



EXHIBIT AT ASIA'S PREMIER BUSINESS AVIATION EVENT

Submit your exhibit application by the
November 10, 2016 priority draw deadline.



ABACE
SHANGHAI, CHINA
APRIL 11 – 13, 2017



www.abace.aero/exhibit

The Asian Business Aviation Conference & Exhibition (ABACE2017) 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, fractional providers, charter/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) and the Asian Business Aviation Association (AsBAA), ABACE takes place at the Shanghai Hawker Pacific Business Aviation Service Centre. Make plans to exhibit and create business opportunities for the year ahead at the fastest growing business aviation event in Asia.



ABACE is a can't miss event for anyone in the Asian region whose passion or profession involves business aviation. No other venue brings together so many business aircraft and providers of products and services for side-by-side comparison all in one place, at one time."

-ED BOLEN, NBAA PRESIDENT AND CEO



SHOW DATES: TUESDAY, APRIL 11 – THURSDAY, APRIL 13

Location: Shanghai Hawker Pacific Business Aviation Service Centre on Shanghai Hongqiao International Airport

Exhibit & Static Display Hours:

- » **Tuesday, April 11** 10:00 – 18:00
- » **Wednesday, April 12** 10:00 – 18:00
- » **Thursday, April 13** 10:00 – 15:00

EXHIBITOR PRIORITY DRAW DEADLINE: NOVEMBER 10, 2016

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



Networking with New Buyers & Existing Business Aircraft Operators



Full Spectrum of Aircraft on Static



Numerous Education Sessions



Representation from 50+ Countries



Coverage by 350+ Members of the Media



Top Reasons Attendees Register:

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

ABACE Attendees:

- » Represent **51 countries** from around the world
- » **76%** have an influence on the purchasing process
- » **59%** are first-time attendees

DISCOUNTED PRICING

ABACE management offers indoor exhibitors a special \$150 discount per 3m-by-3m indoor hangar and pavilion exhibit space reserved provided both the application and full payment are received on or before November 10, 2016. There are no discounts after November 10, 2016.



Single-Unit Chalet



Double-Unit Semi-Custom Chalet,
Standard Gable Graphic



Triple-Unit Semi-Custom Chalet,
Standard Gable Graphic

CHALET PRICING*

* Discounted pricing is available for each chalet option if application and full payment are received by November 10, 2016.

Single-Unit Chalet:

Turnkey Package: USD \$139,000

Discounted price: USD \$134,000 (\$5,000 savings)

Double-Unit Custom Chalet:

Custom Chalet: USD \$189,000

Discounted price: USD \$182,000 (\$7,000 savings)

Triple-Unit Custom Chalet:

Custom Chalet: USD \$277,000

Discounted price: USD \$268,000 (\$9,000 savings)



We had **great exposure, reconnected to our customer base, and expanded our message** in mainland China."

-ABACE EXHIBITOR

EXHIBIT PRICING

Indoor Hangar and Exhibitor Pavilion

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 November 10, 2016.

DISCOUNTED PRICING THROUGH NOVEMBER 10, 2016

	Standard Placement	Premium Placement
Raw Exhibit Space**	\$4,350 per 3m-by-3m	\$5,500 per 3m-by-3m
Inline Raw Space	\$5,650 per 3m-by-3m	\$6,800 per 3m-by-3m
Shell-Scheme	\$6,920 per 3m-by-3m	\$8,070 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 November 10, 2016. After November 10, pricing will increase by \$150 per 3m-by-3m.



Shell-Scheme Single-Unit



Shell-Scheme Double Unit;
Additional Fee for Wall Graphics

Static Display of Aircraft

Ramp Space: \$48.25 per square meter reserved

New for 2017!

Ramp Space: \$32.00 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/exhibit for a complete breakdown of aircraft movement fees, which are determined based upon the size of the aircraft.

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.

Attendees' Influence on Company Purchasing Decisions:

51% Evaluate and recommend one or more products/services for purchase

18% Specify suppliers

16% Have final say in purchase decisions

Attendees' Job Functions:

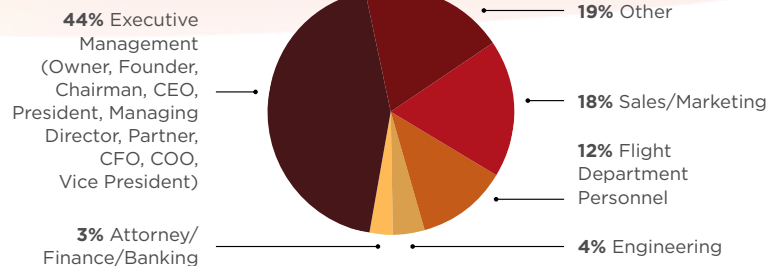


EXHIBIT SPACE PRIORITY DRAW & EXHIBIT SPACE PLACEMENT

The ABACE2017 priority draw and live, online exhibit space placements will be held between December 16 and December 22, 2016, 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 November 10, 2016 deadline. Email notifications will be sent to exhibitors after the November 10 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 10, 2017, ABACE management will consider it canceled by the exhibitor with no refund or transfer of payment.
- ABACE2017 exhibitors must occupy and staff their exhibit space during all exhibit hours on all three days of the show. The ABACE2017 exhibit halls will close at 15:00 on the last day of the show, Thursday, April 13, 2017.
- Exhibitors dismantling prior to 15:00 on April 13, 2017, may be ineligible for the ABACE2018 exhibit space priority draw and will be subject to early tear-down penalties of USD \$6,400.

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

SPONSORSHIP OPPORTUNITIES

ABACE2017 provides high-visibility sponsorship options that will place your brand in front of key customers, decision-makers and influencers. To provide maximum publicity for your company, contact sponsorships@abace.aero.

