



ABACE
SHANGHAI, CHINA
APRIL 12, 13, 14, 2016

**EXHIBIT AT ASIA'S
MOST IMPORTANT
BUSINESS AVIATION EVENT**

www.abace.aero/exhibit



The Asian Business Aviation Conference & Exhibition (ABACE2016) is the region's largest aviation event dedicated strictly to showcasing business aviation products and services.



THE CONFERENCE BRINGS TOGETHER OVER 8,500

business aviation leaders, entrepreneurs, and other purchase decision-makers. During this three-day event in Shanghai, a full range of business aviation companies, including new business aircraft manufacturers, operators and handling organizations, fractional providers, charter/leasing companies, maintenance and repair, pre-owned aircraft resellers and spare part companies, meet with new and existing customers and get critical business done for the year ahead.

In partnership with the Shanghai Airport Authority (SAA) and co-hosted by the National Business Aviation Association (NBAA) and the Asian Business Aviation Association (AsBAA), ABACE takes place at the Shanghai Hawker Pacific Business Aviation Service Centre. Make plans to attend and create business opportunities for the year ahead at the fastest growing business aviation event in Asia.



SHOW DATES: TUESDAY, APRIL 12 - THURSDAY, APRIL 14

Location: Shanghai Hawker Pacific Business Aviation Service Centre on Shanghai Hongqiao International Airport

Exhibit & Static Display Hours:

» Tuesday, April 12	» Wednesday, April 13	» Thursday, April 14
10:00 - 18:00	10:00 - 18:00	10:00 - 15:00



HOTEL RESERVATIONS

All reservation details for ABACE2016 will be available online in the next few months. Please check back to book your hotel accommodations: www.abace.aero/hotel.



EXHIBITOR PRIORITY DRAW DEADLINE: NOVEMBER 6, 2015

Ensure your company is included in the exhibitor priority draw and online exhibit space placement by submitting your application and payment in full by November 6, 2015. For more information, visit: www.abace.aero/exhibit.

ABACE PROFILE



8,500+

Attendees



38

Aircraft
on Static



16

Chalets



51

Countries

183



Exhibitors

ABACE Attendees

- » Represent **51 countries** from around the world
- » **76%** have an influence on the purchasing process
- » **59%** are first-time attendees

Top Five Reasons Attendees Come to ABACE:

- ✓ See the latest products and services
- ✓ Keep up to date on general industry trends/issues
- ✓ Network with vendors and colleagues
- ✓ Get technical information/specifics
- ✓ Learn if business aviation is right for their company



ABACE is a can't miss event for anyone in the Asian region whose passion or profession involves business aviation. **No other venue brings together so many business aircraft and providers of products and services** for side-by-side comparison all in one place, at one time. ”

ED BOLEN, NBAA PRESIDENT AND CEO

DISCOUNTED PRICING

ABACE management offers indoor exhibitors a special \$125 discount per 3m-by-3m indoor hangar and pavilion exhibit space reserved provided both the application and full payment are received on or before November 6, 2015. There are no discounts after November 6, 2015.



CHALET PRICING*

* Discounted pricing is available for each chalet option if application and full payment are received by November 6, 2015.

Single-Unit Chalet:

Turnkey Package: USD \$137,000

Discounted price: USD \$132,000 (\$5,000 savings)



Single-Unit Chalet

Double-Unit Chalet:

Semi-Custom: USD \$234,000

Discounted price: USD \$227,000 (\$7,000 savings)



Double-Unit Chalet, upgraded graphics

Triple-Unit Chalet:

Semi-Custom: USD \$343,000

Discounted price: USD \$334,000 (\$9,000 savings)



Triple-Unit Chalet, upgraded gable graphics

We had **great exposure, reconnected to our customer base, and expanded our message** in mainland China. ”

ABACE EXHIBITOR

EXHIBIT PRICING

Indoor Hangar and Exhibitor Pavilion

New for 2016! Premium Placement

This option offers exhibitors reserving indoor hangar or exhibitor pavilion space the opportunity to move to a higher priority status. To qualify for premium placement, this option must be selected on the exhibit application and full payment – on a non-refundable basis – must be received by November 6, 2015.



Hangar:
Shell-Scheme Single-Unit



Pavilion:
Shell-Scheme Double-Unit

DISCOUNTED PRICING THROUGH NOVEMBER 6, 2015

	Standard Placement	Premium Placement
Raw Exhibit Space**	\$4,225 per 3m-by-3m	\$5,225 per 3m-by-3m
Inline Raw Space	\$5,485 per 3m-by-3m	\$6,485 per 3m-by-3m
Shell-Scheme	\$6,720 per 3m-by-3m	\$7,720 per 3m-by-3m

**Note: A minimum of 36 square meters (6m-by-6m) is required to reserve Raw Exhibit Space.

The discounted pricing provided is valid for exhibitors submitting their application and full payment by November 6, 2015. After November 6, pricing will increase by \$125 per 3m-by-3m.

Static Display of Aircraft

Ramp Space: USD \$47.50 per square meter reserved

Static display space is calculated on an aircraft-by-aircraft basis based on the aircraft length and wingspan dimensions. For exhibits featuring multiple aircraft, the space required for each aircraft (length times wingspan) should be added to determine the total amount of space required. Ancillary charges for services to support the static display exhibits (including towing) will be billed separately.

Visit www.abace.aero/exhibit for a complete breakdown of aircraft movement fees, which are determined based upon the size of the aircraft.

