

Grow your business at Farnborough Air Show

22 - 26 July 2024

MAA exhibitor information pack



74,780 trade visitors . 1,262 exhibitors . 44 countries . Limitless possibilities.



Get noticed at one of the largest international aerospace trade shows!

Farnborough Air Show - one of the largest aerospace trade shows in the world - is a fantastic opportunity to get your company noticed, meet potential buyers, generate leads and grow your global network.

With 2024 set to be a major year for growth for the aerospace industry, this is the year to get your company in front of customers at a time when they'll be making pivotal decisions around future business including long-term contracts for current and next generation aircraft programmes.

Farnborough Air Show attracts around 80,000 trade visitors from all around the globe. It's a huge draw with 44 countries represented across 1300 exhibitors, along with static displays and exhibiting it's the key place to be.

The MAA is once again offering a great value opportunity to join us on our high-impact stand at the heart of the UK pavillion in hall 1 on the show's trade days: 22-26 July 2024. Your company could benefit from increased traffic, popular events, important visitors, and support from our experienced team to make the most of the show. It's not to be missed!

Airshows provide a fantastic opportunity to engage in-person with global customers and supply chain partners, current and future. These events offer a platform to develop the profile of your organisation and attract new business leads, whilst gaining market intelligence of your competition and maturity of disruptive technologies. You should expect to leave with a significantly improved view of the industry, valuable insights of other market sectors and established new contacts, all of which will help to guide your organisation's strategy and enable you to develop future business prospects.

Samantha Buckton, Managing Director, Buckton Commercial Solutions, and MAA Director



Grow your business with the MAA

The MAA's 2024 stand is set to be the best Farnborough Air Show presence yet.

Situated in the UK Pavilion in hall 1 - which receives thousands of visitors throughout the show who are actively looking to trade with UK suppliers - the stand offers the potential for so many business opportunities.

10 great benefits of exhibiting with us

01: Be seen by more visitors

The MAA has built a strong reputation at airshows and that's why visitors know it's a key stand to visit, which benefits all companies exhibiting alongside us. What's more, our events, visits and activities draw in crowds at peak times.

02: Generate more leads

With higher footfall than you'd have exhibiting alone, you'll benefit from the potential to generate many more leads and make high-quality contacts.

03: Get in front of big customers

As an exhibitor, you'll have the chance to apply for meetings with industry primes and tier 1s. Previously, our exhibitors have been visited by industry giants including Boeing, Embraer, Spirit AeroSystems and Lockheed Martin.

04: Meet high-profile visitors

The MAA stand can also be a draw for other high-profile visitors to the UK Pavilion. Previously, we've been visited by Prime Ministers, MPs and delegates from influential organisations such as the Department for International Trade.

05: Power up your network

Connections can be far stronger when forged face to face. It builds trust and makes it easier to convert leads into contracts. You could also reach key decision makers who are normally unobtainable through digital channels.



Grow your business with the MAA



06: Make a memorable impact

The MAA stand is visually striking and ensures your company has a professional shop front at the event. You'll be able to get your products, services and innovations seen by visitors which could make your company more memorable.

07: A collaborative community

Our exhibitors often collaborate and recommend other companies on the stand to their visitors, creating collective impact. Plus, there's something special about being able to share the experience with like-minded professionals.

08: High-profile launch pad

If you're launching a new product, service or technology, the stand could be the perfect platform for telling the world. You'll also be able to submit your news into the show press which could enable even more people to hear about it.

09: Expert support

The MAA team has years of experience and we're on hand to offer advice to help you maximise your success at the show. No more trial and error and guessing. We know what visitors notice and we look after you every step of the way.

10: Do what you do best

Thanks to the MAA team, most of the logistics of the show will be in hand, freeing up your time to enjoy the show and focus on building relationships with potential customers, doing business and growing your network.

Exhibiting with the MAA offers great benefits whether your company is in the aerospace industry now or wants to enter the sector. If you're new to aerospace, it's the perfect opportunity to both get noticed and get expert support to make your first airshow a major success.



An exhibition package full of benefits

Our all-inclusive exhibitor package includes everything you need to make a big impact at Farnborough Air Show.

Your dedicated pod

- Dedicated pod on our stand in an excellent location in the UK Pavilion. Furniture including a lockable storage cupboard, worktop and stools.
- Digital signage (TV) to display promotional media.
- Company branding printed and displayed prominently on your pod.
- Exhibitor passes for the week.
- Daily visitor passes.
- Use of facilities including a shared kitchen area, open networking areas and refreshments.
- Reception area staffed by the MAA.



