



ABACE[®]
SHANGHAI, CHINA
APRIL 16-18, 2019

EXHIBIT AT ASIA'S MOST IMPORTANT BUSINESS AVIATION EVENT

Submit your exhibit application by the
January 7, 2019 priority draw deadline.

www.abace.aero/2019/exhibit



SHOW DATES:

Tuesday, April 16 – Thursday, April 18

LOCATION:

Shanghai Hongqiao International Airport

EXHIBIT & STATIC DISPLAY HOURS:

- » Tuesday, April 16 10:00 – 18:00
- » Wednesday, April 17 10:00 – 18:00
- » Thursday, April 18 10:00 – 15:00



Full Spectrum of Business
Aircraft on Static Display



Representation
from 50+ Countries



Networking with New
Buyers & Existing Business
Aircraft Operators



Multi-National
Media Coverage

TOP REASONS ATTENDEES REGISTER:

- 1 Network with vendors and colleagues
- 2 Keep up to date on general industry trends and issues
- 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
- 6 Get technical information/specifications

ABACE ATTENDEES:

- » Represent **50+ countries** from around the world
- » **70%** have an influence on the purchasing process
- » **57%** are first-time attendees

Exhibitor Priority Draw Deadline:

JANUARY 7, 2019

Submit your application and payment in full to ensure your company is included: www.abace.aero/2019/exhibit.



The Asian Business Aviation Conference & Exhibition (ABACE2019) 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, management companies, charter operators, 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), NBAA-ABACE China Limited and the Asian Business Aviation Association (AsBAA), ABACE takes place at the Shanghai Hongqiao International Airport. Make plans to exhibit and create business opportunities for the year ahead at the fastest growing business aviation event in Asia.



CHALET PRICING*

At last year's show, the chalet's expanded floor plan became the largest in event history! Make sure to reserve your space early and take advantage of discounted pricing.

**Discounted pricing is available for each chalet option if application and full payment are received by January 7, 2019.*



*Single-Unit Chalet
With Flat Roof Option*



*Double-Unit Custom Chalet
With Flat Roof Option;
Standard Header Graphic*



*Triple-Unit Custom Chalet
With Flat Roof Option;
Standard Header Graphic*

Turnkey and Custom Chalet Units will be available at ABACE2019.

Please contact Linda Peters for more details: lpeters@nbaa.org.



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

—ABACE EXHIBITOR

DISCOUNTED PRICING

ABACE management offers indoor exhibitors a special discount per 3m-by-3m indoor exhibit space reserved provided both the application and full payment are received on or before January 7, 2019. Take advantage of these significant discounts and make sure to book your space by the deadline.



*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 January 7, 2019.

DISCOUNTED PRICING THROUGH JANUARY 7, 2019

	Standard Placement	Premium Placement
Raw Exhibit Space**	\$4,695 per 3m-by-3m	\$6,190 per 3m-by-3m
Inline Raw Space	\$6,095 per 3m-by-3m	\$7,590 per 3m-by-3m
Shell-Scheme	\$7,275 per 3m-by-3m	\$8,770 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 January 7, 2019. After January 7, pricing will significantly increase, so be sure to book your space by the deadline.

Static Display of Aircraft

Ramp Space: \$49.75 per square meter reserved

Ramp Space: \$33.00 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/2019/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 ABACE2018, visit www.abace.aero/2018directory.

EXHIBIT SPACE PRIORITY DRAW & EXHIBIT SPACE PLACEMENT

The ABACE2019 priority draw and live, online exhibit space placements will be held between January 22 and January 26, 2019, 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 January 7, 2019 deadline. Email notifications will be sent to exhibitors after the January 7 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 15, 2019, ABACE management will consider it canceled by the exhibitor with no refund or transfer of payment.
- » ABACE2019 exhibitors must occupy and staff their exhibit space during all exhibit hours on all three days of the show. The ABACE2019 exhibit halls will close at 15:00 on the last day of the show, Thursday, April 18, 2019.
- » Exhibitors dismantling prior to 15:00 on April 18, 2019, may be ineligible for the ABACE2020 exhibit space priority draw and will be subject to early tear-down penalties of \$8,770.
- » All prices are shown in U.S. Dollars (USD).
- » Exhibitors must agree to adhere to all exhibitor rules and regulations.

For a complete list of exhibitor rules & regulations, please visit: www.abace.aero/2019/exhibit.



Top Reasons Exhibitors Participate:

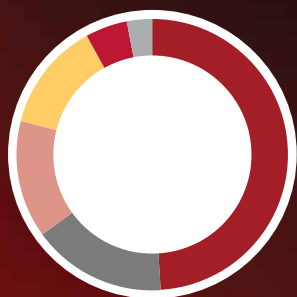
- 1 Maintain image, presence, or brand awareness
- 2 Meet with existing customers
- 3 Obtain new sales leads
- 4 Introduce new products
- 5 Because their competition exhibits

EXHIBITOR INFORMATION

The most up-to-date exhibitor information will be available online at www.abace.aero/2019/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

Attendees' Job Functions:



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

49% Executive Management***
16% Flight Department Personnel
14% Sales/Marketing
13% Other
5% Engineering
3% Attorney/Finance

Attendees' Influence on Company Purchasing Decisions:

- » **41%** Evaluate and recommend one or more products or services for purchase
- » **19%** Have final say in purchase decisions
- » **14%** Specify suppliers

SPONSORSHIP OPPORTUNITIES

ABACE provides high-visibility sponsorship options that will place your brand in front of key customers, decision-makers and influencers. To maximize publicity for your company, contact sponsorships@abace.aero.

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/2019/hotel.

EXHIBIT CONTACTS

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CHALETS

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**SUBMIT YOUR ABACE2019
EXHIBIT APPLICATION BY THE
JANUARY 7, 2019 DEADLINE**
to be eligible for the priority draw.

[**www.abace.aero/2019/exhibit**](http://www.abace.aero/2019/exhibit)



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