

ISSUE 2

Farnborough International

FEB 2006



# AIRSHOW News06



The best by  
Farnborough



The best by  
Farnborough

## Wishing you a Happy & Successful 2006!

Welcome to 2006 – a new year and a ‘new look’ Farnborough International Airshow. You will see many changes at this year’s event and we hope you are as excited by them as we are.

Many of our Exhibitors have taken advantage of our flexible site by incorporating their stand and chalet into one building, as well as extending or redesigning their exhibit/chalet area. In addition, we have 53 NEW exhibiting companies joining the show for the first time. And with a 50% price reduction in aircraft display fees, you will see a much improved and extended static and flying display, including the A380 ‘Super-Jumbo’.

The newly-positioned Business Aircraft Park is now expected to showcase a much larger number of aircraft highlighting the importance of this growing aviation sector.

For the first time ever on the Farnborough site, Hall 1A is being transformed into an innovative two storey building. The main show facilities will be spectacularly re-housed within this new building at the heart of the show. The Business Centre, private meeting rooms and visitors restaurant will remain on the lower level whilst the Exhibitors’ Club bar and restaurant and the Media Centre will be housed on the first floor. This relocation will further enhance our guest dining experience as we are now able to build a balcony along part of the Exhibitor Club restaurant.

If you are interested in extending your exhibition space or would like to exhibit at the Farnborough International Airshow 2006, applications may be made online on: [www.farnborough.com](http://www.farnborough.com) or discussed in person with any member of the FIA team on +44 (0) 20 7976 3330.

The Farnborough International Airshow is shaping up to be the strongest, most innovative and well attended event yet.

## Issue 2..

FIA Reception & Opening Ceremony

Our Visitors

International Space Pavilion

International Youth Day

Sponsorship Activities

Official Provider Programme

Current Sponsors

FI Ltd and De Boer Collaboration

Appointed Contractors

## Diary Date



Exhibitors’ Briefing sessions will be held at the Farnborough site on 26th and 27th April 2006. The briefing will give you the opportunity to hear, first hand, what arrangements will be made for the July exhibition and how they will be implemented. Exhibitors will be invited to raise any particular issues or questions they may have. Details will be circulated in due course.

# Farnborough International Airshow Reception & Opening Ceremony

Farnborough International Ltd are delighted to announce the reception and opening ceremony for the Farnborough International Airshow 2006 which will be held on Monday 17th July 2006.

To celebrate the launch of FIA06, this reception will be held at The Honourable Society of Lincoln's Inn from 1830 – 2000 and participants will be invited to book tickets in advance. Guests will include global government representatives and members of DESO and the DTI, providing an invaluable networking opportunity to all attendees.

The Farnborough International Airshow will take place from 17-23 July and the first day of the event will close at 1600 to provide guests with plenty of time to arrive at the reception for 1830.

Tickets are priced at £85 + VAT and will be available online at [www.farnborough.com](http://www.farnborough.com) from February 2006.

Additional details about this opening ceremony are available from Kate Watts, Tel: +44 (0)20 7976 3337  
Email: [kate.watts@farnborough.com](mailto:kate.watts@farnborough.com)

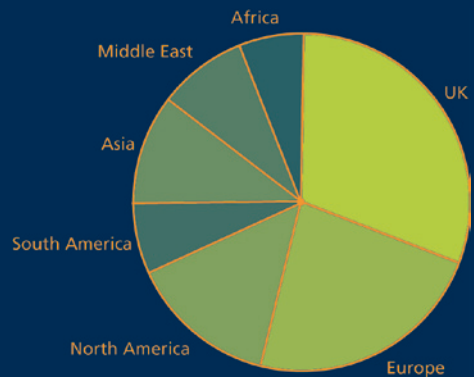
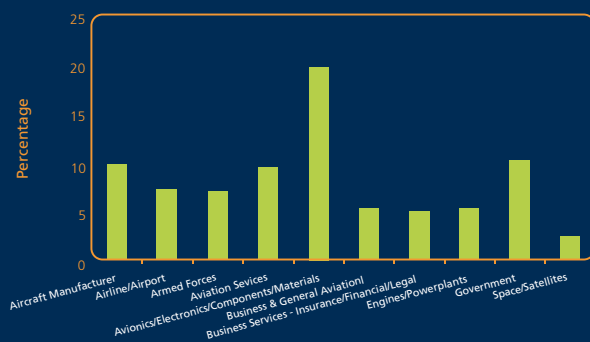
## OUR VISITORS

At Farnborough International, we understand that, whatever your participation, visitors to the show are paramount. A dedicated marketing campaign guarantees maximum exposure to the Industry – globally. In addition to this, the Team work flat out to ensure that each trade visitor is treated as a valued customer. Our online ticketing system is run by experts and offers a simple, user-friendly way to book tickets. Trade tickets will be available online from February 2006.

