

FIDAE 2010

INTERNATIONAL AIR & SPACE FAIR



March 23 -28
Santiago, Chile

U.S. Participation Organized by:



*Exhibit with Confidence
at the Leading Air Show in
Latin America*

JOIN THE U.S. INTERNATIONAL PAVILION AT FIDAE 2010

FIDAE 2008 HIGHLIGHTS

- ◇ 430 companies from 43 countries
- ◇ Over 40,000 trade visitors
- ◇ 29 Commanders in Chiefs
- ◇ 11 Logistic Commanders
- ◇ 14 State Ministers
- ◇ 900 professional journalists
- ◇ Over 120 Aircraft on display

The FIDAE International Air & Space Fair, taking place in Santiago, Chile from March 23-28, 2010, began in 1980, when the Chilean Air Force celebrated its 50th anniversary. Since then it has become the leading aerospace and defense exhibition in Latin America, covering varied fields such as civil and commercial aviation, defense, aircraft maintenance, airport services & equipment, and space technology.

The capacity to gather first level guests is one of the great strengths of FIDAE, and members of the U.S. International Pavilion have direct access to these visitors through the various events organized by Kallman Worldwide.

Guided tours of the U.S. International Pavilion were given to the Chilean Minister of Defense, the U.S. Ambassador to Chile, 11 Logistic Commanders from surrounding Latin American countries as well as many other VIP's and Delegations. The U.S. VIP Reception was a well attended event with over 15 Commander in Chief's from visiting countries and various delegations; creating a perfect networking opportunity for U.S. International Pavilion exhibitors.

This fair has always had a national and international impact, and the forthcoming FIDAE 2010 will match up with the Bicentenary of the Republic of Chile making it the focus of a nation.



HELPING U.S. COMPANIES "EXHIBIT WITH CONFIDENCE" AROUND THE WORLD

CONFIDENCE - n. trust; "a feeling of assurance"

Kallman Worldwide goes much further when you participate in an exhibition and place yourself in our hands. For us, confidence means building a "sacred trust" that leaves no room for chance in the equation that binds us with our clientele. It translates to the highest quality materials in everything we build...the most scrupulous consideration for every word we choose in communicating your message to prospective and existing customers... and use of aesthetically arresting design and graphic elements.

Earning and maintaining your confidence means *exploring* every avenue of promotion, *taking full advantage* of the invaluable support offered by the U.S. Department of Commerce and Commercial Service; using every lesson learned in our 45 years of exhibition experience, and every new and tested technique for enhanced face-to-face marketing - and *sharing* these valuable tools with you, our partners in business. Confidence, in short, means getting the job done and getting it done RIGHT!

Happily, our record of success speaks for itself. We value your confidence and never lose sight of the responsibility you have entrusted us with when you exhibit with Kallman Worldwide.



FIDAE 2010

U.S. PAVILION AMENITIES:

The U.S. Pavilion offers numerous amenities designed to enhance your exhibiting experience. All of our clients will enjoy the following complimentary services:

- ◇ A Premier Location within the show
- ◇ Access to VIP Delegations attending the show from around the world
- ◇ Complimentary tickets to U.S. Pavilion Opening and U.S. VIP Receptions
- ◇ Exhibitor Lounge– For Pavilion Exhibitors only, the Lounge provides an atmosphere to sit and discuss business or take a break from the show
- ◇ Conference rooms for private meetings or sales presentations
- ◇ Listing in the “Guide to U.S. Exhibitors” - Emailed in advance to over 5,000 Industry VIP’s

EXHIBITING OPTIONS:

TURNKEY STAND PACKAGE

Exhibit with Confidence with our Pavilion Turnkey package. Incorporating a high impact design, this easy and affordable option allows you to “walk on” your stand and be ready for business. Just bring your product, graphics and literature - we take care of the rest!

Turnkey Stand Includes:

- ◇ Hard-wall construction with aluminum framing
- ◇ Fascia with Company identification
- ◇ Furniture package including: table, four chairs, lockable counter, literature rack, and waste bin
- ◇ Carpet, lighting and daily cleaning
- ◇ Wide variety of optional furniture also available

SPACE ONLY

For companies wishing to build their own corporate display, the U.S. International Pavilion offers “space only” areas ranging from 36m² and up. Use your own stand contractor or let **Kallman Worldwide Creative Services™** work with you from concept to design, set-up to tear down.

UPGRADE TURNKEY STANDS / CUSTOM BUILDS

Whether your goals are product-driven or image-centered, we can offer design solutions that help you stand out from the crowd.

Kallman Worldwide Creative Services™ has assisted hundreds of companies, both large and small, with customized exhibits. Using economies of scale, we are able to leverage design solutions while respecting your trade show budget. Whether you want to upgrade or customize your exhibit, let **Creative Services™** work with you to coordinate your project from initial concept to dazzling finish.

CHALETS

From your own private Chalet to a table within The International Shared Chalet, **Kallman Worldwide** has an option to fit every budget. From your unparalleled view on the Flight line, you’re guaranteed to make a lasting & positive impression on your clients! Call us for details.

SPONSORSHIP AND ADVERTISING

Whether your company is planning to exhibit or visit the show, **Kallman Worldwide** has a variety of sponsorship and advertising opportunities available within the U.S. Pavilion. We will be happy to work with you to customize a package designed to increase brand awareness. Contact us for additional details.





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For Participation Details

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