

AHS 66th Annual FORUM and Technology Display EXHIBITOR REGISTRATION MANUAL



AHS International – The Vertical Flight Society

217 N. Washington Street
Alexandria, VA 22314-2538
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Tel: 703-684-6777; Fax: 703-739-9279
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AHS 66th Annual FORUM and Technology Display

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AHS 66th Annual FORUM and Technology Display IMPORTANT DEADLINES

- March 15, 2010 Forum 66 Sponsorship Deadline
- March 29, 2010 Booth Drawings for Island Booths Due
- March 29, 2010 Exhibitor Description Due
- March 29, 2010 Technical Briefing Request Form Due
- April 5, 2010 Final Program Advertising Deadline
- April 8, 2010 Hotel Reservation Deadline
- April 12, 2010 Certificate of Insurance Due
- April 12, 2010 Exhibitor Appointed Contractor Form Due
- May 3, 2010 Exhibitor Pre-Registration Due
- May 10, 2010 (5:30 p.m.) Exhibit Setup Deadline
- May 14, 2010 (11:00 a.m.) Exhibit Dismantling Deadline

AHS 66th Annual FORUM and Technology Display EXHIBITOR REGISTRATION PROCEDURES

Exhibitors are encouraged to pre-register before May 3, 2010 to avoid on-site registration delays.

FORUM 66 On-Site Registration Hours

Sunday, May 9, 2010	9:00 a.m. – 5:00 p.m.
Monday, May 10, 2010	7:00 a.m. – 5:00 p.m.
Tuesday, May 11, 2010	7:00 a.m. – 5:00 p.m.
Wednesday, May 12, 2010	7:00 a.m. – 5:30 p.m.
Thursday, May 13, 2010	7:30 a.m. – 1:00 p.m.

TWO (2) EXHIBITOR BADGES will be provided to each exhibitor for every 10' x 10' unit of display space—not to exceed a maximum of ten (10) badges per exhibitor. The Exhibitor Badge provides the bearer access to the Exhibit Hall during scheduled hours, and includes admission to the Exhibitor/Industry Reception on Tuesday, May 11, from 5:00 p.m. – 7:00 p.m., and all refreshment breaks or luncheons in the Exhibit Hall. **Additional exhibitor badges are available at \$75.00 if pre-registered before May 3 or \$95 if registered on-site at the Phoenix Convention Center.**

IN ADDITION TO THE ABOVE, each exhibitor receives ONE (1) FULL Exhibitor AHS FORUM 66 Registration Package for each 10' x 10' unit of display space—not to exceed a maximum of five (5) registrations. Full registration provides the recipient with access to all AHS FORUM technical sessions, access to the Exhibit Hall during scheduled hours, and includes admission to the Exhibitor/Industry Reception on Tuesday, May 11 at 5:00 p.m. – 7:00 p.m., exhibit hall luncheons and refreshment breaks, as well as the Vertical Flight Foundation Reception and the Grand Awards Banquet. **It is understood that complimentary full Exhibitor Registration is to be issued only to personnel manning the booth and not to AHS FORUM 66 technical session speakers. Speakers are expected to register in the same manner as non-exhibitor registrants.**

Exhibitor personnel and their contractors must wear badges at all times while in the exhibit hall. Contractors may utilize the enclosed work passes at the exhibit hall's loading dock to conduct a quick delivery or to gain access to the Forum 66 registration desk.

Exhibitor Badge Registration

Exhibitor badge registration will be available via the internet on or around March 1, 2010. Forum 66 exhibitors will receive an email notification from AHS with complete registration instructions once the registration system becomes active. AHS request that exhibitors submit badge information no later than May 3, 2010.

If you have any questions regarding exhibitor registration, please contact:

Liz Malleck at AHS Headquarters

☎ 703-684-6777, 📠 703-739-9279, Email: Liz@vtol.org

AHS 66th Annual FORUM and Technology Display EXHIBITOR REGISTRATION PROCEDURES

(Continued...)

Ordering Additional Banquet Tickets

Exhibitors may order additional banquet tickets for the VFF Cocktail Reception & Grand Awards Dinner to be held Thursday, May 12, 2010 at 6:00 p.m. – 9:30 p.m. **Forum 66 exhibitors will receive an email notification from AHS on or about March 1, 2009 with instructions on how to purchase tickets.** Banquet tickets may be purchased for \$80 per ticket. Please contact Liz Malleck at Liz@vtol.org if you have any questions.

Exhibitor Description for the Forum 66 Final Program – Due by March 29, 2010

AHS will be publishing a Forum 66 Final Program with complete event schedules, an exhibitor booth number listing and brief exhibitor descriptions. The Forum 66 Final Program will be distributed to all Forum 66 attendees in a complimentary portfolio / tote bag. **Forum 66 exhibitors will receive an email notification from AHS on or about March 1, 2009 with instructions on how submit an exhibitor description online.** Please contact Liz Malleck at Liz@vtol.org if you have any questions.

