

  
**FARNBOROUGH**  
INTERNATIONAL

**AIRSHOW**

**USA PARTNERSHIP PAVILION**

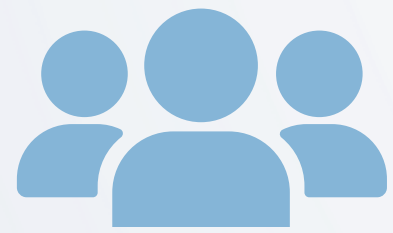
# USA PARTNERSHIP PAVILION PARTNERSHIP OPPORTUNITIES

FARNBOROUGH INTERNATIONAL AIRSHOW 2024

**KALLMAN**  
WORLDWIDE, INC.

# FIA 2022 KEY FIGURES

The 45th edition of the Farnborough International Airshow will be held from 22 to 26 July 2024.



**1,262**

EXHIBITORS FROM 44 COUNTRIES



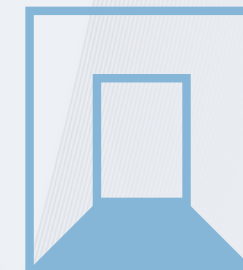
**74,780**

TRADE VISITORS FROM 102 COUNTRIES



**56,947**

SQM OF EXHIBITION SPACE



**5**

EXHIBITION HALLS



**27**

INTERNATIONAL PAVILIONS



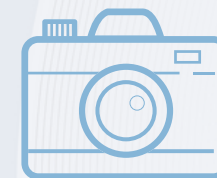
**US\$50.8**

BILLION DOLLARS  
OF DEALS ANNOUNCED



**250**

OFFICIAL CIVIL, MILITARY AND  
SPACE DELEGATIONS



**1,629**

ACCREDITED JOURNALISTS  
COVERING THE SHOW



**92**

AIRCRAFT ON DISPLAY



**41**

TRADE AIRCRAFT IN  
FLYING DISPLAY



# USA PARTNERSHIP PAVILION KEY FIGURES

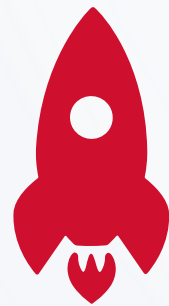


The 2022 edition saw the **14th consecutive USA Partnership Pavilion** at the Farnborough International Airshow, organized by Kallman Worldwide



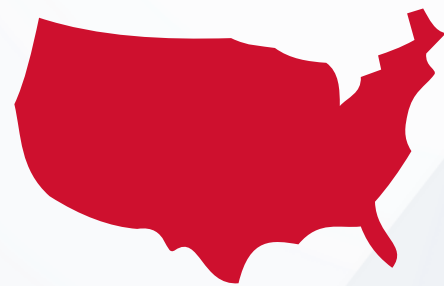
**203**

U.S. EXHIBITING COMPANIES



**84**

FIRST-TIME EXHIBITORS



**34**

U.S. STATES REPRESENTED WITH 15 STATE PAVILIONS



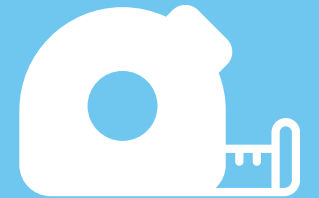
**24,489**

LBS OF USA PARTNERSHIP PAVILION FREIGHT SHIPPED OVERSEAS



**18**

PRESENTATIONS AND BRIEFINGS HELD AT THE FORUM



**1,870**

SQM ACROSS 27 CUSTOM BUILDS BY KALLMAN CREATIVE SERVICES



**4,410**

SQM OF EXHIBITION SPACE

INCLUDING:



**3,300**

SQM OF STANDS IN HALLS 2,3 & 4



**1,110**

SQM OF CHALET SPACE FOR 12 CHALET CLIENTS



**14**

MEDIA PARTNERS



**2,770**

CUPS OF COFFEE SERVED IN THE MEETING POINT EXHIBITORS LOUNGE



**496**

MEALS SERVED IN THE PARTNERSHIP CHALET



# USA PARTICIPATION IN 2024



This year's edition of the USA Partnership Pavilion at FIA 2024 is shaping up to be one of the largest national pavilion presence at the show



The USA Partnership Pavilion, organized by Kallman Worldwide, hosts a majority of the U.S. presence with:

- **4,000+** sqm in halls 2, 3 and 4 - plus **2,655** sqm of the Partnership Chalet (3.5 double story units) with **14** chalet clients
- **90+** exhibiting companies
- **16** state pavilions
- **27** new to show exhibitors & **9** companies new to market
- **AIA & U.S. DOD**

*as of April 1, 2024*

# PARTNERSHIP OPPORTUNITIES



## USA PARTNERSHIP PAVILION OPENING CEREMONY & WELCOME RECEPTION

U.S. VIPs, senior diplomats, elected officials, government, and military leaders will gather to declare the USA Partnership Pavilion officially "open for business." The ceremony will include the playing of the UK and U.S. national anthems, remarks from prominent speakers, and a ceremonial ribbon-cutting. This highly anticipated ceremony is a "must-see" for any visitor or U.S. exhibitor attending the show. The ceremony routinely attracts large crowds to the USA Partnership Pavilion Meeting Point that flow into the main aisle, including plenty of media to report the news and photograph distinguished guests. Take advantage of this opportunity to directly connect your brand to the overall USA Partnership Pavilion and show your support for Team USA at Farnborough 2024.

