

EUROPE'S NO. 1 TRADE SHOW FOR GENERAL AVIATION



INTERNATIONAL TRADE EXHIBITION
FOR GENERAL AVIATION

APRIL 2 – 5, 2009
FRIEDRICHSHAFEN, GERMANY

Platinum-Sponsor



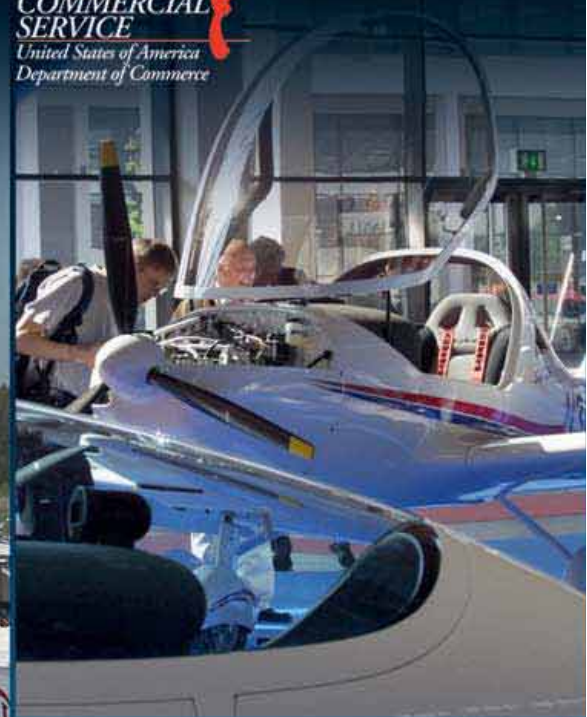
Gold-Sponsor



Silver-Sponsor



Certified by

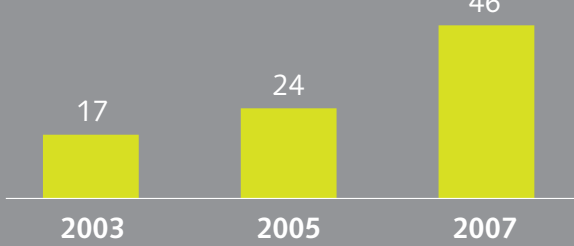




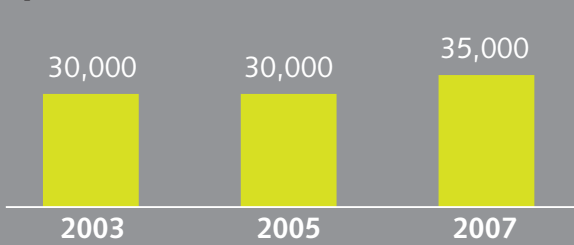
EUROPE'S NUMBER 1 FRIEDRICHSHAFEN

BEST PLACE FOR YOUR BUSINESS

Growing number of North American Exhibitors



Total amount of exhibit space sold (SQM)



AERO 2007 Statistics

Exhibitors:

553 exhibitors from 30 countries

Attendees:

45,00 visitors from 40 nations

Media:

699 journalists from 30 countries

AERO Friedrichshafen is the premier European trade show for the General Aviation industry, which **occurs annually beginning in 2009** in the scenic city of the Zeppelins: Friedrichshafen, Germany.

Situated in Central Europe, within the three border-triangle of Switzerland, Austria and Germany – AERO is the ideal platform for the European General Aviation market.

Make use of AERO for your business in Europe and benefit from the expertise of the market leader featuring:

- Business aviation
- Single and twin engine aircraft
- Gliders
- Very light and ultralight aircraft
- Helicopters
- Propulsion systems
- Maintenance and services
- Avionics, equipment and accessories
- Navigation and radio systems
- On-board, pilot and airport equipment

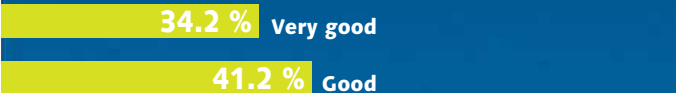
Step on the road of success with AERO 2009.

