



FLY

ABOVE EXPECTATIONS



ASIA'S LARGEST AEROSPACE AND DEFENCE EVENT


**SINGAPORE
AIRSHOW
2020** 11-16 Feb



SINGAPORE AIRSHOW

Asia's Top International Event For Aerospace And Defence Business

Over the decade, Singapore Airshow has established itself as Asia's largest and one of the world's most important aerospace and defence events. On this exciting stage, industry players from around the globe converge to tap into new opportunities, forge new partnerships, and make new deals in Asia.

Singapore Airshow remains in the spotlight on the global aviation and aerospace calendar. Held in the heart of Asia Pacific, the biennial event is a key gateway to the thriving markets in the region. With the industry stakeholders under one roof, Singapore Airshow presents extensive opportunities for networking, collaborations and exchange, and is recognised as an all-important strategic platform that helps propel businesses forward.

Each edition, Singapore Airshow outdoes itself with new milestones, impressive records of trade visitors and high-level delegations. We are delighted to see both returning and new exhibitors and international delegations, many from the Asia Pacific region. These are testaments to the remarkable credentials and immense value the show is bringing to the industry.

In advancing the global aerospace and defence sector, Singapore Airshow also offers a unique platform for industry thought leadership and innovation showcase through its high-level Conference, Business Forums, Start-up Showcase and Education Day.

As always, each edition of Singapore Airshow is thoughtfully planned and strategically curated to reflect current industry trends and to let every participant enjoy a dynamic and fruitful experience. Looking forward to Singapore Airshow 2020, we will continue this endeavour to foster advancements in the global aerospace and defence sector.

We hope you will be a part of Singapore Airshow 2020 as a valued exhibitor!

SINGAPORE AIRSHOW

Asia's Biggest for Aviation's Finest

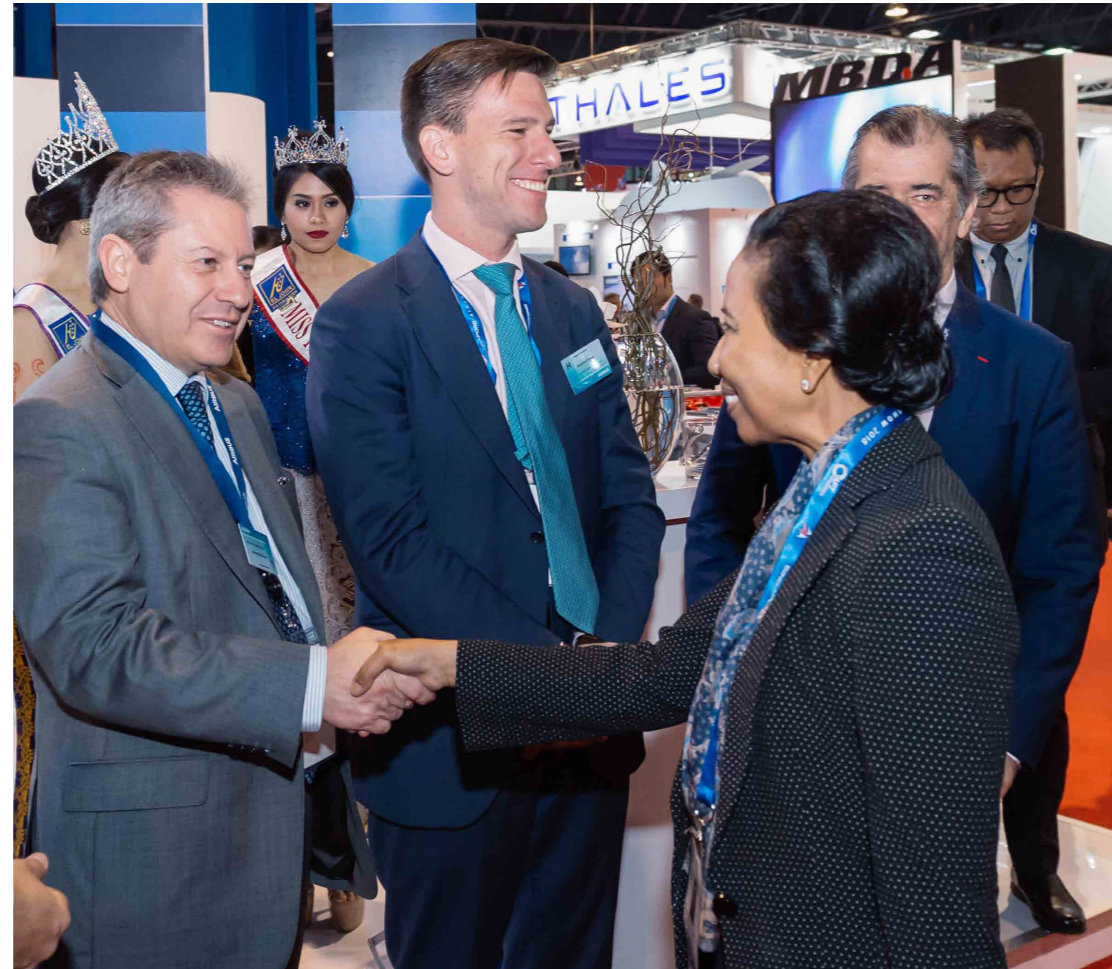
54,151 trade attendees from 147 countries and regions
(12.3% increase over the last event)

