



2022
HAI HELI-EXPO
BY HELICOPTER ASSOCIATION INTERNATIONAL

FIND THE
FUTURE

EXHIBIT PLANNER

MARCH 7-10, 2022 | DALLAS

KAY BAILEY HUTCHISON
CONVENTION CENTER DALLAS

EXHIBITS OPEN MARCH 8-10



HELIEXPO.COM

FIND THE FUTURE

EXHIBIT AT HAI HELI-EXPO 2022

AS THE WORLD'S LARGEST TRADE SHOW AND EXPOSITION dedicated to vertical aviation, HAI HELI-EXPO® is the **must-participate event of the year** for the international vertical flight industry.

Exhibiting at HAI HELI-EXPO provides an opportunity to:

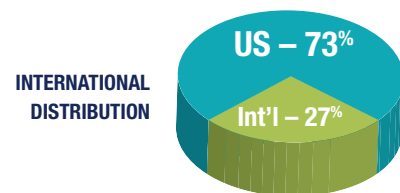
- **Attract new qualified buyers** from an international audience
- **Bolster relationships** with existing customers
- **Foster strategic partnerships** with industry professionals
- **Launch new products and services** with global industry press coverage
- **Deliver hands-on demonstrations** of new products and services
- **Extend brand awareness** and stand out from your competition
- **Gain powerful results** from exposure to your customer base and prospects before, during, and after the show.

If you're involved in vertical aviation, **you can't afford to miss this show.** Whether you:

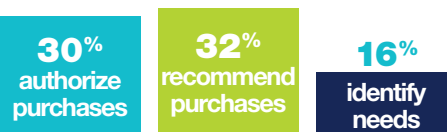
- **Manufacture or operate** helicopters or unmanned aircraft systems (UASs)
- **Produce or distribute** aviation products and services
- **Provide aviation training** through simulation, schools, or educational institutions
- **Are part of a regulatory or government agency** or any other aspect of the vertical lift industry ...

You need to be part of HAI HELI-EXPO 2022!

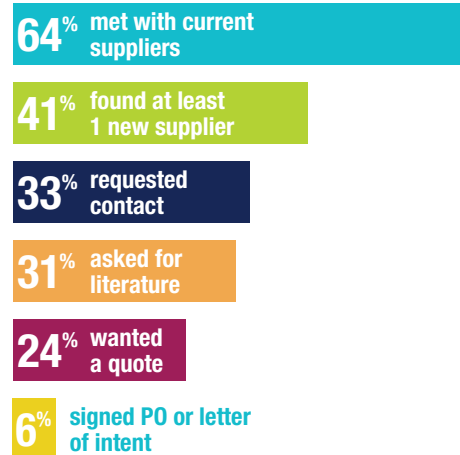
Attendee Profile



INVOLVEMENT IN BUYING DECISIONS
78% of attendees are involved in the decision-making process.



ACTIONS TAKEN AT HAI HELI-EXPO



ASSIGNMENT OF SPACE

Apply to Exhibit at heliexpo.com/exhibit



HAI HELI-EXPO uses an anchor and lottery system to ensure that booths are equitably assigned among exhibitors. Four large, anchor exhibitors—Airbus; Bell; Leonardo; and Sikorsky, a Lockheed Martin company—are placed first on the exhibit floor, on a yearly rotation schedule. To qualify for future anchor designation, a company's exhibit space must exceed 10,000 sq. ft. for a minimum of two consecutive years. Most other booth assignments are determined by two separate lotteries. Apply to exhibit at heliexpo.com/exhibit.

Please note, this year we've made some adjustments to Lottery 1 to accommodate 2020 and would-be 2021 exhibitors who were unable to participate in HAI HELI-EXPO 2021 because of the show's cancellation. All would-be 2021 exhibitors will be eligible for Lottery 1 for HAI HELI-EXPO 2022 based on the conditions below. 2020 exhibitors who retain their HAI membership for the 2020–2021 fiscal year will also be eligible for Lottery 1, as stated below.