### Partnership Features:

- Logo on invitations distributed to VIP "distinguished visitors" inviting them to the Welcome Reception and Opening Ceremony at USA Partnership Pavilion Meeting Point.
- Recognition signage displayed at either side of the speaker's podium at the Opening Ceremony.
- Mention of partnership during opening remarks.
- Recognition in print and electronic pre-show promotional materials.
- A reserved chair in the VIP seating area for your top executive attending the event.
- One executive from your organization invited on stage for a photo-op with principals.

**TOTAL PRICE: \$12,000 (6 AVAILABLE)**



# PARTNERSHIP OPPORTUNITIES



## USA PARTNERSHIP PAVILION MEETING POINT & EXHIBITORS LOUNGE

As a convenience 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. Services provided include complimentary beverages and snacks, business support services (email, concierge services, phone charging stations), and conference room bookings. Events such as the USA Partnership Pavilion Welcome Reception and U.S. Commercial Briefings hosted by the U.S. Department of Commerce occur in the Meeting Point, bringing a captive audience into the space.

**SOLD**

### Partnership Features:

- Recognition on entrance header fascia and on graphics within the USA Partnership Pavilion Meeting Point
- Wall graphic on interior of Meeting Point for advertisement and marketing message
- Reserved table for four throughout duration of the trade week
- Recognition in print and electronic pre-show promotional materials
- Recognition on [www.kallman.com](http://www.kallman.com) on Farnborough Airshow webpage

**EXCLUSIVE PARTNERSHIP SOLD**



# PARTNERSHIP OPPORTUNITIES



## SEMINARS / PRESENTATIONS IN THE USA PARTNERSHIP PAVILION FORUM

*Associate your brand with discussions that mean the most to you.*

Throughout the week, the USA Partnership Pavilion FORUM will host a program of discussions and presentations to inform and enlighten the industry conversation. All sessions will be open to live audiences at the show and taped for the larger 'on-demand' audience around the world.

As a presenting partner, you'll moderate and/or participate in one or more sessions to burnish your reputation as a thought-leader and position your organization as an innovative business partner.

**EXCLUSIVE PARTNER SOLD**



## VIDEO WALL ADVERTISEMENTS IN USA PARTNERSHIP PAVILION FORUM

Get your brand in the spotlight with a video wall advertisement in the USA Pavilion Forum up to 20x per day! When briefings aren't scheduled, your advertisement will captivate attendees, ensuring maximum exposure. Video ad up to 60 seconds - video only, no audio.

**TOTAL PRICE: \$1,500 (10 AVAILABLE)**



# PARTNERSHIP OPPORTUNITIES



## BILLBOARD GRAPHIC ADVERTISEMENT

Put your brand in the spotlight as the sponsor of the USA Pavilion Billboard Graphic! Your image/brand will be prominently displayed in a prime location within the pavilion, ensuring high visibility to all attendees. Billboard size approx. 3.5mx2.5m

**TOTAL PRICE: \$5,000 EACH (3 AVAILABLE)**



## CARPET STAR ENHANCED BRANDING

The USA Partnership Pavilion will utilize distinctive red aisle carpeting (different from the rest of the show) clearly indicating a feature area within the event. Carpet Stars will be strategically placed at all high-traffic intersections. Draw visitors to seek you out by placing your company logo and booth number within each 2m x 2m carpet star.

**TOTAL PRICE: \$2,000 PER STAR (16 STARS AVAILABLE)**

## 'YOU ARE HERE' - FREE-STANDING KIOSK DISPLAYS

Place your logo on the 'You are Here Kiosk Displays' positioned in strategic locations around the USA Partnership Pavilion. This feature is used by all attendees to quickly and easily navigate their way around the show.

**TOTAL PRICE: \$2,000 EACH**





# PARTNERSHIP OPPORTUNITIES



## USA PARTNERSHIP PAVILION COFFEE SLEEVE EXPOSURE

Fuel the networking and collaboration at the USA Partnership Pavilion Meeting Point by becoming our exclusive Coffee Sponsor! Your brand will be prominently featured on coffee stations, cups, and signage throughout the lounge, ensuring high visibility and appreciation from exhibitors and their guests.