AHS 66th Annual FORUM and Technology Display TRAVEL INFORMATION

Hotel Accommodations

To receive a discounted FORUM 66 room rate, you must confirm reservations with one of the official hotels by **April 8, 2010**. After **April 8, 2010**, FORUM 66 room reservations will be confirmed on a space-available basis at the prevailing room rate. A deposit equal to one night's room and tax is required and will be charged by 4/8/2010 to the credit card used to guarantee the reservation. All deposits for individual room reservations are fully refundable if a room is cancelled 72 hours prior to arrival.

Hotel reservations are being accepted online at: http://www.vtol.org/forum66/f66_travel.html

Airport Information

Sky Harbor Airport
3400 E. Sky Harbor Blvd., Suite 3300
Phoenix, AZ 85034
Telephone: 602-273-3300
Website: www.skyharbor.com/

Ground Transportation and Parking Information

Complete transportation information is available online at: http://www.vtol.org/forum66/f66_travel.html

Taxis

Taxi terminal access is as follows: Terminal 2: North curbside, Terminal 3: North curbside and Terminal 4: Level 1, north curbside.

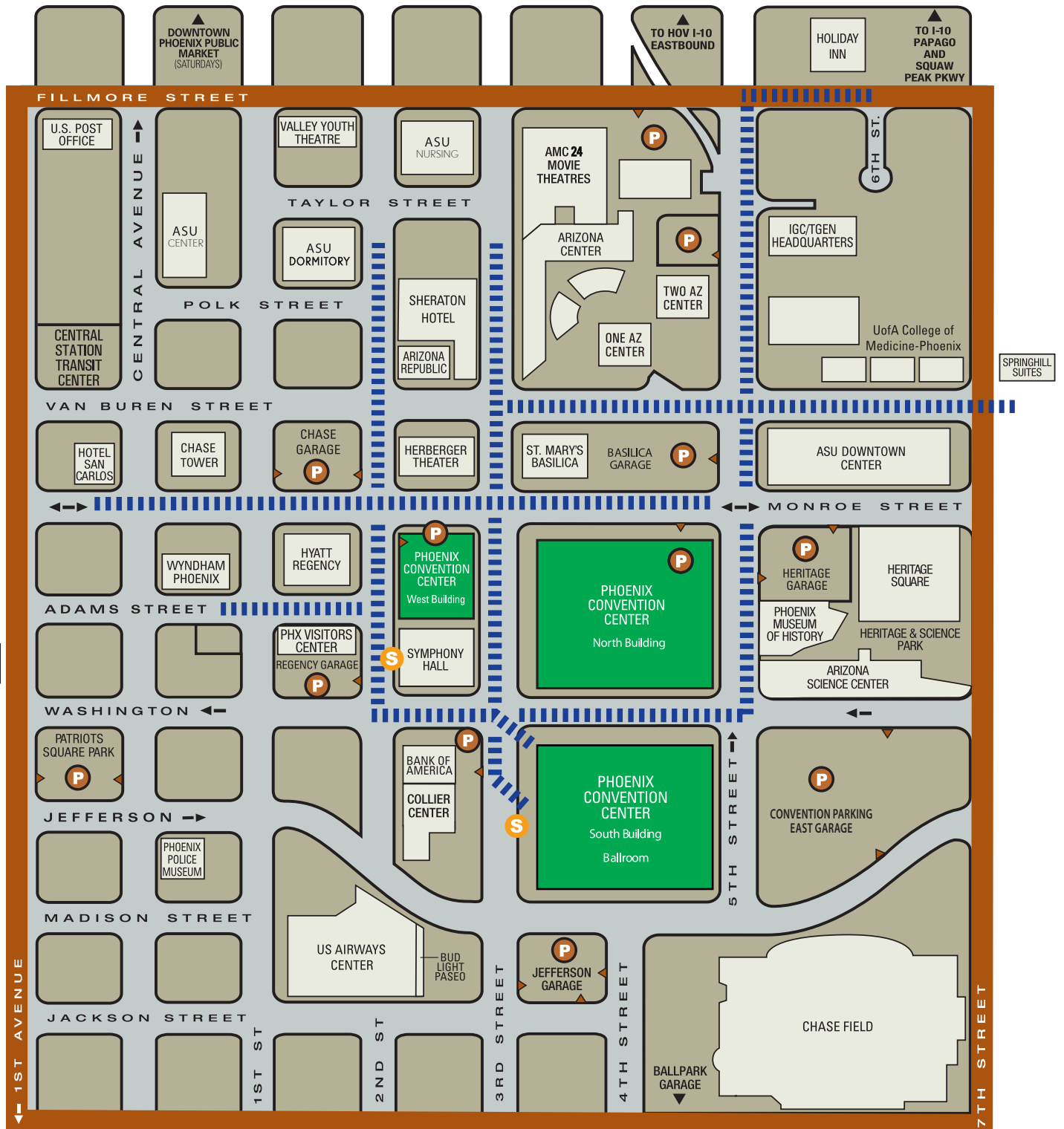
The following taxis are contracted to pick up passengers at Phoenix Sky Harbor:

- AAA Cab: (602) 437-4000
- Allstate: (602) 275-8888
- Discount: (602) 266-1110

Rates remain the same regardless of company, number of passengers and number of bags. The first mile is \$5. Each additional mile is \$2.10. Each hour of a traffic delay is \$21. The minimum fare is \$15. Each per trip airport surcharge is \$1.