1,062 participating companies from 50 countries

287 VIP delegations from 91 countries and regions

816 accredited media representing 255 media outlets

1,464 exhibitor-delegation meetings



Why Exhibit?

Reinforce your presence on a global stage

Singapore Airshow has established itself as one of the most definitive platforms for the global aviation, aerospace and defence community. Reinforce your presence to a truly international audience on this meeting ground.

Access Asia Pacific's wealth of opportunities

Asia Pacific presents immense potential and opportunities that propel the industry forward. Singapore Airshow, held at the aerospace hub of the region, allows perfect access to this flourishing growth. Capitalise on this neutral platform and ride on the business wave.

Connect directly with top-level decision makers

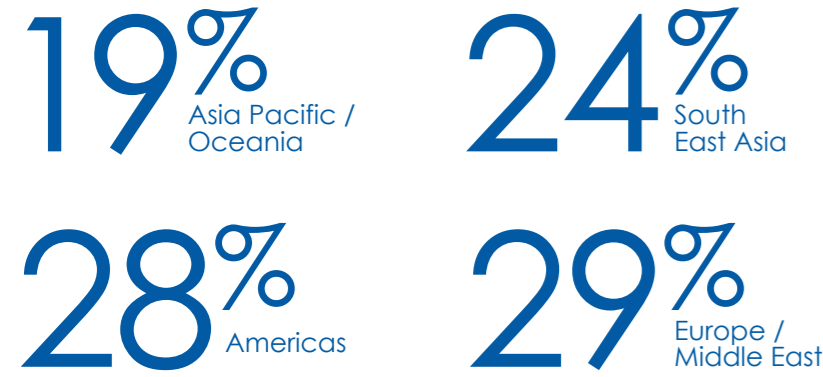
Bringing together Asia's largest international network of senior commercial, government and defence delegations, Singapore Airshow is your chance to build relationships with the people who matter to your business.



Who Should Exhibit?

