

# Exhibiting with the MAA at the Paris Air Show 2023

**Grow your  
business at  
Paris Air  
Show**

**19 – 22 June 2023**

**Exhibitor information**



# Paris Airshow 2019





# Paris Airshow 2019 stats

## KEY FIGURES

### THE EXHIBITION

An even higher number of Exhibitors :



**2 453**

Exhibitors from **49 countries**



**150**

start-ups from **21 countries**

An edition sold out more than 6 months before opening with



**125 000 sqm**

of exhibition space including:

■ **52 000 sqm** ■ **335** chalets representing  
of stands **35 000 sqm** of outdoor areas

■ **38 000 sqm**  
of constructed and bare  
outdoor areas



**140**

aircraft presented

### THE VISITORS



**139 840**

Trade  
Visitors

**176 630**

General Public  
Visitors

An exceptional media coverage:



**2 700**

accredited journalists from  
**87 countries**

An ever-growing volume of orders:



**140**

billion dollars' worth  
of contracts signed

As attractive as ever for delegations:



**304**

Official Delegations from  
**98 countries** visited the Show

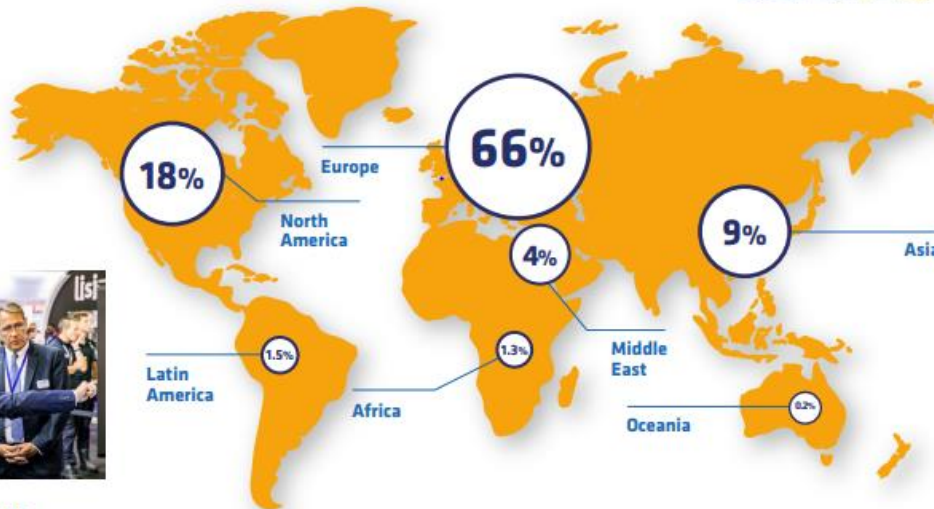
# Paris Airshow 2019 stats

## VISITORS



### BREAKDOWN BY GEOGRAPHICAL ORIGIN (OUTSIDE FRANCE)

Our Trade Visitors came from **185 countries**.

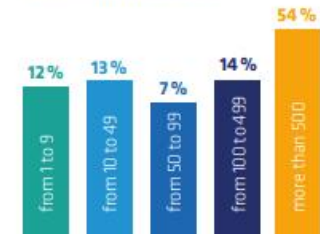


### EVER-LOYAL TRADE VISITORS

## 140 000

Trade Visitors attended the Show including **40% from outside France**.

### BREAKDOWN BY COMPANY SIZE



More than half the Trade Visitors worked in companies with over 500 employees.

### BREAKDOWN BY ACTIVITY

## 28.1%

Services

## 22.7%

Aircraft: construction, assembly and sub-assemblies

## 8.7%

Subcontracting (mechanical, engineering and composite materials, aircraft interiors, etc.)

## 6.9%

Maintenance, product support & spares, transport

## 6.5%

Production equipment, tools and software

## 6.2%

Aircraft engines, aerospace powerplant and related equipment

## 5.5%

Space, spacecraft, satellites and telecommunications

## 4.9%

Airborne equipment and systems (including weapons)

## 3.3%

Pilot & nav aids

## 3%

Composite materials and surface treatment

## 2.6%

Airport equipment and services

## 1.5%

Cabin interiors

### AN ENTHUSIASTIC GENERAL PUBLIC

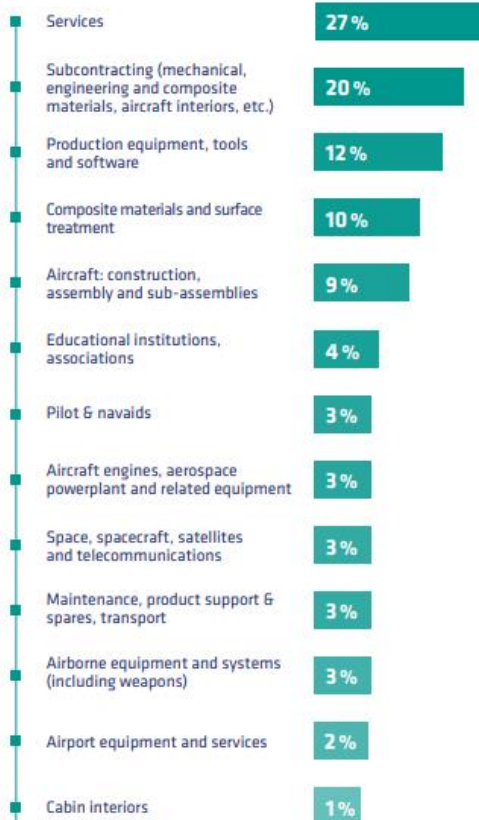
The general public acclaimed this edition enthusiastically, with **177 000 Visitors in the last three days**. The quality of the flying display (Patrouille de France, Rafale...) and the numerous events, including the Careers Plane and the Paris Air Lab, once again delighted a very broad audience.

# Paris Airshow 2019 stats

## EXHIBITORS AND AIRCRAFT



### BREAKDOWN BY ACTIVITY



### THE AIRCRAFT

This year, **140 aircraft** were presented during the week including **36 in flight presentation**. Among them, new products and aircraft that have left their mark on history: the Airbus A330 NEO, the Boeing B789-9 and KC46, the Bombardier Global 7500, the Kodiak 100 from Daher, the Rafale and Falcon 8X from Dassault, the Praetor d'Embraer, Textron with the Quote Latitude, the Alpha Electro Pipistrel presented by DGAC, Russian Helicopters and its Ansat, Turkish Aerospace with the Atak T129 and the two commemoration of the 75th anniversary of the landing on C47 THAT'ALL BROTHER and the C53 D-DAY DOLL!

### A REMARKABLE VENUE FOR OPPORTUNITIES AND TRADING



**140**

Billion dollars' worth of contracts signed during the Show

#### FOCUS

This year, digital technology once again gave Exhibitors maximum visibility.

■ **465 new products and services** were presented by Exhibitors during this edition, and could be viewed on the Show's digital platforms.