PHOENIX CONVENTION CENTER

WALKING & PARKING GUIDE



LEGEND

P Parking Garages **S** Shuttle Drop-Off/Pick-up

||||| Pedestrian Route to West & South Buildings **▶** Parking Garage Entrance

AHS 66th Annual FORUM and Technology Display

GENERAL EXHIBITOR INFORMATION

EVENT ORGANIZER

AHS International
217 N. Washington Street
Alexandria, VA 22314
Phone: 703-684-6777

EVENT LOCATION

Phoenix Convention Center
100 N. 3rd Street
Phoenix, Arizona 85004
South Building – Exhibit Hall F & G

BOOTH SPECIFICATIONS & SERVICES

The standard booth unit size is 10' X 10', except for custom-sizes. The booth price in this agreement includes standard framing materials, i.e., a quality backdrop 8' in height; divider rails 3' in height, and a standard exhibit identification sign bearing the exhibitor's name. Please be advised all FORUM 66 exhibitors will be required to have their booth space carpeted. AHS has the authority to carpet your booth if not done so at exhibiting company's expense.

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of exhibit size. Show management reserves the right to determine a "reasonable sight line." Exhibit displays shall not exceed 8' in height. Exhibit sidewalls may be as high as 8' extending out only 1/3 of the depth of the booth. The balance of exhibit sidewalls and equipment (to the aisle) must not exceed 3' in height. Only exhibitors with prior written approval from AHS may make exceptions. Island exhibits shall not exceed 16' in height (including booth signs) and must conform to the above rule stating that no walls or equipment will exceed 3' in height within 5' of any aisle. Island displays will be assigned to areas that do not block standard exhibits. **Exhibitors planning island displays containing structures more than 8' in height (or 3' within 5' of an aisle) are required to submit plans to AHS no later than March 29, 2010. Exhibitors bringing aircraft into the Exhibit Hall should notify AHS in advance in writing and request special instructions.** Any subsequent changes or requirements must be resubmitted for approval immediately. Exhibitors found in violation of these restrictions will be required to make any necessary changes to the exhibit space at their own expense.

INSTALLATION & DISMANTLING OF EXHIBITS

Exhibit Installation Schedule

Sunday, May 9, 2010	9:00 a.m. – 5:00 p.m.
Monday, May 10, 2010	8:00 a.m. – 5:30 p.m.

Exhibit arrival deadline is **3:00 p.m., Monday, May 10, 2010**. All exhibits must be installed and fully operational by **5:30 p.m., Monday, May 10, 2010**. In the event an exhibit is not fully assembled and operational by this time, AHS reserves the right to remove all exhibit material and repossess all rights to the exhibit area. The exhibitor will be considered in default of the signed contract and will not be entitled to any refund for such exhibit space.

Exhibit Dismantling Schedule

Thursday, May 13, 2010	12:00 noon – 9:00 p.m.
Friday, May 14, 2010	7:00 a.m. – 11:00 a.m. (If required)

Exhibits may not be dismantled prior to 12:00 noon, Thursday, May 13, 2010. Dismantling and removal of exhibits must be completed by **11:00 a.m. on Friday, May 14, 2010**. All exhibit areas must be left free of debris.

AHS 66th Annual FORUM and Technology Display LIABILITY / INSURANCE INFORMATION

LIABILITY/CERTIFICATE OF INSURANCE

The American Helicopter Society (AHS), their officers, directors, staff, members, agents, and all other organizations and individuals employed directly or indirectly by the Society in connection with AHS 66th Annual FORUM and Technology Display (FORUM 66) shall not be liable for any loss, damage, death, or injury resulting from accident, fire, theft, or any cause whatsoever, including, but not limited to, loss or damage to property, death or injury to exhibitors, their employees, agents, guests, the public, and others, during or subsequent to the period covered by the exhibit space contract.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless AHS International and the Phoenix Convention Center and their affiliated and subsidiary companies and their respective partners, directors, officers, employees, and agents (the Indemnities) against all claims, losses, and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof, including any outside exhibition areas, excluding any such liability caused by the sole negligence of the Indemnities.

In addition, the exhibitor acknowledges that neither the AHS International nor any of the Indemnities maintain insurance covering exhibitors' property, nor are they responsible for obtaining insurance covering such property and any loss or damage incurred by an exhibitor.

Upon signing the Application for Exhibit Space contract, **the exhibiting firm is asked to provide the AHS with a certificate of insurance or an affidavit that it carries \$500,000 in liability insurance applicable to its exhibiting at the AHS 66th Annual Forum and Technology Display by April 12, 2010.**

RESTRICTIONS

No exhibitor shall assign, sublet, or share the whole or part of the space assigned without the written consent of the AHS. The display or advertising of a third party's product constitutes sharing space. In the event that the contracted exhibit space is shared without prior consent of the AHS, the contracting exhibitor shall pay an additional exhibiting charge of a minimum of \$2650. All demonstrations must be confined to the limits of the exhibit space leased. Aisles must be kept clear. Booth signs, listings, programs, etc., will carry only the name of the contracting firm unless other arrangements have been given prior written approval by the AHS. Advertising material of any description may be distributed only within the confines of the contracted display space. The AHS reserves the right to impose limitations on noise levels and any method of operation which becomes objectionable.

