



# OZ FLIGHT SIM EXPO 2021

## Exhibitor Information



*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 become the new home of the “Oz Flight Sim Expo”, offering 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 Flight Sim industry in Australia to showcase the latest technology to thousands of attendees and network within this dynamic and growing industry.*

*Visitors to the event will be able to get invaluable input from experts on new developments and innovations in the Simulator industry. Exhibitors will include suppliers, buyers, Not for Profit groups, software and hardware providers, media and pilots. It will be the perfect occasion to create new business relationships with well-established companies.*

*In addition to showcasing products and services, Wings Over Illawarra will provide visitors the opportunity to try out a sim for themselves, with the addition of the defence force helicopter and jet sims, and some privately owned sims as well. This will allow businesses with the opportunity to showcase the capabilities of their software and hardware.*

*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 26<sup>th</sup> November, followed by the main event Saturday 27<sup>th</sup> and Sunday 28<sup>th</sup> 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 Simulator 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.*

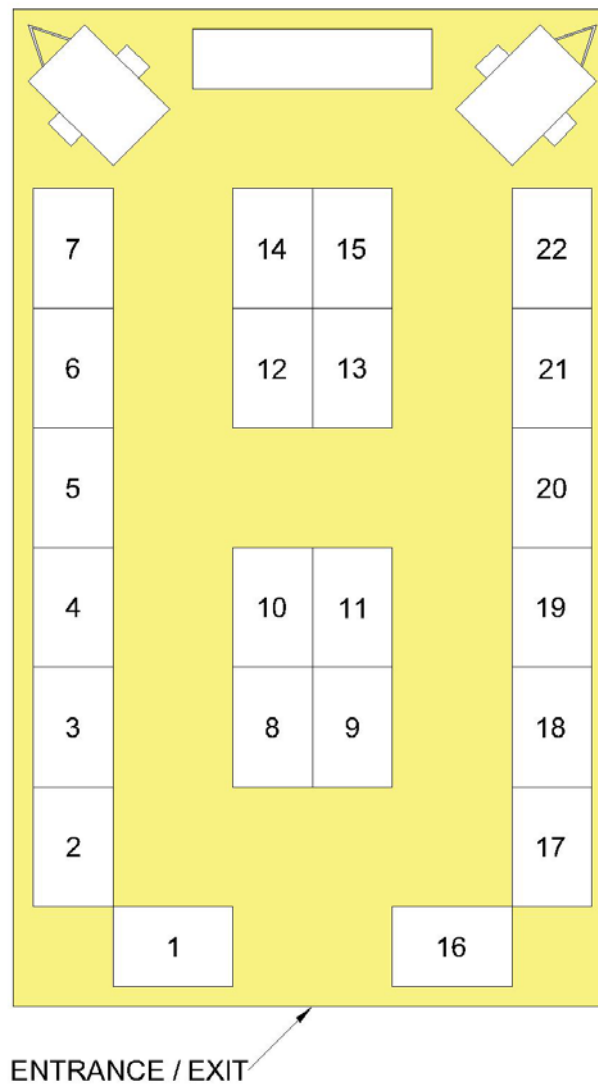


*Wings Over Illawarra will provide businesses with opportunities to:*

- *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.*

*In 2021 the “Oz Flight Sim Expo” exhibitor sites will consist of 3m x 2m shell scheme exhibitor display units housed in a 30m x 15m marquee located in a prominent, high traffic position within the Wings Over Illawarra Airshow.*



**Where:**

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

**When:**

*Friday 26<sup>th</sup> Nov 2021 – 10:00am to 4:00pm (Student STEM Day)  
Saturday 27<sup>th</sup> Nov 2021 – 9:00am to 5:00pm (Public Airshow)  
Sunday 28<sup>th</sup> Nov 2021 – 9:00am to 5:00pm (Public Airshow)*

## Exhibitor Stands

Exhibitor space consists of 6m<sup>2</sup> shell scheme display stands housed in a 26m x 16m exhibitor marquee. Exhibitors requiring additional space will need to purchase multiple adjoining sites.

### INVESTMENT

**3m x 2m (6m<sup>2</sup>) - \$2,000 + GST**



- Ready built 3m x 2m shell 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.
- A listing in the Oz Flight Sim Expo exhibitor directory within the airshow souvenir program and a listing with logo on the Oz Flight Sim Expo exhibitors' page of the Wings Over Illawarra website.

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.

## Program Advertising

With every display space the exhibitor receives a standard listing in the Oz Flight Sim Expo exhibitor directory within the airshow souvenir program and a listing on the Oz Flight Sim Expo exhibitors' page of the Wings Over Illawarra website and the event mobile app.

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

<b>1/8 Page</b>	<b>\$150 + GST</b>
<b>1/4 Page</b>	<b>\$300 + GST</b>
<b>1/3 Page</b>	<b>\$450 + GST</b>
<b>1/2 Page</b>	<b>\$600 + GST</b>
<b>Full Page</b>	<b>\$1,000 + GST</b>
<b>Inside Front Cover</b>	<b>\$1,500 + GST</b>
<b>Double Page</b>	<b>\$2,000 + GST</b>

## 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 Australian Flight Sim Community'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 including an "Oz Flight Sim Expo 2021" naming rights sponsorship package. All packages include exhibitor stands and are priced from \$5,000 + GST.*

*We welcome the opportunity to put together a bespoke package based on your individual requirements.*

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

**Dawn Keenahan**  
**Business Development Manager**  
**dawn@brihtevents.com.au**  
**Ph: (02) 4208 3997**  
**Mob: 0401 653 292**

## Contact Details

*Wings Over Illawarra featuring the Oz Flight Sim Expo 2021 is proudly organised, produced and presented by Bright Events Pty Ltd.*

**Telephone:** (02) 4208 3997  
**Email:** admin@wingsoverillawarra.com.au  
**Address** Hangar 1/32 Airport Road  
Albion Park Rail NSW 2527  
**Postal Address** P.O. Box 1082  
Albion Park Rail NSW 2527