**TOTAL PRICE: \$7,000**



## USA PARTNERSHIP PAVILION LANYARDS

Partner Logo will be placed in rotation with USA Partnership Pavilion logo on the thousands of lanyards distributed from the USA Partnership Pavilion Meeting Point.

**SOLD**



## USA PARTNERSHIP PAVILION REUSABLE WATER BOTTLES

Help initiate a “greener” Pavilion! Your logo will be placed on 500 reusable bottles to be distributed to USA Partnership Pavilion exhibitors. Exhibitors will be encouraged to refill their bottles at the Meeting Point and other refill stations throughout the show floor.

**TOTAL PRICE: \$6,500**



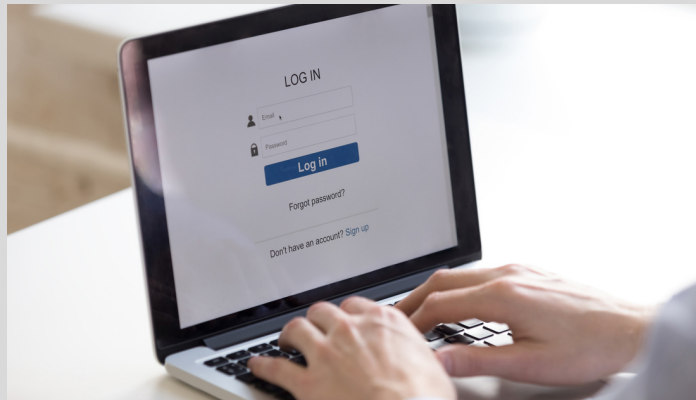
# PARTNERSHIP OPPORTUNITIES



## EXHIBITOR WELCOME BAGS

Sponsor the USA Partnership Pavilion Welcome Bags for prime exposure at top international trade shows! Your brand's logo on these bags ensures constant visibility among attendees, exhibitors, and VIPs. Your promo items will be front and center, grabbing the attention of attendees at top trade shows. It's a direct way to get your brand into the hands of industry professionals, government officials, and potential partners.

**TOTAL PRICE: \$7,000**



## USA PARTNERSHIP PAVILION WIFI SPONSOR

Add your logo to the log-in page of the USA Partnership Pavilion WIFI used by over a thousand attendees.

**TOTAL PRICE: \$12,000**

## FEATURED COMPANY LISTING ON LOUNGE EXHIBITOR LISTING

Elevate your company's presence by becoming a Featured company at the USA Pavilion! Your logo will be prominently displayed at the top of the exhibitor list located at the entrance to the USA Pavilion Meeting Point, ensuring maximum visibility to all attendees. Additionally, your company will maintain a spot in the alphabetical listing, providing consistent exposure throughout the event.