FIRE REGULATIONS

The local fire laws must be strictly observed. Wiring must comply with the Phoenix Convention Center, City of Phoenix Fire Marshall and Underwriter's rules. Aisle fire exits and fire protection equipment must not be blocked by exhibitors' display or equipment.

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual accompanies this package. The Exhibitor Service Manual contains forms for the following services: labor, display rental, electrical and utilities, floor coverings, furniture and accessories, telecommunications, security, catering services, audio/visual, and plant/floral arrangements.

The **FORUM 66** official service contractor is:

Freeman Decorating Company

201 N. Union St., Suite 210


Alexandria, VA 22314

Phone: (703) 739-6620, Fax: (703) 739-6627

Contact: - Jackie Davidson, Coordinator, (Jackie.Davidsonjr@freemanco.com)

Reed Beving – Account Manager

AHS 66th Annual FORUM and Technology Display SAMPLE INSURANCE FORM

	CERTIFICATE OF LIABILITY INSURANCE	OP ID ST AMERHEL1	DATE (MM/DD/YYYY) 10/09/09
PRODUCER Insurance Company Name & Address Here	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.		
INSURED Your Company Name & Address Here	INSURERS AFFORDING COVERAGE	NAIC #	
	INSURER A: SE. ...		
	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		

REAR LTR	ADOL. DLERD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	X	GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> BusinessOwners GEN. AGG. REG. LIMIT APPLIES PER: POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/>		10/01/09	10/01/10	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$ 300,000 MED EXP (ANY ONE PERSON) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - CONSUMP AGG \$ 2,000,000
A		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> MIXED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		10/01/09		COMBINED SINGLE LIMIT (EA accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		DAMAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA AGG \$ AGG \$
A		EXCESS / UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE \$ <input checked="" type="checkbox"/> RETENTION \$ 10,000		10/01/09	10/01/10	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/RENDER EXCLUDED (penalty in NY) <input type="checkbox"/> YES, CHECK ON THIS SPECIAL PROVISIONS below Y/N <input type="checkbox"/>		10/01/09	10/01/10	<input checked="" type="checkbox"/> WS STATUS-TORTY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
		OTHER				

DESCRIPTION OF OPERATIONS / LOCATION / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS
 Certificate Holder is Additional Insured under General Liability with respects to AHS 66th Annual Forum, May 10-13, 2010.

CERTIFICATE HOLDER American Helicopter Society 217 N. Washington Street Alexandria, VA 22314 PROEC03	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL <u>10</u> DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.
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ACORD 25 (2009/01)

The ACORD name and logo are reg

AHS 66th Annual FORUM and Technology Display Exhibitor Appointed Contractor Request Form

Deadline: April 12, 2010



The exhibitor agrees that if any outside contractor, other than the official service contractor, is to be used for set-up and dismantling, the exhibitor shall submit to Freeman and AHS a listing of all unofficial service representatives working in the exhibit prior to the first day of exhibitor move-in. The outside contractor shall agree to conform to current and acceptable labor contracts.

Exhibitor Information:

Contact: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

- Certificate of Insurance:** Enclosed
 To be forwarded
 Has been forwarded

Service Contractor Information:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Show-site Supervisor: _____ Mobile Phone: _____

Service Representatives: _____

Forward to: David Renzi
AHS International
217 N. Washington Street
Alexandria, VA 22314-2538
Phone: 703-684-6777
Fax: 703-739-9279
Email: davidr@vtol.org







and to: Exhibitor Services
Freeman Exhibitor Services
4493 Florence St.
Denver, CO 80238
Phone: 303-320-5100
Fax: 469-621-5614
FreemanDenverES@freemanco.com

AHS 66th Annual FORUM and Technology Display WORK PASSES

EXHIBITOR/CREW WORK PASSES

Exhibitor personnel and their contractors must wear badges at all times while in the exhibit hall. Contractors may utilize the enclosed work passes at the exhibit hall's loading dock to conduct a quick delivery or to gain access to the Forum 66 registration desk.

✂ Please cut along border....