Lottery 1

To be considered for Lottery 1 (Stages 1–4), companies must submit their applications, with 50% payment, by **Jun. 25, 2021**. Lottery 1 has five stages:

LOTTERY 1, STAGE 1A

- Companies that qualified for Stage 1 for 2021 and rolled/repurposed their 2021 payment to 2022.

LOTTERY 1, STAGE 1B

- Exhibits with a minimum of 2,400 sq. ft.
- Companies that have secured a minimum of \$40,000 in sponsorships and/or advertising (electronic or printed) between Jul. 1, 2020, and Jun. 25, 2021
- Companies that qualified for Stage 1 for 2021 and requested a refund
- Companies that qualified for Stage 2 for 2021 and rolled/repurposed their 2021 payment to 2022.

ASSIGNMENT OF SPACE *continued*

LOTTERY 1, STAGE 2

- Exhibits with a minimum of 1,200 sq. ft.
- Companies that have secured a minimum of \$10,000 in sponsorships and/or advertising (electronic or printed) between Jul. 1, 2020, and Jun. 25, 2021
- Companies that qualified for Stage 2 for 2021 and requested a refund
- Companies that qualified for Stage 3 for 2021 and rolled/repurposed their 2021 payment to 2022.

LOTTERY 1, STAGE 3

- Exhibits smaller than 1,200 sq. ft.
- Companies that secured a minimum of \$5,000 in sponsorships and/or advertising (electronic or printed) between Jul. 1, 2020, and Jun. 25, 2021
- Companies that qualified for Stage 3 for 2021 and requested a refund.

LOTTERY 1, STAGE 4

- Companies that didn't apply to exhibit in 2021 but exhibited in 2020 and retained their HAI membership for the 2020–2021 dues year.

LOTTERY 1, STAGE 5

- Static booths.

Lottery 2

Lottery 2 is open to any company that wishes to exhibit and returns the application with 50% payment by **Aug. 20, 2021**. Lottery 2 has three stages:

LOTTERY 2, STAGE 1

- Exhibits 1,200 sq. ft. or larger.

LOTTERY 2, STAGE 2

- Exhibits less than 1,200 sq. ft.

LOTTERY 2, STAGE 3

- Static displays (visit heliexpo.com/booth-types to learn more).

Lottery space applications received after Aug. 20, 2021, will be considered for placement on the floor after all Lottery 2 exhibitors have been placed. Such applications will be assigned space in the order in which they are received. Applications for space must be received by Dec. 17, 2021, to be included in the HAI HELI-EXPO 2022 Program & Exhibit Guide.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Supercharge awareness of your company with an HAI HELI-EXPO sponsorship. Put your brand in front of 17,000 prospective customers attending the show with sponsorship options including show events, show materials, hot spots, a mobile app, signage, and more.

In addition to increased awareness with show attendees, you'll benefit from the multiple ways sponsors are promoted to our audience of approximately 100,000 individuals in 75 countries before, during, and after the show, including the HAI HELI-EXPO 2022 Program & Exhibit Guide, the June 2022 issue of ROTOR® magazine, rotor.org, ROTOR Daily® e-news, and signage placed prominently throughout the convention center.

Advertising opportunities are also available through HAI and HELI-EXPO print and digital marketing channels.

Visit heliexpo.com/sponsor for additional information, or contact us at sales@rotor.org or 352-388-7031 to discuss ways to increase your booth traffic in 2022!



