

# EVENT INTELLIGENCE BRIEF

EXPORT WITH PURPOSE. EXHIBIT WITH CONFIDENCE



April 5-10, 2022 | Santiago, Chile



## WHY EXHIBIT AT FIDAE 2022?

FIDAE is the leading aerospace and defense trade show in Latin America. The show will build on its well-earned reputation to present a vital and growing international aerospace event that addresses the full scope of commercial, military and space interests. The 2018 edition hosted some 533 exhibitors from 50 nations whose products and services, including 138 aircraft on the flight line, attracted more than 120,000 professional visitors, including 525 delegations from 40 countries. Organizers anticipate more exhibitors and delegate visitors in 2022, all looking for extra insight and access to decision-makers and buyers in this dynamic and influential marketplace.



## WHY USA PARTNERSHIP PAVILION AT FIDAE 2022?

According to the Chile Country Commercial Guide, Chile continues to be a strong trading partner and export market for U.S. companies, largely due to its open market policies, zero tariffs, stable democratic government, solid business practices, and low corruption. U.S. exports are on the rise, largely due to the Chile Free Trade Agreement, which is now well into its second decade (2004). U.S. exports reached \$17.5 billion at their highest in 2013, representing a 545% increase over pre-FTA years. Additionally, in January 2015 all tariffs were phased out, making Chile a tariff free market place for U.S. made products. Kallman Worldwide's decades of experience organizing the U.S. presence at aerospace and defense shows around the world, including FIDAE (since 1996), builds on America's advantage to help you stand out at the show. Our USA Partnership Pavilion is your on-site headquarters at Santiago: a destination for buyers, a business hub for exhibitors and a forum for all to share ideas and insights. In 2022, in addition to our suite of end-to-end show services, Pavilion exhibitors will benefit from a prominent, high-traffic hall location, access to public- and private-sector VIPs and influencers, exclusive business intelligence from industry thought-leaders and operatives and exclusive networking events. Explore our many planning resources below to learn more and sell more with Kallman at FIDAE 2022.



## STATS AND NUMBERS

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## THE USA PARTNERSHIP PAVILION

Kallman's flagship service always attracts a crowd. The USA Partnership Pavilion is America's on-site headquarter — a high-profile location for buyers to meet more suppliers, an on-site operations center for our exhibitors to maximize their exposure and impact at the show, and a networking hub for all to share ideas and insights.

## SPEC YOUR SPACE

### ▶ **TURNKEY PRICE - USD\$ 1,125/sqm**

Template designs and materials give your booth the uniform "look-and-feel" of the Pavilion while allowing you the flexibility to customize and scale your layout.

### ▶ **SPACE ONLY PRICE - USD\$960/sqm (must be minimum 24 sqm)**

Get in on the ground floor with this raw space option.

### ▶ **SHARED CHALET (6 person table each) - USD\$ 14,000**

For more information please contact us.

### ▶ **CORPORATE CHALET (per chalet) - USD\$ 38,800**

For more information please contact us.



## PROFESSIONAL STAFF

Every USA Partnership Pavilion is staffed by an experienced event team dedicated to your success. Whether you need a liaison to the organizers, tech support, a contractor, caterer, translator or help tracking down a shipment, we're all here to help.

## EXHIBITORS LOUNGE

Meet at "The Meeting Point," the gathering place for you and your guests to take a break from the show floor, refresh and recharge. Grab a cup of coffee and a snack from the Café, juice up your phone or just pull up a chair and chill.

## CONFERENCE ROOMS

Do you need private space for confidential team or client/prospect conversations? Pavilion conference rooms may be reserved on a first-come, first-served basis.

## EVENTS

If it's on our schedule, you're invited. As an exhibitor you have exclusive access to USA Partnership Pavilion events, including our Opening Ceremony and Ribbon-Cutting, business and market insight briefings and special presentations.

## SPONSORSHIP OPPORTUNITIES

Associate your brand with exclusive, high profile USA Partnership Pavilion features that engage more attendees and VIPs.

### **Meeting Point**

As an amenity for our exhibitors and their invited guests, the USA Partnership Pavilion Meeting Point is used as an exhibitors' lounge and VIP area throughout the week.

### **Opening Ceremony**

Share the spotlight and meet with distinguished visitors (DVs) and VIPs when the Pavilion opens on Day 1.

### **Networking Event**

USA Partnership Pavilion Exhibitors are invited to network with private and public sector leaders over **hors d'oeuvres** and cocktails.



## LEARN MORE. SELL MORE. TAKE OFF.

Contact us today to reserve your space in our place



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The USA Partnership Pavilion is organized by



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