



# Aviation Gateway Park

EAA AirVenture Oshkosh 2016 / July 25-31, 2016





# EAA AirVenture Oshkosh

## WHAT IS AIRVENTURE?

The World's Greatest Aviation Celebration brings together more than 500,000 aviation enthusiasts for one week every year at EAA AirVenture Oshkosh.



Daily airshows may take center stage above the convention grounds, but members say the world's largest aviation event means much more to them. Oshkosh is a destination where they come to see aircraft displays and visit with vendors and exhibitors in a place that no other show or venue provides.

## WHY EXHIBIT AT AIRVENTURE?

Each year hundreds of companies in both the aviation and non-aviation industries, attract qualified sales leads quickly, easily, and affordably when they exhibit at AirVenture.

Industry leaders consistently report outstanding results from their investment at AirVenture. They meet or exceed sales goals, exceed expectations for lead generation and improve brand awareness year after year.

## HIGHLIGHTED EXHIBIT AREA: AVIATION GATEWAY PARK

Aviation Gateway Park serves as AirVenture's gateway to aviation – helping attendees discover the possibilities in innovation, education, and careers in aviation.

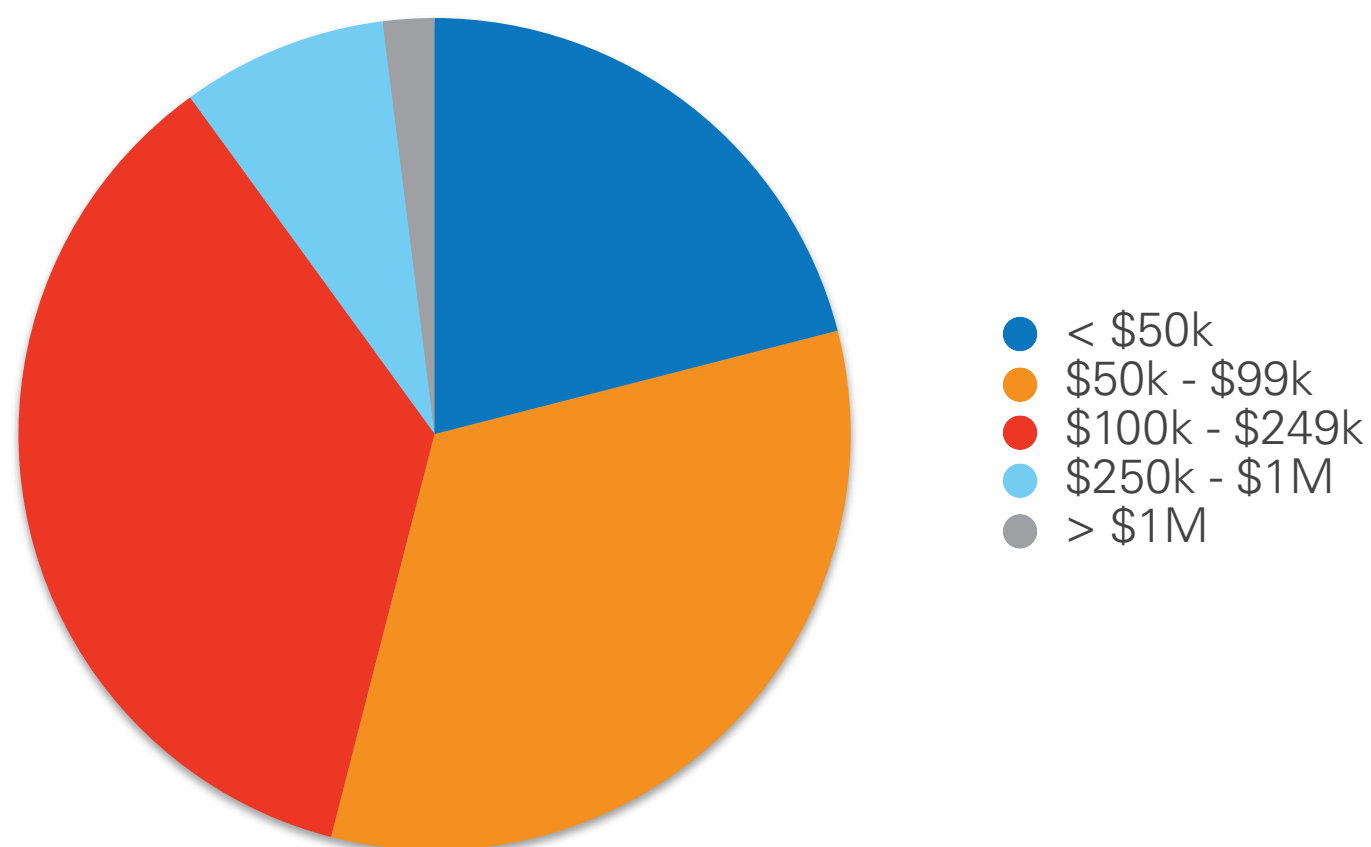
# The Results are in: EAA AirVenture Oshkosh 2015

