamic mixture of video interviews, analysis and opinion from aerospace industry leaders and innovators across the onsite screen network and digital channels at the Airshow.

As part of this, we will be hosting the **'FINN Sessions'**, which will provide a forum to share and discuss the major topics and trends affecting the aerospace industry today and in the future.

The aerospace industry is continually evolving as the sector responds to changing demands. From unmanned systems, additive manufacturing or clean technologies, the FINN Sessions will feature thought-provoking talks, panel discussions, seminars and key note speakers to educate, challenge current perceptions and provide ideas for the future.

The **Innovation Theatre** in Hall 3 will focus on new technologies and innovations in flight while the **Insight Theatre** in Hall 4 will look at major topics affecting the aerospace agenda today, such as the future of super-sonic travel and space tourism to new markets and growth strategies.

Furthermore, some of the seminars will be CPD accredited giving attendees a valuable opportunity to enhance your personal skills and proficiency and furthering your career.

## SOCIAL MEDIA

With an ever-discerning global audience, FIA reaches out to its growing 70,000 followers with up to the minute Tweets, Facebook and YouTube posts. Here we share the latest show news and give our exhibitors and the aviation industry a voice and platform to share their latest updates. Use the hashtag #FIA18 to join the conversation.

## EVENTS DIARY

The Media Centre is the hub for the thousands of national and international journalists that attend FIA. It is at this epicentre that the diary of press conferences and events is managed, on behalf of our exhibitors. All details provided to the Media Centre can be shared, far and wide, by our FIA Communications Team, giving you another excellent opportunity to get your news out to those that really matter.

## CONFERENCES & WORKSHOPS

Located in the new Hall 1, the Media Centre comprises a number of conference rooms with seating for up to 180 people. With full AV capabilities and on-site support, the rooms can host your press conferences, company announcements, seminars or workshops. The FIA Comms teams will assist you with your room requirements, catering and promote your event through its events diary.



# Exhibiting options



## SHELL SCHEME STANDS

A cost-effective, off-the-shelf exhibiting solution.

**Great for:** SMEs, first time exhibitors, international exhibitors or those wishing to take a smaller stand.

- Available in 9, 12, 15 or 18sqm sizes
- Customisable with graphics
- 'Premium' package with furniture included available
- 'First Time Exhibitor' package available

From £4,273



## SPACE ONLY

Make a splash with a high impact, bespoke self-build stand.

**Great for:** National Pavilions, product showcases, stands with integrated meeting rooms or on-stand hospitality.

- Build your own bespoke stand using your own dedicated contractor
- Option to add additional upper level
- Min. requirement of 48sqm

From £311 per sq m





### OUTDOOR EXHIBITION SPACE

Create your own exhibit outside of the halls.

**Great for:** Larger exhibits, outdoor equipment, bespoke feature areas.

- Option to supply your own building
- Min. requirement of 15sqm

From £136 per sq m



### CHALETS

Enjoy unrivalled views of the flying display in your own private hospitality environment.

**Great for:** Hosting clients in an exclusive, VIP environment, viewing the flying display.

- All chalets include a private balcony
- Single or double storey units available

From £36,729 per unit

# Sponsorship and Advertising

As the largest meeting of key industry professionals in the aviation calendar, FIA has developed a packed portfolio of unique sponsorship and advertising prospects to enhance your time at the world's premier airshow.

Choose from a range of opportunities including trade gate and entrance branding, café sponsorship, on-site guerrilla marketing or strategic and dynamic website to reach your target audience before they even step on site.

We can also help you design your own bespoke packages; tailor-made to suit your requirements, whether you're looking to raise brand awareness, motivate and engage with key stakeholders or reinforce brand positioning. Speak to the team to explore all the options available and let us help you capitalise on every opportunity.

**Maximise the impact of your presence at the show by selecting a sponsorship offering from one or more of the following categories:**

- Brand Enhancement
- Networking & Hospitality
- Thought Leadership
- VIP
- Billboard & Digital Advertising

**To find out more, contact**

**Lara Day**

Sponsorship Sales Manager

Lara.Day@farnborough.com

+44 (0) 1252 532 854







F35.COM

# Meet the team

Our team is highly specialised within the aviation industry, developing exceptional relationships with our clients over the years. We can tailor your package based on your business needs and will work with you every step of the way.

We work openly and collaboratively and foster a 'can do' approach with a bias towards saying 'yes'. We take immense pride in delivering you only the very best.

We're a spirited business and our limitless energy and perseverance is second to none. Our team brings people from across the globe to the home of aviation, where business gets done and relationships are fostered for life.



**Amanda Stainer**  
Commercial Director



**Simon Ford**  
Head of Sales & Sponsorship



**Kelly Semple**  
Sales Manager



**Joe Muir**  
International Business Development Manager



**Helen Watt**  
Exhibition Sales Assistant



**Jenny Du**  
China Commercial Manager



**Lara Day**  
Sponsorship Sales Manager



**Victoria Roberts**  
Sponsorship & Advertising Executive

## Sponsorship team

### International Representatives

**Russia:**  
Alex Velovich  
Tel: +7 910 400 0225  
a.velovich@gmail.com

**Germany:**  
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Tel: +49 30 61 78 43 0  
ks@ecm-berlin.de

**Ukraine:**  
Igor Dumkin  
Tel: +33 6 95 91 08 08  
igor.dumkin@mail.ru

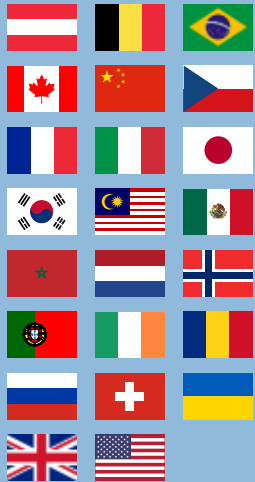
**India:**  
Cdr. AJB Singh I.N. (Retd)  
Tel: +91 160 2286 704  
ajbsingh1@gmail.com

**Luxembourg:**  
Sibylle Courtois  
Tel: +33 1 56 95 17 36  
sibylle.courtois@otsa.net

## National Pavilion Organisers

By taking a stand within your country's pavilion, you'll have access to a host of facilities and services from your pavilion organiser. 23 national group stands participated at the Farnborough International Airshow 2016 representing a total of 729 companies.

Visit our website for a complete list of our National Pavilion organisers.



*"Well organised and laid out, as always – and even the extreme weather couldn't spoil it."*

*"Essential for global business liaison."*

*"Ideal place to network and see new products."*

*"Great opportunity for networking."*

*"Best opportunity to meet the industry in a single place."*

*"Very professional environment with flourishing opportunities for business."*

*"Comprehensive displays ranging from SMEs to OEMs with neat facilities for discussion and viewings."*

*"Best venue for meeting large numbers of industry professionals in a short time."*

*"The FIA team does a tremendous job of executing such a complex event. We particularly appreciate the flexibility they exercise when it comes to meeting our particular requirements. It's a first-rate team delivering a first-rate affair."*




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[farnboroughairshow.com/trade](http://farnboroughairshow.com/trade)

 /FarnboroughAirshow

 @FIAFarnborough