

# SHOW PREVIEW



The Dubai Airshow returns in 2017 with a number of new features to complement the existing show format; including the UAV Summit, Space Pavilion, Cargo Zone and Airport Solutions in addition to returning features GATE - Gulf Aviation Training Event and Futures Day. The show will once again welcome visitors, exhibitors and delegations in their thousands to Dubai – the world’s global aerospace hub.

# NEW FEATURES



## AIRPORT SOLUTIONS DUBAI 2017

Covering the full spectrum of the industry, Airport Solutions will encompass a dedicated exhibition area along with a high level conference. This event will be of particular interest to civil aviation authorities, regulators, airport operators and owners.



## SPACE PAVILION DUBAI AIRSHOW 2017

Space exploration is a national priority for the UAE and this new feature at the Dubai Airshow has been developed to support the government’s strategic objectives of building the region’s space sector. In addition to the exhibition area the Space Pavilion will host a two-day forum.



## UAV SUMMIT DUBAI AIRSHOW 2017

The UAV market in the Middle East is growing rapidly - both in terms of the number of UAVs operating and also the increasing investment in manufacturing. The UAV Summit at the Dubai Airshow will feature conference sessions with industry leading experts, flying displays & demo area as well as the UAV exhibition zone.



## CARGO ZONE DUBAI AIRSHOW 2017

The Cargo Zone will bring suppliers from across the air cargo supply chain together in one location to discuss trends, challenges and the future of the industry. Airlines, airport authorities, freight forwarders and expediting companies along with the vendors will attend this focussed exhibition area and one-day conference.

*“The Dubai Airshow has become one of the pre-eminent shows in the world. It’s a show that generates excitement and is still going to bring customers – it’s the one place in the world where the magic can happen. We have completely surpassed our business objectives here.”*

**Steve Suttles, VP Middle East and Africa,  
Bell Helicopters**

*“The Middle East is a very critical market for Boeing. It really is the venue where we can get everyone together at the same time. The show has been very busy in terms of delegations and high level visitors.”*

**Charlie Miller, VP of International  
Communications, Boeing**





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# THE DESTINATION FOR AEROSPACE



**12-16 NOVEMBER 2017**  
DWC, DUBAI AIRSHOW SITE



[WWW.DUBAIAIRSHOW.AERO](http://WWW.DUBAIAIRSHOW.AERO)



# 2015 SHOW ROUND-UP



The 2015 Dubai Airshow was the 14th edition since the show began in the late 80's. Dubai and the wider region have changed rapidly in the past 30 years, the ancient trade routes of the Middle East have modernised at an unrivalled rate to become not only a crucial logistical hub but also one of the world's fastest growing aerospace regions.

The event saw a record number of trade visitors attend to meet with over 1,100 exhibitors from all corners of the globe, illustrating the unmatched diversity that the Dubai Airshow is famous for.

