

Wings Over Illawarra 2021

“GA Precinct”

Exhibitor Information



About Wings Over Illawarra

Wings Over Illawarra is the largest annual airshow in Australia and a premier event on the Aviation enthusiast's calendar, in 2021 attendance is expected to be in excess of 35,000 visitors.

In 2021 Wings Over Illawarra will incorporate a General Aviation precinct featuring static aircraft displays along with industry exhibitor sites for aviation suppliers, manufacturers and service providers.

The introduction of the GA precinct will provide the aviation community with a GA/RA industry event alongside Australia's premier annual airshow, while showcasing “grass roots” aviation to the general public and hopefully inspire new members.

With the postponement of the 2020 event to November 2021 and the lifting of the air display TRA at 16:00 on Saturday and Sunday, the last light issues of previous years for pilots flying in should be well and truly taken care of. In addition, we have now been successful in gaining approval for underwing camping, in the large aircraft parking area on the western side of the airfield, so pilots may choose to camp overnight and depart the following morning prior to the TRA beginning at 10:00 on Monday.

The aircraft parking area is located within the display box, and therefore will need to be vacated during the flying displays, however a shuttle bus will be provided to ferry pilots and their passengers between the event site and parking area/campground.

The aircraft camping area will include toilet and shower facilities along with an undercover area with tables & chairs, power, lighting and water. The Rotary Club of Wollongong will be offering dinner by way of a BBQ Buffet in the evening. There will also be a bar available to those camping overnight and a fire pit or two with seating.

*We are working with the industry organisations to help promote the event to the aviation community and exhibitor sites within the aviation precinct will be **free of charge** to the aviation industry.*

The event will provide opportunities for industry knowledge-sharing, networking and business.

Wings Over Illawarra 2021 will be held over 3 days, beginning with a STEM day on Friday 26th November, followed by the main event on Saturday 27th and Sunday 28th November 2021. We would like to encourage exhibitors to bump in on Thursday to be ready to inspire the students attending the STEM day.

The organisers of Wings Over Illawarra are committed to making this event a major success for all parties and will ensure it becomes an anticipated event on the Australian aviation community's calendar.

INVEST IN YOUR BUSINESS!

Why Exhibit?

Exhibitions are proven to be one of the most efficient, effective and successful marketing activities available to businesses today for establishing and maintaining customer relations. In an increasingly digital age, they are one of the few remaining mediums where buyer, seller and

product physically come together, and buyers can see, touch and try your product for themselves. The old-time values and power of face to face contact with your customers is often overlooked, visitors can question, challenge and debate, and exhibitors can give and seek information. Most importantly, business is conducted face to face - the most persuasive form of selling, and of building customer relationships.

Wings Over Illawarra will provide businesses with opportunities to:

- Generate sales leads from qualified buyers.
- Strengthen and build your brand profile.
- Ideal platform to launch new products and receive immediate feedback.
- Carry out market research with immediate results.
- Broaden customer database with an anticipated attendance of over 35,000
- Maintain customer relations and give existing customers the opportunity to view a wide selection of your products at one time.
- Conduct business face to face whilst customers examine your products.



Where:

Shellharbour Airport (YSHL)
Princes Highway
Albion Park Rail, NSW 2527

When:

Friday 26th Nov 2021 – 9.00am – 4.00pm (STEM Day)
Saturday 27th Nov 2021 – 9:00am to 5:00pm
Sunday 28th Nov 2021 – 9:00am to 5:00pm

Exhibitor Sites

The GA Precinct will be located on the southern side of RWY 08/26 with aircraft access direct from Taxiway “G”. Exhibitor sites will be raw space only on a grassed area.

Exhibitor sites are available in the following sizes and are **Free of Charge** to aviation industry members:

Marquee Sites

3m x 3m
6m x 3m
9m x 3m

Aircraft Display Sites

15m x 15m
20m x 15m
25m x 15m
30m x 15m

Exhibitors will need to provide their own marquees, tables, chairs, etc. however we are working with our marquee supplier, South Coast Party Hire, to provide quality commercial marquees and equipment to exhibitors at discounted prices. Marquees ordered through South Coast Party Hire will be setup prior to the exhibitor’s arrival, making for an easy bump-in. Exhibitors will be emailed an outline of items available, pricing and an order form.

Program Advertising

With every display space the exhibitor receives a standard listing in the GA Precinct exhibitor directory within the airshow souvenir program and a listing on the GA Precinct exhibitors’ page of the Wings Over Illawarra website and the event mobile app.

In addition to the standard listing, the following program advertising opportunities are also available:

1/8 Page

\$150 + GST

1/4 Page	\$300 + GST
1/3 Page	\$450 + GST
1/2 Page	\$600 + GST
Full Page	\$1,000 + GST
Inside Front Cover	\$1,500 + GST
Double Page	\$2,000 + GST

Sponsorship Opportunities

Broaden your competitive edge by raising your company's image. Wings Over Illawarra will provide sponsors with access to a wide range of captive consumers who are attentive and keenly interested in the event. Consumers are highly receptive to promotional activities of sponsors, particularly those who invest in major sponsorship.

Sponsors are integral to the success of any event and we invite you to join us by becoming an important part of this exciting addition to Australia's largest annual airshow. Connect your brand with the aviation industry's 'next big event'.

Our aim is to develop and structure mutually beneficial relationships that support our objectives while providing your organisation with significant marketing and leverage opportunities.

Many sponsorship opportunities are available starting from as low as from \$1,000 + GST.

An outline of GA sponsorship opportunities available can be found in the sponsorship page of the Wings Over Illawarra website.

For further details on how to increase your participation and to personally discuss your business requirements, please contact us.

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Contact Details

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