- | | |
|---|---|
| Additive and Aerospace Manufacturing | GPS and Remote Sensing |
| Aeronautical Systems and Services | Ground Control Systems |
| Aerospace Metals and Materials | Ground Support Equipment |
| Air Defence Systems and Equipment | Helicopters |
| Air Traffic Control Systems and Equipment | Imaging, Vision and Camera Systems |
| Aircraft – Business and General Aviation | Inflight Communications and Entertainment |
| Aircraft – Commercial and Military | Integrated Component MRO |
| Aircraft and Aviation Security Technology | Integrated Supply Chain |
| Aircraft Interiors | Intelligence, Surveillance and Reconnaissance |
| Airframe Design and Manufacturing | Land Defence Equipment |
| Airlines and Air Services | Launch and Recovery Systems |
| Airside and Airfield Equipment | Leasing and Financing Services |
| Armaments and Ordnance | Maintenance, Repair and Overhaul (MRO) |
| Artificial Intelligence and Robotics | Media and Publications |
| Autonomous Systems and Technologies | Missiles and Weapons Systems |
| Aviation IT and Cyber Security Systems | Network-Centric Systems and Equipment |
| Aviation/Aerospace Parts and Tools | Orbital and Sub-Orbital Flights |
| Avionics and Electronics | Parts and Components |
| CAD Systems and Services | Passenger Terminal Equipment |
| Cargo Equipment and Services | Precision Engineering |
| Catering Equipment and Services | Propulsion Systems |
| Chemicals, Coatings and Paints | Radar and Navigation Equipment |
| Communication and Surveillance Equipment | Remotely Piloted Systems |
| Composites Materials and Services | Research and Development |
| Consultants, Integrators and Contractors | Safety and Rescue Services/Equipment |
| Defence Electronics, Parts and Components | Satellite and Communications Technology |
| Drones and Unmanned Systems | Software Systems and Applications |
| Electrical and Electronics Components | Space Systems |
| Electronic Warfare | Testing Equipment and Services |
| Engines and Engine Components | Trade Associations |
| Fixed-Base Operators | Training and Simulation Systems/Services |
| Government Bodies and Agencies | Unmanned Aerial Vehicles (UAV) |
| | Unmanned Ground Vehicles (UGV) |

Exhibitor Breakdown by Region



Top Objectives for Exhibiting*

- 1 Meet new customers
- 2 Introduce new products, technologies or services
- 3 Increase sales revenue
- 4 Corporate branding

89%
met their objectives at the show



How Exhibitors Rate Us*

94% indicated intention to return as an exhibitor in Singapore Airshow 2020

98% were satisfied with the show

98% were satisfied with quality of visitors at their booth

99% rated Singapore Airshow ahead of other international shows

Singapore Airshow remains as the most important aerospace & defence show to exhibitors!



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The strategic location of Singapore Airshow is very attractive for us. It is the first time we have brought the HondaJet to Singapore. The level of interest has been phenomenal for our company that is looking at expanding strategically in markets in Asia. It was a no-brainer to come to Singapore Airshow. It is the biggest and the most influential show in the region. I don't think we could be more pleased with the results.

Aaron J. Henninger
Manager, Corporate Communications
Honda Aircraft Company

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We are very pleased to see the high quantity and quality of visitors to this event. The Singapore Airshow is a great venue for us to continue strengthening our relationships with our commercial airplanes and services customers. This is one of the premier airshows and we are very happy to be here.

Randy Tinseth
Vice President of Commercial Marketing
The Boeing Company

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*Information from the Singapore Airshow 2018 Exhibitors Survey conducted by Asia Insight Consulting Group.



“

I really like the diversity of the businesses and aerospace culture that is in the area – not only do we have a wonderful Singapore Airshow and great support from the Singaporean government, but we see the entire Asian aerospace community together growing in here. The exhibitors here demonstrate their commitment to quality, be it in commercial or military, or all the industries that support. The airshow is beautiful, clean and well demonstrated. It is a nice place to come to.

