

AUSTRALIAN INTERNATIONAL AEROSPACE & DEFENCE EXPOSITION

AVALON 2023

28 FEBRUARY - 5 MARCH, AVALON AIRPORT, GEELONG, VICTORIA

PARTNERSHIP
USA PAVILION

AVALON 2023

USA PARTNERSHIP PAVILION

SHOW REPORT



KEY SHOW DATA



248,000 TRADE & PUBLIC ATTENDEES ACROSS ENTIRE 6-DAY EVENT



48,516 INDUSTRY DAY ATTENDANCES (UP 24%)



794 EXHIBITING COMPANIES



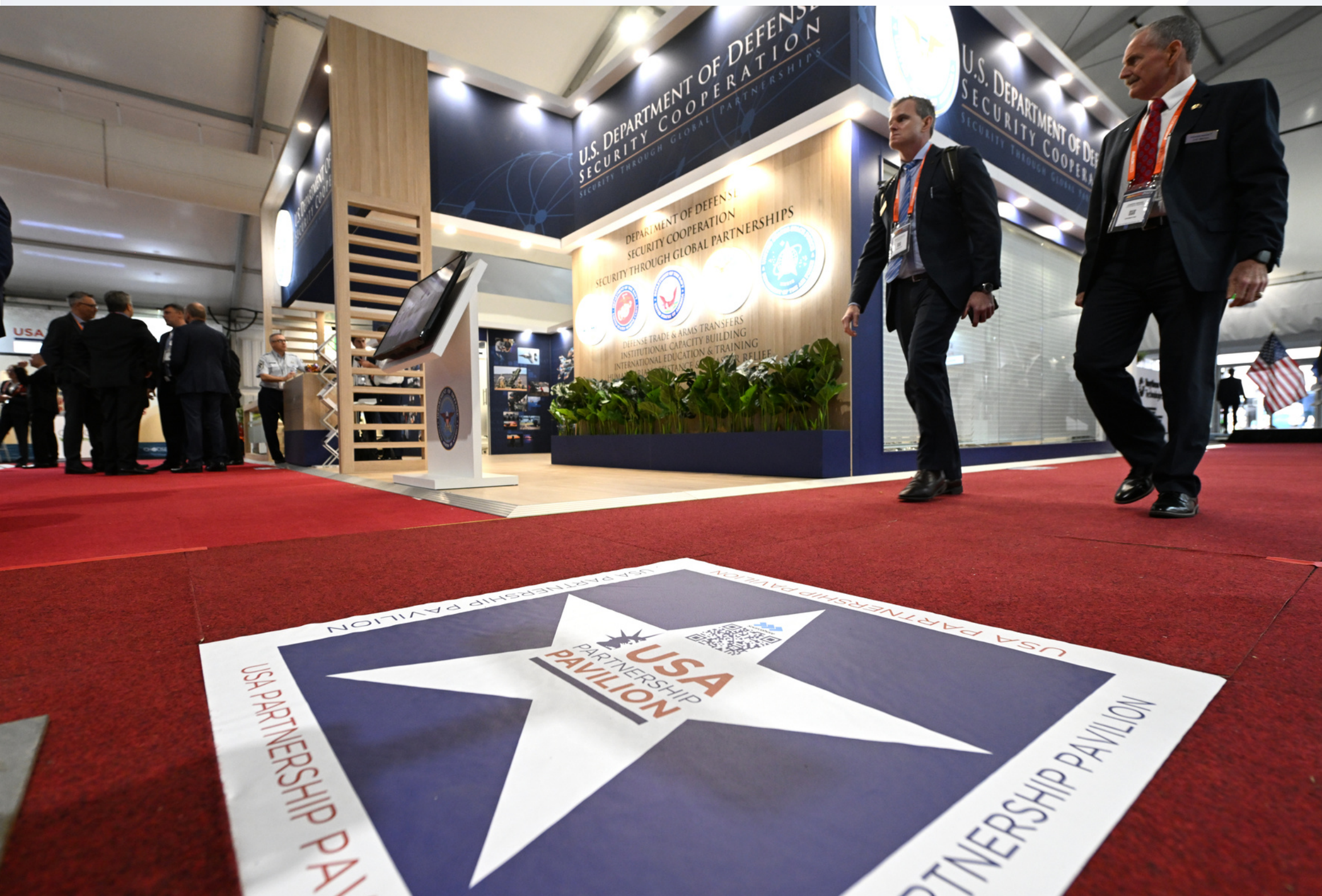
281 OFFICIAL DELEGATIONS FROM 38 NATIONS