## ATTENDEE PROFILE

- 550,000 attendees, 2% increase from 2014
- 83% male, 17% female
- 94% are planning to attend 2016 AirVenture

## INCOME

- 50% of AirVenture attendees have household incomes of more than \$100,000 (the U.S. average is 20% of all households).



## AIRVENTURE ENGAGEMENT

- 17% fly to AirVenture in a private aircraft
- Average length of stay at AirVenture is 3.4 days
- Most attendees are from the United States; 2,299 international visitors from a record of 80 countries

## EXHIBITOR ATTENDANCE

- 821 exhibitors, 4% increase from 2014
- Average length of time companies have been doing business at AirVenture is 10 years

## AIRCRAFT OWNERSHIP AND PILOTING

- More than 10,000 aircraft arrivals at Wittman Regional Airport in Oshkosh, WI
- 2,668 show planes, 1% increase from 2014
- 70% are pilots
- 57% own an aircraft; 23% jointly own or rent an aircraft

Aviation Gateway Park

# 2015 Success Stories



**CopterShop @CopterShop · Jul 24**  
 Our home through Sunday at #OSH15! Our #Phantom3 and demo starts at 9:45 in the #dr



**horizon\_hobby**  
 EAA AirVenture Os...

294 likes

horizon\_hobby The Chroma Drone demo crew putting the drone cage outside of Innovation Center here at AirVenture Oshkosh. #OSH15 #chroma

rcmart2001

\_bb Brandon For the drone think u should put a GP can physically pull out

steve\_petroto @\_bb the chroma as it is. T

**Terrafugia Inc @Terrafugia · Jul 20**  
 WATCH NOW: @Terrafugia premieres latest TF-X™ #FlyingCar photos and video at #OSH15: [terrafugia.com/news/terrafugia](http://terrafugia.com/news/terrafugia)



NASA Glenn Research retweeted

**NASA Aeronautics @NASAAero · Jul 21**  
 At #OSH15? Come to on-demand mobility forum at EAA Museum, Tuesday, 9am-1pmCT. [go.nasa.gov/1ecTKzS](http://go.nasa.gov/1ecTKzS) #FlyNASA