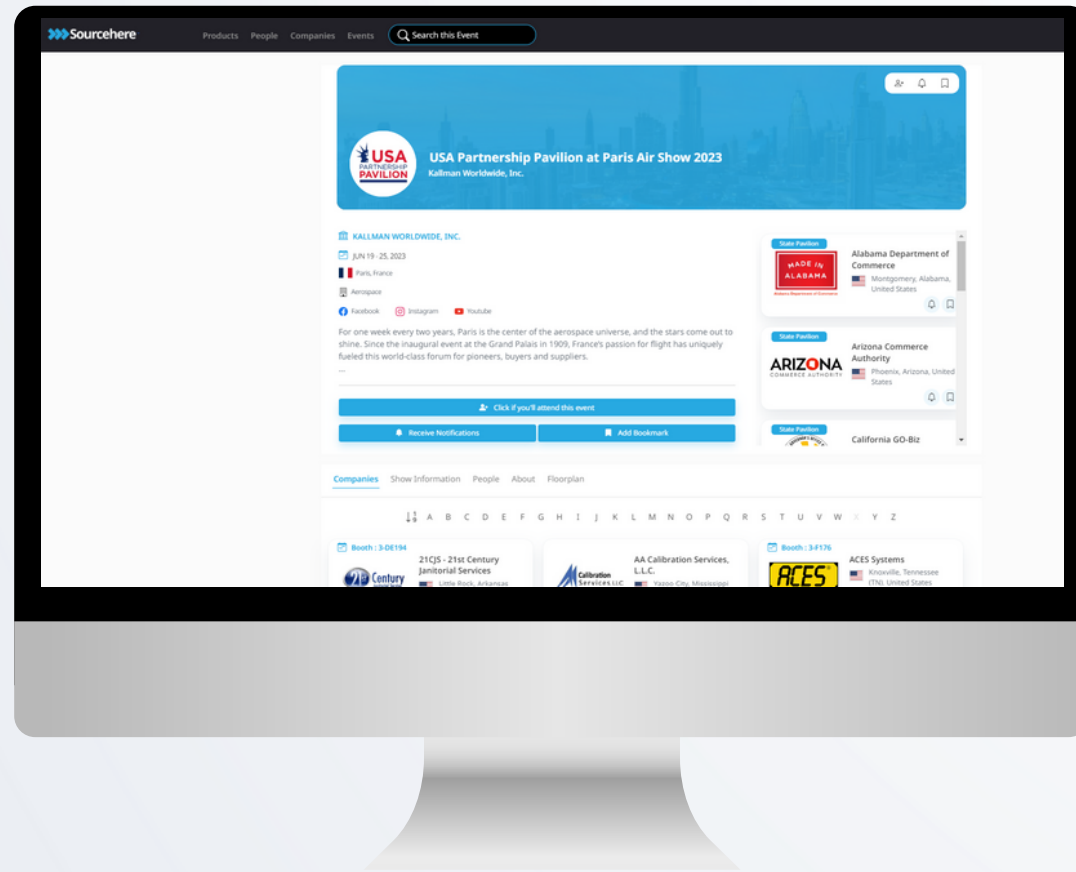
**TOTAL PRICE: \$500**



# DIGITAL PARTNERSHIP OPPORTUNITIES



## USA PARTNERSHIP PAVILION MEDIA NETWORK ADVERTISING AND DIGITAL PROMOTION



Advertise on Sourcehere.com where the global supply chain meets 365 days per year.

- A global platform for the aerospace, defense, and security industries
- Massive searchable directory where buyers can find your products and/or services
- Allows you to target a new audience or even keep your current audience up-to-date with the latest information on your products or services
- Additional promotion tool at the Farnborough Airshow 2024
- Visitors use it to navigate the show, bookmark companies, and find people and products they are interested in
- Visitors can also message company representatives directly on the platform

**Place ad banners, videos, and links to online content on Sourcehere.com, the Official Digital Directory for the USA Partnership Pavilion at the Farnborough Airshow 2023. Your organization will also be found at 30+ other events around the world as Sourcehere is a year long conversation, punctuated by physical events.**