Visitor Survey 2007

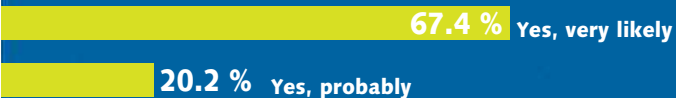
What type of pilot's license do you hold? (Several answers possible)



How do you assess the overall range of products/services offered by AERO 2007?



Are you planning visiting AERO 2009?



Exhibitor Survey 2007

How do you rate AERO all in all?



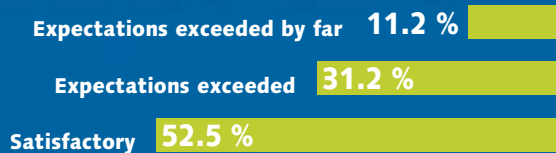
Will you participate in the AERO 2009?



Did you make new contracts with customers by attending AERO?



Did AERO 2007 meet your expectations?



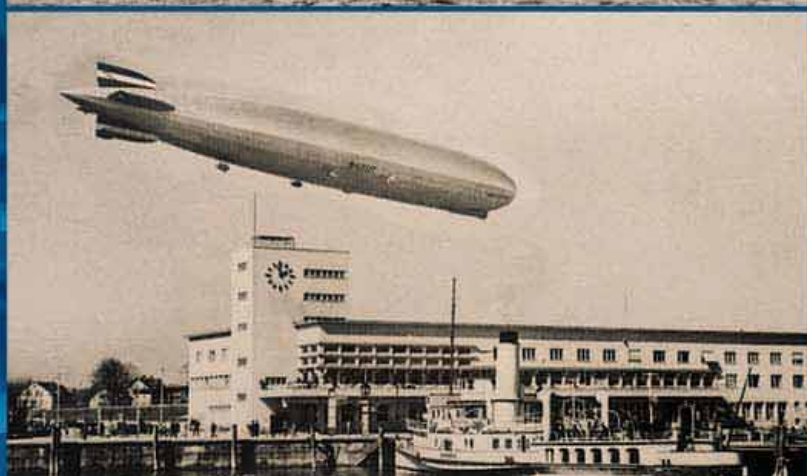
IN THE CENTER OF EUROPE

Steeped in aviation history, Friedrichshafen – one of the cradles of aviation – was home to Count Zeppelin's world-famous dirigibles. It was here that Claudius Dornier built his ingenious aircraft that launched transatlantic connections to New York.

To this day, these historic events are shaping this modern city, where Zeppelins are still being built on the shores of Lake Constance in Friedrichshafen.

This history forms the backdrop for AERO, which, since its start in 1978, has grown rapidly into the comprehensive General Aviation event it is today.

AERO is the perfect platform to showcase your products and services!



WHY EXHIBIT AT AERO?



1. Participate In The Success Of Europe's No. 1

AERO Friedrichshafen is the premier European trade show for the General Aviation industry and provides excellent **business** opportunities, valuable industry **trends**, an excellent return on your **investment**, and outstanding **networking** opportunities that will help you grow your business!

2. Totally International – Totally Results-oriented

The central European location and the vertical structure of the show sectors attract an extremely large number of B2B and individual buyers, trade professionals and visitors directly involved with flying and making purchasing decisions. In 2007, more than 25,000 active pilots from the entire continent came to Friedrichshafen.

3. Trade Show Plus Airport

Nowhere else can one find a show that is more ideally tailored for aviation purposes than AERO, which combines the perfect exhibit infrastructure with the functionality of a working airport.

4. Ultra-modern Location

The new trade venue, MESSE FRIEDRICHSHAFEN, is a dream location for the aviation industry, buyers and enthusiasts. Modern architecture featuring wood and glass creates natural atmosphere and a dynamic, yet relaxed business environment.

5. Perfect Combination Of Technology And Personal Touch

MESSE FRIEDRICHSHAFEN has become synonymous with "state-of-the-art exhibition facility", but, most importantly, its experienced, highly motivated, and service-oriented team makes the difference at AERO.

