



**17-21 SEPTEMBER 2014 AFB WATERKLOOF,
CENTURION, CITY OF TSHWANE, SOUTH AFRICA**

WWW.AADEXPO.CO.ZA



**THE PREMIER EXHIBITION OF AIR, SEA AND LAND
TECHNOLOGIES ON THE AFRICAN CONTINENT**





EXHIBITION

There is no better time to establish your presence in Africa than to exhibit with AAD2014. The quality of attendees is unparalleled and the networking opportunities are endless. An investment in exhibiting at AAD2014 will pay off in the long run. AAD2012 hosted a good mix of first-timers and repeat exhibitors as well as attendees. Whether it is Defence and Security, Commercial Aviation, Maritime etc, AAD2014 puts you at the center of the world's fastest growing market.

The 8th AAD will take place at AFB Waterkloof, Centurion, City of Tshwane, South Africa and is one of the world's premier Aerospace and Defence exhibition and hold a prominent position within the Aviation and Defence calendar, and will once again bring together various industries from throughout the world so as to showcase the latest technological innovations.

AAD2014 has a NEW slogan:

“The premier exhibition of air, sea and land technologies on the African continent.”

Biggest value exhibitors receive

AAD Exhibition proves to generate new business with African and International companies at your fingertips. It's where participants create

- Partnerships
- Showcase new innovations and products
- Network
- Speak to decision makers
- Get qualified sales leads
- Do deals onsite

- 7 Hangars**
- 15 National Pavilions**
- 347 Exhibitors from 26 Countries**
- 40 000 Trade Visitors from 101 Countries**
- 92 983 General Public Visitors**
- 61 Official Delegations from 26 Countries**
- 84 Aircraft Civil and Military Static Display**
- 300 Accredited Journalist from All over the World**
- 600 Pieces of Coverage about the Exhibition & Air Show**

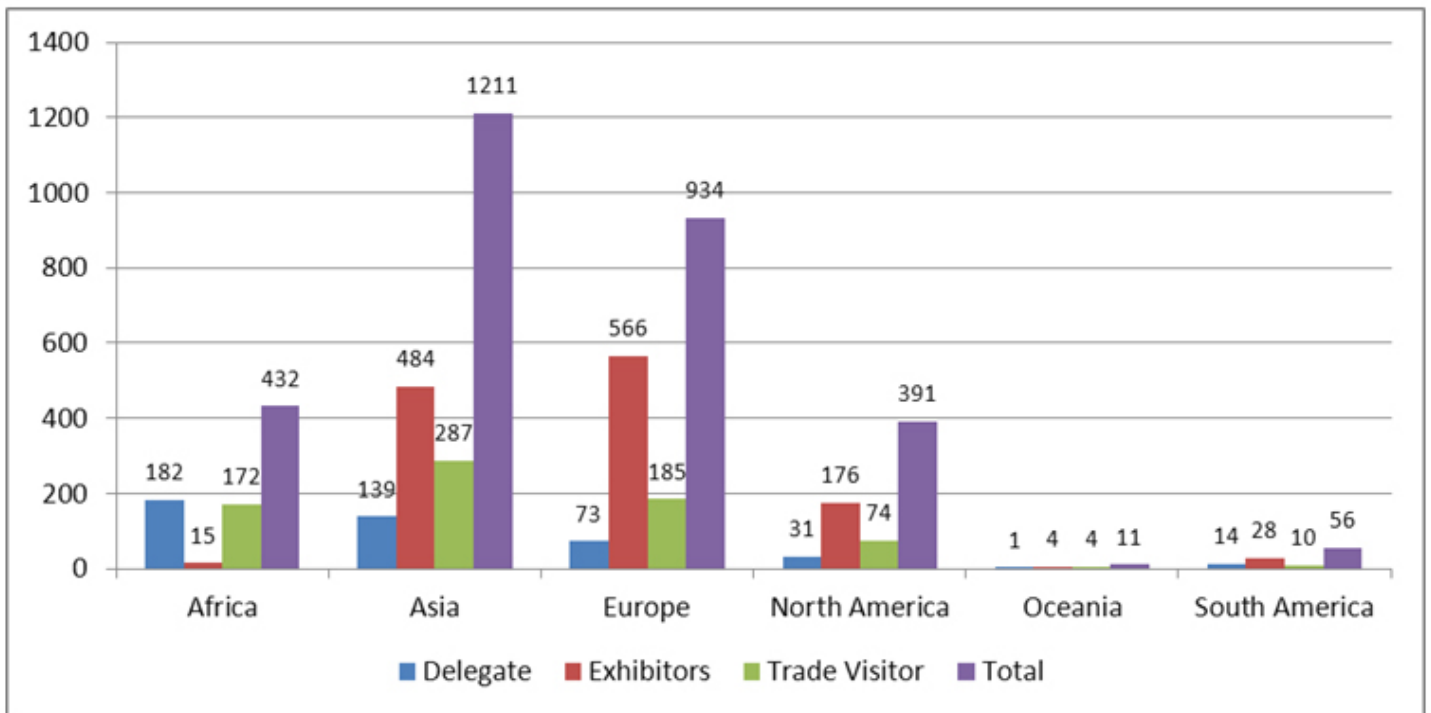


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AAD2012 VISITORS PER CONTINENT

Every AAD 300 companies exhibit of which the some are smaller to medium sized enterprises or manufacturers of component technology for the aerospace sector. As a business-to-business exhibition, AAD is a platform to meet and network with new business leads. AAD2012 saw 40 000 trade visitors attending the Africa Aerospace and Defence testament to the business value seen in attending the show.



