



PARTNER INSIDER

December 2008 - Edition

WELCOME!

This e-newsletter is designed to keep you up-to-date on the important dates you need to know as you prepare for EAA AirVenture 2009, as well as timely updates on what's happening at EAA and for The World's Greatest Aviation Celebration. If there is information you'd like to see in this communication, or have something you think EAA's exhibitors and partners might like to know, please pass it along to exhibits@eaa.org.

EXHIBIT APPLICATIONS DUE DECEMBER 22nd

We're getting down to the final couple of weeks before your exhibitor applications are due for EAA AirVenture 2009. The deadline for companies to receive priority ratings, (listed below), on exhibit space is Monday, December 22. With all of the layout changes to the outdoor Main Aircraft Display and Fly Market area EAA has attempted to contact all companies that participated in these areas regarding any questions they may have. We ask that if you have any questions requiring the new exhibit layouts, the new multi-year application or just a general exhibit question, to please contact us at exhibits@eaa.org or 1-800-236-1025. Please make sure to read the guidelines and restrictions in the EAA Exhibitors' Guide, which you received with your application. The Guide is also available on the Internet at the link below. Reviewing this information now will save you questions and delays later. http://www.airventure.org/exhibitors/AV2009_ExhibitorsGuide.pdf

PRIORITY 1 – EAA Partners/Past Aviation Related Exhibitors
A: Total Partnership
B: Longevity (consecutive)
C: Aviation-related
D: Lottery Draw

PRIORITY 2 – Aviation-Related New Exhibitors
A: Registered Date
B: Lottery Draw

PRIORITY 3 – Non-Aviation-Related Past Exhibitors
A: Registered Date
B: Longevity (consecutive)
C: Partnership
D: Lottery Draw

PRIORITY 4 – Non-Aviation-Related New Exhibitors
A: Registered Date
B: Lottery Draw

PRIORITY 5 – All Applications Postmarked after December 22nd
A: Product Type
B: Registered Date
C: Lottery Draw

SPACE DIMENSIONS AND PRICING

Outdoor Aircraft Display:

- Exhibit space dimensions have expanded from 30'x40' to 40'x40'. These dimensions will apply to all AirVenture 2009 exhibit spaces, except those in the north aircraft display area, where the new dimensions will apply beginning in 2010. In a few cases, specific site geometry may require slightly modified dimensions.
- The price per square foot of *standard* lots will remain at the 2008 rates.
- The new site configuration will create some very-high-exposure exhibit spaces, classified as *prime* locations. The price for prime locations will represent a 20% increase above the standard rate. This increase will be phased in over the next two years: 10% in 2009 and 10% in 2010.
- A fee of \$250 for the entire week of AirVenture will apply to all exhibits located at thoroughfare intersections (higher-exposure corner lots). This fee applies to both *standard* lots and *prime* lots on intersection corners.

Indoor:

- Exhibit space dimensions have **not** changed from previous years.
- The price per square foot has increased 3% from the 2008 rates.

Outdoor Fly Market:

- Exhibit space dimensions have changed to 20'x20', 40'x40' and specials.
- The price per square foot of *standard* lots will remain at the 2008 rates

Outdoor Ultralight:

- Exhibit space dimensions have **not** changed from AirVenture 2008.
- The price per square foot of *standard* lots will remain at the 2008 rates

NEW – MULTI -YEAR APPLICATIONS (this replaces EAA's past unwritten agreement)

Guarantee your space for two – five years! EAA is now allowing companies to sign a multi-year application. The multi-year application can be for the duration of two – five years. The multi-year application will not only ensure EAA of your commitment but will also allow exhibiting companies to retain the same location for the duration of the multi-year application. The Multi-year agreement was created to give the contracted company the first right of refusal to the space that they had the year before. Companies signing the Multi-Year agreement do not need to pay the booth cost for the duration on the agreement upfront. Each company reserves the right to request a different location during the duration of this agreement. If your company signs a multi-year application and cancels their participation, there will be no penalty other than, no guarantee that the spot they reserved will be there for them in the future. When signing a multiyear application your company is still subject to rate adjustments each year, and changes to rules and regulations. For the first year EAA will require each company to fill out an exhibitor application and mark your choice for the multi-year agreement. Each year to follow EAA will send the Exhibitor's Guide with a form for your company to sign, acknowledging your intention to participate in that year's show and an invoice for your exhibit space(s).

NEW – RESTRICTIONS

Effective for AirVenture 2009, Companies seeking commercial display space to sell Non-Branded Merchandise will be limited to the outdoor Fly Market exhibit area only and will be limited to a select number of companies. The giveaway of hats/apparel will no longer be permitted. Companies will be permitted to sell their company branded merchandise in their commercial display space and will be expected to follow EAA's TRADEMARKS POLICY (see back of application). **Branded Merchandise** is defined as goods that are identified by company brand names. This contrasts **Non-Branded Merchandise**, which is defined as generic brands and is identified only by commodity type. If you have any questions, please contact us at exhibits@eaa.org or 1-800-236-1025.

WE'RE GOING WHERE?

The Exhibit Office will spend the final two weeks of 2008 organizing the applications received by the due date. During the first week of January 2009, we'll begin the placement process. Remember that Priority One applications will be assigned first, based on a variety of factors, including total partnership, longevity, product mix, etc. After all Priority One exhibitors are located, subsequent priority numbers will be assigned.

