



## Advertising & Sponsorship Opportunities Ernest N. Morial Convention Center

### MAXIMIZE YOUR ROI AT HAI HELI-EXPO 2021!

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 18,000 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 2021?

Advertising and sponsorship amounts secured between July 1, 2020, and June 30, 2021, will be applied toward your Lottery 1 standing for HAI HELI-EXPO 2022 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 2021 exhibit space assignment reveal how advancing to an earlier lottery stage can positively impact your exhibit space assignment:

- Lottery 1, Stage 1: 13 companies
- Lottery 1, Stage 2: 43 companies
- Lottery 1, Stage 3: 300 companies

When planning your HAI HELI-EXPO 2021 marketing budget, remember: your investment in HAI media and sponsorships will pay off at HAI HELI-EXPO 2022.

### SPONSORSHIP OPPORTUNITIES

- **HAI HELI-EXPO Show Sponsorships** provide maximum branding and exposure to nearly 18,000 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.
- **Additional Digital opportunities:** HAI has added some brand-new digital opportunities for 2021 including re-targeting, webinar sponsorships and sponsored content. Fantastic ways to keep your brand top of mind or be a subject matter expert to the rotorcraft industry.

Learn more about HAI HELI-EXPO sponsorship opportunities at [haiheliexpo2021.sponsorship.ges.com](http://haiheliexpo2021.sponsorship.ges.com)

### ADVERTISING OPPORTUNITIES

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

- **Q1 2021 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 2021 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!
- **Q2 2021 ROTOR magazine.** The HAI HELI-EXPO postconvention 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.



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

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| <b>DEC 10, 2020</b>                      | Advertising space reservations due:<br>Q1 2021 ROTOR   |
| <b>DEC 28, 2020</b>                      | Advertising materials due:<br>Q1 2021 ROTOR  |
| <b>JAN 2, 2021</b>                       | Deadline for sponsor recognition/logos to be included on HAI HELI-EXPO show signage  |
| <b>FEB 12, 2021</b>                      | Advertising space reservations due:<br>HAI HELI-EXPO 2020 <i>Program &amp; Exhibit Guide</i>   |
| <b>FEB 26, 2021</b>                      | Advertising materials due:<br>HAI HELI-EXPO 2020 <i>Program &amp; Exhibit Guide</i>  |
| <b>MAR 11, 2021</b>                      | Advertising space reservations due: Q2 2021 ROTOR  |
| <b>MAR 31, 2021</b>                      | Advertising materials due: Q2 2021 ROTOR   |
| <b>THE 15<sup>TH</sup> OF EACH MONTH</b> | Advertising space in <i>RotorDaily</i> is sold on a monthly, first-come, first-served basis. Advertising materials are due the 15th of the month prior to publication. |

**For more information and to secure sponsorships or advertising space, contact:**  
**HAI Sales | [sales@rotor.org](mailto:sales@rotor.org) | 703-683-4646**  
**[rotor.org/advertise-expo](http://rotor.org/advertise-expo)**