 <p>AHS FORUM 66 EXHIBITOR WORK PASS</p> <p>Sunday, May 9, 2010 9:00 a.m. - 5:00 p.m. Monday, May 10, 2010 9:00 a.m. - 5:30 p.m. Thursday, May 13, 2010 12:00 noon – 9:00 p.m. Friday, May 14, 2010 7:00 a.m. – 11:00 a.m.</p>	 <p>AHS FORUM 66 EXHIBITOR WORK PASS</p> <p>Sunday, May 9, 2010 9:00 a.m. - 5:00 p.m. Monday, May 10, 2010 9:00 a.m. - 5:30 p.m. Thursday, May 13, 2010 12:00 noon – 9:00 p.m. Friday, May 14, 2010 7:00 a.m. – 11:00 a.m.</p>
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AHS 66th Annual FORUM and Technology Display GUEST PASSES

Three (3) one-day Guest Passes are enclosed for Exhibitors who may wish to invite guests to the Exhibit Hall only. **This pass DOES NOT entitle the guest to attend FORUM 66 Technical Sessions, Receptions or Grand Awards Banquet. Banquet tickets may be purchased separately on-site.** An exhibit hall only registration is not available at the AHS Forum. Guests without a guest pass will be required to purchase a one-day attendee registration. Please contact AHS if you have any questions regarding this policy.

✂ Please cut along border....

<p style="text-align: center;">Refer to original hard copy for guest passes.</p>

AHS 66th Annual FORUM and Technology Display Exhibit Hall Hours and Events

Sunday, May 9, 2010

Exhibitor Move-In
9:00 a.m. - 5:00 p.m.

Monday, May 10, 2010

Exhibitor Move-In
9:00 a.m. - 5:30 p.m.
Exhibitor arrival deadline is 3:00 p.m.
Exhibits must be installed and fully operational by 5:30 p.m.

Tuesday, May 11, 2010

Exhibit Hall Open
11:00 a.m. – 7:00 p.m.
Exhibit Hall Luncheon
12:00 noon – 1:30 p.m.
Exhibitor / Industry Reception
5:00 p.m. – 7:00 p.m.

Wednesday, May 12, 2010

Exhibit Hall Open
9:00 a.m. – 5:00 p.m.
Technical Session Refreshment Break
9:30 a.m. – 10:15 a.m.
Exhibit Hall Luncheon
12:15 noon – 1:45 p.m.
Technical Session Refreshment Break
3:15 p.m. – 4:00 p.m.

Thursday, May 13, 2010

Exhibit Hall Open
9:00 a.m. – 12:00 noon
Technical Session Refreshment Break
9:30 a.m. – 10:15 a.m.
Exhibitor Move-Out
12:00 noon – 9:00 p.m.

Friday, May 14 2010

7:00 a.m. – 1100 a.m. (If required)

Unless otherwise indicated, all booths should be fully staffed during show hours. **On show days exhibitors will be permitted to enter the Exhibit Hall 1 hour before opening to prepare their displays.** The Society reserves the right to make limited changes to the Exhibit Hall schedule.

AHS 66th Annual FORUM and Technology Display EXHIBITOR LIST

(as of 1/23/10)

<u>EXHIBITOR</u>	<u>BOOTH NUMBER</u>
Advanced Rotorcraft Technology, Inc.	711
Advanced Technologies, Inc.	716
Advatech Pacific, Inc.	804
Aerospace Filtration Systems	806
AgustaWestland North America	501
AIAA	816
Altair Engineering, Inc.	114
American Eurocopter	611
Armoloy of CT, Inc.	1013
Automated Dynamics	110
Bell Helicopter Textron, Inc.	811
Boothroyd Dewhurst, Inc.	216
Breeze-Eastern	718
Cobham	111
Continuum Dynamics, Inc.	416
DISTI	312
East/West Industries, Inc.	617
GasTOPS Ltd.	101
GE Aviation	1009

AHS 66th Annual FORUM and Technology Display EXHIBITOR LIST

(Continued)

Georgia Institute of Technology	200
Goodrich Corporation	311
Helicomb International	213
Helicopter Association International (HAI)	112
Hutchinson Aerospace / Barry Controls Aerospace	601
Kamatics Corporation	818
Karem Aircraft, Inc.	401
L-3 Communications	901
Lockheed Martin	204
MicroStrain, Inc.	701
MSC Software Corporation	705
NASA Rotary Wing	316
National Research Council Canada	703
PCB Piezotronics, Inc.	717
Penn State University	1015
Piasecki Aircraft Corp.	800
Pratt & Whitney	1000
Precision Metalsmiths, Inc.	218
Proto Manufacturing Inc.	310
RDECOM - AMRDEC	801

AHS 66th Annual FORUM and Technology Display EXHIBITOR LIST

(Continued)

Robertson Fuel Systems	317
Rolls-Royce	116
Sikorsky Aircraft Corporation	201
Techno-Sciences, Inc.	1004
The Boeing Company	411
Timken Aerospace Transmissions	211
Triumph Group Inc.	905
University of Glasgow	219
University of Maryland	1003
University of South Carolina	719
Wyle, Telemetry and Data Systems	217

