



## MAXIMIZE YOUR ROI AT HAI HELI-EXPO 2017!

You've invested in your exhibit space for HAI HELI-EXPO®. Now capitalize on that investment by promoting your presence and company brand to nearly 20,000 potential buyers from around the globe — **75 percent of whom are directly involved in purchasing decisions.** Take advantage of HAI HELI-EXPO advertising and sponsorship opportunities!

## BENEFITS OF SPONSORING AND ADVERTISING

### Did you know that advertising and/or sponsoring can improve your lottery standing for HAI HELI-EXPO 2018?

Advertising and sponsorship amounts secured between July 1, 2016, and June 24, 2017, will be applied toward your Lottery 1 standing for HAI HELI-EXPO 2018 exhibit space assignment! A \$40,000 net investment in advertising and sponsorships will advance you to Lottery 1, Stage 1; a \$10,000 net investment will advance you to Lottery 1, Stage 2.

What difference will that make for your company? These Lottery 1 numbers for HAI HELI-EXPO 2017 exhibit space assignment reveal how advancing to an earlier lottery stage can positively impact your exhibit space assignment:

- Lottery 1, Stage 1: 12 companies
- Lottery 1, Stage 2: 54 companies
- Lottery 1, Stage 3: 337 companies.

When planning your HAI HELI-EXPO 2017 marketing budget, remember: your investment in HAI media and sponsorships will pay off at HAI HELI-EXPO 2018.

## SPONSORSHIP OPPORTUNITIES

- **HAI HELI-EXPO Show Sponsorships** provide maximum branding and exposure to nearly 20,000 attendees. A variety of options are available to align with your marketing budget.
- **HAI Education Sponsorships** confirm your company's support of HAI's education initiatives.
- **Helicopter Foundation International (HFI) Sponsorships** recognize you as a supporter of HFI's twin goals of preserving the heritage of the rotorcraft industry and ensuring its bright future.

Learn more about HAI HELI-EXPO sponsorship opportunities at [rotor.org/sponsor-expo](http://rotor.org/sponsor-expo).

## ADVERTISING OPPORTUNITIES

### Advertise your booth location so current and prospective customers can easily find you on the show floor!

- **Fall 2016 ROTOR magazine.** HAI's flagship publication, this quarterly magazine reaches more than 22,000 helicopter industry decision makers in nearly 80 countries. The HAI HELI-EXPO pre-convention issue, published in November, offers a prime opportunity to begin promoting your message to attendees.
- **Winter 2017 ROTOR magazine.** The HAI HELI-EXPO issue, distributed to all attendees in addition to the regular mailing list of subscribers, is the most highly anticipated, widely read issue of the year.
- **HAI HELI-EXPO 2017 Program & Exhibit Guide.** Distributed to all attendees, more than 70 percent of whom use this guide to navigate their way throughout HAI HELI-EXPO meetings and the show floor. Promote your presence and draw customers to your booth location!
- **Spring 2017 ROTOR magazine.** The HAI HELI-EXPO post-convention issue includes extensive coverage of the show, including highlights and photos. Keep your company brand and message in front of the thousands who attended the show and visited your booth.
- **ROTOR Daily.** HAI's daily electronic newsletter, sent to nearly 25,000 subscribers, produces special show issues.
- **HAI Mobile.** HAI's app for smart phones and tablets puts aviation resources — and your message — in front of the international vertical-aviation community.

## DON'T LET THESE IMPORTANT DEADLINES PASS YOU BY!

<b>OCT 13, 2016</b>	Advertising materials due: Fall 2017 ROTOR
<b>DEC 30, 2016</b>	Deadline for sponsor recognition/logos to be included on HAI HELI-EXPO show signage
<b>DEC 23, 2016</b>	Advertising space reservations due: Winter 2017 ROTOR and HAI HELI-EXPO 2017 <i>Program &amp; Exhibit Guide</i>
<b>JAN 13, 2017</b>	Advertising materials due: Winter 2017 ROTOR and HAI HELI-EXPO 2016 <i>Program &amp; Exhibit Guide</i>
<b>MAR 24, 2017</b>	Advertising space reservations due: Spring 2017 ROTOR
<b>APR 7, 2017</b>	Advertising materials due: Spring 2017 ROTOR
<b>THE 15<sup>TH</sup> OF EACH MONTH</b>	Advertising space in <i>RotorDaily</i> and HAI Mobile is sold on a monthly, first-come, first-served basis. Advertising materials are due the 15th of the month prior to publication.
<p><b>For more information and to secure sponsorships or advertising space, contact:</b>  <b>HAI Sales   <a href="mailto:sales@rotor.org">sales@rotor.org</a>   703-683-4646</b>  <b>or visit <a href="http://rotor.org/sponsor">rotor.org/sponsor</a>   <a href="http://rotor.org/advertise-expo">rotor.org/advertise-expo</a></b></p>	