



# Helitech

**24-26 SEPTEMBER 2013**  
**DUXFORD, UK**

**BOOK YOUR STAND**  
**AT HELITECH 2013**

**Europe's Largest Helicopter Exhibition**



exclusively supports Helitech

[www.helitechevents.com](http://www.helitechevents.com)

Join our social media networks



Helitech Duxford is the must attend flagship event encompassing every tier of the supply chain in one dedicated rotary wing exhibition.

No other helicopter event offers you a face to face business platform with so many focused qualified buyers of helicopters, helicopter products and services, parts and accessories.

## HELITECH 2011 STATISTICS

### WHO VISITS HELITECH

**3,939**

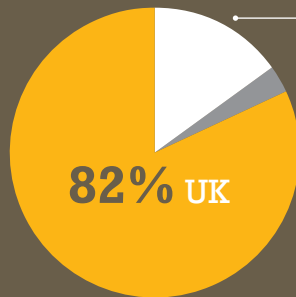
total visitor attendance

**855**

people came to the show on two or more days

**59%**

of attendees were of management level or above



**15%** Europe

**3%** Rest of the World

**82%** UK

Satisfaction score: **88%**

Likelihood to re-visit: **85%**

Top 3 objectives when visiting Helitech:



Keep up to date with the latest products and current trends



Network with other visitors



See industry players in one place

### EXHIBITORS AT HELITECH

Helitech exhibitors represent the entire rotary market across every tier of the supply chain. The varied range of products and services on offer from our exhibitors is part of what makes the show so successful.

**200** exhibitors from **19** countries

Top 3 objectives when exhibiting at Helitech:



Generate sales leads



Brand awareness/repositioning



Meet current customers

Satisfaction score: **74%**

Likelihood to re-exhibit: **70%**

“

UNDOUBTEDLY EACH YEAR HELITECH GETS BIGGER, WE SEE NEW AIRCRAFT TYPES EACH YEAR AND NEW COMPANIES ENTERING THE MARKET, WHICH IS FANTASTIC FOR US FROM A BUSINESS PERSPECTIVE.

Matthew Day, Director, Hayward Aviation

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# WHY EXHIBIT?



Attracting almost 4,000 visitors, Helitech is recognised as Europe's leading helicopter show which continues to deliver results for its exhibitors.

Taking place on Duxford's airfield, Helitech is the only 100% helicopter exhibition offering you a chance to network with peers across the industry.

Helitech is the perfect way to promote your brand, launch your latest products and even model your helicopter in the static aircraft display outside the hall. Meet new and existing clients and keep up to date with the latest industry trends.

A must attend event for all rotary experts.

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HELITECH 2011 PROVED TO BE A VERY SUCCESSFUL SHOW FOR US. WE CONDUCTED NUMEROUS MEETINGS WITH CUSTOMERS AT OUR BOOTH, WHICH ALLOWED US TO MAINTAIN GOOD RELATIONSHIPS AND COMMUNICATE UPDATES ON OUR PROGRAMMES AND AFTERMARKET SERVICES.

Lynn Leach, Senior Manager for Trade Shows & Customer Relations, Sikorsky

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To see highlights from the 2011 show, watch the official video [www.helitechevents.com/showvideo](http://www.helitechevents.com/showvideo)

# STAND OPTIONS AND PACKAGES

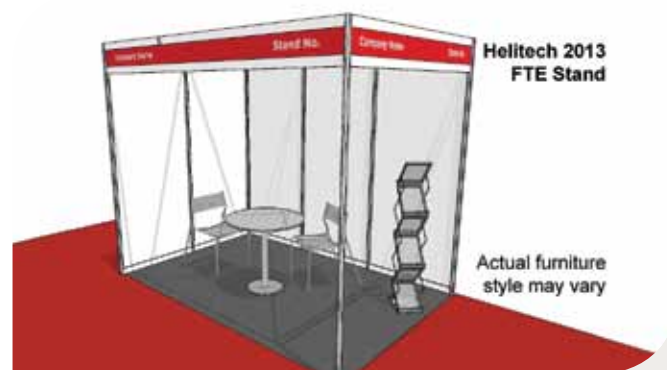
## FIRST TIME EXHIBITOR?

This package is exclusively designed for first time exhibitors offering a complete exhibiting experience at Helitech Duxford 2013.