AHS FORUM 66

May 11-13, 2010

Phoenix Convention Center - South Building

Exhibit Hall F & G

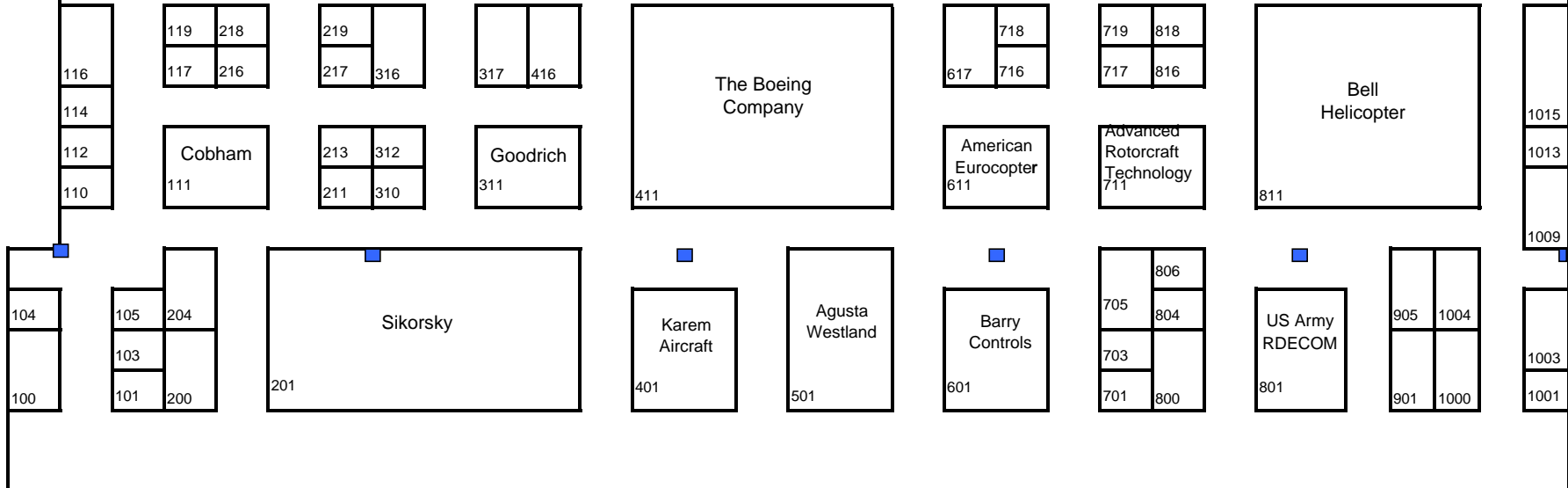
(as of 2/1/10)

Lunch Area

Lunch Area

Lunch Area

Opening General Session →



Entrance

AHS 66th Annual FORUM and Technology Display PROMOTION AND MARKETING INFORMATION

COMPANY DESCRIPTION FOR FINAL PROGRAM/ DIRECT LINK

FINAL PROGRAM - The *FORUM 66 Final Program* will contain complimentary profiles of each exhibiting company and the products and/or services they are highlighting at this event. The program contains a complete listing of each day's events and also includes an exhibit floor plan to help attendees locate exhibitors and meeting rooms. Companies looking for additional and distinctive exposure may wish to purchase sponsorships or advertisements to achieve their marketing goals. **See details in this section.**

WEB SITE BANNER ADVERTISING – A banner ad on the AHS web site will provide year-round advertising exposure to a virtual “Who’s Who” in the international vertical lift community. Banner ads will be placed on both the AHS On-line Membership Directory page as well as the AHS events page, guaranteeing top visibility. For more information, please contact AHS at 703-684-6777.

ADVERTISING OPPORTUNITIES IN THE FORUM 66 FINAL PROGRAM

Draw attendees to your booth and make a lasting impression by advertising in the *FORUM 66 Final Program*. This program is distributed on-site and will be a reference source to attendees at the event and beyond. Two-page spreads and full-page ads are available for purchase.

<u>Ad Size</u>	<u>Member Rate*</u>	<u>Non-Member*</u>
Two-page spread	\$3,000	\$4,000
Full-page	\$1,500	\$2,000
Cover 2, inside front cover	\$1,700	\$2,200
Cover 3, inside back cover	\$1,800	\$2,300
Cover 4, outside back cover	SOLD	

* Forum 66 exhibitor rate only

<u>Mechanical Specs</u>	<u>Width</u>	<u>Depth</u>
Publication Trim Size	8 1/2"	11"
Two-page Spread (Bleed only)	17 1/4"	11 1/4"
Full-page (Bleed only)	8 2/3"	11 1/4"
Live Image Area (Non Bleed)	7 3/4"	10 1/8"

Materials Deadline: April 12, 2010

ORDER INFORMATION

To make space reservations, contact AHS at 703-684-6777 or by email at AHSExhibits@vtol.org no later than April 5, 2010

AHS 66th Annual FORUM and Technology Display PROMOTION AND MARKETING INFORMATION ADVERTISING IN *VERTIFLITE* MAGAZINE

Vertiflite Magazine is a highly regarded, four-color, publication of AHS International that bridges communications between the designer/engineer and the user/operator, both military and civil. Its distribution list includes all the key members of the US Congress, the FAA, Department of Transportation, the Pentagon, academia and their international counterparts. In addition to *Vertiflite's* normal 13,000 circulation, each FORUM 66 attendee will receive a copy in his/her registration bag. If you are interested in raising your company's exhibit profile, consider placing an advertisement in the **SUMMER 2010 issue of *Vertiflite***. For more details, Contact David Renzi at AHS to make advertising space reservations at 703-684-6777 or AHSExhibits@vtol.org.

