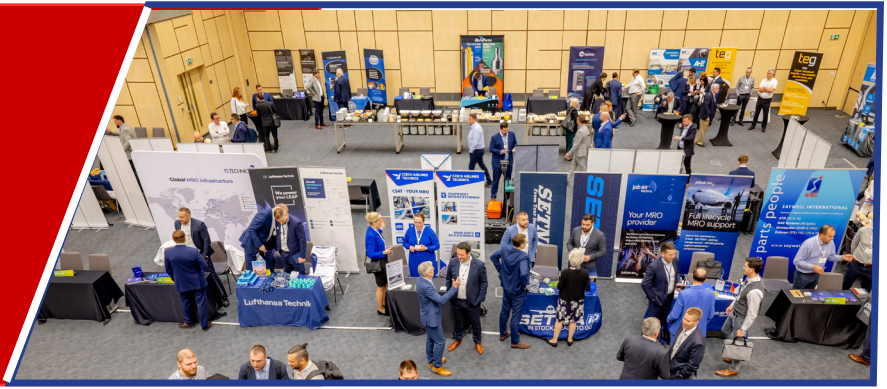


# AVIATION WEEK

## Events Showcase Guidelines



Each exhibitor is allocated a single tabletop space that includes:

- Dressed table - table size varies by event; see event web site for exact specifications.
- 2 chairs
- Access to electricity
- Tent card with exhibitor name

### Permitted Items

- Tabletop displays, literature racks, and banner stands that fit on your table
- Promotional materials, product samples, and demonstrations
- Laptop/tablet for presentations
- Business card collection containers

### Signage

- Maximum width: 76 inches/1.8 meters; Maximum height: 80 inches/2 meter
- Maximum depth: 12 inches/300 mm (no exposed gridwork allowed)
- Single sided only

### Included Branding/Presentation

**Tent Card:** Company name will be displayed as provided on sales contract

### Table Covering

- Standard table covering will be provided
- Exhibitors may use branded tablecloths or runners over the provided covering
- Tablecloths must be professional in appearance

### Rules/Regulations

- Exhibitors must confine activities to their allocated space
- Respect neighboring exhibitors by controlling noise and visitor flow
- No early breakdown permitted

### Safety and Security

- Exhibitors are responsible for securing of their valuables
- No blocking of fire exits, aisles, or emergency equipment
- All electrical equipment must comply with safety standards

### Prohibited Items

- Floor-standing exhibits exceeding space limitations
- Double Sided standing graphics (branding cannot face an adjacent tabletop)
- Hanging items from walls or ceiling
- Audio systems
- Additional furniture beyond provided items without prior approval

Visit the event web site's showcase resources page for more information, about:

Timings  
Locations

AV  
Shipping

For links to each event, go to [events.aviationweek.com](https://events.aviationweek.com)



## Tips for Successful Tabletop Displays

When designing your tabletop display, first impressions matter. A clean, professional, and engaging display will attract more visitors and create more meaningful connections.

### Branding and Messaging

- Place your logo prominently at eye level for easy viewing and brand recognition
- Keep text compact and to the point with clear, compelling messaging
- Use consistent brand colors throughout your display
- Include QR codes to make it easy for people to connect with you digitally

### Layout Considerations

- Avoid overcrowding with too much information
- Maximize limited space by focusing on key messages and visuals
- Design an eye-catching banner to draw people to your table
- Make strategic use of every bit of allocated space
- Remember the lower part of your banner will not be visible behind the table

### Interactive Elements

- Incorporate engagement features that encourage visitors to stay longer
- Include a clear call-to-action (newsletter signup, brochure pickup, product demo)

### Sustainability Options

- Consider using reusable display elements rather than single-use disposable graphics