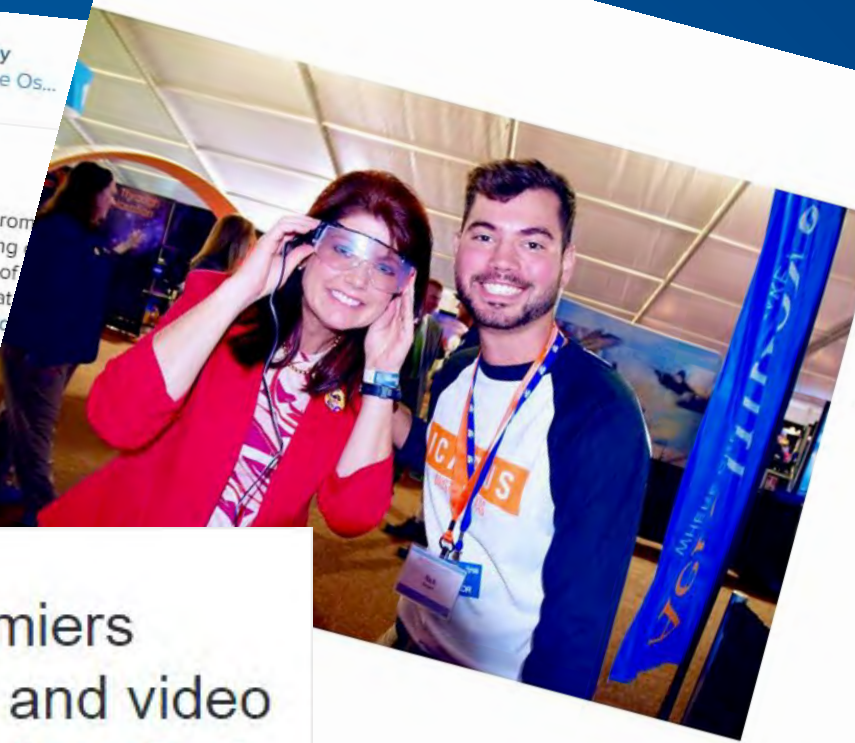
RETWEETS 15 FAVORITES 18

6:00 AM - 21 Jul 2015 - Details

**papasinops**

15 likes

papasinops Got to show LT. Governor Kleefisch the ICARUS prototype last week! She attended the funeral of one of the Marines killed in the UH-60 crash in March so she understood the importance of it and said to call if I ever need help. #aeroinnovate15 #icarusthings #osh15



**SkyRunner**  
 July 22 at 2:34pm

Getting great feedback on the new two-seater at its 1st of many trips to #Oshkosh.



Like · Comment · Share · Buffer

137 people like this.

1 share

Write a comment...

**Matt Higley** No surprise there, beautiful looking machine. Hope everyone is liking the name I suggested for it and you went with too. #keepingitoriginal

Like · Reply · 1 · July 22 at 3:22pm

**Jeff Foster**  
 July 21 at 11:06am - Edited

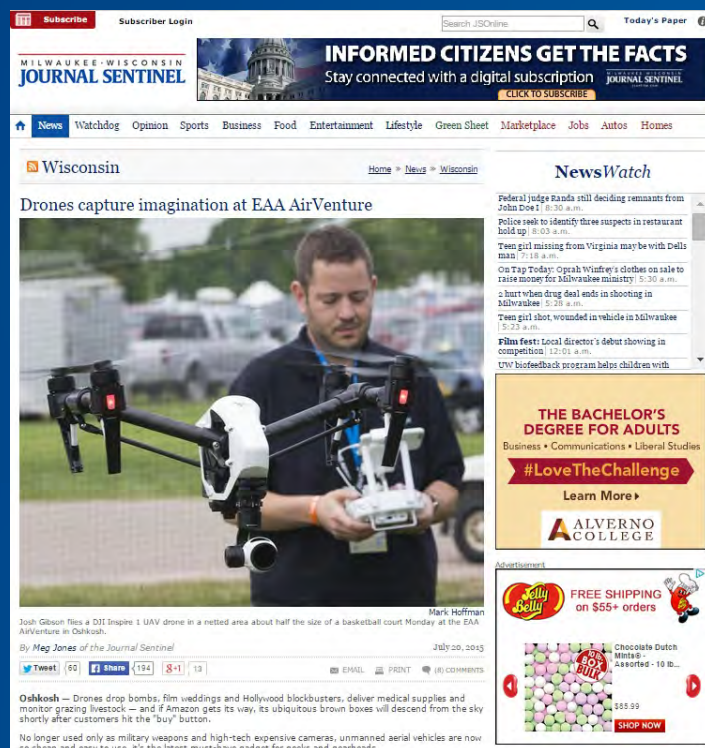
Drones at EAA Airventure Oshkosh making front page news! #osh15 Andrew Baker and 4 others at EAA AirVenture Oshkosh.