VERTIFLITE MAGAZINE ADVERTISING RATES


Ad Size	4-Color		4-Color		Black & White		Black & White	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Two-page spread	\$ 4,760	\$ 6,025	\$ 4,310	\$ 5,875	\$ 4,140	\$ 5,425	\$ 3,750	\$ 5,275
Full-page	\$ 3,540	\$ 4,325	\$ 3,210	\$ 4,175	\$ 2,330	\$ 3,325	\$ 2,120	\$ 3,175
2/3 page	\$ 2,790	\$ 3,625	\$ 2,535	\$ 3,500	\$ 1,785	\$ 2,825	\$ 1,630	\$ 2,675
1/2 page	\$ 2,475	\$ 3,035	\$ 2,250	\$ 2,925	\$ 1,525	\$ 2,445	\$ 1,395	\$ 2,295
1/4 page	\$ 1,815	\$ 1,825	\$ 1,655	\$ 1,675	\$ 960	\$ 1,175	\$ 890	\$ 1,025
Cover 2	\$ 4,070	\$ 4,975	\$ 3,690	\$ 4,825				
Cover 3	\$ 3,820	\$ 4,675	\$ 3,465	\$ 4,550				
Cover 4	\$ 4,420	\$ 5,410	\$ 4,000	\$ 5,275				

*Space reservation deadline for summer 2010 is April 5, 2010
 *Materials deadline for the summer 2010 issue is April 12, 2010

AHS 66th Annual FORUM and Technology Display SPONSORSHIP OPPORTUNITIES

SOLD Grand Awards Banquet – Sold to  **\$40,000**
A Textron Company

- Four Complimentary Full-Page *Vertiflite* magazine advertisements
- Company name or logo on Awards Program, cocktail napkins, commemorative wine glasses and event signage
- Ten Banquet Tickets for company representatives
- Company name on banquet announcements to be distributed at official Forum hotels
- Sponsor to provide short video clip to be played at the awards dinner.

SOLD Exhibitor/Industry Reception – Sold to  **\$30,000**
SIKORSKY

- Four Complimentary Full-Page *Vertiflite* magazine advertisements
- Company logo on all food & beverage station signage in the exhibit hall
- Company logo on cocktail beverage napkins
- Public address “thank you” announcement in the exhibit hall
- Small gift distribution with AHS and company logo as guests exit the reception

SOLD Exhibit Hall Luncheons – Sold to  **\$30,000**
BOEING

- Four Complimentary Full-Page *Vertiflite* magazine advertisements
- Complimentary Full-Page advertisement in the *Forum 66 Final Program*
- Company logo on all food & beverage station signage in the exhibit hall
- Company logo on lunch beverage napkins and table signs
- Public address “thank you” announcement in the exhibit hall

SOLD Technical Sessions – Sold to  **\$25,000**
A Finmeccanica Company

- Four Complimentary Full-Page *Vertiflite* magazine advertisements
- Complimentary Full-Page advertisement in the *Forum 66 Final Program*
- Company logo to be imprinted on bottled water label and placed in all technical sessions
- Company logo on sponsorship signage

Technical Session Refreshment Breaks **\$16,000**

- Four Complimentary Full-Page *Vertiflite* magazine advertisements
- Company logo on refreshment break station signage, napkins and high quality disposable coffee cups
- Two official prize drawings from the sponsor’s booth during exhibit hall refreshment breaks (Gifts to be provided by AHS)

General Session Refreshment Break **\$15,000**

- Four Complimentary Full-Page *Vertiflite* magazine advertisements
- Company logo on refreshment break station signage, napkins and high quality disposable coffee cups
- Public address “thank you” announcement from the podium with company logo projected on the projection screen during refreshment break.

SOLD Registration Tote Bags – Sold to  **\$15,000**
an EADS North America Company

- Company logo imprinted on one side of high quality tote bag or portfolio. (AHS logo will be imprinted on the reverse side)
- Four Complimentary Full-Page *Vertiflite* advertisements

AHS 66th Annual FORUM and Technology Display SPONSORSHIP OPPORTUNITIES

(Continued)