Jean-Marc Morassutti
Business Development Manager
Ryoki Tool Company

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A Convention of Industry Leaders and Stakeholders

How Our Visitors Rate Us!*

100%
Overall satisfaction with the **experience** at the event

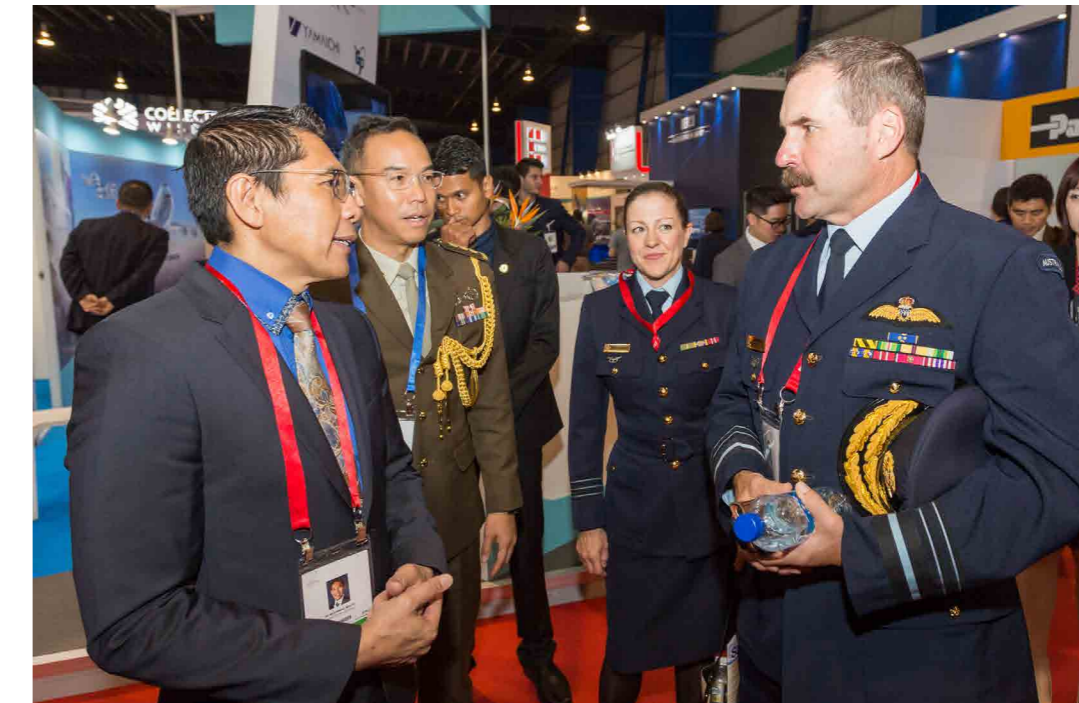
100%
Satisfaction with the exhibition, **quality of exhibitors** and **presence of market leaders**

99%
Satisfaction with the **networking opportunities**

93%
met their **objectives** at the show

98%
express **intention to visit** in 2020

* Information from the Singapore Airshow 2018 Visitors Survey conducted by Asia Insight Consulting Group.



Who Are Our Visitors?