AA2012 NATIONAL PAVILIONS

COUNTRIES

China	Germany	India	Italy	Russia	Turkey	USA
Romania	Belarus	Belgium	Brazil	UK	France	Pakistan
Jordan						

DELEGATION PROFILE

OFFICIAL MILITARY DELEGATION

Ministers	11
Secretaries for Defence	7
Chiefs of Armed Forces	13
Chiefs of Armies	5
Chiefs Of Air Forces	19
Chiefs of Navies	5
Surgeon Generals	2

TOTAL 62



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YOUTH DEVELOPMENT PROGRAMME

After a successful YDP, AAD organisers are looking forward to hosting AAD2014 YDP again and encourages South African companies in the aerospace, maritime and defence industry to sponsor career development for the youth, who would eventually benefit the industry. YDP is planning a number of activities pre AAD2014 i.e. Roadshows, Science and Maths Competition and students celebration etc.

Vision

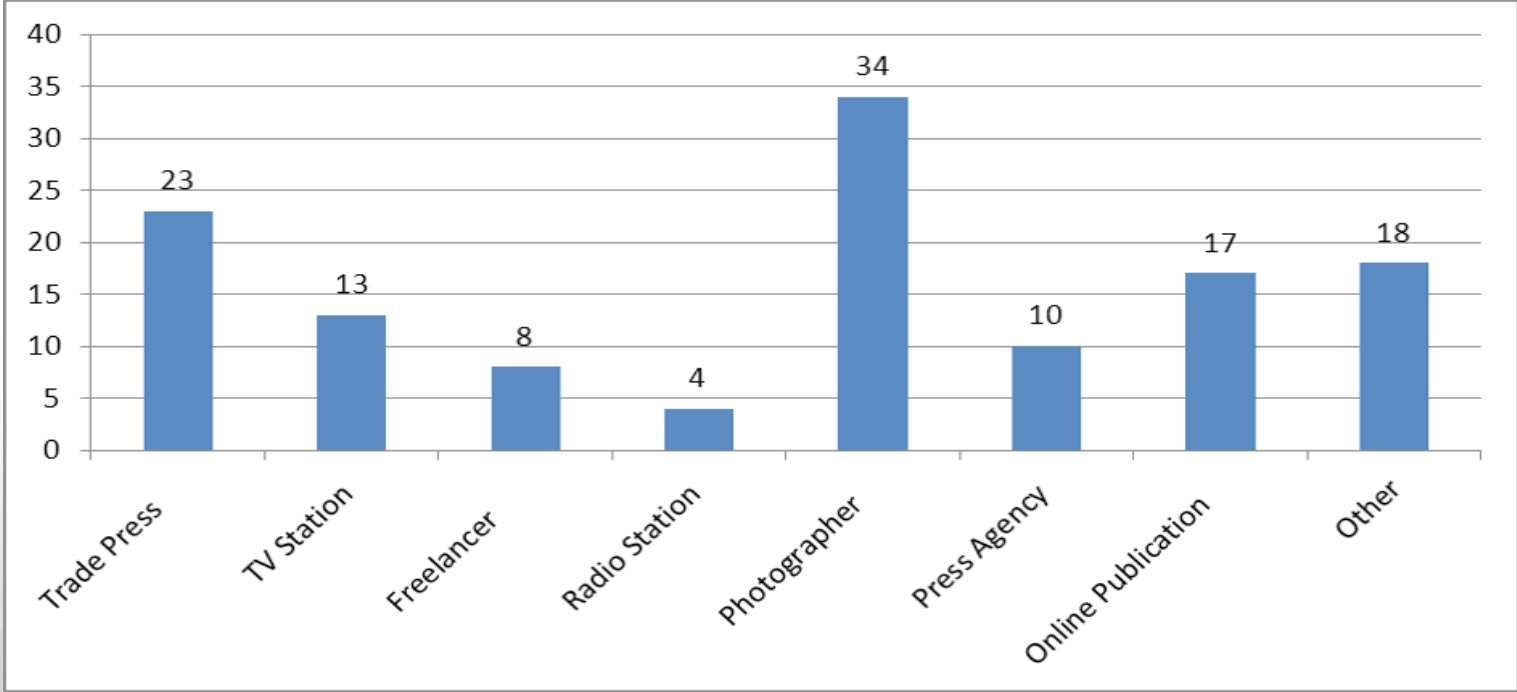
To become the premiere Aerospace and Defence Youth Awareness Programme that is representative of all SA demographics.