6. Low Overall Costs

Whether considering space and booth costs, accommodations, food and restaurants, transportation, or the technical services related to the show – exhibitors receive the best possible service at the best possible price making AERO the best deal in aviation today.

7. Media Event Of Substance

AERO Friedrichshafen is the media event for the industry! In 2007, 699 accredited journalists from 30 countries, including representatives from the USA, China and Japan, underscored the significance of this top international aviation event.

8. Full Service

We will be happy to take care of your entire show planning and preparations – from hotel reservations and travel to your booth and customs clearances. We make it easy to be part of AERO so you can focus on your sales activities.

9. Personal Attention

Our representatives in the U.S. are knowledgeable aviation marketing professionals. They will be able to advise you as to the best possible participation options. AERO is again certificated by the U.S. Department of Commerce, ensuring the availability of trade assistance prior to and during AERO. Likewise, when in Friedrichshafen, you will find an equally dedicated team providing comprehensive and responsive services. – **Service is our priority!**

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EXHIBITION GROUNDS AND AIRPORT



Exhibition Grounds Friedrichshafen

MESSE FRIEDRICHSHAFEN is one of the most modern fairgrounds in Europe.

The easy connections between fairground and airport and the Zeppelin Hangar create unparalleled opportunities at AERO.

Halls A3 and A4 are fitted with **72 feet-wide hangar doors**, wide enough for the biggest planes in Business Class.

Static Display areas boast large viewing stands, setting a perfect stage for flight presentations and air shows.

Two entrances ensure easy access for all visitors from the nearby parking lots and a balanced flow of visitor traffic throughout all halls.

Everything at AERO is just a few steps away!

Airport Friedrichshafen

The fairground is connected to the airport by its **own runway**. Exhibitors flying into Friedrichshafen can taxi their planes directly to the static display area or into the exhibition halls.

Flight demonstrations are especially easy to accomplish at AERO. The ease of movement allows exhibitors to take their prospective customers for test flights.

AERO can't be surpassed!





North American Exhibitors 2007

ACES SYSTEMS
 AEROSIM-MECHTRONIK
 Aerospace Systems and AeroTect
 AIR INC.
 Aircraft Spruce & Specialty Co
 Aircraft Technical Publishers
 Artex Aircraft Supplies
 ASA
 Atlantic Turbines Int'L
 Avidyne Corporation
 B/E Aerospace
 Cessna Aircraft Company
 CO GUARDIAN LLC
 Columbia Aircraft Manufacturing

Concorde Battery Corporation
 David Clark
 Desser Tire & Rubber Co.
 EAA
 ECLIPSE AVIATION
 Florida Flight Training Center
 Frasca International, Inc.
 Hartzell Propeller Inc.
 Kelly Aerospace
 KELLY MANUFACTURING
 Lear Chemical
 Liberty Aerospace, Inc.
 Lycoming Engines
 MID-Continent
 Mooney Airplane Company, Inc.
 Nu-Lite

Professional Aviation
 Rapco
 Rocket Engineering Corp.
 Rosen Sunvisor Systems
 Sensenich Wood Propeller Co.
 Shadin Avionics
 Sky-Tec Partners Ltd.
 Sport Aviation Magazine
 Sport Pilot Magazine
 Sun Aviation, Inc.
 Superior Air Parts, Inc.
 Teledyne Continental Motors
 Trade-A-Plane (TAP)
 Tronair
 Wescam L-3 Communications



TREMENDOUS FEEDBACK AERO 2009

"We're excited to learn that Aero Friedrichshafen will now be held annually starting in 2009. Historically, the show has proven to be a strong barometer of the demand for the Eclipse 500 in Europe. The event is extremely well organized, and it's a beautiful gateway for Eclipse Aviation to reach the general aviation and business markets in Europe."

**Eclipse Aviation,
Mike McConnell
Vice President of Sales and
Marketing**

"I was privileged to volunteer in the Experimental Aircraft Association booth during AERO. I want to compliment you on a wonderful show in your amazing facility. The cleanliness, comfort, lighting, and the food service was superb. Thank you for your hospitality."

