



November 17-21, 2019
DUBAI WORLD CENTRAL

USA PARTNERSHIP PAVILION

THE DESTINATION FOR AEROSPACE

EVENT INTELLIGENCE BRIEF

EXPORT WITH PURPOSE. EXHIBIT WITH CONFIDENCE.

LANDMARK DEALS OCCUR AT THE DUBAI AIRSHOW - ARE YOU GETTING IN ON THAT ACTION?

The Dubai Airshow is one of the world's fastest growing airshows with over 1,200 exhibitors from 60+ countries. Get yourself in front of 72,500 regional trade visitors where defense and aviation technology, and the overall future of peaceful travel is the backbone of its future economic health. Does your firm produce or service something cutting edge? If so, you belong on exhibit in Dubai Airshow 2019.

This International aviation and defense exposition, now in its 16th edition, is a critical event for the world's military and commercial aviation industries, as well as the UAV, surveillance aircraft, airport solutions, space, cargo and business/general aviation markets. The Middle East is setting the stage for mass commercialization and deregulation, so join the USA Partnership Pavilion to get your slice of this robust pie.



WHO'S WHO IN MIDDLE EAST AEROSPACE & DEFENSE MARKET FLOCK TO DUBAI AIRSHOW

In barely a decade, the United Arab Emirates has emerged as a leader in aerospace. Did you know that aviation accounts for 27% of Dubai's GDP, and boasts the world's busiest airport by international passenger traffic?

In 2016, 84 million passengers passed through Dubai International Airport, and another 20 million in the Abu Dhabi International Airport. The Middle Eastern airlines account for 8% of all global air transport, and that number is growing by 10% each year. They are also the busiest airports in the world for movements of both the Airbus A380 & Boeing 777.

On the defense focus of this event, between 2014 and 2020, Middle East countries defense budgets are expected to reach \$920 billion due to conflict in Iraq, Syria and Yemen. Also notable is a longer-term trend of suppressing regional conflict and boosting national security, which will most assuredly continue to drive the UAE's defense budget.

Displays will cover the full spectrum of aerospace and defense operations including:

- Aircraft interiors
- Aircraft owner/operators
- Airlines
- Airport Management
- Business & General Aviation
- Defense Technology/UAV
- Flight Simulators
- Logistics specialists
- Maintenance/MRO
- Manufacturers
- Safety and Security specialists
- Service/Support Industry
- Space technology and satellites
- Training & Simulation professionals
- Unmanned Vehicles

MORE THAN 1,200 AEROSPACE AND DEFENSE TECHNOLOGY COMPANIES WILL BE ON EXHIBIT

Highlight yourself in the USA Partnership Pavilion, which will attract distinguished visitors that you need to know - and who need to know you. The USA Partnership Pavilion is the largest country pavilion in the show, incorporating the USA's best and brightest, all of whom are eager to start or expand their business network in the Middle East.



Turn the page for details>
Data Source: Dubai Airshow

THE USA PARTNERSHIP PAVILION

Kallman's flagship service always attracts a crowd. The USA Partnership Pavilion is America's on-site headquarters — a high-profile location for buyers to meet more U.S. suppliers, an on-site operations center for American exhibitors to maximize their exposure and impact at the show, and a networking hub for all to share ideas and insights.

SPEC YOUR SPACE

▶ **TURNKEY PRICE - USD\$1,300/sqm**

Templated designs and materials give your booth the uniform "look-and-feel" of the Pavilion while allowing you the flexibility to customize and scale your layout.

▶ **SPACE ONLY PRICE - USD\$980/sqm**

Get in on the ground floor with this raw space option.

▶ **CUSTOM BUILD**

Work with Kallman Creative Services and challenge our award-winning team to turn that raw space into a showplace. Contact Jonathan DeBarge @ JonathanD@kallman.com or call +1 201-251-2600 ext. 130

▶ **EXECUTIVE CLUB MEMBERSHIP**

Preview the show to know how big to go next time.

PROFESSIONAL STAFF

Every USA Partnership Pavilion is staffed by an experienced event team dedicated to your success. Whether you need a liaison to the organizers, tech support, a contractor, caterer, translator, printer or help tracking down a shipment, we're all here to help.

U.S. MEETING POINT/EXHIBITORS LOUNGE

Meet at "The Meeting Point," the gathering place for you and your guests to take a break from the show floor, refresh and recharge. Grab a cup of coffee and a snack from the Café, juice up your phone, plug into a printer, or just pull up a chair and chill.

CONFERENCE ROOMS

Do you need private space for confidential team or client/prospect conversations? Pavilion conference rooms may be reserved on a first-come, first-served basis.

SPONSORSHIP OPPORTUNITIES

Associate your brand with exclusive, high profile USA Partnership Pavilion features that engage more attendees and VIPs.

◦ **Opening Ceremony and Welcome Reception** - Share the spotlight and meet with distinguished visitors (DVs) and VIPs when the Pavilion opens on Day 1.

THE PARTNERSHIP CHALET

At the world's great air shows, the Partnership Chalet creates a co-op option that makes C-level luxury more accessible and affordable. Contact: Dona McAvoy @ DonaM@kallman.com or call +1 201-251-2600 ext. 107

THE NEWSSTAND

The Newsstand is the on-site information center located at the front of the Meeting Point Exhibitors Lounge, the highest traffic area in the USA Partnership Pavilion. The Newsstand features a live, scrolling display of real-time show and market headlines on a centerpiece flat-screen monitor flanked by take-away publications from the industry's top publishers. Sponsor the Newsstand and share the spotlight with the show's best sources.

EXTRA! EXTRA! ATTENTION

Kallman supports you with a suite of marketing and media services. Our "Ask America" on-site advocacy campaign provides multimedia air cover for the total U.S. presence, plus opportunities for individual exhibitors to grab more of the spotlight for themselves. Complimentary PR and media relations, plus paid advertising and sponsorship options are available to help build your brand beyond your stand.

LEARN MORE. SELL MORE. **TAKE OFF.**

Contact us today to reserve your space in our place

JASON RUBIN | SALES MANAGER | JasonR@kallman.com | +1 201-251-2600 x 191

The U.S. International Pavilion
is organized by