March 7–10 • Dallas
Exhibits Open March 8–10

IMPORTANT LINKS

[Heliexpo.com/exhibit](https://heliexpo.com/exhibit)

[Heliexpo.com/show-floor](https://heliexpo.com/show-floor)

[Heliexpo.com/sponsor](https://heliexpo.com/sponsor)

[Heliexpo.com/rules-and-regulations](https://heliexpo.com/rules-and-regulations)

[Heliexpo.com/housing-travel](https://heliexpo.com/housing-travel)

[Rotor.org/members/membership-purchase](https://rotor.org/members/membership-purchase)

IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
2	3	4	5 Application for space and convention center floor plan for Dallas online
			Cinco de Mayo
9	10	11	12
Mother's Day			
16	17	18	19
23	24	25	26
30	31		
	Memorial Day		

THURSDAY	FRIDAY	SATURDAY	TIPS																																										
		1	<ul style="list-style-type: none"> Set your sales and marketing goals for 2022 in Dallas. What's the purpose of your attendance, and what results do you expect? 																																										
6	7	8																																											
13	14 ROTOR ad reservations due, June 2021 issue; editorial content: new HAI chair, OEM photo essay	15																																											
		Armed Forces Day																																											
20	21 ROTOR ad materials due, June 2021 issue	22	April 2021 <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> </tr> <tr> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> </tr> <tr> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
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27	28	29	June 2021 <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> </tr> <tr> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> </tr> <tr> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> </tr> <tr> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1	2
6	7	8	9
13	14	15	16
	Flag Day		
20	21	22	23
Father's Day First Day of Summer			
27	28	29	30

THURSDAY	FRIDAY	SATURDAY
3	4	5
10	11	12
17	18	19
24	25 Dallas Lottery 1 deadline	26

TIPS

- Create your budget for the show.
- Always add 10% to your best estimated budget for last-minute and emergency opportunities at the show.

May 2021

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30	31					

July 2021

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
4	5	6	7
Independence Day			
11	12	13	14
18	19	20	21
25	26	27	28

THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																				
1	2	3	<ul style="list-style-type: none"> Profile your "perfect" customer to determine the best way to reach them by scheduling a call with HAI Sales to explore sponsorship and advertising opportunities. 																																																																																				
8	9	10																																																																																					
15	16	17																																																																																					
22	23 Dallas Lottery 1 booth confirmations sent	24	<p>June 2021</p> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> </tr> <tr> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> </tr> <tr> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> </tr> <tr> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>August 2021</p> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> </tr> <tr> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> </tr> <tr> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> </tr> <tr> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> </tr> <tr> <td>29</td> <td>30</td> <td>31</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
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August 2021

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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	2 Housing opens for Dallas	3	4
8	9	10	11
15	16 ROTOR ad reservations due, September 2021 issue; editorial content: Part 135 operations, VVIP travel	17	18
World Helicopter Day	22	23 ROTOR ad materials due, September 2021 issue	24
29	30	31	

THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																					
5	6	7	<ul style="list-style-type: none"> Book your hotel rooms for the show now! Build a few days into the show deadlines to give yourself and your stakeholders a little extra time to get things done. Determine your key messages and strategy for before, during, and after the show. 																																																																																					
12	13	14																																																																																						
19	20 Dallas Lottery 2 deadline	21																																																																																						
National Aviation Day	26	27	28	<p>July 2021</p> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> </tr> <tr> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> </tr> <tr> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>31</td> </tr> </tbody> </table> <p>September 2021</p> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> </tr> <tr> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> </tr> <tr> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> </tr> <tr> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td></td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
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September 2021

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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
			1
5	6	7	8
	Labor Day Rosh Hashanah Begins at Sunset		
12	13	14	15
			Yom Kippur Begins at Sunset
19	20	21	22
	Sukkot Begins at Sunset		First Day of Autumn
26	27	28	29

THURSDAY	FRIDAY	SATURDAY
2	3	4
9	10	11
	Dallas Lottery 2 booth confirmations sent	Patriot Day
16	17	18
23	24	25
30		

TIPS

- Select your show contractors for Dallas.