	FORUM 66 Historical Film Festival Reception	\$15,000
	<ul style="list-style-type: none"> ▪ Company logo imprinted on beverage napkins ▪ Company logo on event signage ▪ Four Complimentary Full-Page <i>Vertiflite</i> advertisements 	
SOLD	Novelty / Gift Shop – Sold to 	\$10,000
	<ul style="list-style-type: none"> ▪ Company name and logo on header, plastic shopping bags (one side reserved for AHS logo) ▪ Distribute a one-page printed handout to attendees from the shop ▪ Complimentary Full-Page <i>Vertiflite</i> advertisement ▪ Small novelty item distributed from Novelty Shop 	
SOLD	Badge Lanyards 	\$10,000
	<ul style="list-style-type: none"> ▪ Company name and logo imprinted on lanyards ▪ Complimentary Full-Page <i>Vertiflite</i> advertisement 	
SOLD	Badge Holders – Sold to 	\$10,000
	<ul style="list-style-type: none"> ▪ Company name / logo on attendee badge holders ▪ Complimentary Full-Page <i>Vertiflite</i> advertisement 	
SOLD	Hotel Key Card – Sold to 	\$10,000
	<ul style="list-style-type: none"> ▪ Company name and logo hotel key card ▪ Complimentary Full-Page <i>Vertiflite</i> advertisement 	
	FORUM 66 Proceedings– CD ROM Liner (Advertising space)	\$5,000
	<ul style="list-style-type: none"> ▪ Company logo on inside front or back cover 	
	FORUM 66 Website Sponsor	\$500
	<ul style="list-style-type: none"> ▪ Rotating static banner advertisement on the on the AHS registration page with a link back to your company's website. Banner size is 468 x 60 pixels. 	

FORUM 66 Sponsorship Confirmation Deadline is March 15, 2010

AHS 66th Annual FORUM and Technology Display SPONSORSHIP OPPORTUNITIES ORDER FORM

Please complete and fax to AHS International at 703-739-9279

Contact Information	
Company Name: _____	
Contact Name: _____	Contact Title: _____
Street Address: _____	
City/State/Postal Code/Country: _____	
Phone: _____	Fax: _____
Sponsors Signature: _____	Date: _____

Payment Information	
Method of Payment: <input type="checkbox"/> Credit Card <input type="checkbox"/> Check Enclosed <input type="checkbox"/> Bill me (Payment due within 30 days of invoice)	
Credit Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	Total Order: \$ _____
Credit Card No.: _____	Expiration Date: _____
Name as it Appears on Card: _____	

I would like to purchase the following sponsorships:

- | | |
|---|----------|
| Grand Awards Banquet – Sold to Bell Helicopter | \$40,000 |
| Exhibitor/Industry Reception – Sold to Sikorsky | \$30,000 |
| Exhibit Hall Luncheons – Sold to The Boeing Company | \$30,000 |
| Technical Sessions – Sold to AgustaWestland | \$25,000 |
| <input type="checkbox"/> Technical Session Refreshment Breaks | \$16,000 |
| <input type="checkbox"/> General Session Refreshment Break | \$15,000 |
| Registration Tote Bags – Sold to American Eurocopter | \$15,000 |
| <input type="checkbox"/> Historical Film Festival Reception | \$15,000 |
| AHS Novelty / Gift Shop – Sold to Lockheed Martin | \$10,000 |
| Badge Lanyards – Sold to Urban Aeronautics, Ltd. | \$10,000 |
| Badge Holders - Sold to Timken Aerospace/Purdy Corporation | \$10,000 |
| Hotel Key Card – Sold to Goodrich Corporation | \$10,000 |
| <input type="checkbox"/> FORUM 66 Proceedings/CD ROM Liner - Inside front or back cover available | \$5,000 |
| <input type="checkbox"/> FORUM 66 Website Sponsor | \$500 |

* Sponsorships offered on a first-come, first served basis

FORUM 66 Sponsorship Confirmation Deadline is March 15, 2010

AHS 66th Annual FORUM and Technology Display TECHNICAL BRIEFING REQUEST FORM

Exhibiting companies may conduct a technical briefing to highlight their products and services. Technical briefings may be presented from an exhibit booth (during exhibit hours), or a meeting room to be determined. The time and title of the briefing will be published in the *FOURM 66 Final Program* if requests are received by March 29, 2010. Technical briefings scheduled after March 29, 2010, will be posted on signage at the Phoenix Convention Center. There is no additional charge for this service. Technical briefings are limited to thirty minutes. Please select below the day and time you would prefer to present a technical briefing. Please fax or email a completed form to AHS at **703-739-9279** or **provide the requested information via email to AHSExhibits@vtol.org**.

Company: _____

Contact Person: _____

Phone: _____ Fax: _____

Title of Briefing: _____

Briefing Description: _____

Briefing Room - Desired Day: **May 12 or May 13** _____

Please check off the time that you prefer. Briefing times are limited and requests will be scheduled in the order in which they are received.

Wednesday, May 12, 2010

- _____ 1:30 p.m. - 2:00 p.m.
- _____ 2:00 p.m. - 2:30 p.m.
- _____ 2:30 p.m. - 3:00 p.m.
- _____ 3:00 p.m. - 3:30 p.m.
- _____ 3:30 p.m. - 4:00 p.m.
- _____ 4:00 pm. - 4:30 p.m.

Thursday, May 13, 2010

- _____ 9:30 a.m. - 10:00 a.m.
- _____ 10:00 a.m. - 10:30 a.m.
- _____ 10:30 a.m. - 11:00 a.m.
- _____ 11:00 a.m. - 11:30 a.m.
- _____ 11:00 a.m. - 11:30 a.m.

Schedule a technical briefing from your booth (Any time during exhibit hall hours. Please keep to 30 minutes.)

Date: _____ Time: _____