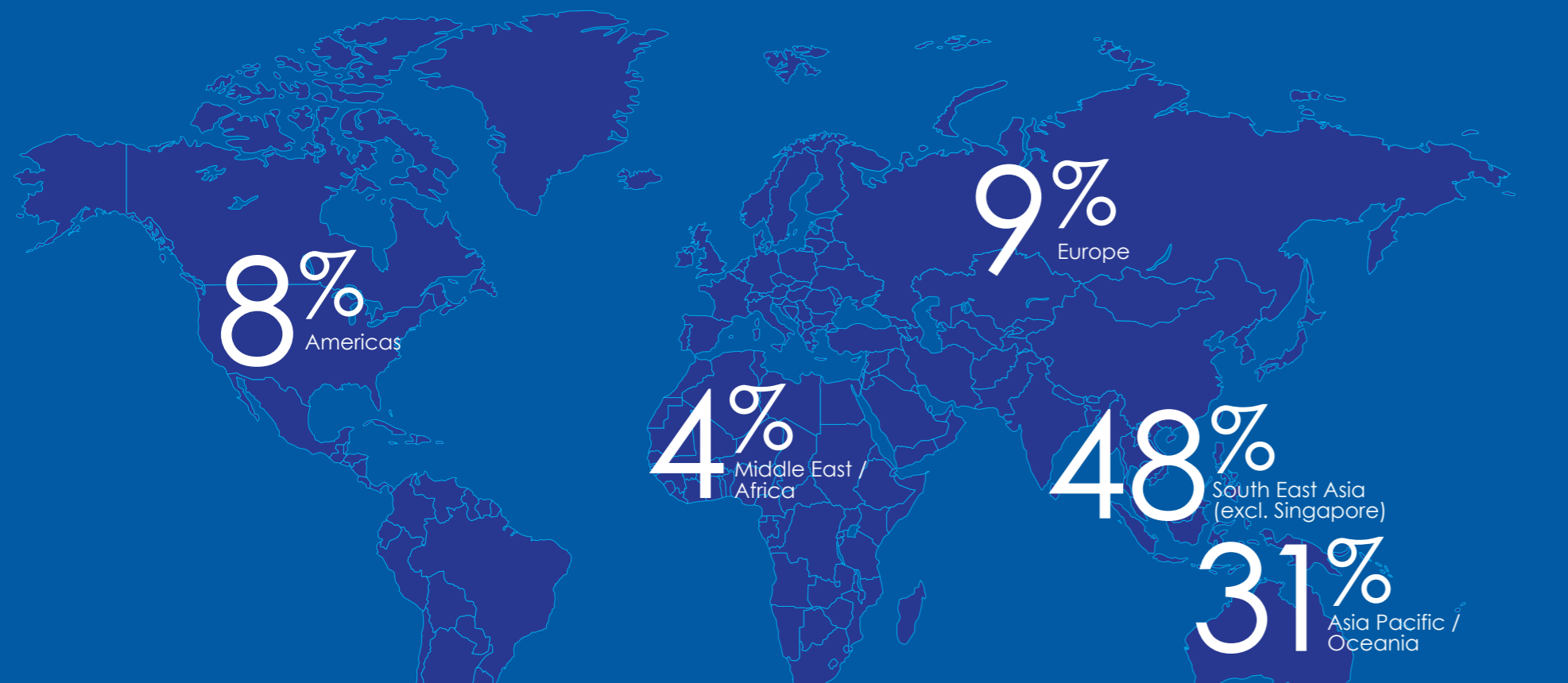
- Airlines
- Airport Operators
- Civil Aviation Authorities
- Corporate / Private Aircraft Operators
- Freight Forwarders
- Leasing / Financing Companies
- Maintenance Organisations
- Ministries of Defence & Transport
- Original Equipment Manufacturers
- Parts Distributors / Manufacturers
- Tri Services (Air, Land & Sea Forces)
- Worldwide High-Ranking Government & Military Delegations and C-Level Corporate Executives
- ...and many more!

What Are Our Visitors Interested In?

32% Aircraft (Fixed & Rotary) and Airframes	34% Avionics, Aircraft Interiors, IT and Security	25% Engines, MRO, Parts and Components	19% ATC, ATM, Radar and Navigation	20% Leasing, Financing and Aviation Services	15% Design, Engineering, Manufacturing and Testing
12% Training, Simulation and Education	30% Airport Systems and Equipment	29% Land Defence Technology and Equipment	20% Space Systems, Satellites and Connectivity	27% Unmanned Systems, Drones, Parts and Components	19% Air Defence, Security and Weapon Systems



Visitor Breakdown by Region



Visitor Breakdown by Business Activity



An International Event of Stature and Prestige

287 VIP Delegations from 91 Countries in Attendance

Commercial - Ministerial & VIP Delegations

Ministers of Civil Aviation, Transport & Communication

Including Brunei Darussalam, Bahrain, Guyana, Indonesia, Nepal, Russia, South Africa

Directors-General & President of Civil Aviation

Including Thailand, Republic of Macedonia, Nepal, Philippines, Switzerland, Malaysia, Mongolia, Vietnam

CEOs, Presidents & Chairmen

Including AirAsia, Alliance Air, Royal Brunei Airlines, Garuda Indonesia, Golden Myanmar Airlines, Jetstar Asia Airways, Malaysia Airlines, Qantas Airways, Regent Airways, Royal Brunei Airlines, Singapore Airlines, Sri Lankan Airlines, Thai Lion Air, Vietjet Air

...and many more!