Unlike · Comment · Share · Buffer



# Aviation Gateway Park 2015 Media Relations



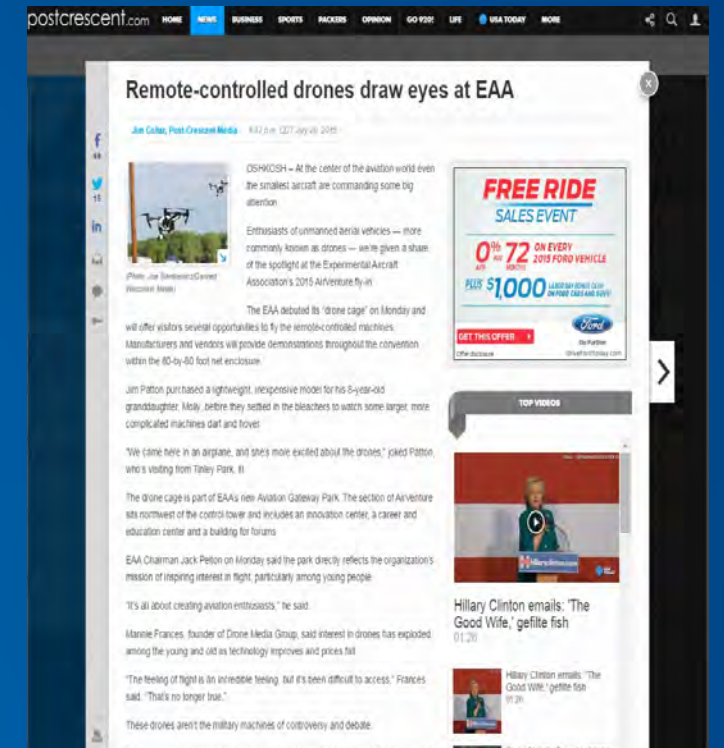
Milwaukee Journal Sentinel



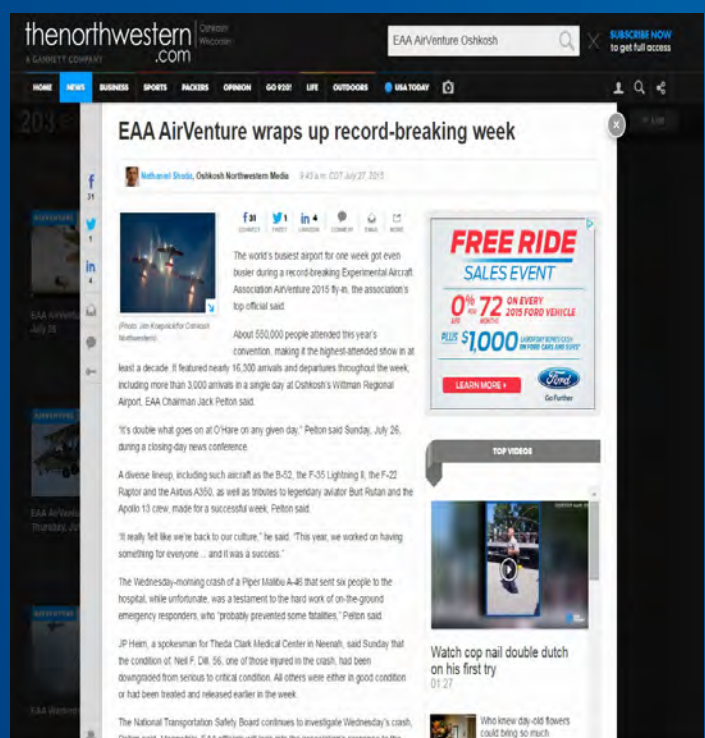
CNN Coverage



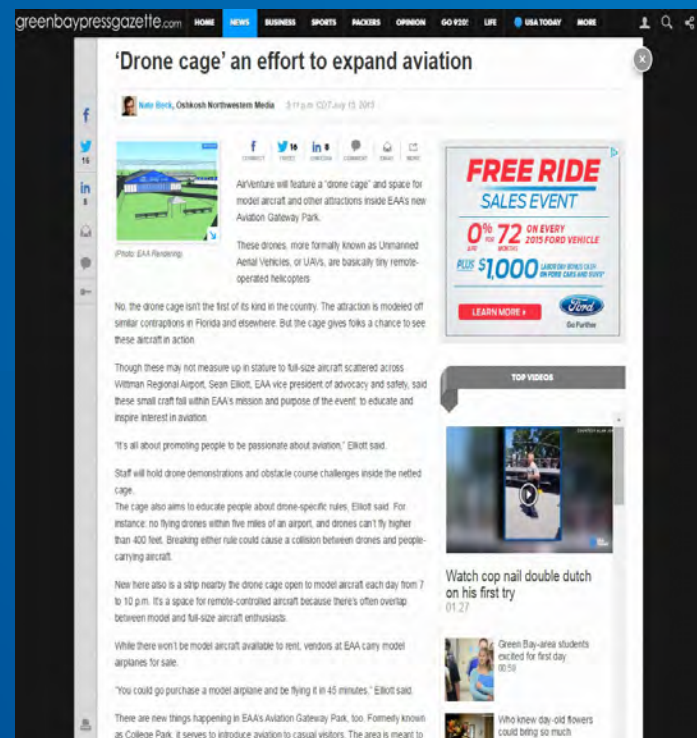
Aviation Week Network



Appleton Post Crescent



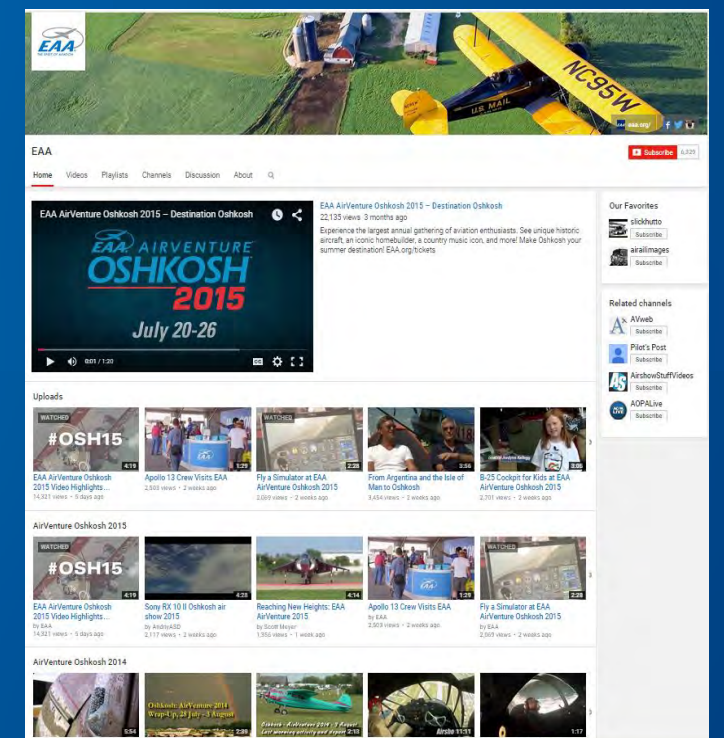
Oshkosh Northwestern



Green Bay Press Gazette



EAA.org



EAA YouTube



Aviation Gateway Park

# The Power of Partnership

Join us in 2016

# Education & Career Center

## AVIATION EDUCATION

The Education & Career Center features colleges, universities, and tech schools that offer programs in aviation and science, technology, engineering, and mathematics or STEM-based curriculum.

## CAREERS IN AVIATION

The Education & Career Center is a place for aspiring aviators to network with a variety of leading aviation companies and airlines.



Aviation Gateway Park and the Education & Career Center will be supported with events including:

## COLLEGE SOCIAL

EAA's College Social offers an opportunity for students to meet with educational institutions, aviation companies, and organizations in a casual setting.

## JOB FAIR

EAA's Job Fair brings together notable aviation companies, airlines and other interested employers searching for potential candidates – exploring possibilities in aviation.



