



ABACE
SHANGHAI, CHINA
APRIL 17-19, 2018

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

**Submit your exhibit application by the
November 9, 2017 priority draw deadline.**

www.abace.aero/2018/exhibit

The Asian Business Aviation Conference & Exhibition (ABACE2018) is the region's largest aviation event dedicated strictly to showcasing business aviation products and services.

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

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 exhibit and create business opportunities for the year ahead at the fastest growing business aviation event in Asia.



One of the main benefits of attending a trade show or convention is consolidating the purchasing process down from a timeline of weeks to a single day...**Having face-to-face contact and building a good relationship is the key to success** in the Chinese market regardless of the industry.

-INS GLOBAL CONSULTING

EXHIBITOR PRIORITY DRAW DEADLINE: NOVEMBER 9, 2017.

Submit your application and payment in full to ensure your company is included: www.abace.aero/2018/exhibit.

SHOW DATES: Tuesday, April 17 – Thursday, April 19

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

Exhibit & Static Display Hours:

» Tuesday, April 17

10:00 – 18:00

» Wednesday, April 18

10:00 – 18:00

» Thursday, April 19

10:00 – 15:00



Full Spectrum of
Aircraft on Static



Networking with
New Buyers &
Existing Business
Aircraft Operators



Representation
from 50+ Countries



Coverage by
350+ Members
of the Media

ABACE Attendees:

- » Represent **53 countries** from around the world
- » **78%** have an influence on the purchasing process
- » **65%** are first-time attendees

Top Reasons Attendees Register:

1. Keep up to date on general industry trends and issues
2. Network with vendors and colleagues
3. See the latest products and services
4. Visit companies whose products and services they utilize
5. Learn if business aviation is right for their company



We can meet with charter brokers, government officials, FBO reps, ground handlers and other business jet professionals at ABACE, which really helps us **build a better relationship** with them."

-ABACE EXHIBITOR



CHALET PRICING*

**Discounted pricing is available for each chalet option if application and full payment are received by November 9, 2017.*

Single-Unit Chalet:

Turnkey Package: USD \$143,000

Discounted price: USD \$138,000 (\$5,000 savings)

Single-Unit Chalet



Double-Unit Custom Chalet:

Custom Chalet: USD \$194,000

Discounted price: USD \$187,000 (\$7,000 savings)

Double-Unit Custom Chalet;
Standard Header Graphic



Triple-Unit Custom Chalet:

Custom Chalet: USD \$284,000

Discounted price: USD \$275,000 (\$9,000 savings)

Triple-Unit Custom Chalet;
Standard Header Graphic

DISCOUNTED PRICING

ABACE management offers indoor exhibitors a special \$150 discount per 3m-by-3m indoor exhibit space reserved provided both the application and full payment are received on or before November 9, 2017. There are no discounts after November 9, 2017.



*Shell-Scheme Single-Unit;
Additional Fee for Wall Graphics*



*Shell-Scheme Double-Unit;
Additional Fee for Wall Graphics*

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 6.45% and will be added to the 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.

EXHIBIT PRICING

Indoor Exhibit Space

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 9, 2017.

DISCOUNTED PRICING THROUGH NOVEMBER 9, 2017

	Standard Placement	Premium Placement
Raw Exhibit Space**	\$4,475 per 3m-by-3m	\$5,825 per 3m-by-3m
Inline Raw Space	\$5,815 per 3m-by-3m	\$7,165 per 3m-by-3m
Shell-Scheme	\$7,120 per 3m-by-3m	\$8,470 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 9, 2017. After November 9, pricing will increase by \$150 per 3m-by-3m.

Static Display of Aircraft

Ramp Space: \$48.25 per square meter reserved

Ramp Space: \$32.00 per square meter reserved for piston airplanes and single-engine helicopters

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/2018/exhibit for a complete breakdown of aircraft movement fees, which are determined based upon the size of the aircraft.

To view a list of exhibitors from ABACE2017, visit www.abace.aero/2017directory.

EXHIBIT SPACE PRIORITY DRAW & EXHIBIT SPACE PLACEMENT

The ABACE2018 priority draw and live, online exhibit space placements will be held between January 4 and January 12, 2018, and permits qualifying 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 9, 2017 deadline. Email notifications will be sent to exhibitors after the November 9 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 16, 2018, ABACE management will consider it canceled by the exhibitor with no refund or transfer of payment.
- ABACE2018 exhibitors must occupy and staff their exhibit space during all exhibit hours on all three days of the show. The ABACE2018 exhibit halls will close at 15:00 on the last day of the show, Thursday, April 19, 2018.
- Exhibitors dismantling prior to 15:00 on April 19, 2018, may be ineligible for the ABACE2019 exhibit space priority draw and will be subject to early tear-down penalties of USD \$8,470.

For a complete list of exhibitor rules & regulations, please visit: www.abace.aero/2018/exhibit.

SPONSORSHIP OPPORTUNITIES

ABACE2018 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, contact sponsorships@abace.aero.

Top Reasons Why Exhibitors Participate at ABACE:

- 1 Maintain image, presence, and/or brand awareness
- 2 See existing customers
- 3 Obtain new sales leads
- 4 New product introduction
- 5 Make sales throughout the show

Attendees' Influence on Company Purchasing Decisions:

- 58%** Evaluate and recommend one or more products services for purchase
- 20%** Have final say in purchase decisions
- 8%** Specify suppliers





This is an emerging market for us, so **establishing our name and product and services** is very important.”

-ABACE EXHIBITOR



EXHIBITOR INFORMATION

The most up-to-date exhibitor information will be available online at www.abace.aero/2018/exhibit, including:

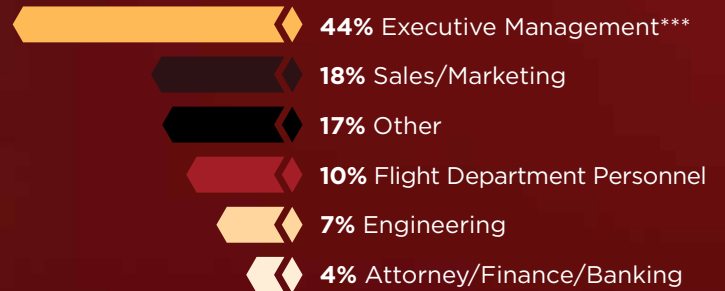
- Exhibitor pricing
- Exhibitor Service Kit, including pricing for all items to support exhibits
- Detailed floor plan
- Priority draw and exhibit space assignment procedures
- Exhibitor rules and regulations
- Media relations and other marketing resources

HOTEL RESERVATIONS

All reservation details will be available online in the months preceding the event. Please check the website to book hotel accommodations:

www.abace.aero/2018/hotel.

Attendees' Job Functions:



***Owner, Founder, Chairman, CEO, President, Managing Director, Partner, CFO, COO, Vice President)

EXHIBIT CONTACTS

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Static Display of Aircraft

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**SUBMIT YOUR ABACE2018
EXHIBIT APPLICATION BY THE
NOVEMBER 9, 2017 DEADLINE**
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SHANGHAI, CHINA
APRIL 17-19, 2018

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