**66,346**  
trade attendees

**254** delegations  
from **68** countries

**1,103** exhibitors  
from 61 countries

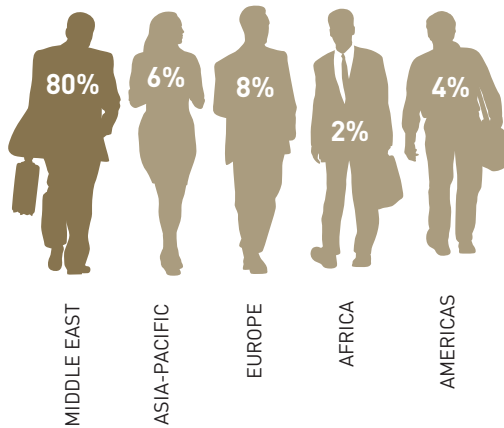
**163**  
aircraft on display

**1,296**  
media

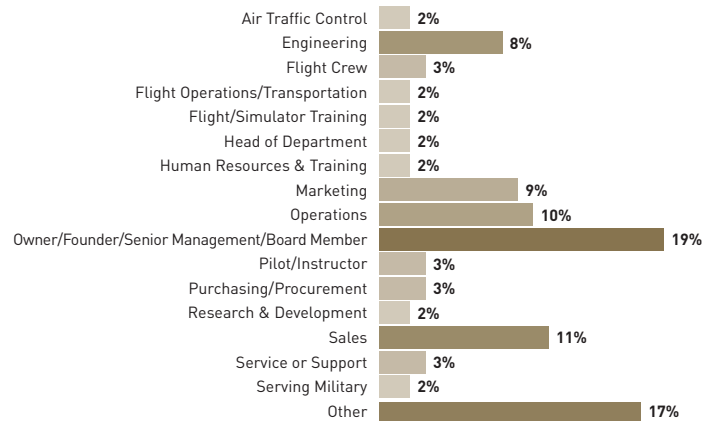
**\$37.2**  
billion order book

## VISITOR OVERVIEW

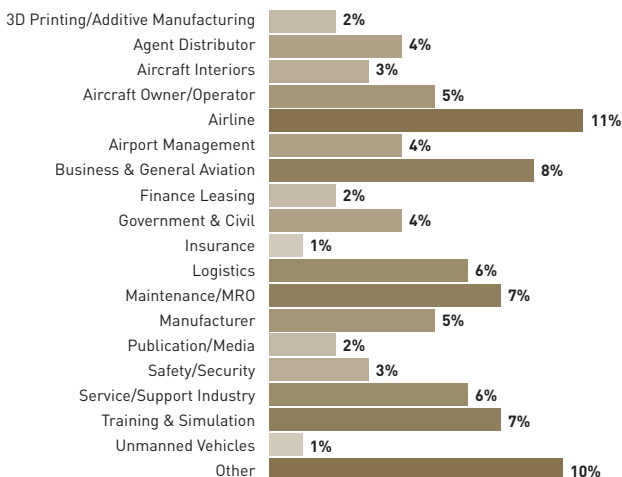
### BY REGION



### JOB FUNCTION



### INDUSTRY BREAKDOWN



*"The Dubai Airshow is the gem of the world as far as airshows are concerned. We hadn't expected as much interest as we have received, and we signed a memorandum of understanding at the show. There is absolutely no doubt that the Dubai Airshow is on our calendar for the future."*

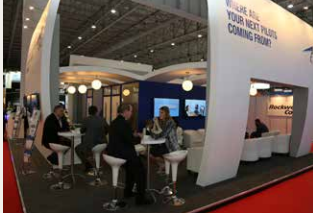
**Peter Coker,**  
CEO & Managing Director, Martin Aircraft

# EXHIBITING OPTIONS



## INDOOR

The Dubai Airshow venue has been designed with our exhibitors and visitors in mind. All the indoor exhibits are located in our extensive exhibition hall which leads directly to the static display and chalet line providing a central meeting point for show attendees.



### 1 SPACE ONLY

Our Space Only option allows you to work with the contractor of your choice to produce your own bespoke stand.

1A Space Only (Minimum space 25sqm)	US\$620 per sqm
1B Upper Deck (Double Storey; Space Only – Minimum space 25sqm)	US\$405 per sqm



### 2 SHELL SCHEME

The Shell Scheme package at the Dubai Airshow offers a cost-effective and straightforward solution to exhibit – this option includes all the main stand components; simply add the graphics and furniture of your choice.

Shell Scheme package (Minimum space 12sqm) Includes: walls, name panel, carpet, 1 x 13 amp socket, 3 x spotlights per 12sqm, 1 show guide entry	US\$725 per sqm
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### 3 COUNTRY PAVILIONS

Being part of a country pavilion can increase your impact at the show as these pavilions typically command premium positions on the show floor and have great visibility; in addition, they often attract delegations that have an interest in that specific country. Details of country pavilion organisers and the services they offer can be found on the Dubai Airshow website.

## OUTDOOR

The outdoor space at the Dubai Airshow site offers further exhibiting options including our popular hospitality chalets, outdoor space for pavilions and large exhibits as well the static aircraft display park.



### 4 CHALET

Booking a chalet at the Dubai Airshow allows you to host clients and business contacts in your own self-contained unit. Double and single storey chalets with views of the static display are available – they can be fitted and branded to your specification.

3A Double storey chalet unit	US\$74,000 per unit
3B Single storey chalet unit	US\$39,000 per unit





## 5 OUTDOOR SPACE

Our Outdoor Space option gives you the freedom to display large exhibits, mock-ups, vehicles as well as the opportunity to build your own custom designed Pavilion.

4A Exhibits – applies to all equipment displays on the static park e.g. mock-ups, missiles etc.	US\$415 per sqm
4B Pavilions & buildings – ground floor	US\$505 per sqm
4C Pavilions & buildings – 1st floor	US\$290 per sqm
4D Pavilions & buildings – 2nd floor	US\$290 per sqm



## 6 AIRCRAFT DISPLAY

Immediately accessible from the exhibition hall, the static display gives attendees the opportunity to visit and view displayed aircraft close up.

5A Exhibiting companies displaying aircraft will be charged a non-refundable administration fee (minimum 25sqm)	US\$1,350 per aircraft
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5B Companies occupying less than 25sqm or without exhibition space – the following rates also apply:

Up to 0.5 Tonne MTOW	US\$5,000
0.5-3 Tonnes MTOW	US\$6,000
3-10 Tonnes MTOW	US\$7,000
10-25 Tonnes MTOW	US\$8,000
25-40 Tonnes MTOW	US\$9,000
40-60 Tonnes MTOW	US\$10,000
60+ Tonnes MTOW (MTOW Maximum Take Off Weight)	US\$11,000



In addition to all of our exhibiting options the Dubai Airshow offers a huge range of sponsorship and advertising opportunities – an ideal way to deliver specific brand messages at the show whilst engaging with existing and potential customers.