Slogan

Think technology.
 Think aviation & defence.
 Your future! Your career!

MEDIA

AAD is an ideal environment to make company announcements, conclude agreements and highlight strategic partnerships. In 2012, AAD was the hub for over 300 credible accredited media, gaining global exposure for our exhibitors beyond the 5 days of the event. Media coverage was secured across a variety of media platform (Print, Broadcast and Online) leading up to the exhibition and a total of 413 pieces of coverage was secured.



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AAD2014 OFFICIAL SERVICE PROVIDERS

The companies listed below have been appointed by the organizers as the “official” Service Providers for AAD2014 after a rigorous Tender process to ensure our exhibitors receive the best service. Please contact them directly for any questions you may have or any assistance you may need

Service	Contractor
Hospitality Chalet Construction	Kgwetlo Events
Exhibition General Service Provider	Kgwetlo Events
On-Site Freight Handling	GAC Laser
Indoor & Outdoor Cleaning and Waste Management	ZF Cleaning
Corporate Catering Services	Empilweni
Visitor Catering Services	All Events Africa
Toilets & Sanitation Facilities	Waco t/a Sanitech
Safety, Health and Environment (SHE)	Lodge Events
Exhibition Catalogue	Wavelengths
Show daily publisher	IHS Jane's
Re-designing, Development and Maintenance of Website	Prospero SA
Corporate Identity, Branding and Printing	Prospero SA
Golf Cart Hire	Green Wheel Technology t/a Eazy Cart
Giant Outdoor Digital Screen Network	Gearhouse
Mobile Generators	Barloworld Power

AAD2014 EXHIBITORS GUIDE TO PUBLICITY

PRE-SHOW PROMOTIONS

AAD has a number of pre-show and on-site promotional services designed to increase awareness of our exhibitor`s products and services and to assist our exhibitors with their marketing objectives

AAD2014 Show daily

Three issues of the Official Show Daily will be produced and written on-site by IHS Jane`s. This Official Show Daily will be the only daily to be distributed FREE to all exhibitors, visitors, media and VIPs during the three Trade days; at the event entrances and directly to the exhibition stands.

To advertise in Official Show Dailies please contact IHS Jane`s directly:

Richard West; E-mail: richard.west@janes.com

AAD2014 Exhibitors catalogue

Wavelengths 10 (Pty) Ltd T/A African Pilot have been officially appointed to design and produce AAD2014 Exhibitors` Catalogue. The catalogue is distributed widely at the exhibition, notably to official delegates invited to AAD2014 and trade visitors. Exhibitors are reminded to submit their company`s free 100-word corporate entry. Additional exposure in the form of advertising is priced competitively and available space is going very quickly.

To advertise in the AAD2014 exhibitor`s catalogue please contact:

Athol Franz (editorial) editor@africanpilot.co.za. Tel: 011 466 8524/6 or Fax: 011 466 84 96

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AAD2014 SPONSORSHIP AND BRANDING OPPORTUNITIES

AAD2014 is a platform for your company promote its brand & generate more business since AAD is attended by high-quality visitors, exhibitors and media. The comprehensive sponsorship opportunities have been carefully developed to exclusively position your company to the highest level possible, and are completely customisable.

AAD2014 has Pre-show opportunities like Website Banner / Button Advertising, On-Site Branding Opportunities i.e. visitors bag, hangar wall branding to choose from.

AAD2014 PROGRAMME

Monday 1ST September 2014, 08:00	Build-up commences
Sunday 7th September 2014, 08:00	Build-up commences for space only stands
Wednesday 10th September 2014, 08:00	Build-up Hospitality Chalets
Saturday 13th September 2014, 08:00	Build-up commences for walk-on stands
Saturday 13th September 2014, 08:00	Construction of custom build stands completed
Monday 15th September 2014, 10:00	Deadline for completion of all stands
Monday 15th September 2014, 12:00	Inspection of stands and certification
Monday 15th September 2014, 12:00	Aircraft Arrival
Monday 15th September 2014, 12:00	Flight Display Validation
Tuesday 16th September 2014, 10:00	Media orientation
17 to 19 September 2014, 10:00 – 17:00	Trade Days
17 September 2014, 10:00	Ministerial Welcome/Opening & Walk About
17 September 2014, 18:00	AAD Official Cocktail Function
20 September 2014	Golf Day
20 to 21 September 2014, 06:00 – 17:00	General Public Days
Monday 22st September 2014, 06:00	Breakdown Commences
Tuesday 30th September 2014, 12:00	Breakdown concludes – final clearance

AAD2014 CONTACT DETAILS

Should you require any assistance or advice, please contact the Africa Aerospace and Defence Organisers

Exhibition expodir@aadexpo.co.za

Marketing/ Sponsorship Marketingpr@aadexpo.co.za

Media: Media@aadexpo.co.za

Finance: finance@aadexpo.co.za

YDP: ydp@aadexpo.co.za

Official Delegation: delegations@aadexpo.co.za

General enquiries: info@aadexpo.co.za

Telephone: **+27 (12) 672 4059**



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