### AN INTERNATIONAL SHOW

With **2453 Exhibitors from 49 countries**, the Paris Air Show has consolidated its status as **the world's leading aerospace show**. International Exhibitors represented **more than 50%** of the numbers, and came mainly from the following countries :

**.360**  
USA

**.141**  
Germany

**.141**  
Italy

**.103**  
UK

**.83**  
Belgium



# MAA exhibitor information pack - to follow



54<sup>th</sup> INTERNATIONAL  
PARIS AIR SHOW  
LE BOURGET  
JUNE 19-25, 2023

Exhibitor information pack



**midlands aerospace alliance**

# Getting to Paris

## Birmingham & Newcastle Flights Outbound Sun 16 June – Return Fri 21 June

### Air France

#### DEPARTING FLIGHT

 Birmingham (BHX) Sun 18 Jun 2023 GBP 128.91  
 Paris (CDG) **AIRFRANCE HOP** AF1565 [CHANGE](#)  
Trip duration:  
🕒 1h25

#### RETURN FLIGHT

 Paris (CDG) Fri 23 Jun 2023 GBP 111.90  
 Birmingham (BHX) **AIRFRANCE** AF1164 [CHANGE](#)  
Trip duration:  
🕒 1h20

[✚ View trip details and fare conditions](#)

Ticket price for 1 passenger  
**GBP 240.81**

#### DEPARTING FLIGHT

 Newcastle (NCL) Sun 18 Jun 2023 GBP 128.33  
 Paris (CDG) **AIRFRANCE HOP** AF1559 [CHANGE](#)  
Trip duration:  
🕒 1h50

#### RETURN FLIGHT

 Paris (CDG) Fri 23 Jun 2023 GBP 117.52  
 Newcastle (NCL) **AIRFRANCE HOP** AF1058 [CHANGE](#)  
Trip duration:  
🕒 1h35

[✚ View trip details and fare conditions](#)

Ticket price for 1 passenger  
**GBP 245.85**



Event: **Paris Air Show - Le Bourget 2023**  
ID Code: **39230AF**





# Getting to Paris

## London Heathrow Flights Outbound Sun 16 June – Return Fri 21 June

### Air France

#### DEPARTING FLIGHT

London (LHR)	Sun 18 Jun 2023	GBP 155.09
Paris (CDG)	AIRFRANCE  AF1381	<a href="#">CHANGE</a>
Trip duration: 🕒 1h15		

#### RETURN FLIGHT

Paris (CDG)	Fri 23 Jun 2023	GBP 196.09
London (LHR)	AIRFRANCE  AF1580	<a href="#">CHANGE</a>
Trip duration: 🕒 1h30		

 [View trip details and fare conditions](#)

Ticket price for 1 passenger  
**GBP 351.18**

### EasyJet

Easy Jet fly direct to Charles De Gaul Airport from the following locations:

