



midlands aerospace alliance



## The MAA at Farnborough 2014

The Midlands Aerospace Alliance is planning to exhibit at the Farnborough International Airshow which is taking place from 14 – 20 July 2014.

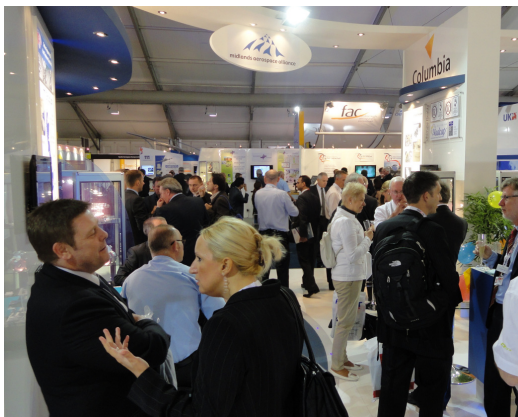
Farnborough is again set to be the biggest, most internationally attended aerospace event in the world – a globally renowned showcase of aerospace equipment and technology. As such it provides the perfect venue for the world's civil and military aerospace suppliers and their customers to meet and discuss, finalise and announce their business transactions. Farnborough is where the world's aerospace industry comes to meet with the UK industry.

## Exhibiting with the Midlands Aerospace Alliance

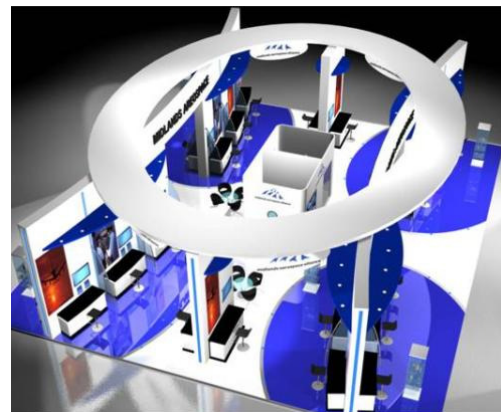
Participating in an event of this size with the MAA can help take away many concerns – costs and time being the main ones.

The MAA team works with stand designers to give you an inclusive price where there are no hidden extras. With minimum input your company can turn up to the event welcomed by a highly visual and professional stand.

The MAA stand will once again have an excellent location in Hall 1 within the UK Pavilion. The stand is a huge 288m<sup>2</sup> and includes 28 pods (the design that drew rave reviews in 2012). The stand gives companies an excellent base to meet with new and existing clients and that all-important physical presence to represent your company - with the MAA taking enquiries while you go and meet with key contacts in the aerospace industry.



The busy MAA stand at Farnborough 2012



The stand design for Farnborough 2014

## Get involved now

It may seem early but space is already being booked on the MAA stand!

If you would like to know more please contact [emma.burgess@midlandsaerospace.org.uk](mailto:emma.burgess@midlandsaerospace.org.uk), 024 7643 0250.

