

# Air Show Expo

Celebrating 100 Years of Naval Aviation

The Air Show Expo provides an unparalleled opportunity to reach your market by offering optimum exposure for your product or company. Located in a large hangar on the flight line, near a main entry gate, this venue is an excellent vehicle for advertising, promoting, lead-gathering, recruiting, and the opportunity to sell. Few marketing venues are available at such a minimal cost in such a dynamic and exciting atmosphere.

Advertising is effective, but the interaction that an MCCS Air Show Expo booth provides creates an ideal way to offer what the consumer is truly looking for: dialogue. Take advantage of this excellent fit to increase your sales and promote your company or product at the MCAS Miramar Air Show, Southern California's largest community relations event. Reserve your space now!

## **BENEFITS**

- ★ Exposure to over half a million Air Show spectators for three full days (September 30 - October 2, 2011)
- ★ Interaction with over 60,000 Air Show Expo attendees.
- ★ Opportunity for advertising, lead generation, couponing, selling and more!

## **SELECT YOUR BOOTH CATEGORY**

### **Standard Booth: \$1,045**

- ★ No specific placement, these booths are found throughout the venue

### **Preferred Booth: \$1,210**

- ★ Specific corner booth placement (Limited availability)

### **Premium Booth: \$1,430**

- ★ High-profile (center aisle) booth placement (Limited availability)

### **Sales Opportunity: Additional \$500**

- ★ Sell your products or services. Items to be sold cannot be in competition with existing Air Show MCCS sponsors or novelty vendors, and must be pre-approved by the Air Show Expo Manager

### **NEW Sponsorship Opportunity: \$30,000**

- ★ Presenting sponsorship of the Air Show Expo

## **BOOTH INCLUDES**

- ★ One (1) 10' x 10' booth with 8 ft. backdrop, pipe and drape
- ★ One (1) table and two (2) chairs
- ★ Option to post signage up to 4' x 8' per booth
- ★ Standard 110W voltage electrical hook-up available for an additional \$25
- ★ All booths must be completely self-contained. Labor assistance is available under special circumstances only

**DEADLINE FOR BOOTH RESERVATION:** Friday, August 26, 2011 (prices are subject to change without notice)  
MCCS Sponsorship dollars benefit our service members and their families' Quality of Life Programs.



# MCAS 2011 MIRAMAR AIR SHOW AIR SHOW EXPO EXHIBITOR APPLICATION

RESERVE YOUR SPACE NOW!

Please return this form and your payment by mail no later than Friday, August 26, 2011.\*

**\*THIS APPLICATION DOES NOT GUARANTEE PARTICIPATION.**

COMPANY \_\_\_\_\_ DATE \_\_\_\_\_

POINT OF CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

If this is your first time exhibiting, how did you hear about us?

Please briefly describe your line of work.

Please briefly describe your display (Attach a photo if available).

Please Briefly describe products to be sampled or prizes and premiums to be awarded to attendees. For items to be sold\*, submit an itemized price sheet for approval by Air Show Expo Manager.

*\*Items to be sold cannot be in competition with existing Air Show sponsors, food, beverage and novelty vendors, and must be reviewed for approval by the Air Show Expo Manager. An additional fee of \$500.00 will be incurred for sales rights.*

Will you be selling items? (\$500.00 Selling Fee)

Yes  No

Does your booth require electricity? (\$25.00 Hook-Up Fee)

Yes  No  # Outlets \_\_\_\_\_

Both Type  STD (\$1,045)  PREF (\$1,210)  PREM (\$1,430)

Form of Payment  Check Amount \_\_\_\_\_

Credit Card (Circle One) **VISA MASTERCARD AMEX DISCOVER**

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print Name as it Appears on Card \_\_\_\_\_

Authorized Signatures \_\_\_\_\_

**MAIL CHECKS TO:** Air Show Expo, Attn: Lisa Raggio, MCAS Miramar, PO Box 452008, San Diego, CA 92145-2008

*Booth spaces will be assigned after signed contract and payment is received.*