

To: Companies interested in participation at Farnborough International Airshow 2010

From: Rod Jones, Executive Director, OAC

Date: January 8, 2010



Your opportunity to take your expertise to the world !

Farnborough Aerodrome, UK
19-25 July 2010
www.farnborough.com

Ontario Aerospace Council and the International Trade Branch of the Ontario Ministry of Economic Development & Trade are working together to present Ontario and the Ontario aerospace industry to the world at Farnborough International 2010.

We invite you, as a valued company in the Ontario aerospace industry, to participate in this high-profile Ontario Aerospace presence at Farnborough 2010 – where the global aerospace industry gathers.

The Ontario Showcase will be situated on a 72 square metre peninsula on the main aisle, adjacent to the Canadian Pavilion and will continue with the unique design developed in 2008.



Background: In 2008, US\$88.7bn in orders for some 480 aircraft and equipment systems were announced at Farnborough International Airshow, more than doubling 2006's figures of US\$42bn. The world's largest temporary exhibition also saw more than 130,000 trade visitors, enjoyed representation from 40 countries and had 29 international and regional pavilions.

Exhibition Programme - 2010

Monday, July 19	Media / Private Trade Day Flying Display	10:00 am – 4:00 pm 2:15 pm – 4:00 pm
Tuesday, July 20 – Thursday, July 22	Private Trade Days Flying Display	9:30 am – 5:30 pm 2:15 pm – 4:45 pm
Friday, July 23	Trade / Youth Day Flying Display	9:30 am – 5:30 pm 2:15 pm – 4:45 pm
Saturday, July 24 – Sunday, July 25	Public Days Flying Display	9:30 am – 5:30 pm 12:30 am – 5:30 pm

Here is what you will obtain as a member of the Ontario Aerospace Showcase:

	Plan	A	B	C
Participation in the Ontario Aerospace Showcase – Individual display space		<input checked="" type="checkbox"/>		
Participation in the Ontario Aerospace Showcase – Shared display space			<input checked="" type="checkbox"/>	
Company Listing in Official Show Catalogue		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Profile in Ontario Capabilities Directory and Ontario Showcase Directory		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Access to the Private Meeting Room on the stand		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Access to 2 Ontario Tables in Canadian Lounge–shared by Ontario participants		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Benefit of consolidated shipment of brochures/display materials to show site		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-Show information & assistance		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Events & activities to attract your customers / clients during the show		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Linkages to targeted customers / suppliers / business partnering opportunities		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry-knowledgeable staff support on the Stand		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of Ontario literature rack in Media Centre		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local communications & Internet connection on the Stand		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Additional Information (*additional costs shown in blue*)

Display Space:

- Prime peninsula location (facing 3 aisles) adjacent to Canadian Pavilion – Hall 4
- Newly designed company workstations with eye-catching back lit display panel, counter and storage cupboard. Exhibitor panels from 2008 may be re-used.
Production costs for new panel graphics from camera ready artwork: Plan A \$500.00 for header + panel / Plan B \$250.00 for panel only.
- Set-up and Tear-down provided by OAC / Ministry staff, to your instructions

Shipping:

- Consolidated shipment of your display materials, brochures/give-aways, to the show
Consolidated shipment for Ontario participants at a reduced rate billed directly to each firm.

Show passes:

- Show passes ordered in advance
*Passes billed to participating companies based on exchange rate at time of delivery.
Weekly exhibitor pass approximately \$250.00, Daily visitor pass approximately \$45.00)*

Benefits:

- “How to’s” for the Show (travel guidelines, site plans, exhibitors lists, etc.)
- Current market intelligence on opportunities
- Support for your efforts to link to targeted customer/client opportunities.
- Profile in Ontario Showcase Directory (Plan A and B only)
- Profile in Ontario Capabilities Directory (Plan A & B only; additional cost for Plan C)

Note: Participants are responsible for their own travel and accommodation arrangements and costs.