# DIGITAL PARTNERSHIP OPPORTUNITIES



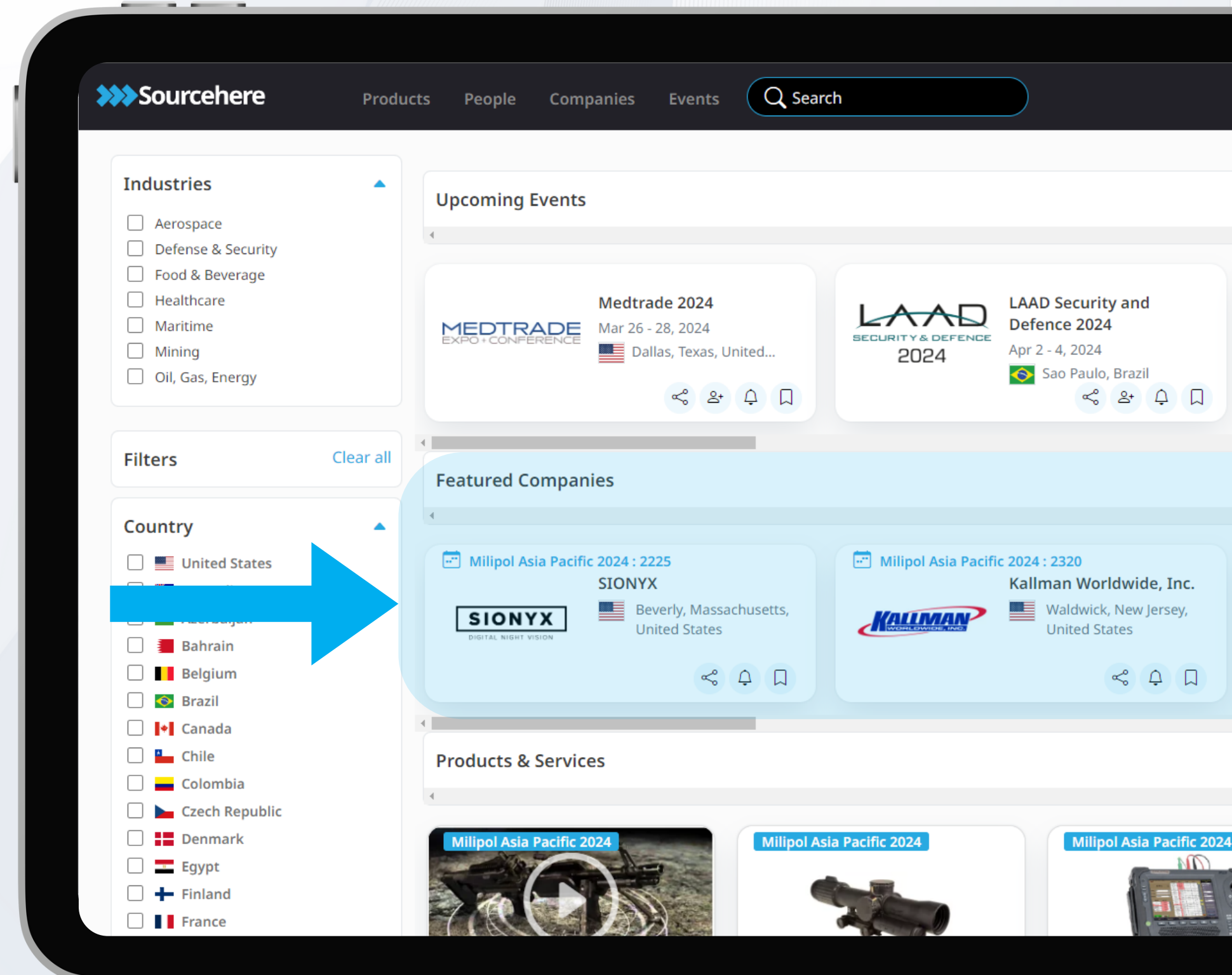
## FEATURED COMPANY ON SOURCEHERE.COM

On the homepage, only a limited number of companies have the opportunity to appear under the Featured Companies section (highlighted to the right) Being a featured company allows you to:

- Put your company's profile in front of thousands of more buyers and delegation members
- Stand out from your competitors
- Expose a global audience of buyers to your brand
- Placed in a high-traffic, prominent area.

Limited availability – First come, first served.

