

PARTNER INSIDER



January 2009-Edition

WELCOME!

This e-newsletter is designed to keep you up-to-date on the important dates you need to know as you prepare for EAA AirVenture 2009, as well as timely updates on what's happening at EAA and for The World's Greatest Aviation Celebration. The past few months have certainly been challenging ones for aviation. That's why EAA is dedicated to showcasing the entire aviation spectrum at AirVenture 2009 and help make it a successful event for you. Together we will move the aviation community forward and bring new faces to the wonderful world of flight. If there is information you'd like to see in this communication, or have something you think EAA's exhibitors and partners might like to know, please pass it along to exhibits@eaa.org.

EXHIBITOR'S GUIDE IS A GREAT RESOURCE

As we begin the New Year, we look forward to working with you as we all prepare for "The World's Greatest Aviation Celebration." We know that you'll have questions from time to time as you begin thinking about your participation at EAA AirVenture Oshkosh. Your first, best resource is the online EAA Exhibitor's Guide available at http://www.airventure.org/exhibitors/AV2009_ExhibitorsGuide.pdf. Most of the commonly asked questions are answered there. Of course, if that answer isn't in the Exhibitor's Guide, contact us: Exhibits (800-236-1025 or exhibits@eaa.org), or Sponsorship (800-236-1025 or sponsorship@eaa.org).

PLACEMENT PROCESS

During the first week of January 2009, we'll begin the exhibitor placement process. Remember that Priority One applications will be assigned first, based on a variety of factors, priority ratings are located on page 4 of the Guide. After all Priority One exhibitors are located, subsequent priority numbers will be assigned. EAA will attempt to accommodate each applicant's preferred location. However, if all booth choices indicated by applicant are unavailable, EAA will assign the best available space.

WHEN DO WE FIND OUT?

We know many of you incorporate your exhibit location with your pre-AirVenture marketing. The booth/space confirmations will be mailed on March 1. We'll include additional information at that time to help you prepare for AirVenture as smoothly as possible. We cannot give you a confirmed booth space prior to March 1 as we are still completing the placement process.

NEW – RESTRICTIONS

Effective for AirVenture 2009, Companies seeking commercial display space to sell Non-Branded Merchandise will be limited to the outdoor Fly Market exhibit area only and will be limited to a select number of companies. The giveaway of hats/apparel will no longer be permitted, without prior written approval from EAA. Companies will be permitted to sell their company branded merchandise in their commercial display space and will be expected to follow EAA's TRADEMARKS POLICY (see back of application). **Branded Merchandise** is defined as goods that are identified by company brand names. This contrasts **Non-Branded Merchandise**, which is defined as generic brands and is identified only by commodity type. If you have any questions, please contact us at exhibits@eaa.org or 1-800-236-1025.

AROUND THE GROUNDS

You've been hearing quite a bit about the AirVenture site plan, and we will be posting even more information as we end 2008 and head into 2009. This site plan project will show some immediate changes in 2009, but there will be even more in store for the years after that. One insider look at what is going on is a blog from Steve Taylor, EAA's facilities manager. He's a great source for information since he is right on the front lines of the day-to-day projects and changes on the grounds. You can read his blog, which began in early November, by going to www.airventure.org and clicking on his photo at "Steve's AirVenture Site Blog."

SPONSORSHIP OPPORTUNITIES

There are still a number of sponsorship opportunities for locations and activities during AirVenture 2009, but those openings usually diminish quickly after the start of the New Year. To find out more on how to raise your company's visibility during the event, contact the EAA Sponsorship Office at sponsorship@eaa.org or 800-236-1025. There are a variety of opportunities available that fit your company's needs and budget.

BE PART OF AVIATION'S GREATEST GATHERING NIGHT!

EAA AirVenture is also a great opportunity to join with the aviation community to support the next generation of flight – your future customers. The annual Gathering of Eagles fundraiser in the EAA AirVenture Museum is a terrific event. The funds raised at the Gathering support historic preservation, youth education, and the inspirational endeavors that prepare youth of all backgrounds to become the aviators, engineers, innovators, and dreamers of tomorrow. Programs such as EAA's Young Eagles help ensure that our passion for flight and the can-do spirit tied to aviation are passed to our youth. Through the years, the Gathering of Eagles has become an event that brings together every segment of the aviation community, from pilots and personalities to the world's top aviation companies and leaders. There are two ways you can be part of this tremendous event: Through the purchase of tickets and tables, and through the donation of valuable items used for the night's auctions. You can join the aviation visionaries by contacting EAA's Development Office at 800-236-1025 or at development@eaa.org. Last year's event sold out well before the start of AirVenture, so don't delay in making your plans. Complete information will be posted on the web at <http://www.airventure.org/gathering>.

EAA'S 2009 SHARE THE SPIRIT SWEEPSTAKES

SHARE THE SPIRIT. THAT'S WHAT EAA IS ALL ABOUT

EAA members sharing their time, resources, and talent to ensure aviation will flourish. By entering EAA's 2009 Share the Spirit Sweepstakes, you're guaranteed to play a vital role in nurturing the environment in which people share the fun and camaraderie of flight. You'll also have a chance to win the Grand Prize - a Flight Design MC - or the 2nd Grand Prize, a RotorWay Talon helicopter kit. Plus, you'll be eligible to win any one of our other fantastic prizes, including a John Deere tractor, a Bose Wave music system, or a Canon digital camera. To enter the 2009 EAA Share the Spirit Sweepstakes, visit www.winaplane.com.

ADVERTISING OPTIONS FOR AIRVENTURE 2009

We are excited to again be publishing the *Official AirVenture Program* that is sold during the show. This special keepsake will have even more information on the event in 2009, with bonus features, expanded listings and maps. There are several special position opportunities available for advertising in the Program. The closing date for advertising insertion orders is May 22, 2009. Also, don't forget *AirVenture Today*, the daily newspaper distributed free to attendees throughout the grounds. It's the daily "must read" to catch up on the happenings from the day before and what's in the news and on tap for activities in the day ahead. It's a great daily "driver" to your exhibit. Ad space closing for *AirVenture Today* is June 29, 2009. For more information and rates please call your sales rep or the EAA Advertising Office at 920-426-6127 or online at http://www.eaa.org/advertising/eaa_media_rates.pdf

DON'T FORGET ABOUT HOUSING

Even with all the activity at EAA AirVenture each year, you eventually will need a place to sleep. EAA Camp Scholler is available for EAA members and their parties during AirVenture. If you're not joining us in Camp Scholler, however, the earlier, the better, when securing accommodations. The best place to start is the Oshkosh Housing Hotline at 920-235-3007 or online at <http://www.oshkoshcvb.org/eaa.cfm>. The listings include hotels, dormitories, campgrounds and private housing. Private housing lists will be available beginning on January 2, 2009. Other possible resources are the Fox Cities (Appleton) Convention and Visitors Bureau at www.foxcities.org or 800-236-6673, or the Fond du Lac Convention and Visitors Bureau at www.fdl.com or 800-937-9123.

We wish you all a very happy and successful new year!

**193 Days to EAA AirVenture Oshkosh 2009!
JULY 27 - AUGUST 2, 2009**