- Manchester
- Liverpool
- Luton



# Getting to Paris

Eurostar London to Gard du Nord - <https://www.eurostar.com/uk-en>


Outbound London Sun 18 June

Return Gard du Nord Fri 23 June

Outbound  
**£109.00**  
1 Adult

Continue  
to select a return


**Selected journey**


 10:22


London St-Pancras

2h 35m

0 changes







13:57

Paris Gare du Nord

**Ticket conditions**

1 x Adult  
Standard


£109.00

View exchange and refund conditions

Outbound: £109.00  
**Return: £54.00**  
Total: £163.00

Continue  
to next step


**Selected journey**


 12:13


Paris Gare du Nord

2h 17m

0 changes







13:30

London St-Pancras

**Ticket conditions**

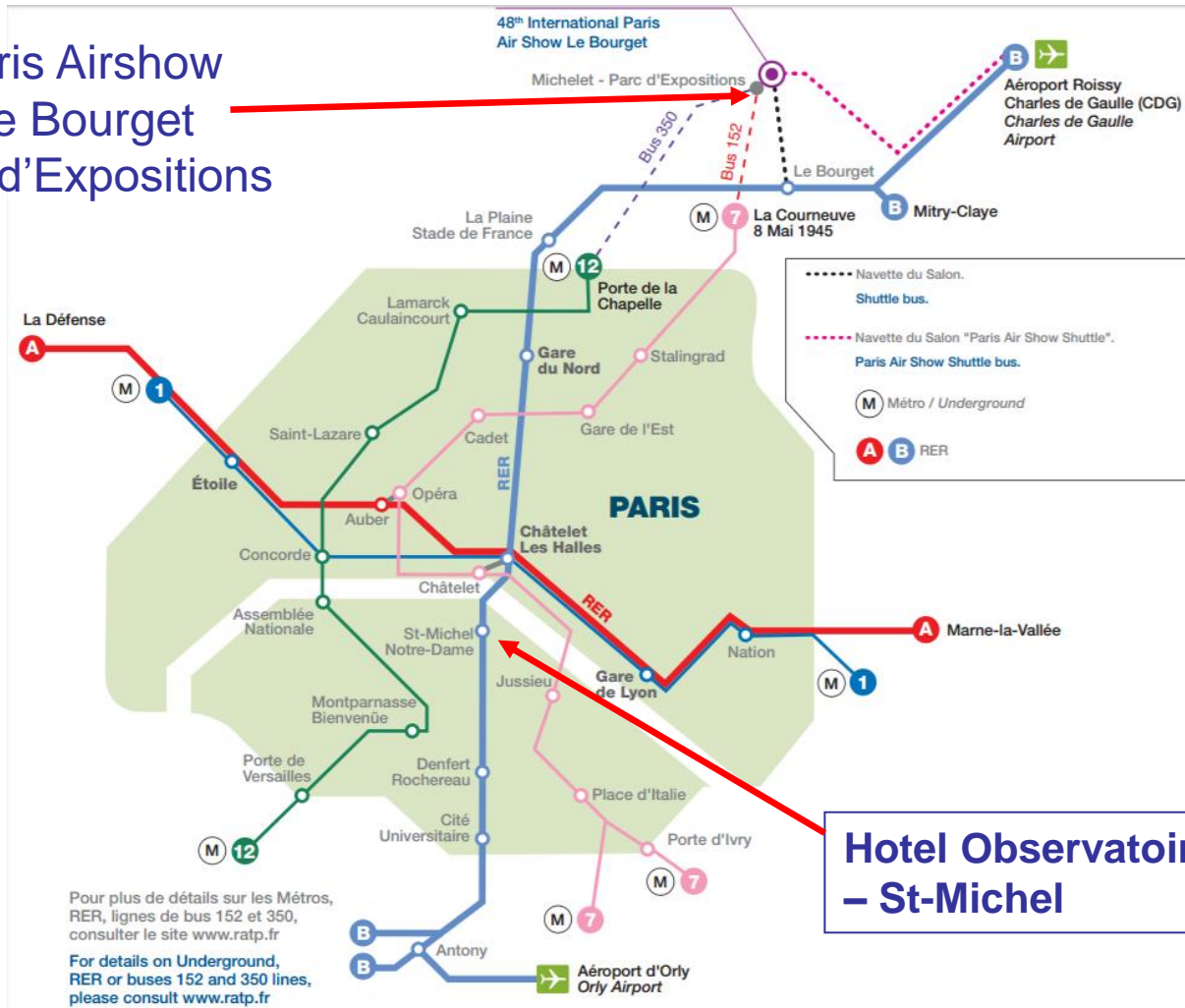
1 x Adult  
Standard

£54.00

View exchange and refund conditions

# Where the MAA team stays

Paris Airshow  
Le Bourget  
Parc d'Expositions



Hotel Observatoire Luxembourg  
– St-Michel

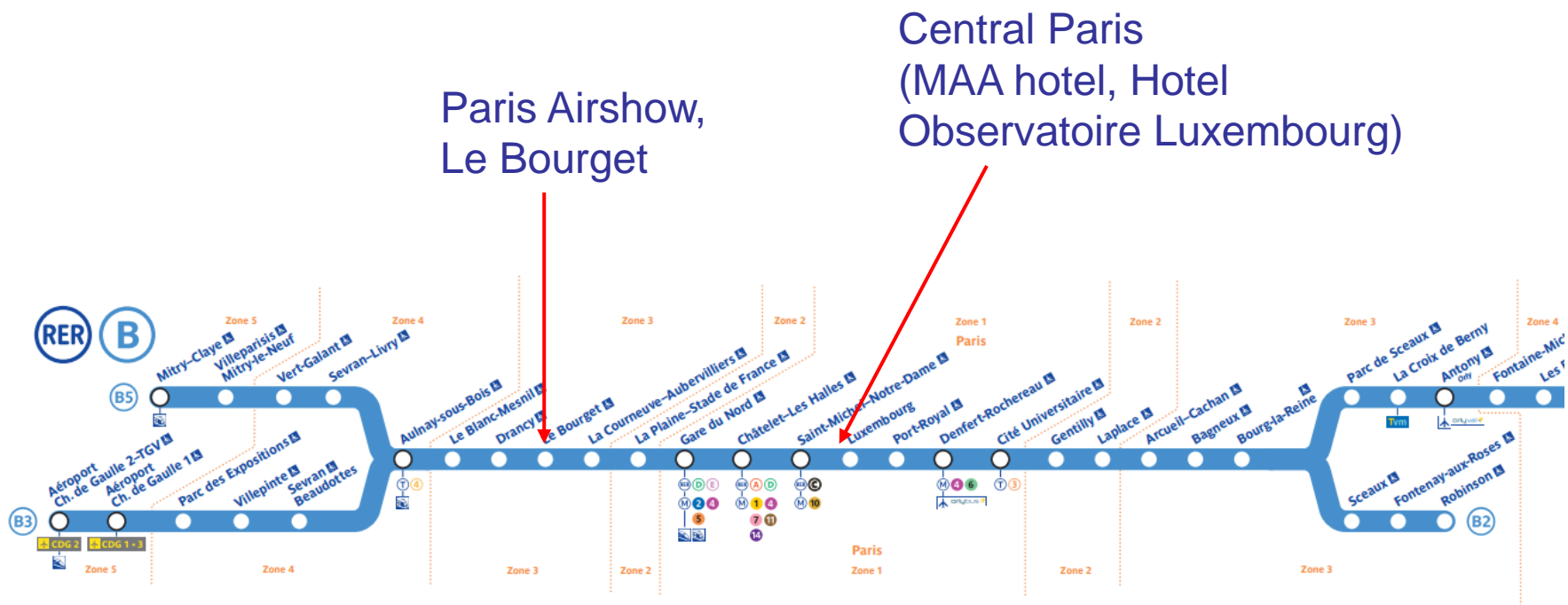
# Public transport in Paris

## Public transport:

- RER B: Luxembourg (From MAA Hotel) to Le Bourget station + shuttle to the show
- Transport services will be updated on the Paris Airshow website here:  
[https://www.siae.fr/en/general\\_info/get\\_to\\_the\\_show.htm](https://www.siae.fr/en/general_info/get_to_the_show.htm)
- Or go to: <https://www.ratp.fr/en>
- Address:  
Paris Le Bourget exhibition centre  
Paris Le Bourget airport  
93350 Le Bourget  
France



# Metro/RER map



Approx 20 minute train journey. May need to change at Gare du Nord.  
At Le Bourget take the shuttle bus to show site or approx 20 min walk.

To download this map go to: <https://www.ratp.fr/plans-lignes/rer/b>

**Hotel Abbatial Saint  
Germain**

**Hotel Observatoire  
Luxembourg (MAA staying  
here)**

**Mercure La Paris Sorbonne**

**Hotel Select**

**Hotel Sorbonne**

**Hotel des Grands Hommes**

To search for hotels, use:  
[www.booking.com](http://www.booking.com)  
[www.hotels.com](http://www.hotels.com)  
[www.expedia.co.uk](http://www.expedia.co.uk)