**TOTAL PRICE: \$500**



# DIGITAL PARTNERSHIP OPPORTUNITIES

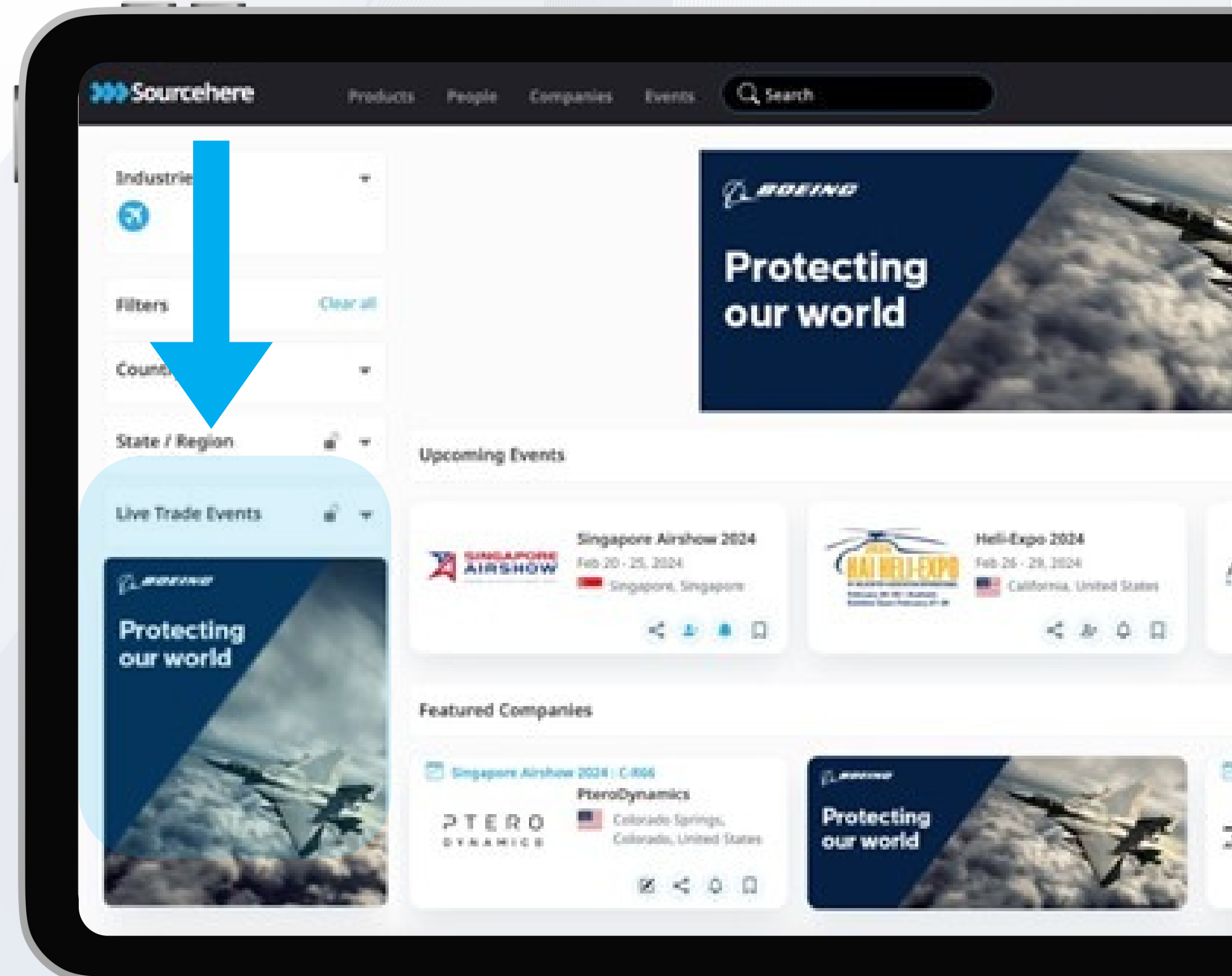


## SIDE BANNER ON SOURCEHERE.COM

Includes the following on the Sourcehere.com landing page

- Advert under the dropdown filter menus on the left-hand side of the screen (sample on right)
- May be on rotation with a maximum of two other adverts
- Perfect area to place a cost-effective advert.

**TOTAL PRICE: \$1,500**



# DIGITAL PARTNERSHIP OPPORTUNITIES

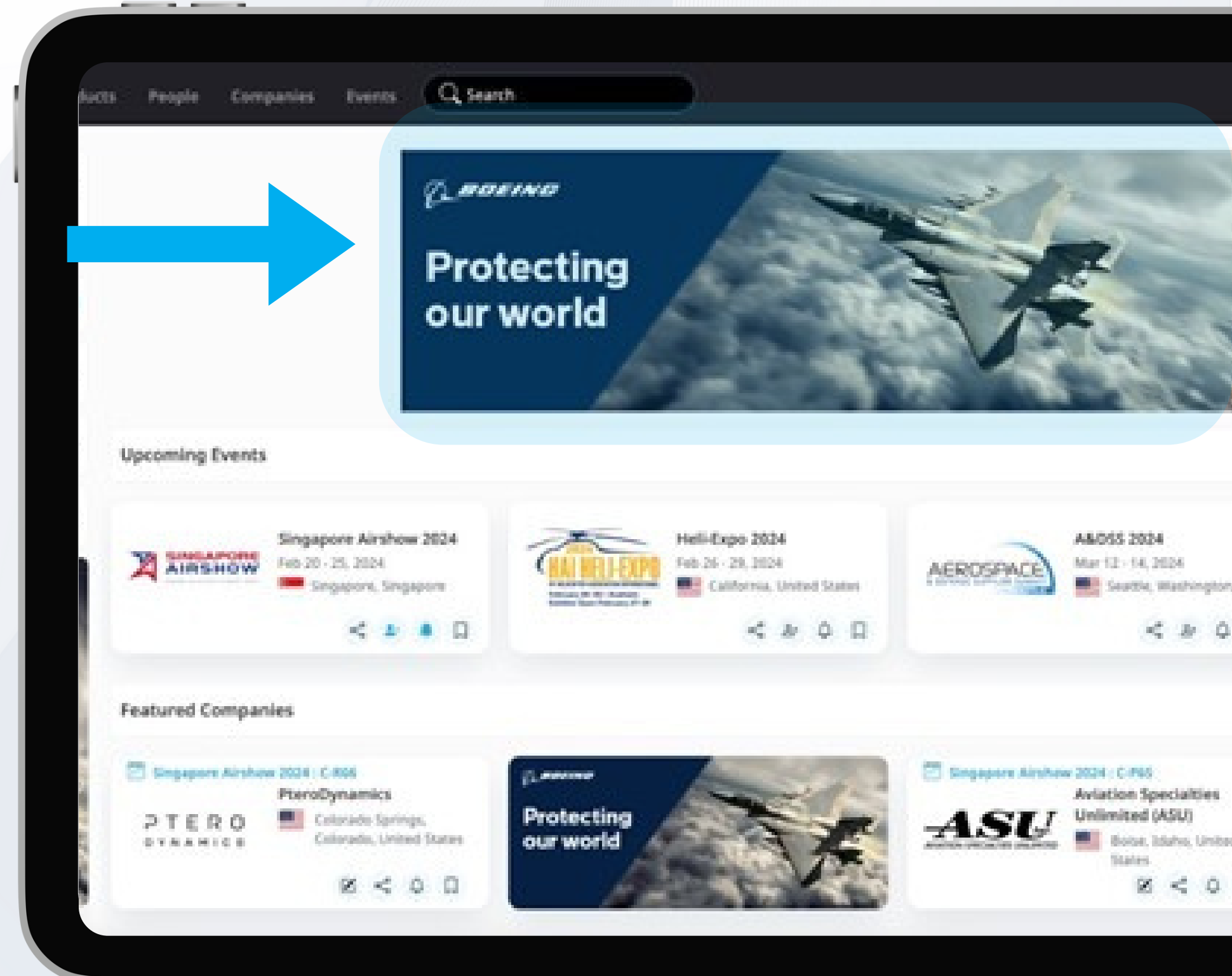


## TOP BANNER ON SOURCEHERE.COM

This is a prime spot, on the platform's landing page. It allows your brand to have a large banner advert on the homepage for every visitor to see. See the arrow on the right for clarity.

