



NSW DRONE EXPO **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, has partnered with The Australian Association for Unmanned Systems (AAUS), to present the all new "NSW Drone Expo".

The NSW Drone Expo will feature Australian Defence Force Drone Racing demonstrations and offer a fantastic opportunity for businesses to showcase their products and services to a wide audience. The event is held at the picturesque Shellharbour Airport (formerly Wollongong / Illawarra Regional Airport), approximately 20 kilometres south of Wollongong, NSW and just 80 kilometres south of Sydney. Being located on Sydney's doorstep and within easy reach of Canberra, it will provide a magnificent opportunity for the drone industry in Australia to showcase the latest technology to thousands of attendees and network within this dynamic and fast-growing industry.

Visitors to the event will be able to get invaluable input from experts on new developments and innovations in the drone industry. Exhibitors will include suppliers, buyers, training institutions, associations, regulators, operators, media and pilots. It will be the perfect occasion to create new business relationships with well-established companies.

The event will provide opportunities for industry knowledge-sharing, networking and business. There will also be a B2B cocktail functions with industry speakers and updates held in the expo from 4pm on Saturday 27th November for all exhibitors and members of AAUS.

Wings Over Illawarra 2021 will be held over the weekend of Saturday 27th and Sunday 28th November 2021.

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 drone industry 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:

Saturday 27th Nov 2021 – 9:00am to 5:00pm (Public Airshow)
Sunday 28th Nov 2021 – 9:00am to 5:00pm (Public Airshow)

The NSW Drone Expo will consist of shell scheme exhibitor sites housed in a 20m x 20m marquee.

Exhibitor Stands

Exhibitor fees include all 2 event days of the public airshow. Exhibitor space consists of 3m x 3m shell scheme stands housed in a 20m x 20m marquee. The exhibitor stands area of the marquee will have a plywood floor.

INVESTMENT (Below prices are exclusive of GST)

3m x 3m (9m²) - \$2,500



- Ready built 3m x 3m scheme unit with 2.4m high Velcro compatible wall panels.
- Digitally printed 38cm high fascia containing the exhibitor's business name.
- 2 Spotlights on arms.
- 1 x 5-amp power outlet.
- Listing in the NSW Drone Expo exhibitor directory within the airshow souvenir program and listing with logo on the NSW Drone Expo exhibitors' page of the Wings Over Illawarra website and mobile app.

Furnishing of these stands is at the exhibitor's expense. Furniture and accessories can be ordered through Moreton Hire and will be delivered to the stand prior to bump-in.

Exhibitors requiring additional space will need to purchase multiple adjoining sites.

Program Advertising

With every display space the exhibitor receives a standard listing in the NSW Drone Expo exhibitor directory within the airshow souvenir program and a listing on the NSW Drone Expo 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 drone 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.

A variety of sponsorship packages are available, all include exhibitor stands and are priced from \$5,000 + GST. We welcome the opportunity to put together a bespoke package based on your particular requirements.

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

Wings Over Illawarra and the NSW Drone Expo are proudly organised, produced and presented by Bright Events Pty Ltd.

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