# Paris show site map

Shuttle bus stop  
from/to RER  
Station – gate L

UK pavilion in  
Hall 2B

Entrance on  
foot from train  
station – gate O

## SHOW ACCESS

- Vehicles entry
- Minibus entry
- Pedestrian entry
- Delivery

## BUILD-UP/ DISMANTLING ACCESS

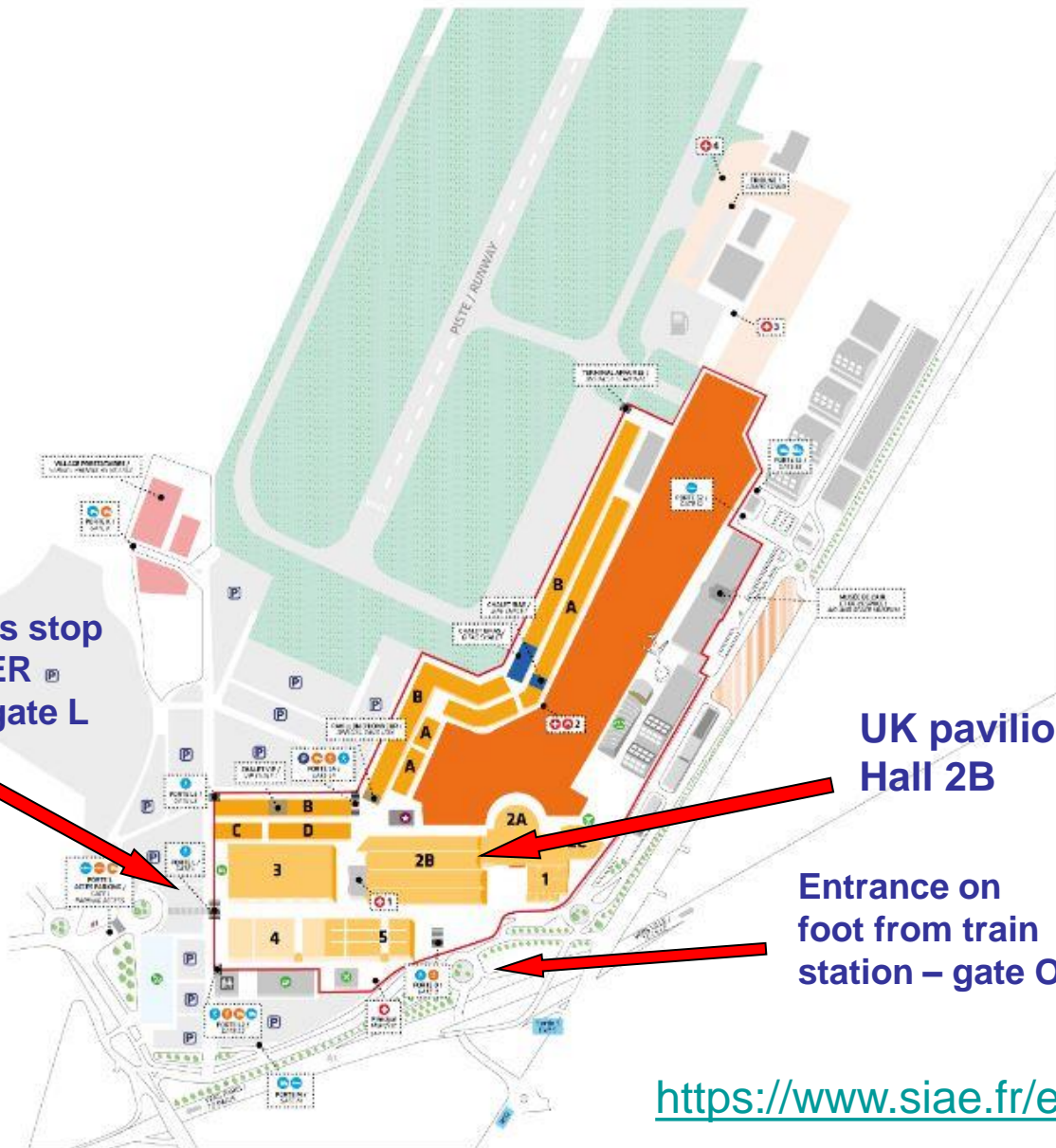
- Light vehicles entry
- Pedestrian entry
- Heavy goods vehicles entry

## SERVICES

- Organiser's Office  
Exhibitor Services  
(Building O and Annex)
- Fire Emergency Post
- Main first aid post
- Police station
- Parking
- Handling Service
- Bus station / RER shuttles
- Galilée Cafeteria
- Media Center
- Flying Display Office (BPV)
- Golf-Car Office
- Contractor's Office

## AREA

- Chalets
- Halls
- Static Display
- Show ground limits



<https://www.siae.fr/en/the-show/show-map.htm>



## Exhibition opening times

Date	Activity	Visitor show times
Mon 19 – Thu 22 June	Trade days	08:30 – 18:00 hrs
Fri 23 – Sun 25 June	Public days	08:30 – 18:00 hrs

- You will need to arrive on Sunday 18 June to arrange your exhibits
- Exhibitor pass holders can access the show from 06:30 and can stay until 19:00
- MAA exhibitors will not be required to exhibit after Thursday 22 June
- Children under the age of 16 are not permitted on trade days
- Flying displays take place each day from approximately 12.30pm to 4.30pm, the programme will be available on the PAS website from early June 2023

## 2023 Exhibitor pass allocation – TBC

2019 Pass allocation as below

Permanent exhibitor badge*	1
1 day exhibitor badge**	1
1 day trade visitor invitation	5

\* Valid for the whole duration of the show including build-up and dismantling periods, and the show

\*\* Valid for 1 day during the show

We recommend that your pod is staffed by no more than two members of your team, at any one time.

## On-site services

- Free shuttle buses to/from the RER station, gate L3
- A left baggage office at the main gates (L and O). **We must ask you not to arrive at the stand on any trade day with large pieces of luggage, travel bags, suitcases.**
- MAA exhibitors can access the open networking area on the ADS stand, includes WIFI and internet network cables, refreshments also available.
- Private meeting rooms available to book with ADS – the first hour is free. Please contact [alan.buddle@adsgroup.org.uk](mailto:alan.buddle@adsgroup.org.uk).
- There will also be an ADS lounge available for MAA exhibitors use. Tickets will be available from the MAA reception team.
- Meeting rooms can be booked with the show organisers - contact Karine Bouriot, [karine.bouriot@viparis.com](mailto:karine.bouriot@viparis.com).
- Taxis near gates L3 and 0 on trade days
- Free car parking next to the site
- Free Wifi is available everywhere in the show. However, the output may fluctuate sometimes, due to heavy use.



# Marketing your company

- Official catalogue entry – via your online account. Deadline – 30<sup>th</sup> March 2023
- UK Pavilion brochure entry – 30<sup>th</sup> March 2023
- Article in special Paris issue on Midlands Aerospace website – MAA post show
- Show daily magazines, Flight International, Aerospace Manufacturing – details to follow
- On the SIAE website and App - via your online account
- MAA social media platforms – LinkedIn, Twitter

# Look out for this email (Check Junk Inbox)

## Activating your account



PARIS AIR SHOW 2023 <mailing@tgtrc-clipso-event.net>  
To: ● Maxine Oatridge

If there are problems with how this message is displayed, click here to view it in a web browser.

Caution! This message was sent from outside your organization.

[Consult the online version](#)



Company: MIDLANDS AEROSPACE ALLIANCE (N°366480)

Dear Exhibitor,

An account creation request was made on Paris Air Show 2023.

To finalize the creation, please click on the following link:

[Activate my account](#)

**This link expires within 15 minutes.**

Best regards,

The SIAE team,  
[expo2023@siae.fr](mailto:expo2023@siae.fr)  
[www.siae.fr](http://www.siae.fr)






This is an automatically-generated email. Please do not reply to it.











SIAE has implemented an innovative Corporate Social Responsibility policy ISO 20 121, more info CSR policy.

# Paris Airshow (SIAE) website 2023

## INFORMATION

### NEWS

- [Declare your services providers](#) 
- [Personalize your allocation or order badges and invitations](#) 
- [Official Catalogue](#)  You can complete your insertion in the Official Catalogue.
  - **New:** The Paris Air Show's Official Paper Catalogue is now **available in a digital version!**
- [Consult the latest online forms in your checklist:](#) Golf-car rental, Construction plan, Declaration of operational equipment and machinery, Barriers and fencings rental, Preliminary aircraft declaration...

<a href="#">&gt; Technical Preparation</a> 	<a href="#">&gt; Marketing &amp; promotion</a> 	<a href="#">&gt; Badges &amp; invitations, Access &amp; Traffic flow</a> 
<a href="#">&gt; Events</a> 	<a href="#">&gt; Business meetings &amp; conferences</a> 	<a href="#">&gt; Services &amp; suppliers</a> 
<a href="#">&gt; Management of your service providers</a> 	<a href="#">&gt; Safety &amp; regulations</a> 	<a href="#">&gt; Toolbox &amp; documents</a> 
<a href="#">&gt; Contacts</a> 		



# Official show catalogue entry

## Complete your insertion in the Official Catalogue

### Sales contact

Email: [bourget@j2c-communication.fr](mailto:bourget@j2c-communication.fr)

Tel: +33 (0)1.49.85.62.22

[📄 Declare my registration in the Official Catalogue](#)

Click below to consult the Catalogue Media Kit.

