



MAXIMIZE YOUR ROI AT HAI HELI-EXPO 2018!

You've invested in your exhibit space for HAI HELI-EXPO®. Now capitalize on that investment by promoting your presence and company brand to nearly 20,000 potential buyers from around the globe — **75 percent of whom are directly involved in purchasing decisions.** Take advantage of HAI HELI-EXPO advertising and sponsorship opportunities!

BENEFITS OF SPONSORING AND ADVERTISING

Did you know that advertising and/or sponsoring can improve your lottery standing for HAI HELI-EXPO 2019?

Advertising and sponsorship amounts secured between July 1, 2017, and June 22, 2018, will be applied toward your Lottery 1 standing for HAI HELI-EXPO 2019 exhibit space assignment! A \$40,000 net investment in advertising and sponsorships will advance you to Lottery 1, Stage 1; a \$10,000 net investment will advance you to Lottery 1, Stage 2.

What difference will that make for your company? These Lottery 1 numbers for HAI HELI-EXPO 2017 exhibit space assignment reveal how advancing to an earlier lottery stage can positively impact your exhibit space assignment:

- Lottery 1, Stage 1: 12 companies
- Lottery 1, Stage 2: 54 companies
- Lottery 1, Stage 3: 337 companies.

When planning your HAI HELI-EXPO 2018 marketing budget, remember: your investment in HAI media and sponsorships will pay off at HAI HELI-EXPO 2019.

SPONSORSHIP OPPORTUNITIES

- **HAI HELI-EXPO Show Sponsorships** provide maximum branding and exposure to nearly 20,000 attendees. A variety of options are available to align with your marketing budget.
- **HAI Education Sponsorships** confirm your company's support of HAI's education initiatives.
- **Helicopter Foundation International (HFI) Sponsorships** recognize you as a supporter of HFI's twin goals of preserving the heritage of the rotorcraft industry and ensuring its bright future.

Learn more about HAI HELI-EXPO sponsorship opportunities at heliexpo.rotor.org/index.php/advertisers-sponsors/.

ADVERTISING OPPORTUNITIES

Advertise your booth location so current and prospective customers can easily find you on the show floor!

- **Fall 2017 ROTOR magazine.** HAI's flagship publication, this quarterly magazine reaches more than 22,000 helicopter industry decision makers in nearly 80 countries. The HAI HELI-EXPO pre-convention issue, published in November, offers a prime opportunity to begin promoting your message to attendees.
- **Winter 2018 ROTOR magazine.** The HAI HELI-EXPO issue, distributed to all attendees in addition to the regular mailing list of subscribers, is the most highly anticipated, widely read issue of the year.
- **HAI HELI-EXPO Show App.** A growing number of attendees use this smart phone enable app to stay organized with up-to-the-minute exhibitor and event information. As a sponsor, you will have exclusive branding and messaging rights.
- **HAI HELI-EXPO 2018 Program & Exhibit Guide.** Distributed to all attendees, more than 70 percent of whom use this guide to navigate their way throughout HAI HELI-EXPO meetings and the show floor. Promote your presence and draw customers to your booth location!
- **Spring 2018 ROTOR magazine.** The HAI HELI-EXPO post-convention issue includes extensive coverage of the show, including highlights and photos. Keep your company brand and message in front of the thousands who attended the show and visited your booth.
- **ROTOR Daily.** HAI's daily electronic newsletter, sent to nearly 25,000 subscribers, produces special show issues.

DON'T LET THESE IMPORTANT DEADLINES PASS YOU BY!

OCT 6, 2017	Advertising materials due: Fall 2017 ROTOR
DEC 30, 2017	Deadline for sponsor recognition/logos to be included on HAI HELI-EXPO show signage
JAN 19, 2018	Advertising space reservations due: Winter 2017 ROTOR and HAI HELI-EXPO 2017 <i>Program & Exhibit Guide</i>
FEB 2, 2018	Advertising materials due: Winter 2017 ROTOR and HAI HELI-EXPO 2016 <i>Program & Exhibit Guide</i>
MAR 24, 2018	Advertising space reservations due: Spring 2017 ROTOR
APR 7, 2018	Advertising materials due: Spring 2017 ROTOR
THE 15TH OF EACH MONTH	Advertising space in <i>RotorDaily</i> is sold on a monthly, first-come, first-served basis. Advertising materials are due the 15th of the month prior to publication.
<p>For more information and to secure sponsorships or advertising space, contact: HAI Sales sales@rotor.org 703-683-4646 or visit rotor.org/sponsor rotor.org/advertise-expo</p>	