Show after show, our attendance figures and demographics produce the results which maintain Farnborough as a core business activity on the Aerospace calendar. The 2004 event saw 133,000 visitors over the trade days and an additional 110,000 public visitors on the ever-popular Airshow weekend. The trade visitor profile from the 2004 event is broken down into business activity and region below:

- 133,000 registered trade professionals visited the Farnborough International Airshow 2004
- Over 15% of our trade visitors were Company Directors
- Over 60% of our trade visitors were Managers and above
- Visitors travelled to Farnborough from more than 100 countries
- 65% of our visitors consider it important to their business to attend FIA
- 55% of our visitors do not attend another major international airshow
- 23% of our visitors are from buying teams
- Over 75% of our visitors are already planning to return to the Farnborough International Airshow in 2006

Visitor breakdown by Sector



**Book your trade visitor tickets online from February 2006**

**[www.farnborough.com](http://www.farnborough.com)**

## New for the International Space Pavilion (ISP) in 2006...

Located in Hall 5, the ISP at FIA 2006 will reflect the incredible growth of the global space industry. Exhibitors will be positioned alongside international space agencies, leading industry associations and key corporations within the space sector, all promoting the progress and achievements of this fast moving industry.

A fundamental theme will be how international working relations can establish significant goals in the space industry. To demonstrate this, ESA (European Space Agency), BNSC (British National Space Centre) and UKISC (United Kingdom Industrial Space Committee) will be hosting a combined stand within the ISP showing the importance of working together on critical space missions. We also look forward to announcing further exhibitors from across the globe – watch this space for developments....

For more information on the ISP and the new plans for this area in 2006, please contact Kate Watts, Exhibition Manager for the International Space Pavilion on: Tel: +44 (0) 207 976 3337 or Email: [kate.watts@farnborough.com](mailto:kate.watts@farnborough.com)

### INTERNATIONAL YOUTH DAY

Why an International Youth Day at the Farnborough International Airshow? The aim of the day is to provide for a selected audience of 1000 young people/students (aged between 15 to 23, covering the GCSE to Masters level of education) an eye-catching, mind opening programme of events that demonstrates vividly the employment, the environment and the career opportunities of the aerospace sector.

The parallel aim of an International Youth Day is to provide the aerospace industry with the opportunity to inspire, educate and integrate with a wide range of young people/students and their gatekeepers, inspiring and encouraging their personal developments in the field of aerospace technology.

This work is NOT a one-off event as it is to be a catalyst for a range of activities over the next few years in engaging with all sectors of the education system and with industry in opening up those considerations of enthusiasm, opportunity, lifestyle and achievement.

If you are interested in getting involved in the programme of events at the Farnborough International Airshow, please contact:

**Jon Chitty International Youth Day – Project Manager Tel: +44 (0)20 7976 3341 Mob: +44 (0)7879 890760.**

### INTERNATIONAL YOUTH DAY PROGRAMME OF EVENTS

TIME	FIXED SCHEDULE	FLEXIBLE SCHEDULE		
0900		ARRIVAL AND MOVE TO WELCOME AREAS		
1000	WELCOME BRIEFINGS AT TRADE STANDS	INDIVIDUAL TOURS AROUND THE TRADE HALLS		
1100	LECTURE: 'GREEN AIRCRAFT BY DESIGN' (REPEATED AT 20 MIN INTERVALS)	PROFITABLE PURSUIT' EXERCISE – ROLLS ROYCE 2 X 2 HR SESSIONS – MAX OF 30 STUDENTS		TOURS OF THE STATIC AIRCRAFT DISPLAY
1200	LECTURE: 'SILENT AIRCRAFT INITIATIVE' (REPEATED AT 20 MIN INTERVALS)			TOURS WILL LEAVE FROM THE CADET CC AT 20 MIN INTERVALS.
1300	LECTURE: 'WHAT DOES SPACE DO FOR YOU?' (REPEATED AT 20 MIN INTERVALS)		NARRATED BY YOUTH AMBASSADORS	NARRATED BY YOUTH AMBASSADORS
1400	AIR DISPLAY PROGRAMME	VISITS TO THE OUTSIDE BROADCAST CARAVANS	BUILD-A-PLANE PROJECT	ARKWRIGHT SCHOLARSHIP PRESENTATION/DISCUSSION FORUM
1600	LECTURE: 'THE CAREER AND SKILLS OF AN AEROBATIC PILOT – PATTY WAGSTAFF' (REPEATED AT 20 MIN INTERVALS)	GAPAN DISCUSSION FORUM		
1700	LECTURE: 'CRANFIELD' - TBC (REPEATED AT 20 MIN INTERVALS)	BALPA DISCUSSION FORUM	NATIONAL SPACE CENTRE – DISCUSSION FORUM	
1800		FINAL PRESENTATION		
1830		ENDEX		