WHEN DO WE FIND OUT?

We know many of you incorporate your exhibit location with your pre-AirVenture marketing. The booth/space confirmations will be mailed on March 1. We'll include additional information at that time to help you prepare for AirVenture as smoothly as possible. We cannot give you a confirmed booth space prior to March 1 as we are still completing the placement process.

SPONSORSHIP OPPORTUNITIES

There are still a number of sponsorship opportunities for locations and activities during AirVenture 2009, but those openings usually diminish quickly after the start of the New Year. To find out more on how to raise your company's visibility during the event, contact the EAA Sponsorship Office at sponsorship@eaa.org or 800-236-1025. There are a variety of opportunities available that fit your company's needs and budget.

BE PART OF AVIATION'S GREATEST GATHERING NIGHT!

EAA AirVenture is also a great opportunity to join with the aviation community to support the next generation of flight – your future customers. The annual Gathering of Eagles fundraiser in the EAA AirVenture Museum is a terrific event. The funds raised at the Gathering support historic preservation, youth education, and the inspirational endeavors that prepare youth of all backgrounds to become the aviators, engineers, innovators, and dreamers of tomorrow. Programs such as EAA's Young Eagles help ensure that our passion for flight and the can-do spirit tied to aviation are passed to our youth. Through the years, the Gathering of Eagles has become an event that brings together every segment of the aviation community, from pilots and personalities to the world's top aviation companies and leaders. There are two ways you can be part of this tremendous event: Through the purchase of tickets and tables, and through the donation of valuable items used for the night's auctions. You can join the aviation visionaries by contacting EAA's Development Office at 800-236-1025 or at development@eaa.org. Last year's event sold out well before the start of AirVenture, so don't delay in making your plans. Complete information will be posted on the web at <http://www.airventure.org/gathering>.

EAA'S 2009 SHARE THE SPIRIT SWEEPSTAKES

SHARE THE SPIRIT. THAT'S WHAT EAA IS ALL ABOUT

EAA members sharing their time, resources, and talent to ensure aviation will flourish. By entering EAA's 2009 Share the Spirit Sweepstakes, you're guaranteed to play a vital role in nurturing the environment in which people share the fun and camaraderie of flight. You'll also have a chance to win the Grand Prize - a Flight Design MC - or the 2nd Grand Prize, a RotorWay Talon helicopter kit. Plus, you'll be eligible to win any one of our other fantastic prizes, including a John Deere tractor, a Bose Wave music system, or a Canon digital camera. To enter the 2009 EAA Share the Spirit Sweepstakes, visit www.winaplane.com.

ADVERTISING OPTIONS FOR AIRVENTURE 2009

We are excited to again be publishing the *Official AirVenture Program* that is sold during the show. This special keepsake will have even more information on the event in 2009, with bonus features, expanded listings and maps. There are several special position opportunities available for advertising in the Program. The closing date for advertising insertion orders is May 22, 2009. Also, don't forget *AirVenture Today*, the daily newspaper distributed free to attendees throughout the grounds. It's the daily "must read" to catch up on the happenings from the day before and what's in the news and on tap for activities in the day ahead. It's a great daily "driver" to your exhibit. Ad space closing for *AirVenture Today* is June 29, 2009. For more information and rates please call your sales rep or the EAA Advertising Office at 920-426-6127 or online at <http://www.eaa.org/advertising/eaamedia rates.pdf>

DON'T FORGET ABOUT HOUSING

Even with all the activity at EAA AirVenture each year, you eventually will need a place to sleep. EAA Camp Scholler is available for EAA members and their parties during AirVenture. If you're not joining us in Camp Scholler, however, the earlier, the better, when securing accommodations. The best place to start is the Oshkosh Housing Hotline at 920-235-3007 or online at <http://www.oshkoshcvb.org/eaacfm>. The listings include hotels, dormitories, campgrounds and private housing. Private housing lists will be available beginning on January 2, 2009. Other possible resources are the Fox Cities (Appleton) Convention and Visitors Bureau at www.foxcities.org or 800-236-6673, or the Fond du Lac Convention and Visitors Bureau at www.fdl.com or 800-937-9123.

AROUND THE GROUNDS

You've been hearing quite a bit about the AirVenture site plan, and we will be posting even more information as we end 2008 and head into 2009. This site plan project will show some immediate changes in 2009, but there will be even more in store for the years after that. One insider look at what is going on is a blog from Steve Taylor, EAA's facilities manager. He's a great source for information since he is right on the front lines of the day-to-day projects and changes on the grounds. You can read his blog, which began in early November, by going to www.airventure.org and clicking on his photo at "Steve's AirVenture Site Blog."

HAPPY HOLIDAYS!

Regardless of the holidays you and your family celebrate at this time of year, we hope you have a joyous holiday season. Some of the businesses we work with are in the midst of their busiest time of year, while others are in their off-season, waiting for spring here in North America and the new flying season. We hope you have an opportunity to enjoy friends and family at this time of year and welcome 2009 with high hopes of success!

237 Days to EAA AirVenture Oshkosh 2009!
JULY 27 - AUGUST 2, 2009