**J2C** com'organisateur Your sales contact:  
Tél: +33 (0)1 49 85 62 22  
[bourget@j2c-communication.fr](mailto:bourget@j2c-communication.fr)

**ADVERTISING IN THE CATALOGUES**  
• Official Digital Catalogue  
• Official Paper Catalogue

**ALL THE TOOLS YOU NEED FOR A SUCCESSFUL SHOW**

54<sup>th</sup> INTERNATIONAL PARIS AIR SHOW  
LE BOURCET  
GIFAS

> Technical Preparation [↗](#)

▼ Marketing & promotion [↗](#)

- Advertising brochure
- Official Catalogue insert
- Event announcement
- New product announcement
- Order an electronic press box

> Badges & invitations, Access & Traffic flow [↗](#)

> Events [↗](#)

> Business meetings & conferences [↗](#)

> Services & suppliers [↗](#)

> Management of your service providers [↗](#)

> Safety & regulations [↗](#)

# Official show catalogue entry

## WELCOME TO THE REGISTRATION INTERFACE FOR PRINT & DIGITAL CATALOGS 2023



If you have any questions, please contact  
J2C Communication

Registration deadline

**March 28th, 2023**

[> More info +](#)

### Your commercial contact

Emmanuelle COURROUX

Phone: +33 (0)1 49 85 62 28

[emmanuelle.courroux@j2c-communication.fr](mailto:emmanuelle.courroux@j2c-communication.fr)

## WELCOME ABOARD!

The Official Catalogue, which is consulted by all Show participants and players in the sector, is a **real reference for the aeronautics and space industry**, and is now available in a digital and print version.

These essential tools will help you prepare for your participation in the Show and maximize the reach of your communications.



### NEW FOR 2023

This Year, the SIAE has implemented a digital version of the Official Catalogue, in addition to the paper version.

All the content that you register and order in this Catalogue registration interface will be published on the digital AND paper versions of the Official Catalogue.

Professional Visitors will have the choice of ordering a paper version, a digital version or both versions of the Official Catalogue 2023.

Simply follow the steps by clicking the "Save" button at the bottom of the page to register your information.

The registration deadline is **March 28th, 2023**.

[> Start your registration](#)



[View advertising options for Catalogues here](#)

# Official show catalogue entry



## PUBLICATION IN CATALOGUES

J-100

H-21:03:57

[Home](#) > [Company information sheet details](#)

### WELCOME TO THE REGISTRATION INTERFACE FOR PRINT & DIGITAL CATALOGS 2023

ORDER AMOUNT: €0 EXCL TAX

1

Company information  
sheet details

2

Activities

3

Looking  
for agents

4

QLeads

5

New products

6

e-Press box

7

Advertising options

8

Summary

If you have any questions, please contact  
J2C Communication

Registration deadline

March 30th, 2023

[> More info +](#)

Your commercial contact

Emmanuelle COURROUX

Phone: +33 (0)1 49 85 62 28

[emmanuelle.courroux@j2c-communication.fr](mailto:emmanuelle.courroux@j2c-communication.fr)

The registration of your company is free for the following information:

- Company name
- Full address
- Phone number
- Company email
- Website
- Three contacts (name and job title)
- First activity
- Exhibiting surface number
- Depending on your case, whether you belong to a pavilion, a union or **Start-me-up events and Paris Air Mobility**

This information entered in your Catalogues company profile (digital and paper) will also be present in the list of Exhibitors published online on the siae website **and on the Mobile Application of the Show.**

To include a company description in the catalogue, it will cost (0.65 excl. tax per character and space)

## UNITED KINGDOM PAVILION BROCHURE



## United Kingdom Pavilion Brochure - form for completion

Contact name:		Job title:	
Company:			
UK address:			
Post code:			
Telephone:			
Email:		Website:	
Are you launching a new product at this event?		If you select yes, we will add a new product icon underneath your brochure entry	
Yes:	No:		
<p>Company profile (maximum 100 words, entries exceeding 100 words will be edited at ADS' discretion):</p>			

Please put an 'x' next to up to five of the most relevant products / services

Accessories	Flight control systems
Actuators	Flight refuelling
Air conditioning	Fuel systems
Air Traffic Systems	Government services
Airborne video recording systems	Ground support
Aircraft Leasing	Guidance systems
Aircraft Manufacture	Helicopter services
Aircraft Tyres	Homing systems
Airframe Components	Hydraulic systems
Airframe Manufacture	In flight entertainment
Airframe Repair	Information systems
Airline	Instrumentation/Displays
Airshow	Interiors
Air-to-Air Refuelling	IT/databases
Antennas	Landing gear
Auxiliary power	Life support
Aviation publisher	Logistics
Avionics	Maintenance/Overhaul
Blades	Metals/Metal processes
Cargo equipment	Missiles/Munitions
Cockpit windows	Navigation systems
Communications	Paint processes
Component repair	Propellers
Data recorders	Publishing, event organising, conferences
Defence systems equipment	Radar/countermeasures
Distribution/stockist	Radios
Economic Development	Reconnaissance
Ejection Seats	Safety equipment
Electrical equipment	Simulation, training
Electronic warfare	Software & systems integration
Engine components	Space/satellites
Engine controls	Spare parts
Engine Manufacture	Surveillance systems
Engine repair	Technical support
Engine test facilities	Telecommunications
Engineering support	Test services
Fasteners	Training
Filters	Transmission systems
Fire detection & suppression	Vehicle (armoured)
Flares	Wheels, brakes
Other (please specify)	Other (please specify)

