

Deadline extension for AAD2014 exhibition catalogue

13 Aug 2014, Pretoria, South Africa - The closing date for AAD2014 Exhibitor entries into the 'Official Exhibition Catalogue' is approaching. Please be reminded that ALL exhibitors are entitled to a FREE 100 word listing in this book that will be distributed FREE of charge to all Exhibitors, Official Delegations, Business Visitors to AAD2014 and VIP guests of Exhibitors to the Exhibition.

The final closing date has been extended to Friday 22 August 2014. Unfortunately late entries cannot not be included due to the complexity of producing this prestigious reference work. Please note that the FREE entry is limited to 100 words, which includes your company name, contact person, telephone, e-mail address and website. The publishers are offering addition packages as per the price guide below. At this late stage nearly all major advertising segments have been sold, but there is still opportunity to include your company's full colour logo within the alphabetical section.

The official Exhibition Catalogue will be an A4 Book perfect bound (297 X 210) in the portrait view.

Pricing for advertising segments:

- Outside back cover position - Full page R18 000
- Inside front cover position – Full page R14 000
- Double page spread – 2 X A4 pages R16 000
- All full inside A4 pages – Full page R9 000
- Inside half pages either vertical or horizontal R5 000
- Smaller advertisements will not be marketed

Pricing for Exhibitors' section:

- Exhibitor listing with up to 100 words and contact details – FREE
- Exhibitor listing up to 120 words and full colour logo – R700 (R900 to non-South African companies to cover exchange control and bank charges related to foreign currency transactions)
- Exhibitor listing 120 to 250 words and full colour logo – R1 400 (R1 800 to non-South African companies to cover exchange control and bank charges related to foreign currency transactions)

Conditions: All logos will be printed at a maximum size of 80 mm wide by 30 mm high. Payment for logos to be included with the order, as a safeguard to prevent non-payment after the Exhibitors' Catalogue has been completed.

VAT policy: All advertisements and logo payments are subject to Value Added Tax according to South African law. Should any foreign company wish to re-claim the VAT, this will be up to them through the normal SARS system.

Exchange rates - there will be a necessity to monitor exchange rates for foreign advertisers closer to the time of final production. For budget purposes we have indicated the following exchange rates at this time:

- US \$ 1 = R 10.60
- Euro 1 = R 14.50
- UK Pound 1 = R 18.00

For further queries please contact:

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Background

Africa Aerospace and Defence (AAD) is one of the world's premier aerospace and defence events and holds a prominent position within the aviation and defence calendar. The exhibition takes place on a biennial basis in September. The first three days of the exhibition are traditionally trade days, followed by two Air Show days that are open to the public.

Proudly hosted in the City of Tshwane, the 8th installment of AAD will take place at AFB Waterkloof, Centurion, City of Tshwane, South Africa from 17 to 21 September 2014, and will once again bring together worldwide industry players to showcase the latest technologies.

AAD is the premier exhibition of air, sea and land technologies on the African continent. It is jointly hosted and presented by Aerospace Maritime and Defence Industries Association of South Africa (AMD), the Commercial Aviation Association of Southern Africa (CAASA), the Aerospace and the Armament Corporation of South Africa (Armcor). Substantial support is also received from National Government and the cooperation of the Department of Defence as well as the Department of Trade and Industry.

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ENDS

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