Military – Ministers, Service Chiefs And Commanders

Ministers of Defence

Including Brunei Darussalam, Cambodia, China, Indonesia, Malaysia, Myanmar, Lao PDR, Thailand, United Arab Emirates, Vietnam

Service Chiefs & Commanders

Including Royal Australian Air Force, Bangladesh Air Force, Royal Brunei Air Force, Royal Cambodian Air Force, Royal Cambodian Navy, Royal Canadian Air Force, Indonesia National Defence Force, Japan Air Self-Defense Force, Royal Malaysian Air Force, Mongolian Air and Air Defence Force, Myanmar Air Force, Philippine Air Force, Qatar Emiri Air Force, Sri Lanka Air Force, Royal Thai Air Force, United States Air Force, US Pacific Air Forces

...and many more!



The show is still bringing the quality traffic that we expected. Singapore is really the focal point in the region. We always find very good synergies and engagements - this year is no different. We've been extremely enchanted with some of the visitors we've had. Singapore Airshow, as usual, is doing a very good job of inviting the various ministries and defence organisations throughout the region.

Christophe Nurit
Regional Executive Asia Pacific
Sikorsky, a Lockheed Martin Company



It has been an excellent show for us. We have met many international delegations with a very good mixture of civil and military delegations. We are absolutely impressed with the quality of visitors. We have had very high-level meetings and we are very satisfied with this exhibition.

Matthias Diem
Head of Strategy and Business Intelligence
Rheinmetall Defence



Connecting Opportunities, Driving Change & Charting the Future of Flight



Singapore Airshow Aviation Leadership Summit (SAALS) 2020

SAALS 2018 marked the largest attendance ever, bringing together 328 high-level participants from across the aviation spectrum, including top government representatives, civil aviation authorities and senior executives of airlines, airports, aircraft manufacturers and air navigation service providers.

Into its 7th edition in 2020, SAALS will once again welcome these key stakeholders in an exchange of ideas to advance the strategic interest and address the salient trends facing the aviation sector.

Flying and Static Displays

The best stage for exhibitors to showcase their assets and capabilities. Whether you are taking it to the skies with spectacular aerial performances or displaying it on ground for an up-close with visitors, the military and commercial aircrafts and exhibits never fail to be the stars of the airshow.

Emerging Technologies and Innovation Business Forum

Next-generation technologies are here to stay. The collective shift towards Industry 4.0 sees automation and the Internet of things come together in an entirely new way to enhance work processes and improve industry standards. This well received forum will focus on the industry's move towards digitalisation - how it drives greater efficiency in the areas of data management and security, robotics, industrial internet of things and artificial intelligence, and its applicability in the various sectors of MRO/Manufacturing.



Asia Business Forum

With over 8,500 aircraft in service in Asia and a large backlog of orders, Asia is set to become the largest fleet in the world, overtaking North America. The Asia Business Forum will examine the opportunities and challenges for MRO providers in the Asia Pacific region. MRO experts will share insights and key international aerospace buyers, government agencies and industry leaders will discuss opportunities, challenges, solutions and strategies in the MRO industry.

Hosted Buyers Programme

Created to facilitate business matching at the show, the Hosted Buyers Programme is an effective platform for top quality buyers from the procurement, purchasing and supply chain management divisions within the commercial aviation sector to meet with exhibitors on a pre-scheduled, one on one basis.



VIP Delegation Programme

Singapore Airshow 2018 played host to 287 high-level delegations from 91 countries and regions, marking a highest record of 1,464 meetings. One of the most pivotal features of the show, the VIP Delegation Programme brings in an impressive number of military, government and commercial delegations from all over the world, and facilitates meetings between exhibitors and the VIP delegations.