# MAA stand at Farnborough 2022



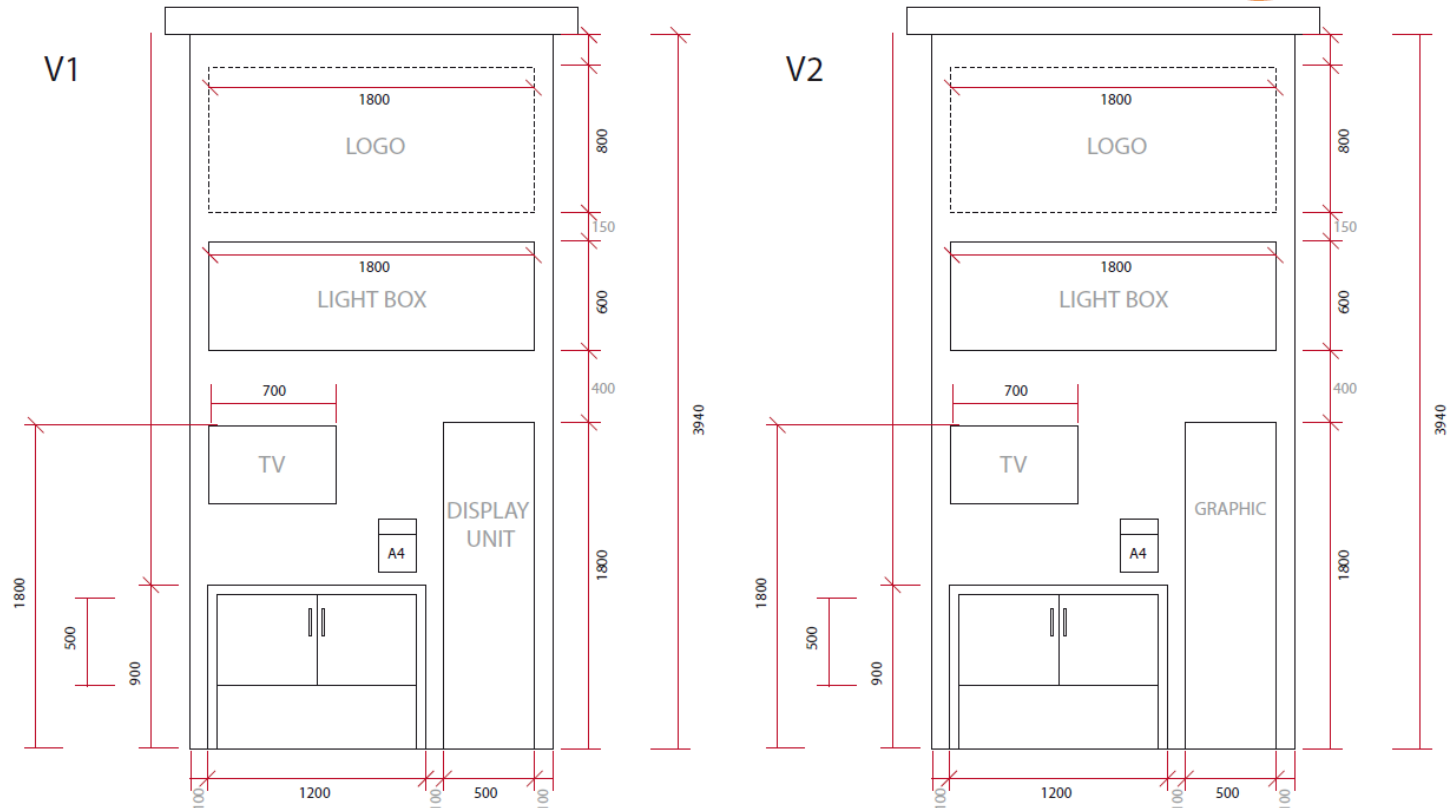


# MAA stand at previous shows



# Mock up of pods

## MAA Stand graphics



Page  
1

CLIENT  
MAA

SHOW / VENUE  
PARIS Air Show

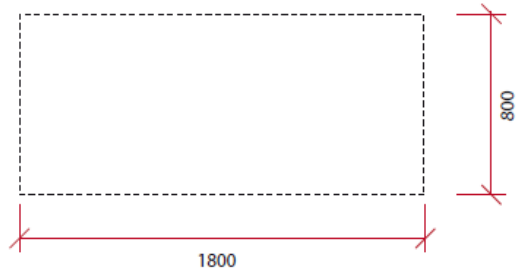
REVISED

APPROVAL DATE  
SCALE 1-20 @ A3

REVISION NO.  
ONE

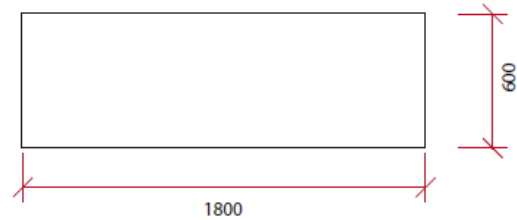
# Artwork Specifications

LOGO VINYL



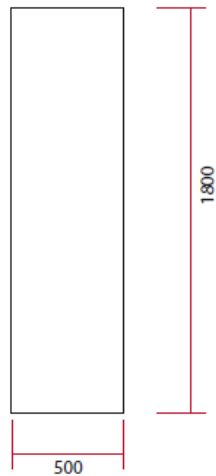
Logo to fit comfortably within 1800 X 800 mm

LIGHT BOX TENSION BANNER



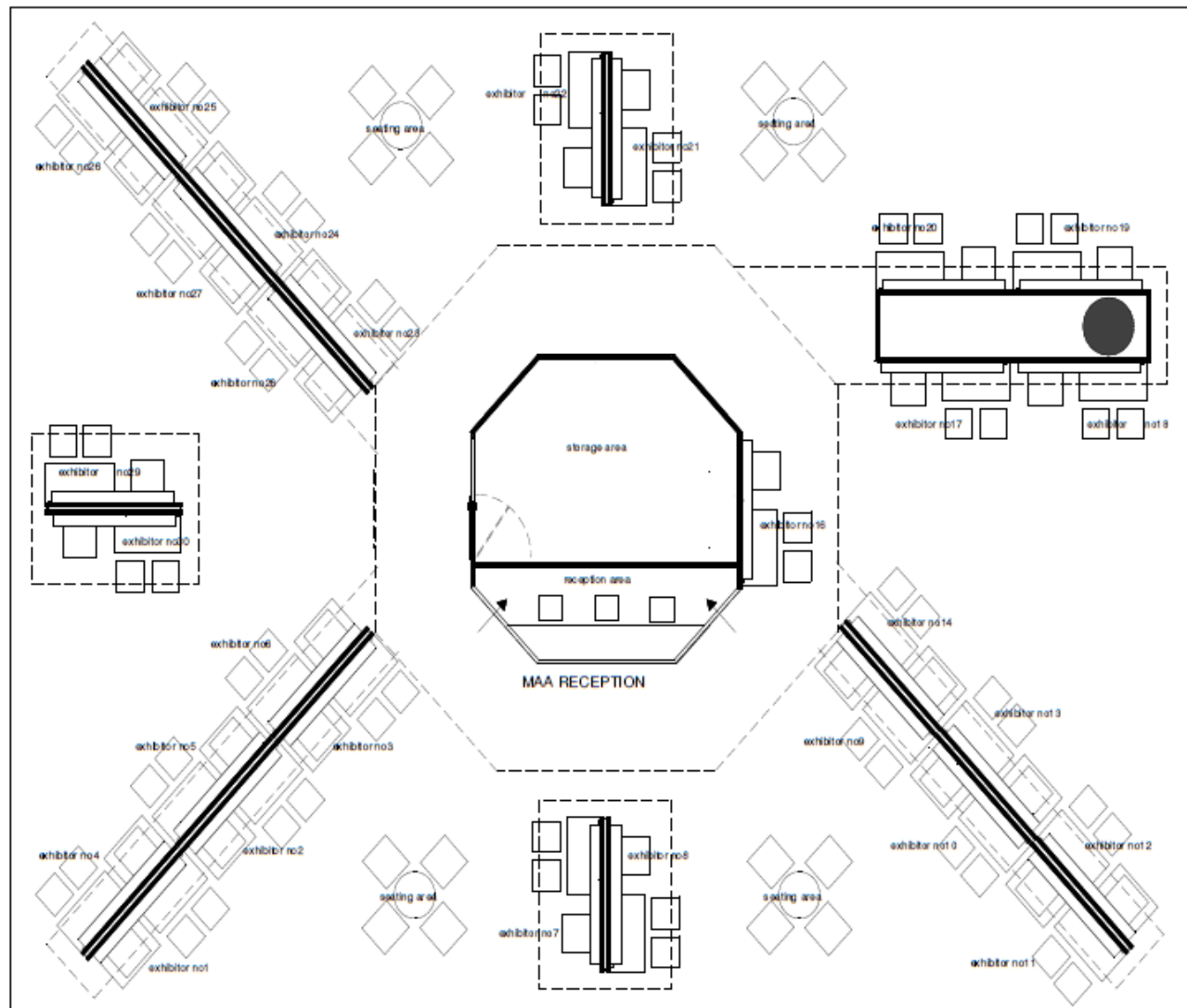
Light box Artwork will require 25mm bleed all round