11 U.S. DIGNITARIES



USA PARTNERSHIP PAVILION BY THE NUMBERS



35 NEW-TO-MARKET EXHIBITORS

NEW-TO-SHOW EXHIBITORS **51**

83 AMERICAN EXHIBITORS

MAKING UP A TOTAL OF

67% OF THE UNITED STATES' PRESENCE

COVERING **12000+** SQUARE METERS

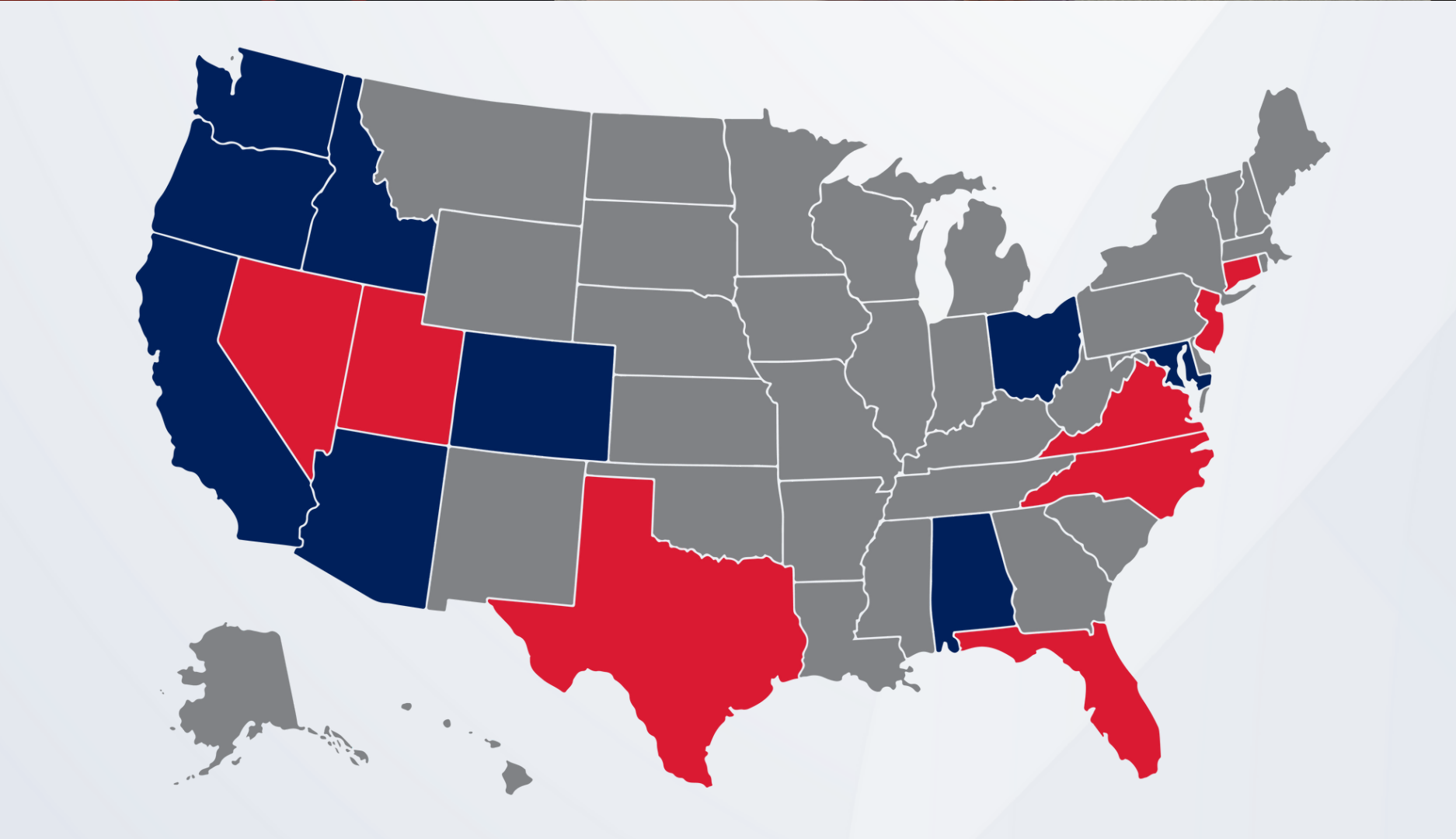
7 KALLMAN CREATIVE SERVICES CUSTOM BUILDS