Education Day & The Singapore Airshow Aero Campus (SAAC)

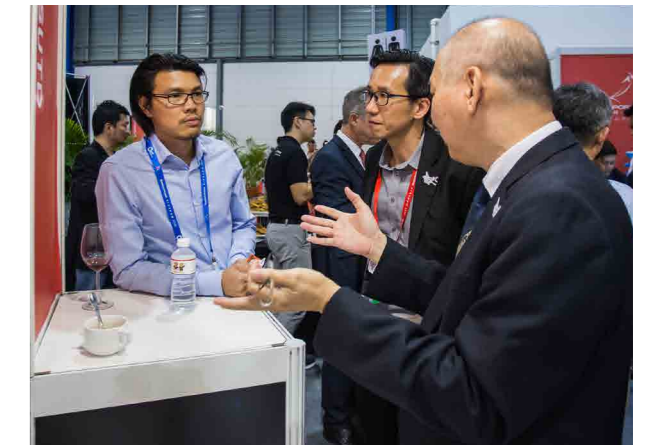
Education Day is designed to foster interest and provide insights in this multi-billion-dollar industry for tertiary students. The Singapore Airshow Aero Campus (SAAC) provides a chance for aspiring aviation professionals of tomorrow to discover more about the exciting developments in the aerospace industry, explore higher education opportunities, and embark on rewarding careers.



What's Next @ Singapore Airshow

Budding start-ups and their revolutionary technologies are shaking up the landscape across various sectors. Embracing these innovators as potential growth drivers of the industry, Singapore Airshow launched What's Next Start-up Showcase in 2018, with a focus on areas of Big Data, Artificial Intelligence, Autonomous Systems and Cyber Security. The inaugural showcase successfully featured nearly 70 start-ups from 9 countries, and will continue to offer an ideal launch-pad for aspiring entrepreneurs to showcase their latest work and products.

Beyond pitching to potential investors and accelerators, What's Next serves as a unique platform for them to interact with industry heavyweights, share ideations and establish new business development leads.



Participating Options

EXHIBITION HALL

	RATES
Raw Space (Minimum 36 sqm)	S\$1,550 per sqm
Shell Scheme (Minimum 12 sqm)	S\$1,700 per sqm

OUTDOOR EXHIBITION AREA

Outdoor Space at SADA (Minimum 36 sqm)	S\$1,000 per sqm
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HOSPITALITY CHALETs

Single Storey (70 sqm)	S\$95,000
Double Storey (140 sqm)	S\$190,000

AIRCRAFT DISPLAY (STATIC AIRCRAFT DISPLAY AREA)

Up to 3 tonnes	S\$6,000
3.1 tonnes to 10 tonnes	S\$8,000
10.1 tonnes to 25 tonnes	S\$10,000
25.1 tonnes to 40 tonnes	S\$12,000
40.1 tonnes to 60 tonnes	S\$18,000
60.1 tonnes and above	S\$22,000

REGISTRATION FEE	S\$1,000
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Sponsorship

Maximise Your Returns On Investment

This is your opportunity to join a growing list of companies and exhibitors who have made Singapore Airshow their platform for greater brand exposure. Whether it's on-site, online, or in print, we offer a selection of sponsorship options that will boost brand visibility and promote your company's participation at the event. Our team will work with you to customise a sponsorship package that meets your needs and that will deliver your brand objectives. Make the choice to capture the attention of industry leaders at Singapore Airshow today!

Why Sponsor?

1. Gain immediate recognition as an industry leader
2. Distinguish yourself and stand out from the crowd
3. Reach audiences more effectively than with other marketing tools
4. Integrate your message with the visitors' experience via sponsorship
5. Maximise ROI by attracting visitors and directing them to your booth

To learn more about sponsorship packages at Singapore Airshow, simply get in touch with us at sales@singaporeairshow.com!

BOOK YOUR BOOTH

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