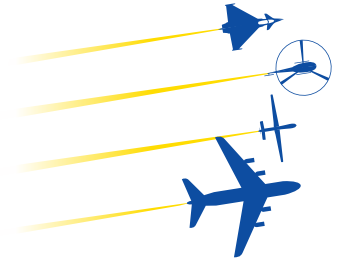


AVIATION ELECTRONICS EUROPE



MUNICH, GERMANY | AE-EXPO.EU
25 - 26 APRIL 2017

Europe's Only Dedicated
Exhibition & Conference for the
International Aviation Electronics
& Avionics Community



EXHIBITOR PROSPECTUS



- ▶ Commercial and Defence Sectors
- ▶ Fixed Wing and Rotorcraft
- ▶ Civil, Government and Military Organisations
- ▶ **900+ Attendees**
- ▶ 50+ Exhibitors
- ▶ High Level Conferences
- ▶ Technical & Technology Workshops
- ▶ Certified Training

"Astonishing!!! I didn't expect to see so many people. We have had some very good conversations."

Andrea Kempf,
Northrop Grumman LITEF GmbH

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Supported by:



Media Partners:





Collaboration in Avionics to Maximise SESAR and NextGen Potential

Aviation Electronics Europe is the premier platform for the international aviation electronics industry to learn, network and source new information, products and services at one unique annual event.

The conference will discuss the hot topics and issues of the day, whilst the exhibition enables companies and organisations to demonstrate and showcase new products, developments, technologies and services available on the market, and also key elements of the upgrades and retrofits market.

Single European Sky and NextGen continue to dominate the aerospace industry, with targets of ensuring the utilisation of technology to increase traffic, improve aircraft and control communications whilst enhancing safety in an ever increasingly busy sky.

Aviation Electronics Europe is the leading exhibition and a conference programme with excellent content and discussion, which includes strategic and technical details, delivering high level and quality presentations for both the commercial and defence sectors, fixed wing and rotorcraft.

"Great Show, we have lots of leads."

Andreas Uschold,
MathWorks GmbH



Opportunities to Connect and Network

Position your company at the cutting edge of the avionics industry

CONFERENCES

High quality content and discussions on the future for the industry, from policy and regulations to innovations and technology development.

- ▶ Regulatory issues
- ▶ SESAR, NextGen and performance based navigation
- ▶ Testing and Certification
- ▶ Software and embedded systems
- ▶ Electronic flight bags (EFBs)
- ▶ Communications, connectivity, datalink and voice
- ▶ Cockpit and cabin avionics and electronics
- ▶ Helicopter and rotorcraft technologies
- ▶ Avionics upgrade modernisation and retrofit
- ▶ Unmanned aircraft & ground control technologies

TECHNICAL & TECHNOLOGY WORKSHOPS

Technical & Technology Workshops delivering greater insights for engineers and technicians in specific areas of focus, such as:

- ▶ eEnabling
- ▶ Cyber Security
- ▶ Standardisation
- ▶ Testing & Certification
- ▶ Future Avionics
- ▶ Software and Embedded Systems
- ▶ COTS Developments

CERTIFIED TRAINING

One-day certified training courses, delivered by expert trainers, enabling enhanced levels of specialist knowledge take place during the two days. Topics may include:

- ▶ ADS-B
- ▶ DO-178C
- ▶ DO-254
- ▶ ARP-4754A
- ▶ DO-200A
- ▶ DO278A
- ▶ Software Considerations in Airborne Systems and Equipment Certification

"Great show!!! I met ten suppliers which has saved me a lot of money seeing them all individually. I have made contacts vital to my ongoing projects."