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STATE SPOTLIGHT

- 17** STATES REPRESENTED
- 9** STATE PAVILIONS
- 49** STATE PAVILION CO-EXHIBITORS



USA PARTNERSHIP PAVILION

UNITED STATES OF AMERICA

Ohio

Ohio aerospace and aviation

Ohio's rich aviation heritage, commitment to innovation, and strong supply chain - with more than 540 suppliers operating today - has positioned the Buckeye State as a leader in aerospace and aviation.

- #1** Supplier state to Boeing and Airbus
- #2** State for aerospace attractiveness
- #3** Largest manufacturing workforce in the U.S.
- #7** In the U.S. for aerospace and defense jobs

20,000+ deg an engineering

3% in the aerospace industry

percentage of the U.S. population within a of Ohio

NASA Glenn researchers are developing communication solutions to improve air traffic management, commercial programs and navigation among satellites, aircraft, spaceports, airports, towers, and ground operations.

Researchers at NASA Glenn in Ohio are finding ways to reduce aircraft engine noise better around airports.



Official Digital Directory for the USA Partnership Pavilion at Avalon Airshow 2023

Sourcehere.com provides the Official Digital Directory for the USA Partnership Pavilion at all trade shows.

Please see below for show-based Sourcehere analytics!

Sourcehere: By the numbers

- 1 WEEK OUT: 2,731 visitors
- SHOW WEEK: 1,189 visitors
- LANDING PAGES: 921 visitors
- CUMULATIVE: 4,841 visitors

VISIT SOURCEHERE.COM





USA PARTNERSHIP PAVILION OPENING CEREMONY TUESDAY, FEBRUARY 28

The morning of Day One at AVALON 2023 saw the official opening of the USA Partnership Pavilion, by United States Ambassador to Australia, Caroline Kennedy. With 83 companies from 17 US States, the opening highlighted the enduring relationship between the industries of the United States and Australia, underlined by an audience that literally filled the Pavilion. The national anthems were performed by the USAF band member, Sierra Kukan, SSgt, USAF Band of the Pacific. Shortly after, General Kenneth S. Wilsbach, Commander, PACAF; Secretary of the Department of Defence Australia, Gregory Moriarty; U.S. Ambassador to Australia Caroline Kennedy, Tom Kallman, CEO & President, Kallman Worldwide; Gerri Cozic, Vice President, Kallman Worldwide; Air Marshal Robert Chipman, AM, CSC, Chief of Airforce; and Air Marshal Geoff Shepard, AO RAAF (Rtd), Avalon 2023 Convenor & Board Member, AMDA Foundation Limited; participated in the USA Ribbon Cutting to celebrate the open of the Pavilion at Avalon Airshow 2023.

