

UK Aerospace Supplier Village at ILA Berlin Airshow September 2012

Your company is invited to exhibit with your **own large, branded, premium pod** as part of the UK Aerospace Suppliers Village that will **showcase the best of UK aerospace** at the ILA Berlin Airshow, 11-13 September 2012.

You will also be able to hold **meetings with new customers** over two days at a high-quality international "**meet-the-buyers**" event -- **exclusively** for exhibitors at the show's International Suppliers Centre hall.



UK Aerospace Supplier Village at ILA Berlin 2012

Why ILA Berlin 2012?

ILA gets you to the heart of Germany's aerospace industry:

- Europe's third largest
- has doubled in size since late 1990s
- is now three-quarters the size of the UK industry.

ILA is **the flagship event** of the German aerospace industry, run by BDLI, the equivalent of ADS in the UK and GIFAS in France. As such, it has the active support of top German aerospace industry leaders and their companies. In 2010 ILA attracted **1,153 exhibitors**, compared to Farnborough's 1,455 - both with approximately 120,000 trade visitors.

This year ILA is moving from May to September and expanding to a **brand new exhibition centre** at the new Berlin Brandenburg Airport. This year promises to be ILA's biggest and best yet.

Why the ISC at ILA Berlin 2012?

The International Suppliers Center (ISC) is the **major hall for supply chain companies**, and is open for the ILA's three trade visitor days, 11-13 September.

Exhibiting at the ISC, combined with participating in the ISC's two international buyers' days, offers suppliers **a superb opportunity for networking and establishing contacts**. In addition, a Spree River cruise (free of charge for ISC exhibitors) in the evening of 12 September will provide further opportunities for in-depth talks in a relaxed atmosphere.

ISC exhibitors will be able to hold **exclusive 30-minute B2B meetings with high-ranking international procurement managers**. The ISC's internet-based matchmaking system will be available for scheduling such meetings prior to the trade show. Procurement specialists from more than 25 companies have already registered to participate in September 2012. To see the updated list go to http://www.ila-berlin.de/ila2012/isc/dateien/ISC_A4_Buyers_Day.pdf



Exhibiting in the UK Aerospace Suppliers Village

The UK Aerospace Suppliers Village is being managed on behalf of ADS and all the regional alliances by the Midlands Aerospace Alliance, and officially supported by UK Trade and Investment.

The UK Village will be a 90m² stand consisting of 16 exhibitor pod areas, **set up in a premium location** in the ISC, with neighbours from Germany and Japan amongst others.

The stand is designed to give companies **an excellent base to meet with new and existing clients** and that all-important physical presence to represent your company. Its open-plan design positively encourages visitors onto the stand, and **every pod is visible** as you walk along the aisles.

Your company's pod at ILA Berlin 2012

The cost to exhibit is £4,500 + VAT which will include:

- large pod for your company, featuring your logo and graphics (see below)
- platform floor with carpet finish
- furniture
- shared kitchen area
- manned reception
- use of open networking areas
- inclusion in the official show catalogue
- inclusion in the exhibitor on-line catalogue
- inclusion in the UK Suppliers Village brochure
- two day B2B meetings
- exhibitor pass
- professional MAA support before, during and after the show

On your individual company pod:

- large company logo
- large graphic panel 800mm x 2200mm (you provide the artwork, we can advise you)
- lockable storage cupboard with worktop
- lighting on the pod
- power supply
- literature pockets
- stool
- space for an LCD screen with built-in DVD player (additional cost to hire)
- space for a glass display cabinet (additional cost to hire)



This could be your company's pod

Contact emma.burgess@midlandsaerospace.org.uk, for more information and to reserve your space, or call Emma on 024 7643 0250.

For updated details check on: www.midlandsaerospace.org.uk/events/ila-berlin-airshow-2012



Like the MAA is organising the UK Aerospace Supplier Village for ILA Berlin, ADS is coordinating the UK Pavilion at AIRTEC in Frankfurt 6-8 November 2012, also on behalf of all the UK organisations. For further information on opportunities to exhibit contact gen.richards@adsgroup.org.uk, 020 7091 4545.