Greg Stone,
Senior Software Specialist, DSTL

Benefits of Exhibiting

- ▶ Build and enhance your company profile and image to key industry professionals
- ▶ Connect with customers and develop new business relationships
- ▶ Showcase your products and services to key decision makers
- ▶ Communicate your company's news and messages direct to key target audiences
- ▶ Learn about the latest trends and challenges facing the avionics industry
- ▶ Launch your new product or service and generate hot leads
- ▶ Connect with more customers in less time in the best face-to-face environment



Aviation Electronics Europe The Global Avionics and Aviation Electronics Showcase

2016 KEYNOTE SPEAKERS:



Christian Schleifer, Secretary General, EUROCAE



Sven Kutschera, Flight Captain B747, SESAR Program Office, Lufthansa Airlines

WHO WILL ATTEND

Aviation Electronics Europe will attract a broad representation from civil, government and military organisations, of senior management, project leaders, senior engineers, executives and decision makers who have the authority to purchase, or influence the purchase of products and services, from the following sectors:

- ▶ Airlines and Operators
- ▶ End users
- ▶ Airframers
- ▶ Integrators
- ▶ Prime contractors
- ▶ Aviation electronics and avionics manufacturers, fixed wing and rotorcraft
- ▶ Design & Planning
- ▶ International Defence Agencies / Ministry of Defence
- ▶ Armed Forces

Please see sample of attendees at www.ae-expo.eu/sample-attendees

AIRLINE PARTICIPATION

We are continually working on new initiatives to encourage greater participation from airlines.

Previous airlines attended include:

- TAP PORTUGAL
- Air France
- KLM Engineering
- Brussels Airlines
- HELIKOPTER AIR TRANSPORT GMBH
- DRF Stiftung Luftrettung
- airberlin
- Jet2.com
- Swiss International Air Lines AG
- British Airways Plc
- ICELANDAIR
- Primera Air Nordic
- LuxAir
- Volga-Dnepr Airlines
- Lufthansa Airlines
- TunisAir
- Etihad
- Austrian
- Aeroflot
- FinnAir
- DHL
- Turkish Airlines

CONFERENCE ADVISORY COMMITTEE

Aviation Electronics Europe Advisory Committee Members include:



Who Attends

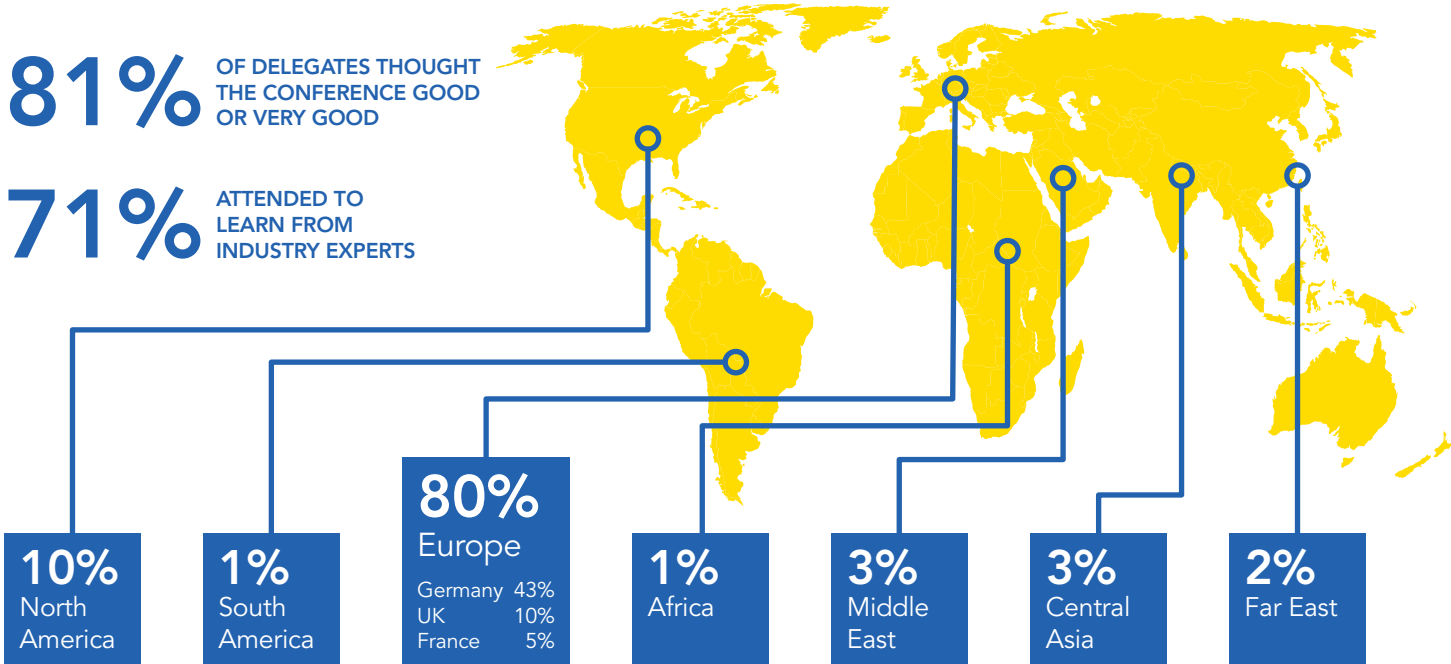
Delivering over 900 industry professionals from around the world