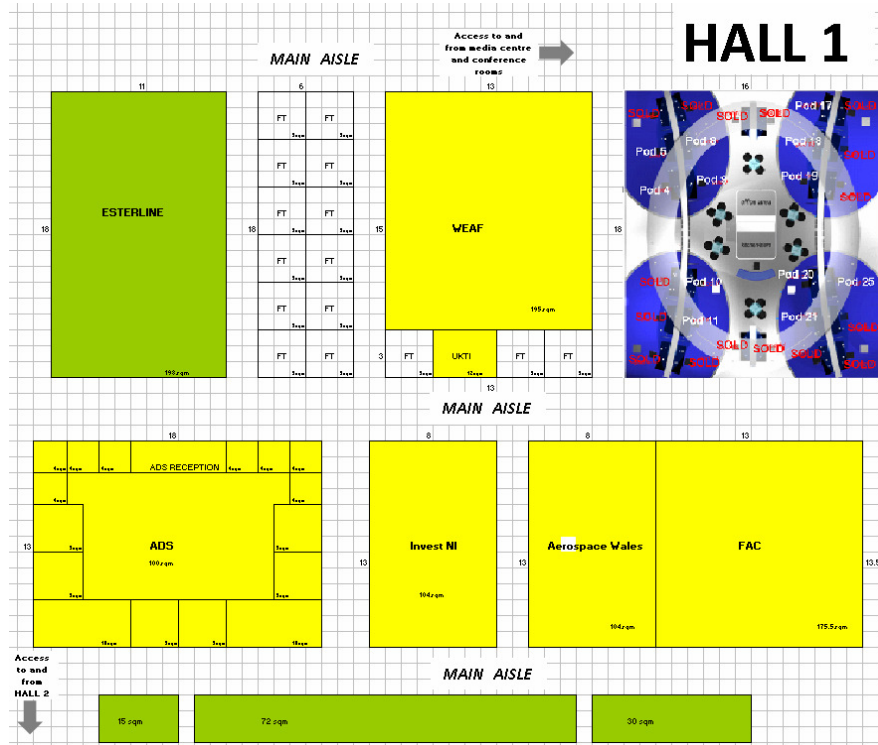


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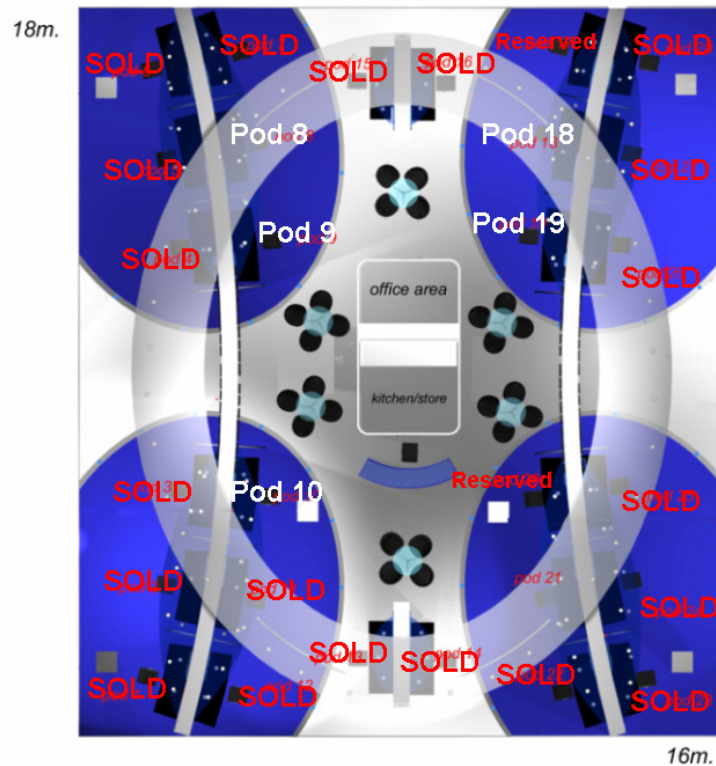


14-20 JULY 2014

The MAA is planning the same location in hall 1, within the UK Pavilion. See the first draft of the UK Pavilion for 2014:



Availability on the MAA stand for 2014:





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MAA exhibitors will receive the following benefits:

- **Excellent location** in hall 1, within UK Pavilion
- **MAA support** pre, during and post the show (including travel & hotel information)
- **MAA stand 60% larger than 2010** – floor space total 288m<sup>2</sup> for 2014
- An **individual pod** on a **furnished stand**
- **Pod furniture** (lockable storage cupboard, worktop, stools)
- **TV screen and glass display cabinet supplied** (if required)
- **Printing of company branding and logo** (print ready artwork to be supplied)
- **Use of facilities on MAA stand**, shared kitchen area, refreshments, open networking areas
- **Staffed MAA reception area**
- **Exhibitor passes**
- **Daily visitor passes**
- **MAA private meeting room** - tbc
- **Exhibitors information manual** to share with colleagues provided by MAA
- **Liaison and excellent working relationship** with show organisers
- **Varied and flexible exhibition space** options
- **75% of administrative duties undertaken** on behalf of your company
- **Inclusion in Official show catalogue**
- **Inclusion in UK Pavilion** focused exhibitor's directory
- **Inclusion on MAA website and e-letter**
- **Inclusion in pre-show issue of Midlands Aerospace magazine**
- **Additional advertising opportunities** in Midlands Aerospace magazine
- **Submission of your company's news for inclusion in the show daily magazines\***
- **Invitations to key networking opportunities**
- **Opportunity to meet Military delegations** organised by ADS/UKTI
- Opportunity for media support (previously provided by ADS)
- Experienced exhibition personnel
- Additional meeting room & lounge facilities on regional partners stands

\* Show magazine editors decision



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## Farnborough Airshow 14-20 July 2014 Booking Form

**Exhibitor's details** (company and contact details given below will be included in the show literature)

Company Name:

Company Address:

Post Code:

Tel:

Fax:

Contact Name:

Position:

Direct contact number:

Email:

Purchase order Number:

If the invoice for this booking needs to be directed to a different address than the one above, provide details in this section.

Company Name:

Company Address:

Post Code:

### Pod details

Pod Number: 1<sup>st</sup> Preference:

2<sup>nd</sup> Preference:

### Charges

Space fee **£6250.00 + vat**

UK VAT is currently 20%.

### Terms and Conditions

#### Payment for stand

Payment can either be made in full at the time of booking or as follows:

**50% payment required at time of booking, an invoice will be sent upon receipt of the booking form and payment must be made within 30 days.**

**Final 50% payment required 25 May 2014.**

Exhibitor/show information and exhibitor passes may be held until full payment has been received.

All advertisements or promotional activities are deemed to be warranted by the advertiser/promoter not to be in breach of Government legislation, nor to breach any regulatory authority guidelines including those of the Advertising Standard Authority.

It is a condition of acceptance that MAA will make every effort to ensure that the advert is placed as requested or similarly, the promotional event is prepared in accordance with the promoter's wishes, but does not guarantee such. MAA does not accept liability for any loss or damage caused in error, inaccuracy or omission in a published advertisement or promotional activity.

By signing the booking form you are understood to have agreed to and read the Terms and Conditions.

#### Cancellation fees are as follows:

Cancelled 4 months or more prior to event 50% of total cost to be paid.

Cancelled within 4 months of the event full payment required.

(If your space can be re-sold you may be eligible for a partial refund).

### Comments and special instructions:

### Authorisation

X Signature

\_\_\_\_\_

X Print Name

\_\_\_\_\_

X Position

\_\_\_\_\_

X Date

\_\_\_\_\_

BOOKINGS WILL ONLY ACCEPTED IF THIS FORM IS SIGNED AND DATED

Please return to:

Emma Burgess, Marketing Manager  
Midlands Aerospace Alliance  
Business Innovation Centre  
Binley Business Park, Coventry, CV3 2TX  
Tel 02476 430250 Fax 02476 430251  
E-mail [emma.burgess@midlandsaerospace.org.uk](mailto:emma.burgess@midlandsaerospace.org.uk)