

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 USA PARTNERSHIP PAVILION AT FIDAE?

According to the Chile Country Commercial Guide, Chile continues to be a strong trading partner and export market for U.S. companies, largely due to its open market policies, zero tariffs, stable democratic government, solid business practices, and low corruption. U.S. exports are on the rise, largely due to the Chile Free Trade Agreement, which is now well into its second decade (2004). U.S. exports reached \$17.5 billion at their highest in 2013, representing a 545% increase over pre-FTA years. Additionally, in January 2015 all tariffs were phased out, making Chile a tariff free market place for U.S. made products. Kallman Worldwide's decades of experience organizing the U.S. presence at aerospace and defense shows around the world, including FIDAE (since 1996), builds on America's advantage to help you stand out at the show. Our USA Partnership Pavilion is your on-site headquarters at Santiago: a destination for buyers, a business hub for exhibitors and a forum for all to share ideas and insights. In 2020, in addition to our suite of end-to-end show services, Pavilion exhibitors will benefit from a prominent, high-traffic hall location, access to public- and private-sector VIPs and influencers, exclusive business intelligence from industry thought-leaders and operatives and exclusive networking events. Explore our many planning resources below to learn more and sell more with Kallman at FIDAE 2020.



STATS AND NUMBERS

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Turn the page for details >

Data Source: fidae.cl

WHY THE USA PARTNERSHIP PAVILION?



PROFESSIONAL ATTENTION TO YOUR BUSINESS

The USA 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 USA 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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The USA Partnership Pavilion is organized by



www.kallman.com