85% OF VISITORS ATTENDED TO DISCOVER NEW TECHNOLOGIES AND SOLUTIONS OR MEET NEW SUPPLIERS

Geographical

81% OF DELEGATES THOUGHT THE CONFERENCE GOOD OR VERY GOOD

71% ATTENDED TO LEARN FROM INDUSTRY EXPERTS



Industry

Commercial Operator (Major/Regional/Commuter)	5%
Business/Corporate, Charter Operator	3%
Cargo/Air Freight	1%
Airframe/Aircraft Manufacturer	11%
Airport Operations/Management/Authorities/Air Traffic Control/Air Traffic Management	4%
Avionics Components Manufacturer	9%
Avionics System Manufacturer/Integrator	24%
Consultant	10%
Distributor/Dealer/Retailer/Shop	5%
FBOs/Modification Center/Maintenance Facility	1%
Military/Governments/Government Agency or Authority	6%
Other Manufacturer	21%

Job Function

Avionics Director/Manager	15%
Avionics and/or Maintenance Supervisor, Superintendent, Asst. Manager, Foreman, Lead	4%
Avionics Project Manager/Program Manager	10%
Avionics Technician/Mechanic	2%
Consultant	10%
Corporate Executive	9%
Engineer/Principal Engineer	24%
Flight Department Manager	2%
Government Official/Military Official	3%
Operations	16%
Pilot/Chief Pilot	2%
Purchasing/Procurement (Director, Manager, Supervisor, Lead)	4%