“ I learned about **new aircraft, new products, new technologies, new services and new aircraft facilities** – the experience was very rewarding!”

-ABACE ATTENDEE



EXHIBITOR INFORMATION

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

Top Reasons Why Exhibitors Participate at ABACE:

85% Obtain new sales leads

80% Maintain image, presence, and/or awareness

80% See existing customers

36% Make sales at the show

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/hotel.

ABACE2017 FLOOR PLAN

Floor plan is subject to change and the most updated version will be available on the ABACE website at www.abace.aero/exhibit.

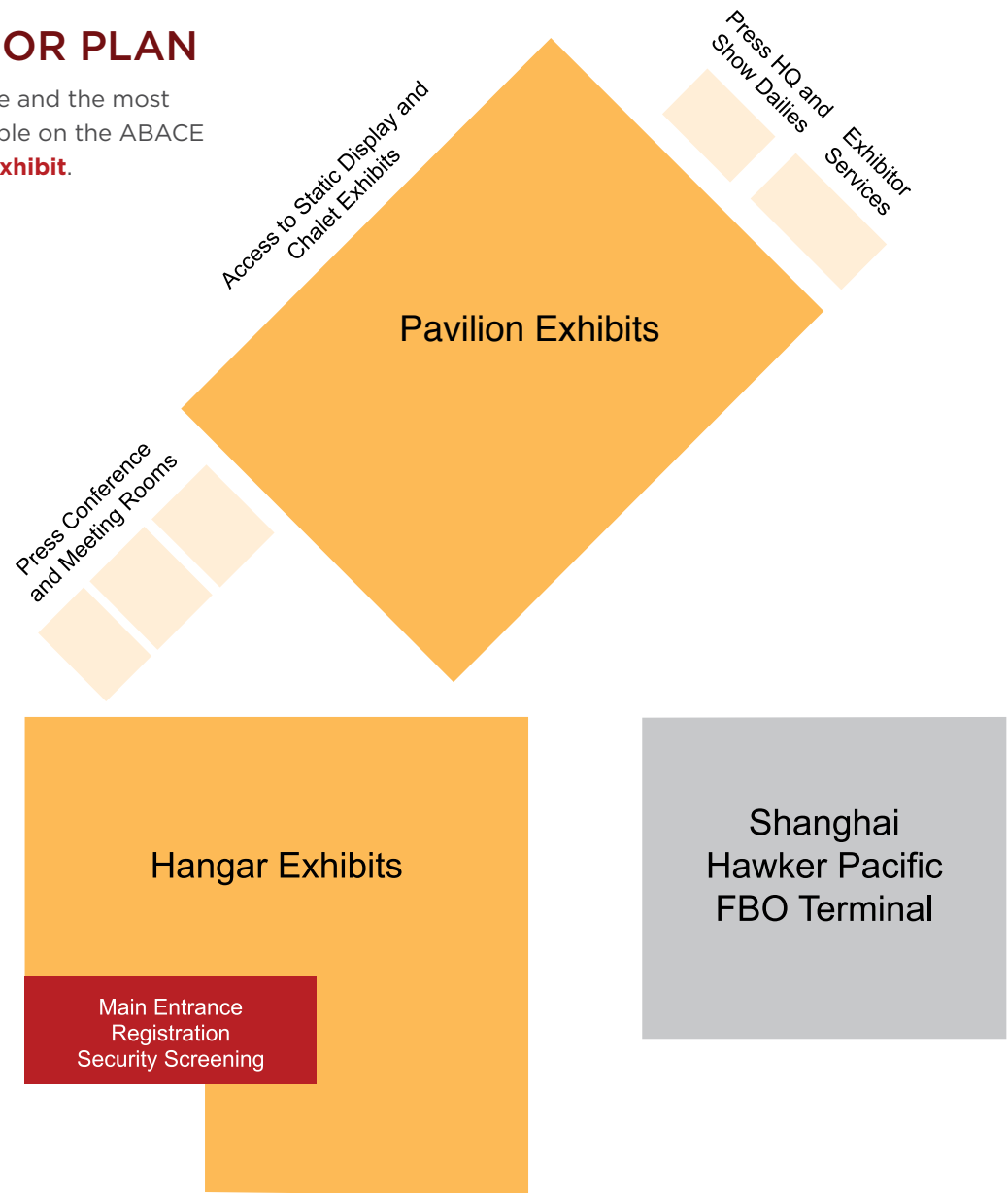


EXHIBIT CONTACTS

ABACE China Office

Evelyn Wu
ABACE Convention Manager
No. 99, Yingbin Seven Road
Shanghai Hongqiao
International Airport
Shanghai, 200335, China
evelynwxy@163.com
+86 21 2234 1801

Indoor Exhibits

Hangar/Pavilion Exhibits & Chalets

Maureen Cameron
NBAA Director, Exhibits
mcameron@nbaa.org
+1 (202) 783-9453

Exhibitors, A-M

Rhonda Hughes
NBAA Manager, Exhibits
rhughes@nbaa.org
+1 (202) 909-5941

Exhibitors, N-Z

Rachel Thomas
NBAA Manager, Exhibits
rthomas@nbaa.org
+1 (202) 478-7760

Chalets & Exhibits

36 Square Meters or Larger

Linda Peters
NBAA Vice President, Exhibits
lpeters@nbaa.org
+1 (202) 783-9368

Static Display of Aircraft

Joe Hart
NBAA, Director, Static
Displays & Regional Forums
jhart@nbaa.org
+1 (202) 783-9456

Tracy Tippett
NBAA, Manager, Static
Displays & Regional Forums
ttippett@nbaa.org
+1 (202) 478-7767