# Innovation Center & Drone Cage

## INNOVATIVE COMPANIES & UAVS

The Innovation Center features exhibitors from industry heavyweights and exciting new start-up companies that showcase breakthrough concepts in aviation, space, and virtual reality. 2015 welcomed over 30 innovative organizations and over 20 brands of UAV technology. Unveil your product to a welcoming and eager AirVenture attendees!



## DRONE CAGE

The drone cage features live demonstrations, drone obstacle course, and hands-on flying opportunities.



Drone manufacturers, and related UAV companies, receive 30 minutes of demo time in the drone cage during the week (exact time TBA) with the purchase of your exhibit space.







Aviation Gateway Park

# Pricing & Sponsorships



# Open Sponsorships

	PATRON LEVEL (\$25,000)	BASE LEVEL (\$5,000)
Venue Options	<ul style="list-style-type: none"> <li>• Education &amp; Career Center</li> </ul>	<ul style="list-style-type: none"> <li>• College Social</li> <li>• Job Fair</li> </ul>
Marketing & Signage	<ul style="list-style-type: none"> <li>• Sponsor recognition on all venue signage</li> <li>• Sponsor recognition on the venue layout and recognition in the Visitor Guide</li> <li>• Sponsor recognition on the venue layout in the online Exhibitors Guide</li> <li>• Sponsor recognition throughout the year anytime the venue is named on the EAA website</li> </ul>	
Amenities & Benefits	<ul style="list-style-type: none"> <li>• (4) Weekly Wristbands</li> <li>• (2) Parking Passes – L Lot</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>