August 2021

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

October 2021

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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
3	4	5	6
10	11 Columbus Day	12	13
17	18	19	20
24	25 Dallas registration opens	26	27
31 Halloween			

THURSDAY	FRIDAY	SATURDAY	TIPS
	1	2	<ul style="list-style-type: none"> Contact your shipping company to alert them to your shipment(s) to Dallas. Register for the show early to make sure you receive Early Bird discounts.
7	8	9	
14	15	16	
21	22	23	September 2021 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
28	29	30	November 2021 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

November 2021

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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
	1	2	3
7	8 ROTOR ad reservations due, December 2021 issue; editorial content: tool control, restricted-category aircraft	9	10
Daylight Saving Ends			
14	15 ROTOR ad materials due, December 2021 issue	16	17
21	22	23	24
28	29	30	
Chanukah Begins at Sunset			

THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																										
4	5 Last day to cancel Dallas exhibit space and receive a partial refund minus a 25% administrative fee	6	<ul style="list-style-type: none"> Update your show literature for 2022. Plan your booth graphics. Will they be easy to read from a distance in less than 3.5 seconds? 																																																																																										
11	12	13																																																																																											
Veterans Day																																																																																													
18	19	20																																																																																											
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Thanksgiving Day																																																																																													
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December 2021

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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
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5	6	7	8
12	13	14	15
19	20	21 First Day of Winter	22
26	27	28	29

THURSDAY	FRIDAY	SATURDAY	TIPS
2	3 Last day to cancel Dallas exhibit space and receive a partial refund minus a 50% administrative fee	4	<ul style="list-style-type: none"> ■ Create your show shipping checklist. ■ Order show logo attire for your staff. Rule of thumb: 1 staff member for every 50 square feet of open space. ■ Prepare any press releases you plan to place in show media. ■ Register for the show early to make sure you receive Early Bird discounts. ■ Book show sponsorships before the signage and program guide deadlines. ■ Book exhibit space before the signage and program guide deadlines.
9	10	11	
16	17 Last day to apply for space and be included in Dallas Program Guide; sponsorship deadline for Dallas signage	18	
23	24 Christmas Eve	25 Christmas Day	
30	31 New Year's Eve		

November 2021

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January 2022

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30	31					



IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
2	3	4	5
9	10	11	12
16	17	18	19
	Martin Luther King, Jr. Day		
23	24	25	26
30	31		

THURSDAY	FRIDAY	SATURDAY	TIPS																																										
		1	<ul style="list-style-type: none"> Save money and order show services before the Feb. 9 discount deadline. 																																										
		New Year's Day																																											
6	7	8																																											
13	14	15																																											
	Dallas early registration discount deadline; exhibitor-appointed contractor authorization form deadline																																												
20	21	22																																											
			December 2021 <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> </tr> <tr> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> </tr> <tr> <td>19</td> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> </tr> <tr> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>31</td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
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	Exhibitor-appointed contractor insurance deadline; Dallas aircraft display and insurance documents due to HAI Operations		February 2022 <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> </tr> <tr> <td>13</td> <td>14</td> <td>15</td> <td>16</td> <td>17</td> <td>18</td> <td>19</td> </tr> <tr> <td>20</td> <td>21</td> <td>22</td> <td>23</td> <td>24</td> <td>25</td> <td>26</td> </tr> <tr> <td>27</td> <td>28</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					
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February 2022

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1 Deadline for ad reservations for Dallas program guide	2
			Groundhog Day
6	7 Dallas hotel group reservation deadline; Dallas hotel individual reservation deadline	8 Additional guest-pass deadline	9 Deadline for ad artwork for Dallas program guide; Dallas official vendor discount deadline
13	14	15	16
	Valentine's Day		
20	21	22	23
	Presidents' Day		
27	28		