Graphic V2 Foamex



Art work files to be supplied at 150 dpi at full size or 300 dpi at half size etc  
Produced as high resolution PDF's or and ai files with bleed

# MAA stand plan



# UK Pavilion

PARIS AIRSHOW 2023 - UK Pavilion  
19 - 25 June





# Getting your exhibits to the show

Due to new Brexit export rules, you are responsible for exporting your own exhibits and literature to the show.

Exhibitors may make use of their own luggage allowance for literature/promotional material. This is recommended as a lower cost option.

You will need to use a logistics company to ship any display parts to the air show. The freight deadline for shipping your parts is the 23<sup>rd</sup> May.

Our recommended logistic companies are MAA Members:

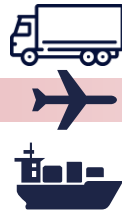
- CEVA Logistics – [ron.hayes@cevalogistics.com](mailto:ron.hayes@cevalogistics.com)
- JJX Logistics – [ben.brown@jjxlogistics.co.uk](mailto:ben.brown@jjxlogistics.co.uk)

ADS Recommended Supplier:

- Premier Showfreight - [Paul@premiershowfreight.com](mailto:Paul@premiershowfreight.com)

**Ron Hayes from CEVA Logistics will now present and answer exhibitor questions.**

# The Showfreight Service



## **Our Exhibitor Service includes:**

**A single supplier for all your exhibitions and events.**

**Worldwide Transportation (Road, Sea & Air) to and from your stand.**

**On-site Handling at any venue worldwide.**

**Dedicated client manager, as a single point of contact to provide rapid response and peace of mind.**

**Storage of Empty Cases at any venue worldwide**

**All Customs procedures and documentation.**

**Marine & All Risks Insurance**

**Full White Glove Service**

# Deadlines

Deadline date	Detail	Submit to
<b>Now</b>	Book accommodation and arrange travel	
<b>28 March</b>	Submit official catalogue entry	<b>On-line account</b>
<b>30 March</b>	Submit UK Pavilion brochure entry	<b>to MAA</b>
<b>1 May</b>	Submit graphics and logo to Joanne Cole (Single Pod Exhibitors) Submit graphics to Skala, Katherine Haydn (Multiple Pod Exhibitors)	<b>to Joanne Cole or stand contractor</b>
<b>19 May</b>	Return risk assessment form to MAA	<b>to MAA</b>
<b>23 May</b>	Shipping parts to Paris	<b>Logistics provider</b>
<b>26 May</b>	Return build up and In Case of Emergency form to MAA	<b>To MAA</b>
<b>31 May</b>	Paris networking dinner bookings close	<b>MAA Website</b>
<b>TBC</b>	Complete ticket information	<b>TBC</b>
<b>TBC</b>	Purchase additional tickets if required	<b>TBC</b>

# Exhibition tips

- 1. Create a plan** – You should start planning for exhibition in advance of the show. Together with your team, set realistic objectives, create a schedule and plan all activities.
- 2. Promote before the show** - Develop your pre-exhibition marketing plan. Let your target audience know you will be at the show, what products you will be promoting and the location of your stand. Make sure they know the name of the venue and exact dates of the show. Exhibitions offer fantastic marketing opportunities. They give you a chance to catch up with your already existing customers and to make new ones. Use a number of different online and offline channels to promote your exhibition stand.
- 3. Use e-mail marketing** - Before the show use e-newsletters to let everyone know you're attending the event. Provide all the details of the show and location of your stand. Include information about special stand features, interactive screens, competitions, special offers and prize draws. The MAA will send you a footer to use on your emails, once ADS have confirmed our stand number.
- 4. Keep it consistent** - All your promotional material, logo, brand colours, fonts and messages should be consistent. Everything you include should reflect your brand and remain the same look and feel.
- 5. Create a hashtag** - Create a hashtag for your stand. It's a great way to promote your product or host a contest. Make sure the hashtag is unique and easy to remember. Include it on your banners, graphics and handouts. Many shows will have their own hashtag. Follow the official hashtag and use it before and during the show to keep updated with the latest news and to become part of the exhibition community. **Follow us and tag us in your LinkedIn posts! MAA twitter handle: @MAAaero – please include us in your tweets!**



## Exhibition tips

**6. Leverage social media** - Use social media to drive visitors to your exhibition stand. Post photos of your stand, engage with attendees on LinkedIn and Twitter and join online conversations. Social Media is a great place to let everyone know that you're attending the show. If your stand includes any gadgets, interactive games or competitions, make sure everyone knows! Your LinkedIn and Twitter feed should be regularly updated before, during and after the exhibition.

**7. Pick your team** - You can't predict trade show traffic, so always be prepared! Arm yourself with the best in the industry. You can only talk to one person at once, so if you're tied up in conversation, you really won't want to lose that person's attention whose been waiting for you for the last 10 minutes so we recommend that you have 2 staff on your pod.

**8. Prepare your team** - Brief your staff before the show. Make sure everyone is clear on what they're doing. Explain your objectives and why you are exhibiting at this particular show. Remind them of simple rules like no eating, chewing gum or mobile phones. Ask engaging, open ended questions.