**EAA,
Anna Osborn**

"Sennheiser has been an exhibitor for many years now. We notice a significant positive development of the AERO since the move to the new fairgrounds adjacent to the airport. International audience, professionalism as well as the good cost-benefit-ratio are decisive criteria for our participation and the reason why the AERO is the most important trade show for General Aviation in Europe."

**SENNHEISER Electronic,
Oliver Kloth,
Global Key Account Aviation**

"AERO Friedrichshafen 2007 – We at Cessna have always been impressed with the excellent turnout at AERO Friedrichshafen and with the organization of the show. For reaching the large Central European market, there is nothing that compares with this show. We have displayed our piston aircraft and some of our jets, with great success, and we are sure to add our new Light Sport Aircraft – the SkyCatcher – to our lineup in the future."

**Cessna Aircraft Company,
Tom Aniello,
Vice President Marketing**

"Large, specialized GA-shows are hard to find in Europe. Amongst them, AERO Friedrichshafen holds an exceptional position - not only because it is the largest show within Europe. Based on a long tradition and experience AERO Friedrichshafen offers for presentations a unique, manifold and very enjoyable environment to exhibitors and attendees. STEMME is looking forward to AERO 2009 and all shows following."

**STEMME AG,
Karen Stemme
Marketing Manager**

"We at MH Oxygen systems want you to know how pleased we were with your Aero '07 American Pavillion program. Our contacts in Europe were delighted to see us at the Aero and it served as a home base for our EU distributors as well. Our staff who worked in the pavilion returned with pleasant memories, solid business contacts and a look forward to planning Aero '09. Your group did an outstanding job in communicating the facts and helping us get all the variables in place for a successful exhibit. We thank you for your efforts and thoughtfulness."

**AIR, Inc., MH Oxygen Systems,
Robert Jamieson,
CEO**





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LAKE CONSTANCE BUSINESS AND LEISURE

INTERNATIONAL TRADE EXHIBITION FOR GENERAL AVIATION

APRIL 2 – 5, 2009
FRIEDRICHSHAFEN, GERMANY

YOUR CONTACT

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www.hf-usa.com/aero

COMPREHENSIVE EXHIBITOR SERVICES

Consultation

We will gladly assist with any questions about the show, your participation options and the central European General Aviation market.

Turnkey Booths

If you would prefer not to bring your own booth to AERO, you can rent a turnkey booth package. We handle all the details for you from start to finish.

Customs

We can handle the customs formalities on your behalf for your materials and products to be exhibited. Plus, we will recommend professional freight forwarders to ensure your shipments arrive safely and on time.

Travel/Accommodations

We offer assistance with booking of travel arrangements and a wide selection of hotels.

Onsite Attention

Before, during and after the show, we will assist you with every facet of your exhibit. The entire English-speaking AERO Team, as well as the technical support staff, will do everything possible to make your exhibit experience a smooth one.

Your success is important to us!

www.aero-friedrichshafen.com

Do business in one of the most attractive vacation destinations in Europe – one where flying is a favorite past time.

Trade shows in Friedrichshafen have their own personality and a special flair. This unique setting will enhance your trade show experience and enrich your entire visit.

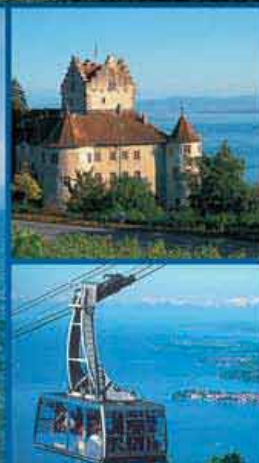
After the show, enjoy the beautiful countryside and picturesque towns. Experience the stunning mountains while cruising Lake Constance on a steamboat, or take a view from high above on a Zeppelin flight.



Switzerland

Lake Constance

Friedrichshafen



Track KÖlle Kunter Werbeagentur GmbH
Photos: Archiv Wesse Friedrichshafen, F. Bucher, S. Petek, Zeppelin-Museum