This option may be on rotation with a maximum of two other adverts.

**TOTAL PRICE: \$2,500**



# DIGITAL PARTNERSHIP OPPORTUNITIES

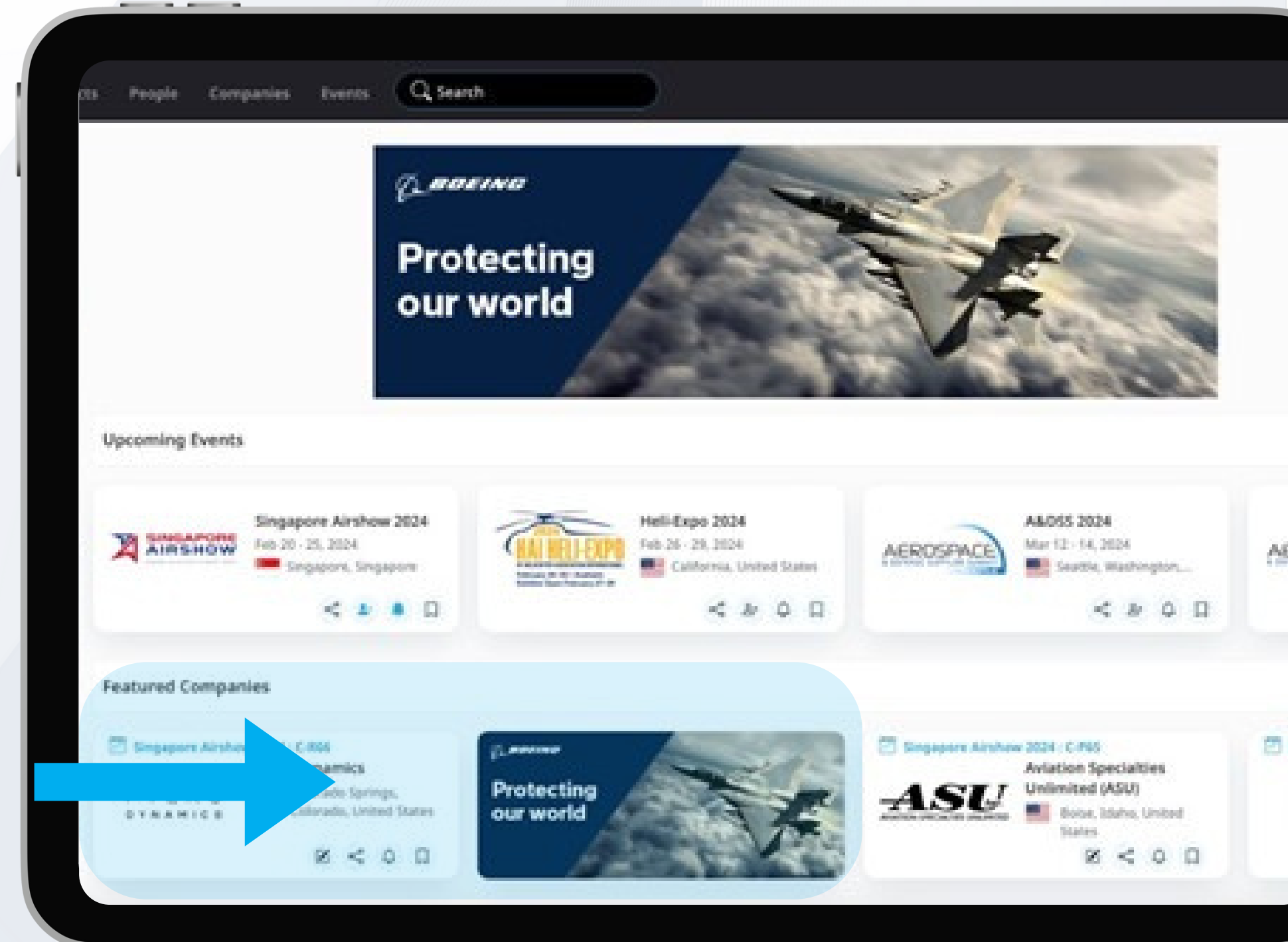


## ADVERT + FEATURED COMPANY LISTING ON SOURCEHERE.COM

Include your branded advert on your Featured Company listing. This advert is placed in a very high traffic, prominent part of the homepage.