### The first time exhibitor stand package includes:

- A 6m<sup>2</sup> Stand
- Shell Scheme including; walls, name board, carpet, 1 x 1kw/5amp single socket and spotlights
- Furniture including; a table, two chairs, literature rack and a waste bin
- Website Listing; create your own company profile on our website *\*see below for more information*
- Official Show Catalogue Entry including; 50 word company description, contact details and stand number
- 5 Exhibitor Badges

**Price £2,496**



### SPACE AND SHELL

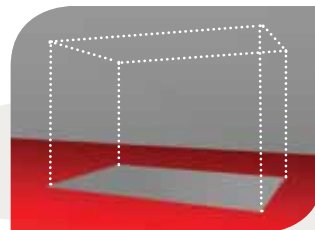
This basic stand package includes; walls, carpet, electric socket, lighting and a name board. Furniture and additional electrics will need to be ordered separately.

Up to 28th September 2012

**£400 per m<sup>2</sup>**

Up to 20th September 2013

**£420 per m<sup>2</sup>**



### SPACE ONLY

A bespoke space only option which allows you versatility. Design your own stand or use our SmartSpace package detailed below.

Up to 28th September 2012

**£335 per m<sup>2</sup>**

Up to 20th September 2013

**£355 per m<sup>2</sup>**



### CHALET

Looking for exclusivity? Entertain your clients in your own private chalet located outside the main exhibition hall.

**£20,000 per 100m<sup>2</sup> chalet**



### STATIC DISPLAY

Want to show off your helicopter? Helitech 2013 offers a unique opportunity for you to fly in to Duxford's airfield and model your helicopter's best features in the static display area.

**£1,250 per aircraft**

**Please note:** you must also take a stand in order to display your aircraft.

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HELITECH IS A HIGHLY FOCUSED SHOW, AND ALL IN ALL A VERY GOOD EVENT AND ONE OF THE MOST ENJOYABLE EVENTS WE ATTEND.

Jim Randall, Business Development Manager, Cobham

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### SMARTSPACE STAND

SmartSpace offers a cost effective stand build alternative. Simply chose from a large range of designs using the colours, furniture and lighting you require, and your dedicated Account Manager will take care of the rest.

**From £189 per m<sup>2</sup>**

*Please note: this does not include the cost of your stand space, AV equipment or any special build extras.*



### MULTISERVICE PACKAGE

Choose the furniture, AV equipment, WiFi and any additional electrics or lighting you require for your stand from our flexible package options.

**Contact the team for more information**

### STAND SHARERS

If you are sharing your stand with any other company, make sure they also benefit from the website listing, online promotion and a printed catalogue entry by registering them as an official sharer.

**£300 per sharer**

## Maximise your brands visibility by choosing from a wide range of sponsorship opportunities.

### SPONSORSHIP

We have a range of pre-show and onsite sponsorship opportunities to suit all budgets. Increase your brand awareness by choosing one of our sponsorship packages or discuss your objectives with the team so we can tailor a solution for you.

#### Opportunities include:

- Visitor and exhibitor lanyards
- Onsite signage
- Online and onsite registration
- Pre-show emails to visitors
- Show bags
- Conference sponsorship

### PROMOTE YOURSELF THROUGH THE HELITECH WEBSITE

Take advantage of our website package which includes a description of your company and products, your contact details, logo, product information, images and press releases, giving you greater exposure before the show.

You can also upload videos and list helicopters for sale in our dedicated listings pages.

*Please note: this is compulsory for all exhibitors.*

**Price £250**



To view an up to date floorplan of the available stands go to [www.helitechevents.com/floorplan](http://www.helitechevents.com/floorplan)

### Insurance

Insurance cover is compulsory for exhibitors. We offer insurance cover at £115; alternatively you must arrange your own cover and supply an insurance waiver.

*Please note: USA/Canada exhibitors can not be covered by our insurance and must provide their own insurance and submit a waiver before we can confirm your stand.*

*All prices exclude VAT.*

**For more information on our packages or to book your stand at Helitech Duxford 2013, contact Elex Van Rensburg, Sales Manager on +44 (0)20 8910 7810 or email [elex.vanrensburg@reedexpo.co.uk](mailto:elex.vanrensburg@reedexpo.co.uk) or your local sales representative**

# TO FIND OUT MORE AND BOOK YOUR STAND AT HELITECH 2013 CONTACT OUR SALES TEAM

## UK & Rest of World

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I'M VERY HAPPY WITH THE SHOW AND THE SUPPORT WE HAVE HAD. OUR CUSTOMERS AND THE COMMUNITY AROUND US HAVE GIVEN US GOOD FEEDBACK, SO YES IT'S BEEN A GREAT SHOW FOR US.

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**Marcus Steinke, Managing Director, Eurocopter UK**

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