IMPORTANT NOTES

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THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																											
3	4	5	<ul style="list-style-type: none"> ■ Create a booth-duty schedule for your staff. ■ Prepare a show plan for your staff: hotel info, transportation info, time lines, and deadlines. ■ Spoil your on-site staff whenever and however possible to make them as comfortable as possible. 																																																																																											
10	11 Dallas deadline for submission of HAI forms from Exhibitor Kit; ROTOR ad reservations due, March 2022 issue	12																																																																																												
		Lincoln's Birthday																																																																																												
17	18 ROTOR ad materials due, March 2022 issue	19																																																																																												
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IMPORTANT NOTES

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1	2
		Mardi Gras	Ash Wednesday
6	7 HAI HELI-EXPO 2022 in Dallas	8 HAI HELI-EXPO 2022; exhibits open	9 HAI HELI-EXPO 2022; exhibits open
13	14	15	16
Daylight Saving Begins			Purim Begins at Sunset
20	21	22	23
First Day of Spring			
27	28	29	30

THURSDAY	FRIDAY	SATURDAY
3	4 Aircraft fly-in to Dallas	5 Aircraft fly-in to Dallas
10 HAI HELI-EXPO 2022; exhibits open; aircraft fly-out	11 Aircraft fly-out	12
17	18	19
St. Patrick's Day		
24	25	26
31		

TIPS

- Pack comfortable shoes for the show.
- Prepare a post-show report for executive management to share your successes at Expo.
- Follow up with your leads from HAI HELI-EXPO 2022.

February 2022

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April 2022

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MORE INFORMATION

Show Management

	P 703-683-4646 F 703-683-4745 heliexpo.com
Caylie Cook , Exhibits Manager Caylie.Cook@rotor.org	Booth assignments, booth relocation requests, booth variances, EACs, exhibitor regulations and policies
Nicole Haliburton, CMP , Manager of Convention Operations & Meetings Nicole.Haliburton@rotor.org	Exhibitor and attendee registration, guest passes
Emily Monahan , Membership and Conventions Coordinator Emily.Monahan@rotor.org	Publication bins and exhibitor meeting rooms
The Wyman Company , HAI Sales Management Sales@rotor.org	Advertising, booth sales, sponsorships
Wayne O'Brien , Accounts Coordinator Wayne.Obrien@rotor.org	HAI invoices, receipts, payments
Harold Summers , Director of Flight Operations and Technical Services Harold.Summers@rotor.org	Exhibitors flying in aircraft
Charlotte Zilke, CEM, CMP, DES Senior Director of Membership & Conventions Charlotte.Zilke@rotor.org	Overall management

Show-Appointed Vendors

Convention Data Services P 508-743-0570 xpressleadpro.com cdonovan@cdsreg.org	Lead retrieval
onPeak P 855-211-4898 (312-527-7300) HELI-EXPOHousing@onpeak.com	Housing

Services

	P 800-475-2098 (702-515-5970) F 866-329-1437 (702-263-1520) ges.com/contact
Customer Service/Orders info@ges.com ges.com/contact	Carpet, furniture, labor, electrical, plumbing, etc.
GES Logistics P 773-842-5275 F 702-616-8004	Shipping quote requests
Jeff Marker , Vice President – National Sales jmarker@onservices.com	A/V and computer rental
Amy Ellis , Senior Strategic Client Services Manager aellis@ges.com	Overall management
Erin Markel , Senior Client Services Manager emarkel@ges.com	Sponsorships
Tammy Vanhooser P 714-412-4136 Tvanhooser@ges.com	Rigging
Don Oreeves P 469-278-3027 doreeves@ges.com	Trucked-in aircraft

2022 Exhibit Rates

Member Rates		Nonmember Rates	
Standard Display	\$3,050 for each 10' x 10' unit	Standard Display	\$4,250 for each 10' x 10' unit
Static Display	\$3,700 for each 20' x 40' unit	Static Display	\$4,800 for each 20' x 40' unit
Static Display with Standard Display	\$2,700 for each 20' x 40' unit		