The advert may be on rotation with a maximum of two other adverts.

**TOTAL PRICE: \$1,750**



# DIGITAL PARTNERSHIP OPPORTUNITIES



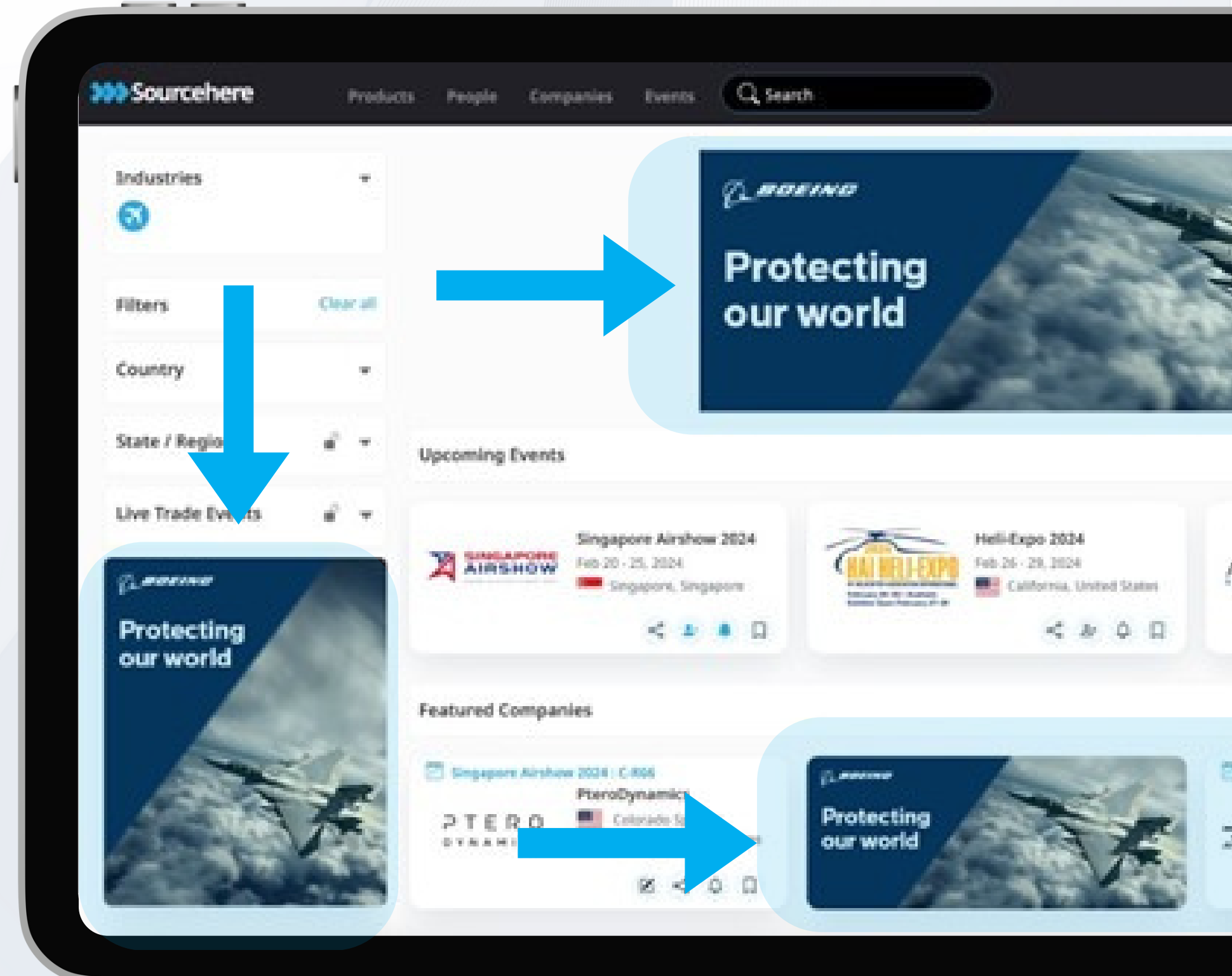
## HOMEPAGE TAKEOVER ON SOURCEHERE.COM

Includes each of the following on the Sourcehere.com landing page

- Oversized banner across the top of the screen
- Advert within the Featured Companies section
- Advert under the dropdown filter menus
- Advert will appear on every search result
- i.e. when a user searches for a product, company or person

This advert will not be on rotation with any other adverts.

**TOTAL PRICE: \$5,000**







# SECURE YOUR PARTNERSHIP PACKAGE

AT THE FARNBOROUGH AIRSHOW 2024



 **CONTACT US**

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