



ABACE[®]

SHANGHAI, CHINA

APRIL 21-23, 2020



EXHIBIT AT ASIA'S MOST IMPORTANT BUSINESS AVIATION EVENT

Submit your exhibit application by the
January 9, 2020 priority deadline.

abace.aero/2020/exhibit





The Asian Business Aviation Conference & Exhibition (ABACE2020) is the region's largest aviation event.

ABACE BRINGS TOGETHER THOUSANDS of business aviation leaders, entrepreneurs, investors 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.

This event is held in partnership with Shanghai Airport Authority (SAA) and co-hosted by the NBAA-ABACE China Limited, ABACE LLC and the Asian Business Aviation Association (AsBAA).

SHOW DATES:

Tuesday, April 21 – Thursday, April 23, 2020

LOCATION:

Shanghai Hongqiao International Airport

Shanghai Hawker Pacific Business Aviation Service Centre

EXHIBIT & STATIC DISPLAY HOURS:

- » Tuesday, April 21 10:00 – 18:00
- » Wednesday, April 22 10:00 – 18:00
- » Thursday, April 23 10:00 – 15:00



YOUR CUSTOMERS AND PROSPECTS ATTEND ABACE TO:

- 1 Network with vendors and colleagues
- 2 See the latest products and services for their operation
- 3 Learn if business aviation is right for their company
- 4 Get technical information/specifications
- 5 Keep up to date on industry trends and issues



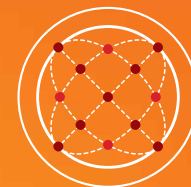
Full Spectrum of
Business Aircraft
on Static Display



Attendees from
Asia-Pacific Region
and Beyond



Networking with New
Buyers & Existing Business
Aircraft Operators



Multi-National
Media Coverage



Exhibitor Priority Deadline:

JANUARY 9, 2020

Submit your application and payment in full to ensure your company is included in the Priority Placements:
abace.aero/2020/exhibit



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 9, 2020.*



100 sqm Chalet



200 sqm Chalet
Standard Header Graphic



350 sqm Chalet
Standard Header Graphic

Turnkey and Custom Chalets from 100 sqm to 400 sqm are available at ABACE2020.

Please contact Joe Hart for more details: jhart@nbaa.org



As a first-time exhibitor, we found the show to be extremely productive with an audience that was focused on getting business done. ABACE was the perfect venue for us to showcase our products and services to high-quality prospective customers.”

-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 9, 2020. Take advantage of these discounts and make sure to book your space by the deadline to qualify for priority placement.



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, exhibit application and full payment – on a non-refundable basis – must be received by January 9, 2020.

DISCOUNTED PRICING THROUGH JANUARY 9, 2020

	Standard Placement per 3m x 3m space reserved	Premium Placement per 3m x 3m space reserved
Raw Exhibit Space**	\$4,835	\$6,475
Inline Raw Space	\$6,280	\$7,920
Shell-Scheme	\$7,495	\$9,135

**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 9, 2020. After January 9, pricing will increase, so be sure to book your space by the deadline.

Static Display of Aircraft

Ramp Space: \$51.25 per square meter reserved

Ramp Space: \$34.00 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 will be billed separately. Normal and customary landing and handling fees are additional.

Visit abace.aero/2020/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 ABACE2019, visit: abace.aero/2019directory

INDOOR EXHIBIT SPACE PRIORITY PLACEMENT PROCESS

The ABACE2020 priority placement process will be held via proxy soon after the priority application deadline (January 9). Exhibitors will work with ABACE exhibit staff via proxy to review the ABACE floor plan and select their exhibit space.

To be eligible for priority placement, exhibitors must submit their applications and payments in full by the January 9, 2020 deadline. Qualifying exhibitors will receive detailed information via email following the 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.
- » Exhibitors must be paid in full to be placed on the floor plan.
- » ABACE2020 exhibitors must occupy and staff their exhibit space during all exhibit hours on all three days of the show. The ABACE2020 exhibit halls will close at 15:00 on the last day of the show, Thursday, April 23, 2020.
- » Exhibitors dismantling prior to 15:00 on April 23, 2020, may be ineligible for ABACE2021 priority placement, and will be subject to early tear-down penalties of \$4,835.00.
- » 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: abace.aero/2020/exhibit



Top Reasons Exhibitors Participate:

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

EXHIBITOR INFORMATION

The most up-to-date exhibitor information will be available online at abace.aero/2020/exhibit, including:

- » Exhibitor pricing
- » Exhibitor Service Kit, including pricing for all items to support exhibits
- » Detailed floor plan
- » Priority placement process details
- » Exhibitor rules and regulations
- » Media relations and other marketing resources



ABACE provides a deeper understanding of business aviation and showcases the most advanced models, operators and technologies.”

-ABACE ATTENDEE

Attendees' Influence on Company Purchasing Decisions:

- 52%** Evaluate and recommend one or more products or services for purchase
- 16%** Have final say in purchase decisions
- 12%** 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: abace.aero/2020/hotel

EXHIBIT CONTACTS

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INDOOR EXHIBITS

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CHALETS

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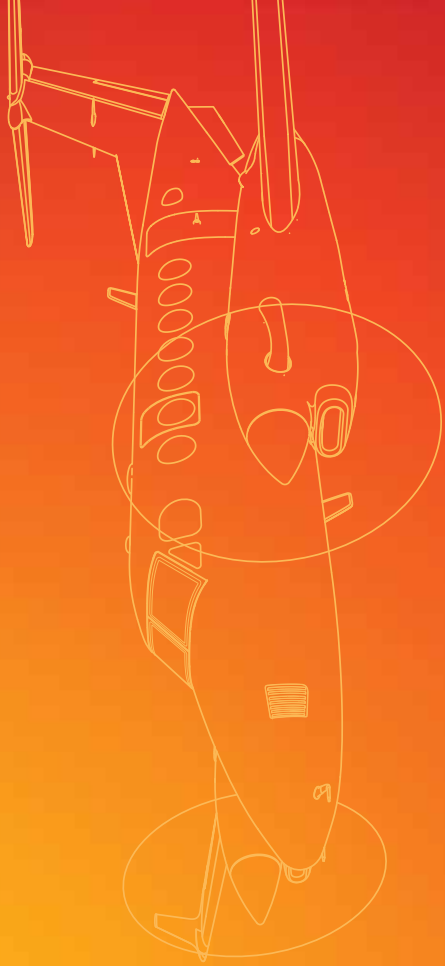
STATIC DISPLAY OF AIRCRAFT

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ABACE[®]

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**SUBMIT YOUR ABACE2020
EXHIBIT APPLICATION BY THE
JANUARY 9, 2020 PRIORITY DEADLINE**

abace.aero/2020/exhibit