

EVENT INTELLIGENCE BRIEF

EXPORT WITH PURPOSE. EXHIBIT WITH CONFIDENCE.



March 31st - April 5th, 2020 | Santiago, Chile

WHY FIDAE 2020?

FIDAE is the leading aerospace and defense trade show in Latin America. The show will build on its well-earned reputation to present a vital and growing international aerospace event that addresses the full scope of commercial, military and space interests. The 2018 edition hosted some 533 exhibitors from 50 nations whose products and services, including 138 aircraft on the flight line, attracted more than 120,000 professional visitors, including 525 delegations from 40 countries. Organizers anticipate more exhibitors and delegate visitors in 2020, all looking for extra insight and access to decision-makers and buyers in this dynamic and influential marketplace.



WHY THE CANADA PARTNERSHIP PAVILION AT FIDAE?

Canada and Chile have enjoyed decades of vibrant diplomatic relations, beginning in 1941. Bilateral relations between countries are anchored in shared values, including a commitment to open markets, commerce, and multilateral cooperation to address mutual security challenges.

Canada's defense industry is increasingly involved in the Chilean defense sector particularly in the areas of ship design, modernization of frigates and aircraft, engine overhaul, and high-tech gear. Both countries continue to expand their bilateral aerospace, defense and maritime collaboration, which has grown in scope and intensity in recent years. Just one of the highlights include Air Force cooperation with the Royal Canadian Air Force and Chilean Air Force conducting periodic bilateral staff training.

The Canadian aerospace sector is an international leader in terms of export intensity and trade diversity, with value chain partners in the United States, Europe, Asia and South America, highlighting Chile and its neighboring allies. From 2015-2017, on average, Chile was Canada's third-largest trading partner in South and Central America. Bilateral trade between Canada and Chile was \$2.9 billion in 2017, an almost four-fold increase since the Canada-Chile Free Trade Agreement (FTA) entered into force in 1997. Chile is Canada's top investment destination in South and Central America and 11th worldwide.

Many key opportunities exist for Canadian exporters across Chile's armed forces, including naval upgrade programs and the possible sales of C-series aircraft to Latin America, so contact us today to discuss the potential for you to join us in FIDAE 2020.



STATS AND NUMBERS

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Turn the page for details >

Data Source: fidae.cl

WHY THE CANADA PARTNERSHIP PAVILION?



PROFESSIONAL ATTENTION TO YOUR BUSINESS

The Canada Partnership Pavilion is a prime location for promoting our nation's aerospace and defense leadership at FIDAE 2020. We take care of all the details - every step of the way. From building your stand to driving qualified traffic into the aisles so you can meet more buyers, Kallman's got you covered. We offer additional benefits to our exhibitors such as:

- The Canada Partnership Pavilion provides a Meeting Point & Lounge for our exhibitors to entertain clients away from their booth while enjoying complimentary beverages and snacks.
- Conference Rooms are available, which are reserved on a first-come, first-served basis by exhibitors who need a private space for team or client/prospect meetings.
- Our partnership with the Department of Commerce provides pre-show and on-site guidance to exhibitors in that specific region.
- Our exclusive networking events bring VIPs, delegations and buyers together to connect with our exhibitors.



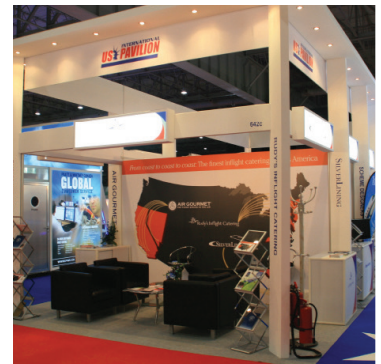
SPACE OPTIONS

TURNKEY STAND

STANDARD: US\$1,075/sqm: Bring your products, promotions and people and move right in. Your ready-made stand includes:

- Hard Wall Panels
- Table with Chairs
- Lockable Reception
- Spotlights
- Wastebasket
- Literature Rack

Ask about upgraded features to create a more branded, polished presentation.



CUSTOM STAND

SPACE ONLY: US\$910/sqm: Get in on the ground floor with this raw space option (minimum number sqm required, includes all services and project management).

DESIGN/BUILD: Turn that raw floor space into a showplace! Work with Kallman Creative Services to design and build a standout exhibit from the ground up. Whether your emphasis is on high-end hosting and hospitality or high-volume lead-generation, challenge our team to create the perfect scheme.



BRANDING AND SPONSORSHIP OPTIONS

Present a higher profile with exclusive sponsorship packages that spotlight your brand beyond your stand. FIDAE 2020 options may include (ask your representative for details):

OPENING CEREMONY & WELCOME RECEPTION, CONFERENCE ROOM, MEETING POINT & LOUNGE, CARPET STARS, AND ADVERTISING

LEARN MORE. SELL MORE. TAKE OFF.

CONTACT US TODAY TO RESERVE YOUR SPACE IN OUR PLACE.

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CANADA PARTNERSHIP
PAVILION

The Canada Partnership Pavilion
is organized by



www.kallman.com