### SPONSORSHIP

With only six months to the show, now is the time to secure your sponsorship at the Farnborough International Airshow 2006. Each sponsored activity comes with an extensive package of Rights and Benefits that include widespread pre-show publicity, onsite signage and branding, event tickets, website linkages, and specific rewards and acknowledgements based on your chosen sponsorship. *Some of the ideas that may still be available are:*

### IDEA: BUSINESS SERVICES & MEETING CENTRE

Located in a high-traffic area, the Farnborough International Airshow 2006 Business Centre fulfils a crucial function for hundreds of exhibitors and trade visitors. The business centre provides full office facilities such as PC workstations, internet access, telephone, fax, photocopying, printing, meeting rooms etc. We are seeking a presenting sponsor and will offer excellent branding opportunities in the package.

### IDEA: BUSINESS AIRCRAFT PARK

The Business Aircraft Park (BAP) is an area devoted to Business Aircraft Manufacturers, their products and associated services. At Farnborough International 2004, the BAP facilitated sales estimated \$100 million. The 3 day 'show within a show' will take place again during the Farnborough International Airshow 2006. The BAP will run from 17-19 July within the main display area. We are seeking a presenting sponsor for this high profile activity and can offer an extensive range of benefits.

### IDEA: RESTAURANT

Farnborough International Airshow 2006's main full-service restaurant will be located in Hall 1A. The restaurant is an extremely popular meeting place for exhibitors and visitors to the show, and is run by a dedicated catering contractor offering hot and cold food options. The sponsorship package offers naming rights as well as huge branding opportunities, both internally and externally.

**EACH PACKAGE HAS BEEN DESIGNED TO GIVE MAXIMUM EXPOSURE. A FULL RANGE OF SPONSORSHIP ACTIVITIES CAN BE FOUND AT [WWW.FARNBOROUGH.COM](http://WWW.FARNBOROUGH.COM). IN ADDITION TAILOR MADE PACKAGES ARE AVAILABLE TO SUIT ANY BUDGET.**

### OFFICIAL PROVIDER PROGRAMME

To mount what is widely-regarded as the largest, most complex, and best-attended aerospace event on the calendar, the Farnborough International Airshow 2006 organising team utilises a wide range of products and services. Recognising that the overall mission of the Farnborough International Airshow is to offer a means for buyers to meet suppliers, we have designed a programme to showcase products and services from two way radios to staff uniforms, limousines to golf buggies and catering equipment to audio-visual equipment. The official Providers Programme has been crafted to give selected suppliers an opportunity to provide the equipment and services used by the Organisers to run the event in exchange for a complete package of rights and benefits. For further information, please contact: [peter.mckenna@farnborough.com](mailto:peter.mckenna@farnborough.com) or call +44 (0)20 7976 3330.

**MORE AND MORE COMPANIES ARE TAKING ADVANTAGE OF THE DIVERSE RANGE OF SPONSORSHIP OPPORTUNITIES THAT ARE AVAILABLE. WE ARE PLEASED TO BE WORKING WITH THESE AND OTHER MAJOR SPONSORS AT FARNBOROUGH INTERNATIONAL AIRSHOW 2006.**



Exclusive Sponsor of the Farnborough International Airshow 2006 'Kids Go Free' on the public days of the show – Rolls-Royce is a global company providing power for use on land, at sea and in the air. The company has a balanced business portfolio with leading positions in civil and defence aerospace, marine and energy markets. There are some 54,000 Rolls-Royce gas turbines in service around the world for which the company seeks to add value for customers by providing a range of product-related services.

We sponsor 'Kids go Free' as part of our work to promote and encourage interest among people in both Science and in aerospace. Farnborough is a high profile opportunity to show young people what a great industry aerospace is. **Rolls-Royce Plc.**



Official Sponsor of Show Freight Service – TNT Showfreight is up for the challenge having once again been appointed the sole lifting and handling agent for the Farnborough International Airshow 2006. With help from their global network of agents TNT will ensure the successful freighting of any exhibit worldwide. Once onsite the dedicated team will arrange the necessary customs formalities, forktruck or crane requirements and offer a whole array of storage options. Getting your freight to Farnborough has never been so easy. Let TNT Showfreight make it happen!