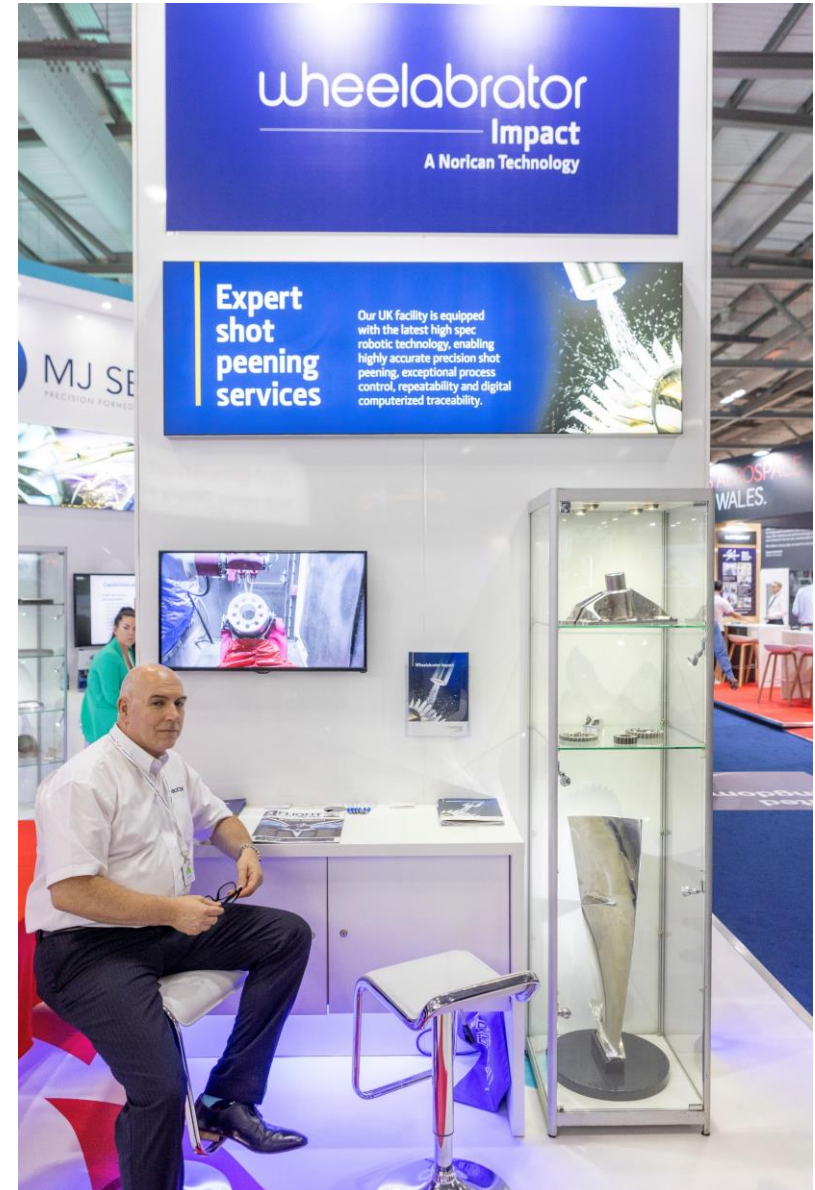
**9. Dress to impress** - Your staff represent the company and need to make a good first impression.

**10. Train your staff** - Exhibitions put you in front of potential customers, so training your staff before the show is essential. Don't do it one hour before the exhibition, dedicate one day to share your ideas and train your staff. Let them know your objectives and how you are planning to achieve them. Make sure everyone knows their individual goals. Train your staff in sales, customer service, spotting prospects and competitors.

# An exhibition package full of benefits

## Your dedicated pod

- Dedicated pod on our stand in the UK Pavilion.
- Furniture including a display cabinet, lockable storage cupboard, worktop and stools.
- Digital signage (TV) for promotional media.
- Company branding printed and displayed prominently on your pod.
- Exhibitor passes for the week.
- Daily visitor passes.
- Use of facilities including a shared kitchen area, open networking areas and refreshments.
- Reception area staffed by the MAA.



# An exhibition package full of benefits

## Promotional opportunities

- Your company will be included in the official trade show catalogue.
- Inclusion in the UK Pavilion-focused exhibitors' directory.
- Inclusion in the MAA website and newsletter with an audience 5,500+ industry readers.
- Exhibitor spotlights on social media with an actively engaged audience 6,500+ professionals.
- Submission of your company's news for inclusion in the show's daily magazines.



# An exhibition package full of benefits

## Elevated networking

- Invitations to key networking events and receptions.
- Opportunity to apply to meet prime and tier 1 customers through the UK Supplier Discovery Tours.
- Opportunity to meet other VIP guests visiting the stand.
- Visits from the MAA's well-connected directors who work in senior positions for major aerospace companies.





At past airshows, our exhibitors have been visited by...



...and more





# An exhibition package full of benefits

## Expert support

- Pre-event presentation featuring tips and advice designed to help you maximise your success at the show.
- Support from the MAA team before, during and after the show.
- Exhibitors' information pack full of useful guidance.
- Travel information to help make your journey to the event seamless.



# Great networking opportunities in Paris

Free Networking reception on the MAA stand, Wednesday 21<sup>st</sup>

Invite your customers!



Network with MAA members and your customers at the MAA dinner, Tuesday 20<sup>th</sup>, 7.30pm – [Book here](#)

Network with your peers at the UK Reception at the British Ambassador's residence, Monday 19<sup>th</sup>, booking information to follow.



# Aerospace Meetings Paris – B2B

The Paris Air Show organisers will again be offering the opportunity to register for their B2B meetings. Charges apply, please see below.

This will be available to book once you have received your portal login.

▶ <b>PACKAGE 1 / INDIRECT Exhibitors : Member of a pavilion (BtoB Meetings + Networking Cocktail)</b>	250	EURO	✓ Select
▶ <b>PACKAGE 2 / INDIRECT Exhibitors : Member of a pavilion (BtoB Meetings + Networking Cocktail + Conferences)</b>	350	EURO	Select
▶ <b>PACKAGE 3 / DIRECT Exhibitors (BtoB Meetings + Networking Cocktail)</b>	390	EURO	Select
▶ <b>PACKAGE 4 / DIRECT Exhibitors : (BtoB Meetings + Networking Cocktail + Conferences)</b>	500	EURO	Select
▶ <b>PACKAGE 5 / Conferences Pass (DIRECT or INDIRECT exhibitor)</b>	300	EURO	Select

# Help us go green!



Bring your own  
water bottles.

Bring your own  
travel cups and  
mugs.

Limited disposable cups will  
be provided for visitors and  
guests.



## Contact details

Reason	Name	Email Address	Telephone number
SIAE portal queries	Jay Locking	Jay.locking@midlandsaerospace.org.uk	07385 626627
Single pod graphics	Joanne Cole	Joanne.cole@midlandsaerospace.org.uk	07766 858750
Multiple pod graphics	Katherine Haydn	Katherine@skalacontracts.com	07842 642895
Catalogue entries	Emma Burgess	Emma.Burgess@midlandsaerospace.org.uk	07748 652427
Stand Contractor	Skala Contracts	Katherine@skalacontracts.com	07842 642895
ADS – to book meeting rooms	Alan Buddle	Alan.buddle@adsgroup.org.uk	02070 917807
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Media/Marketing enquiries	Emma Burgess	Emma.Burgess@midlandsaerospace.org.uk	07748 652427
Networking event enquiries	Joanne Cole	Joanne.cole@midlandsaerospace.org.uk	07766 858750
Invoicing queries	Jay Locking	Jay.locking@midlandsaerospace.org.uk	07385 626627





Thank you.

Any questions?