# Exhibitor Pricing

## **INNOVATION CENTER**

- Features industry heavyweights and wave of the future start-up companies with a dedicated area for unmanned aerial vehicle exhibitors.
- Drone manufacturers, and related UAV companies, receive 30 minutes of demo time in the drone cage during the week (exact time TBA) with the purchase of your exhibit space.
- Indoor seating for the Drone Cage
- 10'x10' – 20'x20' booths available, starting at \$2,575

## **EDUCATION & CAREER CENTER**

- Features Universities, Colleges and Tech Schools with STEM and aviation programs.
- Features airlines and companies looking to hire for a variety of aviation positions.
- 10'x10' booths available, starting at \$2,575

## **COLLEGE SOCIAL**

Network with promising young students during the fourth-annual EAA College Social.

- Over 350 youth and over 30 organizations participated in 2015
- Registration Fee: \$500

## **JOB FAIR**

Reach qualified and interested full-time or intern prospects during the third-annual EAA Job Fair.

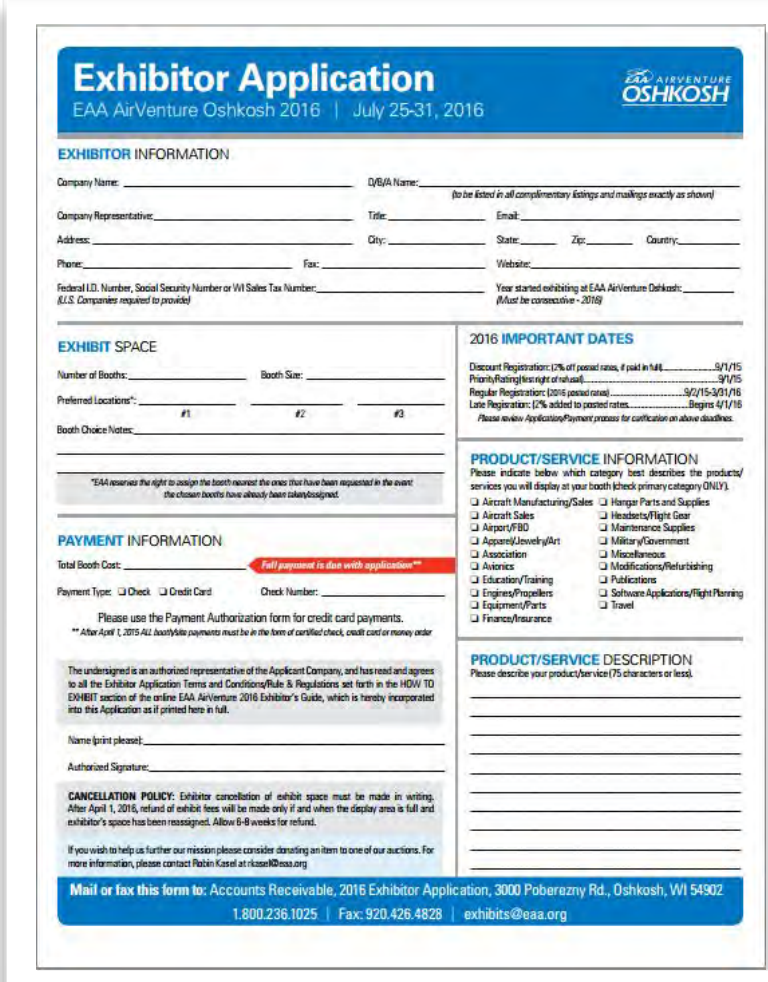
- Over 1,000 attendees and 30 organizations participated in 2015
- Registration Fee: \$500



# Exhibitor

For more information about Aviation Gateway Park or to review the Exhibitor's Guide just click on the documents below.

If you have questions or comments, please call 800-236-1025 or e-mail [exhibits@eaa.org](mailto:exhibits@eaa.org).



The image shows the 'Exhibitor Application' form for EAA AirVenture Oshkosh 2016, dated July 25-31, 2016. The form is divided into several sections: EXHIBITOR INFORMATION, EXHIBIT SPACE, PAYMENT INFORMATION, 2016 IMPORTANT DATES, PRODUCT/SERVICE INFORMATION, and PRODUCT/SERVICE DESCRIPTION. It includes fields for company name, address, contact information, booth size, and payment details. A cancellation policy is also provided at the bottom.