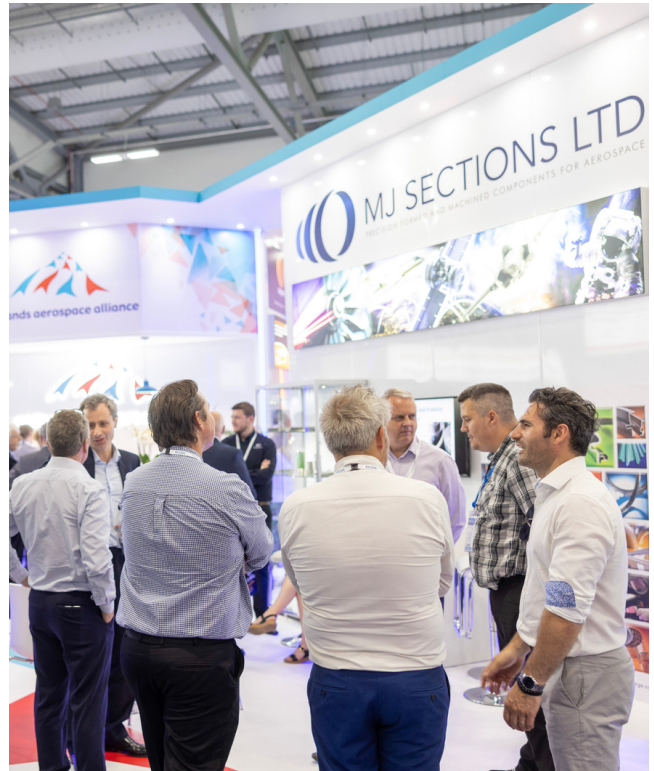
Promotional opportunities

- Your company will be included in the official trade show catalogue.
- Inclusion in the UK Pavilion-focused exhibitors' directory.
- Inclusion on the MAA website and newsletter with an audience of over 4,000 across the industry.
- Exhibitor spotlights on social media with an actively engaged audience of over 7,000 professionals. Submission of your company's news for inclusion in the show's daily magazines, read by visitors.

An exhibition package full of benefits

Elevated networking

- Invitations to key networking events and receptions.
- Opportunity to apply to meet prime and tier 1 customers through the UK supplier showcase.
- Opportunity to meet other VIP guests visiting the stand.
- Visits from the MAA's well-connected directors who work in senior positions for companies that may include Rolls-Royce, Meggitt, Moog, Collins Aerospace and more.



Expert support

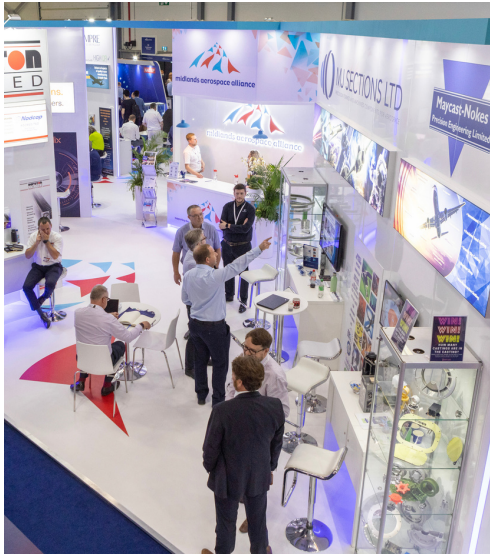
- Pre-event workshops featuring tips and advice designed to help you maximise your success at the show.
- Support from the MAA team before, during and after the show.
- Exhibitors' information manual full of useful guidance.
- Travel information to help make your journey to the event seamless.

We had a superb week at the airshow. A big thank you has to go to the MAA for looking after us so well (as always). We couldn't do it without your help and support!

- Craig Fullwood, Operations, CCR



Exhibiting offers great value



Our fantastic airshow exhibitor package is available to companies for just £9,750 + VAT.

Plus, if you have ideas for extra things you'd like included in your package, do talk to us.

We're here to discuss your ideas for making an impact and how we could support you. For example, in the past, exhibitors have booked multiple pods, had additional displays and have hosted events on our stand.

**Ready to stand out at Farnborough Air Show?
Or, do you have a question?**

Contact maxine.oatridge@midlandsaerospace.org.uk
to find out more, discuss your requirements and book your pod.

Exhibiting with the MAA gives you a high-impact shopfront to the world at a time of market growth. Whether you're already an aerospace supplier or would like to get into the industry, airshows are the place to meet decision makers. They're your chance to make an impression on an international audience, especially if you have new products, services and innovations for them to discover. You could also meet buyers from complementary industries such as defence, space and advanced air mobility. Airshows are a big opportunity to grow your network, generate leads, see the latest market developments first hand and open up fresh opportunities.

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**Rob Holmes,
Group Head of Business Development,
Broadway Group, and Chair of the MAA
Business Development Working Group**