Purchasing Influence

Approve	29%
Influence	10%
Recommend	38%
Specify	23%

OVER 92%

ARE INVOLVED IN THEIR ORGANIZATIONS PURCHASE OF AVIONICS, SOFTWARE, HARDWARE AND SYSTEMS

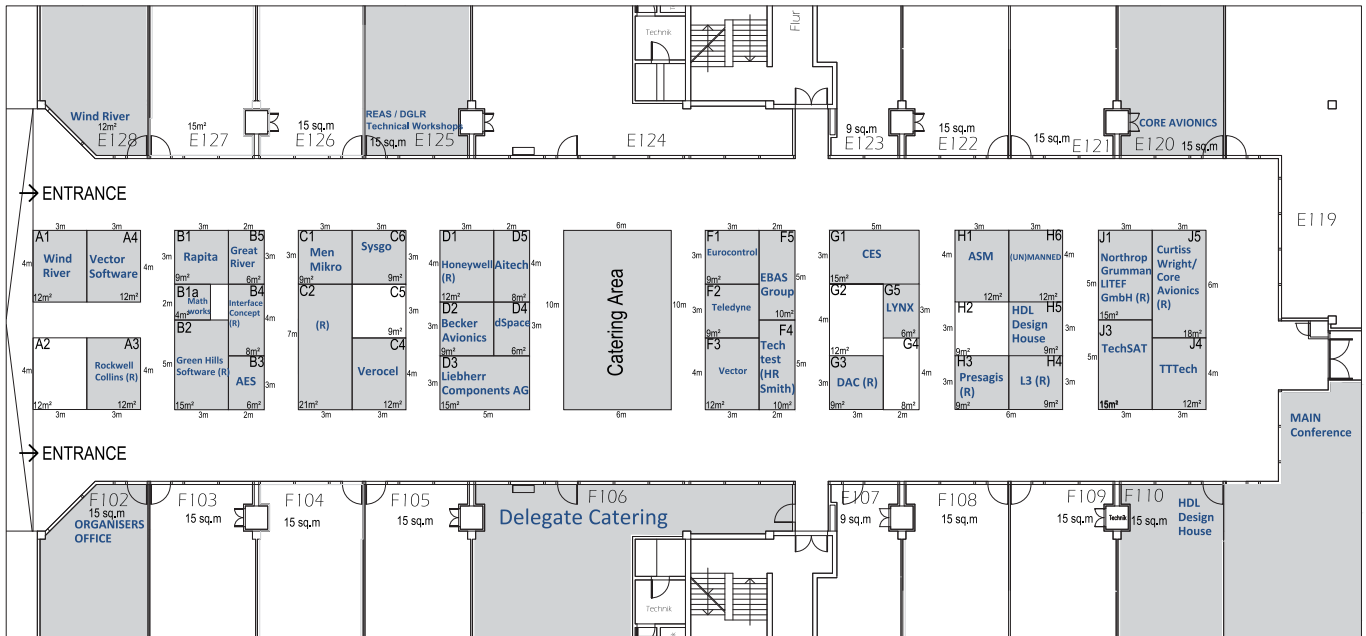


Exhibition

"Avionics Electronics Europe has now become my premier trade show. The results were tangible and outstanding, I had a complete return on my investment, and even more."

Floorplan as at 28th April 2016
Download latest floorplan at
www.ae-expo.eu/floorplan2017

Mark Schultz,
Aircraft Systems & Manufacturing, Inc.



- ▶ **900+ ATTENDEES**
- ▶ **50+ EXHIBITORS**
- ▶ **40+ COUNTRIES REPRESENTED**

COMPANIES THAT EXHIBIT AT AVIATION ELECTRONICS EUROPE

(UN) Manned
AES Aerospace Embedded Solutions GmbH
AIM GmbH
Air Berlin technik GmbH
Aitech Systems Ltd
Amphenol Air LB GmbH
ASM Aircraft Systems & Manufacturing
BavAIRia
Becker Avionics GmbH
Channel One International (Core Avionics)
CMC Electronics
Cotsworld, LLC

Creative Electronic Systems SA
Curtiss-Wright
DAC International Inc
DMarkets
dSpace GmbH
EBAS CABIN S.L.
Elvia
ENSCO Avionics
Eurocontrol
Galleon Embedded Computing GmbH
Great River Technology
Green Hills Software Ltd
HDL Electronics
Honeywell International Sarl

Interface Concept
L-3 Aviation Products (L-3 AP)
Liebherr Components
Lynx Software Technologies
Mathworks GMBH
Mattblack Systems
MBS Electronic Systems GmbH
Men Mikro Elektronik GmbH
MICCAVIONICS GmbH
Northrop Grumman LITEF GmbH
Presagis
RAeS
Rapita Systems Ltd
Resource Group
Rockwell Collins

RTDynamics OHG
Staco Systems
Sysgo
TE Connectivity (Tyco Electronics UK Ltd)
TechSAT GmbH
TECHTEST Ltd (HR Smith)
Tecnobit
Teledyne Controls
TTTech Computertechnik AG
Vector Informatik GMBH
Verocel GmbH
Wind River
Zabel Technik GmbH

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Exhibiting and Sponsorship Opportunities

Cost of Exhibiting

FURNISHED SHELL SCHEME PACKAGE

– €546 per sq m

Standard Furnished shell scheme package includes: Exhibit space, panel walls, fascia/sign with company name, carpeting, one (1) double wall socket and one (1) table.

Variable dependant on booth size:

- ▶ Two (2) chairs and one (1) literature rack per 6-9 sq mtr
- ▶ One (1) spotlight per 3 sq mtr

NOTE: Electrical requirements must be ordered and paid separately.

Space Only Rate – €389 per sq m

NOTE: Electrical requirements must be ordered and paid separately.