IN PARTNERSHIP WITH:



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USA PARTNERSHIP PAVILION VIP RECEPTION WEDNESDAY, MARCH 1

Connecting exhibitors with delegations and high-level industry leaders is a top priority for the USA Partnership Pavilion. At Avalon 2023, these connections were reaffirmed at the Networking Reception held at Eureka 89. Private and public sector leaders were able to network with exhibitors in a relaxed atmosphere while enjoying the view.

IN PARTNERSHIP WITH:



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THANK YOU

to our Pavilion Partners for their support of the
USA Partnership Pavilion at Avalon 2023



TELEDYNE
FLIR

PARTNERSHIP
USA  **PAVILION**

LOOKING FORWARD TO AVALON 2025

Secure your space in the next USA Partnership Pavilion...

PAVILION-EXCLUSIVE AMENITIES



THE USA PARTNERSHIP PAVILION

The USA Partnership Pavilion is America's on-site headquarters at live trade events around the world, covering Aerospace; Defense; Maritime; Medical; Mining; Oil & Gas; and Food industries. The Pavilion presents the perfect platform for business, maximizing U.S. exhibitor exposure and creating a networking forum.



EVENTS

As an exhibitor, you have exclusive access to USA Partnership Pavilion events, including our Opening Ceremony and Ribbon-Cutting, off and on-site hospitality receptions, business and market insight briefings, and special presentations.



MARKETING SERVICES

Our pre-show and on-site advocacy campaign provides multimedia coverage for the total U.S. presence, along with opportunities for individual exhibitors to grab the spotlight to tell their news stories. Complimentary PR and media relations, in addition to paid advertising and sponsorship options are available to help build your brand beyond your stand.



SOURCEHERE.COM

Sourcehere is the official digital directory to the Pavilion and helps businesses of all sizes to interact digitally with buyers, vendors and partners in the global supply chain. Industry-specific platforms complement live event participation while allowing SMEs to enter the global arena in a cost-effective, online environment.

PAVILION-EXCLUSIVE AMENITIES



EXHIBITORS LOUNGE

"The Meeting Point" is a private lounge at your disposal where you can meet with guests, take a break from the show floor, and connect with fellow exhibitors. An informal grab-'n-go cafe supplies refreshments throughout the day and a center to charge your phone or plug into a printer. There is also WiFi throughout the Pavilion for your convenience.



CONFERENCE ROOMS

If you need private space for confidential team or client/prospect conversations, you will be able to book one of our comfortably furnished pavilion conference rooms. Reservations are made on a first-come, first-served basis.



COMPLIMENTARY WEBINARS

Our team is here to support you before the show and on-site. This includes special webinars with public sector partners, such as the U.S. Commercial Service, to provide you with the tools you need to know, before you go to a show.



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, printer, or help tracking down a shipment... we're here to help.



EXHIBITING OPTIONS

AVALON 2025

From first concepts to finishing touches, our global network of professional designers, suppliers and builders stands ready to deliver our best for your brand. Whether you're looking to build a small-scale sales and promotional stand or a larger multipurpose presence, the Partnership Pavilion offers three booth options to fit every purpose at any price.

SPACE ONLY



Get in on the ground floor with this raw space option. Book your space in the pavilion for a prime location, and allow your team to design your build.

TURNKEY DESIGN



Bring your products, promotions and people and move right in. Our templated 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.

CUSTOM BUILD



Work with [Kallman Creative Services](#) to design and build a standout exhibit from the ground up. Whether your emphasis is on high-end hosting and hospitality or high-volume lead-generation, challenge our team to create the perfect scheme.

[Contact us today for Pricing!](#)

[Request a Free Consultation!](#)

If you're looking to have a presence at the show without physically attending, there are partnership opportunities available! Click [HERE](#) to contact Kevin Tighe for more information.

USA PARTNERSHIP **PAVILION** AUSTRALIAN INTERNATIONAL AIRSHOW AND AEROSPACE & DEFENCE EXPOSITION **AVALON**

BOOK YOUR SPACE TODAY AT AVALON 2025



 **CONTACT US**

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