Value Added Tax (VAT)

The Chinese Tax Authority requires that ABACE collect and remit Value Added Tax (VAT) on all ABACE prices. The VAT rate is 6.7% and will be added to the exhibit space invoice. In some cases, exhibitors may be able to deduct the VAT paid to ABACE from their VAT remittance to the Chinese Tax Authority. Exhibitors are advised to consult their tax advisors for further guidance.

Attendees' Influence on Company Purchasing Decisions:

51% Evaluate and recommend one or more products/services for purchase

18% Specify suppliers

16% Have final say in purchase decisions

Attendees' Job Functions:

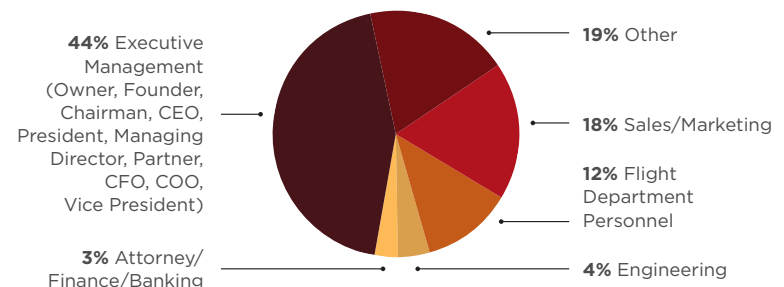


EXHIBIT SPACE PRIORITY DRAW & EXHIBIT SPACE PLACEMENT

The ABACE2016 priority draw and live, online exhibit space placements will be held between January 13 and January 15, 2016, to allow exhibitors to select their preferred stand locations based on available space. Exhibitors will work with ABACE exhibit staff on conference calls to review ABACE floor plans online in real time and to select their exhibit space.

To be eligible for the live exhibit space priority draw, exhibitors must submit their applications and payments in full by the November 6, 2015 deadline. Email notifications will be sent to exhibitors after the November 6 deadline.

EXHIBITOR RULES & REGULATIONS

- All exhibitors must be members in good standing of either NBAA or AsBAA.
- All payments for ABACE are non-refundable and non-transferable. If indoor exhibit space is not occupied by 15:00 on Monday, April 11, 2016, ABACE management will consider it canceled by the exhibitor with no refund or transfer of payment.
- ABACE2016 exhibitors must occupy and staff their exhibit space during all exhibit hours on all three days of the show. The ABACE2016 exhibit halls will close at 15:00 on the last day of the show, Thursday, April 14, 2016.
- Exhibitors dismantling prior to 15:00 on April 14, 2016, may be ineligible for the ABACE2017 exhibit space priority draw and will be subject to early tear-down penalties of USD \$6,400.

For a complete list of exhibitor rules & regulations, please visit: www.abace.aero/exhibit.



EXHIBITOR INFORMATION

The most up-to-date exhibitor information will be available online at www.abace.aero/exhibit, including:

- Exhibitor pricing
- Exhibitor Service Kit, including pricing for all items to support exhibits
- Detailed floor plan
- Priority draw and exhibit space assignment procedures
- Exhibitor rules and regulations
- Media relations and other marketing resources

SPONSORSHIP OPPORTUNITIES

ABACE2016 provides high-visibility sponsorship options that will place your brand in front of key customers, decision-makers and influencers. To provide maximum publicity for your company to the expected 8,500+ attendees, contact sponsorships@abace.aero.



I learned about **new aircraft, new products, new technologies, new services and new aircraft facilities** – the experience was very rewarding! ”

ABACE ATTENDEE

Top Reasons Why Exhibitors Participate at ABACE:

85% Obtain new sales leads

80% Maintain image, presence, and/or awareness

80% See existing customers

36% Make sales at the show



#1 show for business aviation in Asia! ”

ABACE EXHIBITOR

ABACE2016 FLOOR PLAN

Floor plan is subject to change and the most updated version will be available on the ABACE website at www.abace.aero/exhibit.



EXHIBIT CONTACTS

Indoor Exhibits

Hangar/Pavilion Exhibits & Chalets

Maureen Cameron, NBAA Director, Exhibits
mcameron@nbaa.org | +1 (202) 783-9453

Exhibitors, A-M

Rhonda Hughes, NBAA Manager, Exhibits
rhughes@nbaa.org | +1 (202) 909-5941

Exhibitors, N-Z

Rachel Thomas, NBAA Manager, Exhibits
rthomas@nbaa.org | +1 (202) 478-7760

Chalets & Exhibits 36 Square Meters or Larger

Linda Peters, NBAA Vice President, Exhibits
lpeters@nbaa.org | +1 (202) 783-9368

Static Display of Aircraft

Joe Hart, NBAA, Director, Static Displays & Regional Forums

jhart@nbaa.org | +1 (202) 783-9456

Tracy Tippett, NBAA, Manager, Static Displays & Regional Forums

ttippett@nbaa.org | +1 (202) 478-7767

ABACE China Office

Evelyn Wu, ABACE Convention Manager
Shanghai Hawker Pacific Business Aviation Service Centre
No. 99, Yingbin Seven Road
Shanghai Hongqiao International Airport
Shanghai, 200335, China
evelynwxy@163.com | +86 21 2234 1801



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SHANGHAI, CHINA
APRIL 12, 13, 14, 2016

U.S. Office
1200 G Street NW, Suite 1100
Washington, DC 20005, USA

**SUBMIT YOUR ABACE2016
EXHIBITOR APPLICATION BY THE
NOVEMBER 6, 2015 DEADLINE**
to be eligible for the priority draw.

Follow us on WeChat:



www.abace.aero/exhibit