EXTRAS BUNDLE – €2,495

- ▶ Full page showguide (premium positions)
- ▶ 6 month web-banner
- ▶ 1 Banner on monthly show/industry e-news
- ▶ 1 Dedicated email shot to 45K contacts
- ▶ 1 Product Spotlight on our e-blast
- ▶ Extra 5 Product listings
- ▶ Editorial in show guide (1/2 page)
- ▶ 1 Editorial in Avionics section AVM (1/4 page)
- ▶ Extra 2 FULL conference passes for clients



SPONSORSHIP OPPORTUNITIES

Enhance your attendance at the Aviation Electronics Europe with additional sponsorship opportunities, delivering great impact and recognition.

This is a list of our main Sponsorship Items. Some of them can include Booths and/or Meeting/Hospitality rooms. We can also combine some of these and other options to create a truly tailored package so please contact us for more information and rates:

Prices on Application

- ▶ PREMIER SPONSORSHIP – EXCLUSIVE
- ▶ SILVER SPONSORSHIP – ONE AVAILABLE **TWO SOLD**
- ▶ BRONZE SPONSORSHIP – TWO AVAILABLE ONE REMAINING
- ▶ NETWORKING RECEPTION – EXCLUSIVE
- ▶ CONFERENCE FOLDER SPONSORSHIP – EXCLUSIVE **SOLD**
- ▶ REG DELEGATE & VISITOR BAG SPONSORSHIP – EXCLUSIVE **SOLD**
- ▶ LANYARD/BADGE HOLDER SPONSORSHIP – EXCLUSIVE
- ▶ REGISTRATION DESK SPONSORSHIP – EXCLUSIVE
- ▶ DELEGATE LUNCH SPONSORSHIP – EXCLUSIVE
- ▶ COFFEE BREAK SPONSORSHIP – EXCLUSIVE DAY 1 – **SOLD** DAY 2 – AVAILABLE
- ▶ WI-FI SPONSORSHIP – EXCLUSIVE **SOLD**
- ▶ CONFERENCE PROCEEDINGS ONLINE – EXCLUSIVE **SOLD**
- ▶ REG BAG INSERT SPONSORSHIP – 4 AVAILABLE

Download latest sponsorship information at www.ae-expo.eu/sponsorship

If you have any queries or for further details on any standard or tailor-made sponsorship packages please contact:

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Munich & BavAIRia

Strategically Munich is an excellent location for Aviation Electronics Europe providing great opportunity for the event to continue to grow, in the heart of Europe, where there is a large cluster of related aerospace industry organisations.

Therefore rather than trying to get the market to come to us, we have taken the event to where the market is. Travel from within the cluster is easy and there are also many relevant companies within easy travelling distance of the event providing exhibitors or attendees the opportunity to arrange on site visits or appointments with many of these companies just before or after the event.

Background

Bavaria is one of two centres of the German aerospace industry, with 1/3 of German aerospace industry based there, whether in terms of employees, companies or turnover:

- ▶ 61,000 employees
- ▶ 550 separate companies
- ▶ €7 Billion – \$9.6 Billion annual turnover

Furthermore Bavaria is one of the few international aviation locations to boast a complete value – added chain:

- ▶ 4th tier subcontractors – specialising in production of particular components and specific processes
- ▶ 3rd tier subcontractors – produce machine components and sub assemblies
- ▶ 2nd tier subcontractors make various subassemblies and sections
- ▶ 1st tier subcontractors do major assembly/ manufacture without assembling complete units
- ▶ OEM – design (develop) and assemble or manufacture complete units
- ▶ MRO – maintenance, repair and overhaul

bavAIRia – Local Industry Support

The Bavarian state government has commissioned bavAIRia with the cluster management of the aerospace cluster as well as the satellite navigation cluster. bavAIRia's goal as a cluster management organisation is to bring together the various stakeholders from industry, science and politics on a neutral ground in order to facilitate cooperation projects for strengthening global competitiveness of Bavaria's aerospace and satellite navigation. For this purpose, bavAIRia offers services regarding state funded research projects, and various activities with regard to human resources, marketing, supply chain integration and internationalisation.

