



ILA Berlin Air Show 2012 – Meeting place for a global industry

Like no other trade show, ILA offers direct access to the EU with its exceptional purchasing power, as well as to the emerging aerospace markets in Central and Eastern Europe. ILA is the only aerospace trade event to combine the synergies of a universal exhibition with the depth of an industry-specific trade show. This makes ILA Berlin Air Show 2012 a cross-industry, global meeting place for leaders from the business, government, and military communities.

ILA Berlin Air Show 2010 set new records: 1,153 exhibitors from 47 countries. About 125,000 trade visitors. Exhibitors and trade visitors praised the excellent quality of their contacts, the high information density and the outstanding trade show efficiency.

→ 66 percent of trade visitors reported that they exercise a significant influence on aerospace purchasing decisions at their companies.

→ 92 percent of trade visitors reported positive commercial results from ILA.

→ 94 percent of trade visitors would recommend a visit to ILA 2012 to their colleagues or business associates.

What is the International Trade Press Stand?

The International Trade Press Stand is dedicated entirely to international trade press publications and aims to provide exhibitors and trade visitors with copies and associated trade publications available in different countries and regions of the world.

How can participation benefit you?

- Guarantee your magazine free distribution at ILA Berlin Air Show – a useful argument for advertising sales in connection with the exhibition.
- Increase the awareness of your publication and the promotional opportunities it offers to potential readers and advertisers on an international level.
- Assist directly in driving subscription sales.

Interested? See details below!

What we offer:

- Placement of 500 copies of your publication on display on the international trade press stand
- Continuous support by hosts
- One basic company entry (company name, address, fax no., tel. no., email and Internet address, Hall/Stand number) in the official ILA 2012 catalogue
- One basic company entry (company name, address, Internet address, Hall/Stand number) in the ILA Virtual Market Place
- Listing on ILA Website under the menu item Visitor Info with full contact details, logo and link

What you provide in return:

- Printing of one ILA 2012 Berlin Air Show advertisement in your publication or a banner on your homepage.
- Publication of a report on the up coming ILA 2012 Berlin Air Show in an issue of your publication prior to the event (before September 2012).

We hope that you will take advantage of this special offer. Should you be interested, please complete and return the attached form to this fax number:

+49 (0)30 65000-462

Should you have questions or require more information feel free to contact me.

Kind regards from Berlin,

Dustin Seifer
Media planning



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Attachment: Registration and Questionnaire Trade Press Stand