Links

Dallas Maps	hai.rotor.org/WVxE8e	Kay Bailey Hutchison Convention Center Dallas	hai.rotor.org/MI3qbP
Dallas Media	hai.rotor.org/RE0hu	Rights-Cleared Dallas Photography	bit.ly/3xr5Tve
Dallas Restaurants	hai.rotor.org/tcOHpn	Rights-Cleared Dallas Videos	hai.rotor.org/qohFK
Dallas Transportation	hai.rotor.org/SbiXYg		

HOTELS

HOTEL NAME	Distance from KBHCCD	Section
1 AC Hotel by Marriott Dallas Downtown	.7 mi	D5
2 Aloft Dallas Downtown	.2 mi	C6
3 Cambria Hotel Downtown Dallas	.8 mi	D5
4 Courtyard by Marriott Dallas Downtown	.5 mi	B5
5 Crowne Plaza Dallas Downtown	.5 mi	B5
6 Hampton Inn & Suites Dallas Downtown	.7 mi	C5
7 Hilton Anatole	3.1 mi	A2
8 Hilton Garden Inn Dallas Downtown	.8 mi	C5
9 Homewood Suites Dallas Downtown	.5 mi	C5
10 Hotel Indigo	.7 mi	D5
11 Hyatt Regency Dallas	.5 mi	A5
12 Lorenzo Hotel	.6 mi	C6
13 Magnolia Dallas Downtown	.4 mi	C5
14 Omni Dallas Hotel (connected to KBHCCD via skybridge)		B6
15 Residence Inn by Marriott Dallas Downtown	.7 mi	C5
16 Sheraton Dallas Hotel	1.0 mi	D4
17 The Adolphus	.4 mi	C5



KEY

- DART Rail & Stations
- DART Stemmons - Design District Service
- McKinney Avenue Trolley
- Dallas Streetcar
- Trinity Railway Express (TRE)

IMPORTANT DATES

2021	
May 5	Dallas application for space and floor plan online
Jun. 25	Dallas Lottery 1 (stages 1–4) application for space and payment deadline
Jul. 23	Dallas Lottery 1 booth confirmations sent
Aug. 2	Housing opens for Dallas
Aug. 20	Dallas Lottery 2 (stages 1–3) application for space and payment deadline
Sep. 10	Dallas Lottery 2 booth confirmations sent
Oct. 25	Dallas registration opens
Nov. 5	Last day to cancel or reduce exhibit space and receive partial refund (minus 25% administrative fee)
Nov. 8	ROTOR December 2021 issue ad reservations due
Nov. 15	ROTOR December 2021 issue ad materials due
Dec. 3	Last day to cancel or reduce exhibit space and receive partial refund (minus 50% administrative fee)
Dec. 17	Last day to apply for space and be included in Dallas Program Guide
	Sponsorship deadline for signage in Dallas

2022	
Jan. 14	Dallas early registration discount deadline
	Exhibitor-appointed contractor (EAC) authorization form deadline
Jan. 28	Dallas exhibitor-appointed contractor insurance deadline
	Dallas aircraft display and insurance documents due to HAI Operations
Feb. 1	Deadline for ad reservations for Dallas program guide
Feb. 7	Dallas hotel group reservation deadline
	Dallas hotel individual reservation deadline
Feb. 9	Deadline for ad artwork for Dallas program guide
	Dallas official vendor discount deadline
Feb. 11	Dallas deadline for submission of HAI forms from Exhibitor Kit
	ROTOR ad reservations due, March 2022 issue
Feb. 18	ROTOR ad materials due, March 2022 issue
Mar. 4–5	Aircraft fly-in to Dallas
Mar. 8	Dallas exhibit hall open 10:30 AM – 5:00 PM
Mar. 9	Dallas exhibit hall open 10:00 AM – 5:00 PM
Mar. 10	Dallas exhibit hall open 10:00 AM – 4:00 PM
Mar. 10–11	Aircraft fly-out from Dallas



Helicopter Association International

1920 Ballenger Avenue, 4th Floor, Alexandria, VA 22314-2898

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heliexpo.com