Exclusive Sponsor of the Farnborough International Airshow 2006 Shuttle Buses, Entrance Features and Car Parks - BAE Systems is fulfilling its vision to be the premier transatlantic aerospace and defence company. BAE Systems has said "We are an international leader in developing and delivering advanced systems for land and sea, in addition to the air sector. As lead sponsor of Farnborough International Airshow 2006, we will have an excellent opportunity to promote the full breadth of our global business." BAE Systems will deliver a presence at the major access points to the 2006 show as well as on the main form of transport into and around the Show site.

#### **FARNBOROUGH INTERNATIONAL LTD AND DE BOER AGREE ONGOING AIRSHOW COLLABORATION**

De Boer Structures has agreed a ground-breaking deal with Farnborough International Ltd to provide the huge exhibition and hospitality facilities for the world-famous Farnborough International Airshow up to and including the 2012 event.

The agreement, which builds upon a successful working relationship between De Boer and the airshow dating back nearly a decade, will involve the supply of tens of thousands of square metres of structures to the biennial event in 2008, 2010 and 2012.

Commenting on the latest contract with De Boer, Farnborough International Ltd's Managing Director Trevor Sidebottom said: "The 2006 event will appear different in many ways to previous shows and it is our intention that the show continues to evolve to meet the needs of the industry as we move into the second decade of the 21st century. This long-term agreement with De Boer allows us to work closely with them as we ensure FIA maintains its reputation as a highly effective marketing venue for the industry."



# Farnborough International AIRSHOW News06

## Appointed Contractors

### Accommodation & Travel

Travel Focus  
+44 (0) 20 7657 6001

### Air Conditioning Services

Chiller Rental Services  
+44 (0)1772 697697  
Cooling Event Services Ltd  
+44 (0)1902 335602  
Excel International Exhibition Services  
+44 (0)1420 561413

### Audio Visual

Aviation Television & Communications  
(A Division of the PSL Group)  
+44 (0)1707 648120

### Barriers

Rapid Response (Barriers) Ltd  
+44(0)20 8947 8445

### Building & Civil Engineering Work

T I Ingram  
+44 (0)1252 544002

### Carpet

NF-X Ltd  
+44 (0)1788 834671

### Catering

Crown Society Special Event Caterers  
+44 (0)20 7236 2149

### Electrical Supplies

DEI Electrical Services Ltd  
+44 (0)1723 581515

### Fire Fighting Equipment

JSK  
+44 (0)1252 313603

### Floral

Expo Flora Ltd  
+44 (0)1789 470847

### Freight Forwarding / Customs Clearance & Site Agents

TNT Showfreight  
+44 (0)121 782 8888

### Furniture

Concept Furniture Hire International  
+44 (0)1562 732000

### Gas Supplies

Gamble Kitchen Supplies  
+44 (0)1664 424888

### Graphics

Resource Creative Ltd  
+44 (0)1799 511255

### Halls & Chalets

De Boer UK Ltd  
+44 (0)1295 276666

### Lifting/Unloading

TNT Showfreight  
+44 (0)121 782 8888

### Linen Hire & Laundry for Caterers

PENDING

### Mobile Communications

Cellhire  
+44 (0)20 7490 7799

### Official Show Merchandise

Bespoke Merchandise  
+44 (0)1494 522121

### Plumbing

Heddonglow Ltd  
+44 (0)20 8801 9956

### Portable Buildings

Rollalong Hire Ltd  
+44 (0)1202 813555

### Poster Production

Event Media Graphics  
+44 (0)1293 565565

### Poster Sites Sales

Tony Hesketh-Gardener  
+44 (0)20 8979 8645

### Radio Communications

Showlite  
+44 (0)1794 519922

### Shell Scheme

Opex Exhibition Services Ltd  
+44 (0)20 7370 8333

### Skips & Heavy Waste

Cleanevent UK Ltd  
+44 (0)20 8585 3907

### Stand & Chalet Cleaning

Cleanevent UK Ltd  
+44 (0)20 8585 3907

### Trade Catalogue/Souvenir Programme

Key Publishing Ltd  
+44 (0)1780 755131

### Turnkey Chalet

Edge Exhibition Design Ltd  
+44 (0)1453 845255

### VAT Reclaim

BR VAT Reclaim Ltd  
+44 (0)20 7544 8973

### Farnborough International Ltd

#### London address:

2nd Floor  
1 Queen Anne's Gate  
London  
SW1H 9BT  
UK  
Tel: +44 (0)20 7976 3330  
Fax: +44 (0)20 9796 3340

#### Farnborough address:

PO Box 122  
Farnborough Aerodrome  
Farnborough  
Hampshire  
GU14 6XT  
UK  
Tel: +44 (0)1252 532800  
Fax: +44 (0)1252 376015  
Email: [enquiries@farnborough.com](mailto:enquiries@farnborough.com)  
Web: [www.farnborough.com](http://www.farnborough.com)