**AirVenture 2016  
Exhibitor Application**



**AirVenture 2016 Exhibit  
Layout and Prices**





Design and layout subject to change



# Education & Career Center

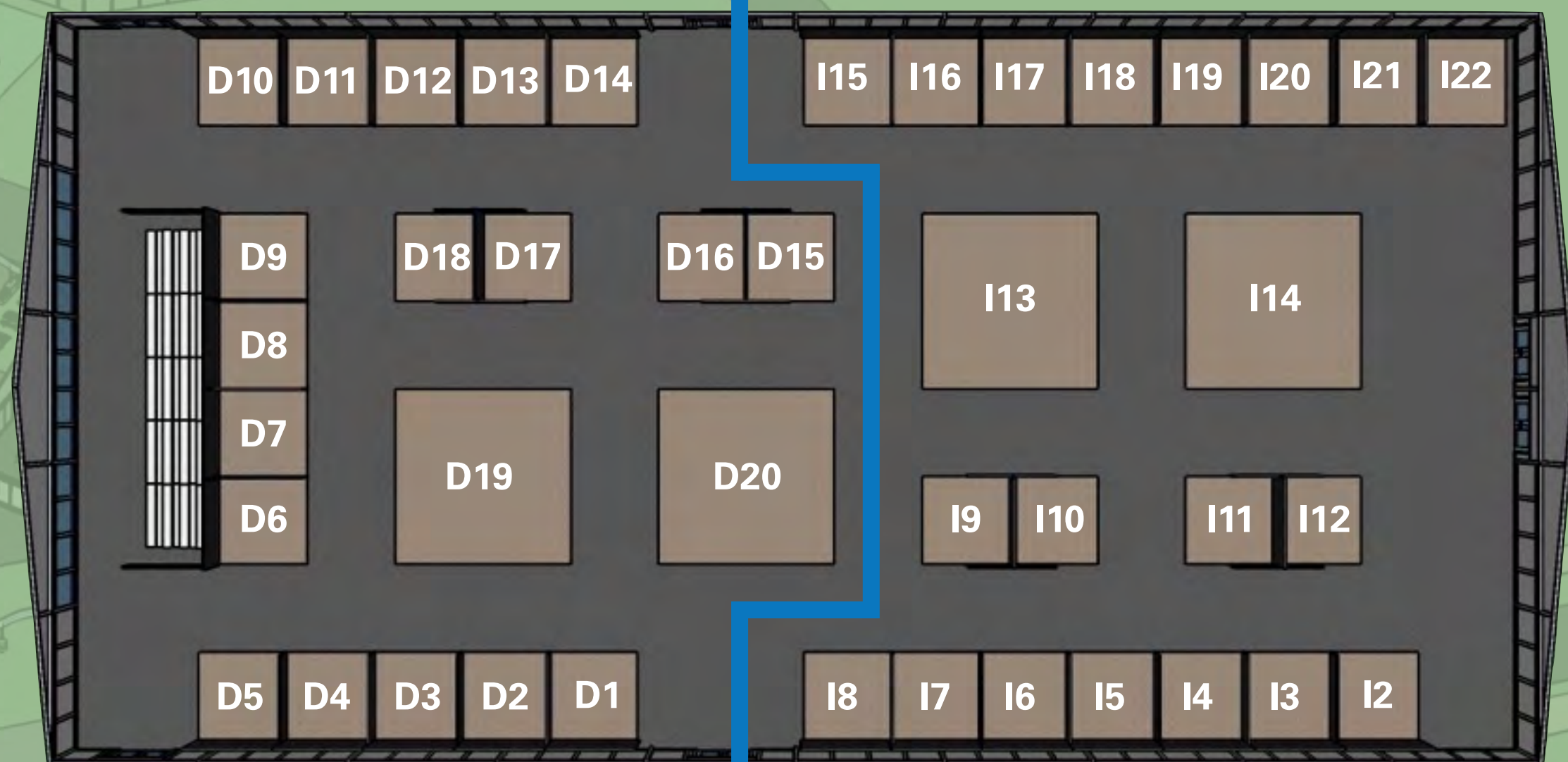
**EDUCATION / CAREER CENTER**





# Innovation Center

**INNOVATION CENTER**



*Special area for drone and  
unmanned aerial vehicle exhibits.*



# Thank You

Aviation Gateway Park is an exciting opportunity to promote aviation through innovation, education, and career opportunities.

We look forward to working with you to meet your goals this year. For questions, please contact:

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