

AIR SHOWS

Marketing in the

**Thrill
Zone**



*“Air shows have become nearly as popular as major league baseball—
they are now a right-of-summer, a national pastime.”*

— Dan Harris, ABC’s Good Morning America

Air shows draw crowds... *big crowds!*

Air shows draw large numbers of demographically attractive spectators. From Nova Scotia to San Diego. From British Columbia to Miami. From Oshkosh to Houston. There are more than 350 air shows each year in more than 250 venues all over North America.

The public's long-standing and insatiable fascination with aviation attracts a broad cross section of the consuming public for extended afternoons of safe, wholesome, affordable family fun.



Air shows attract media coverage.

Even the sometimes jaded press corps turns out in force when it's air show time. Front page newspaper articles and photographs, and high-profile television and radio coverage are commonplace. Air shows provide outstanding photo and video opportunities that help promote the shows and their sponsors.



Air shows are well-established entertainment venues.

From the earliest barnstormers of the 1920s and 1930s to today's highly professional aerobatic experts, air show pilots have demonstrated that the public's interest in aviation entertainment is not a fad. Year-in and year-out for more than 80 years, air shows have been among North America's largest spectator events.

Air shows are safe.

Air shows offer a consistently and historically safe environment for millions of air show spectators each year. Since current rules were implemented more than 50 years ago, there has not been a single spectator fatality at a North American air show; an enviable safety record for any business.

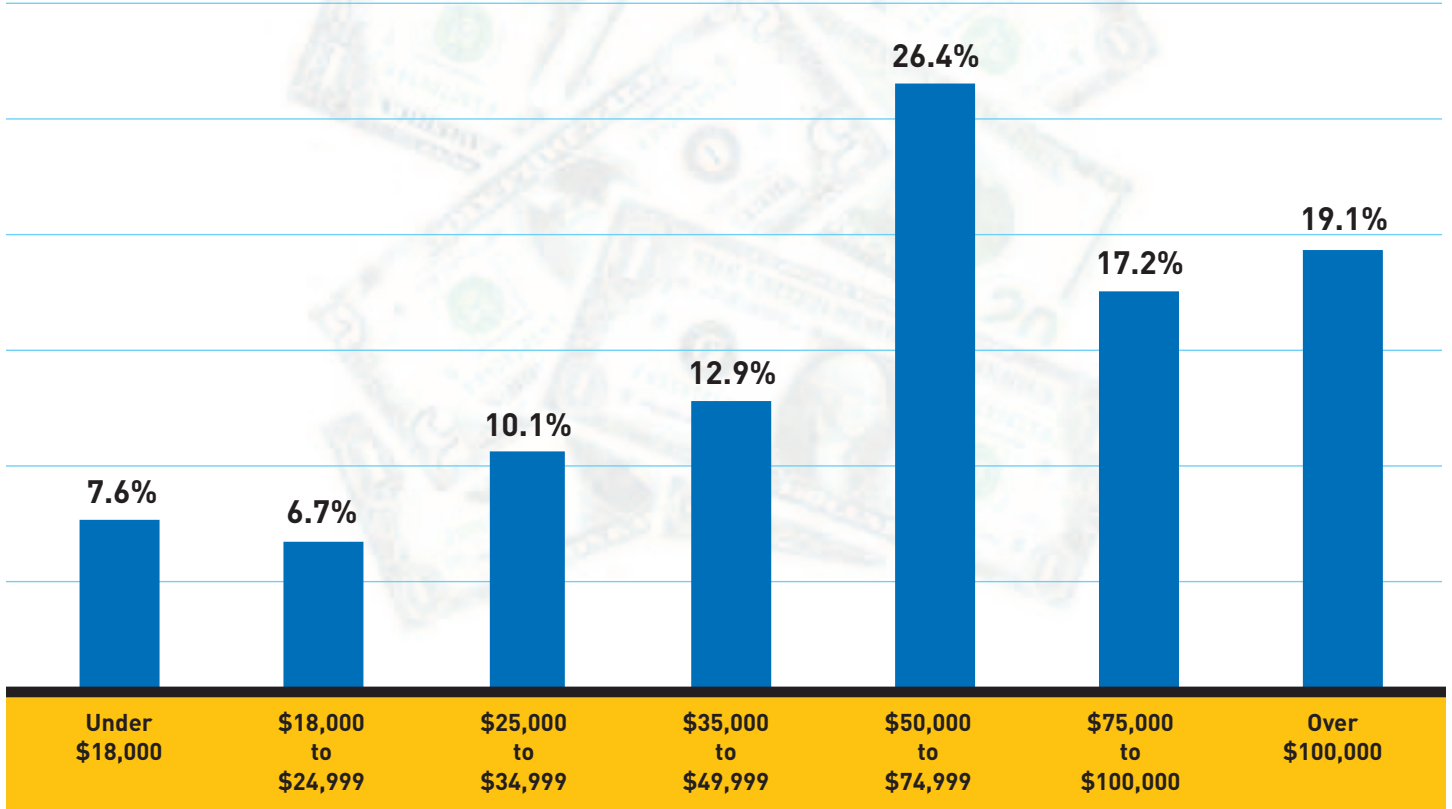
Air shows extend your reach.

Air shows are held in virtually every corner of North America. Rural and urban. Southern and northern. Little and big. Whatever the market, whatever the product, there's a show or group of shows that can help a sponsor reach its audience with its marketing message.

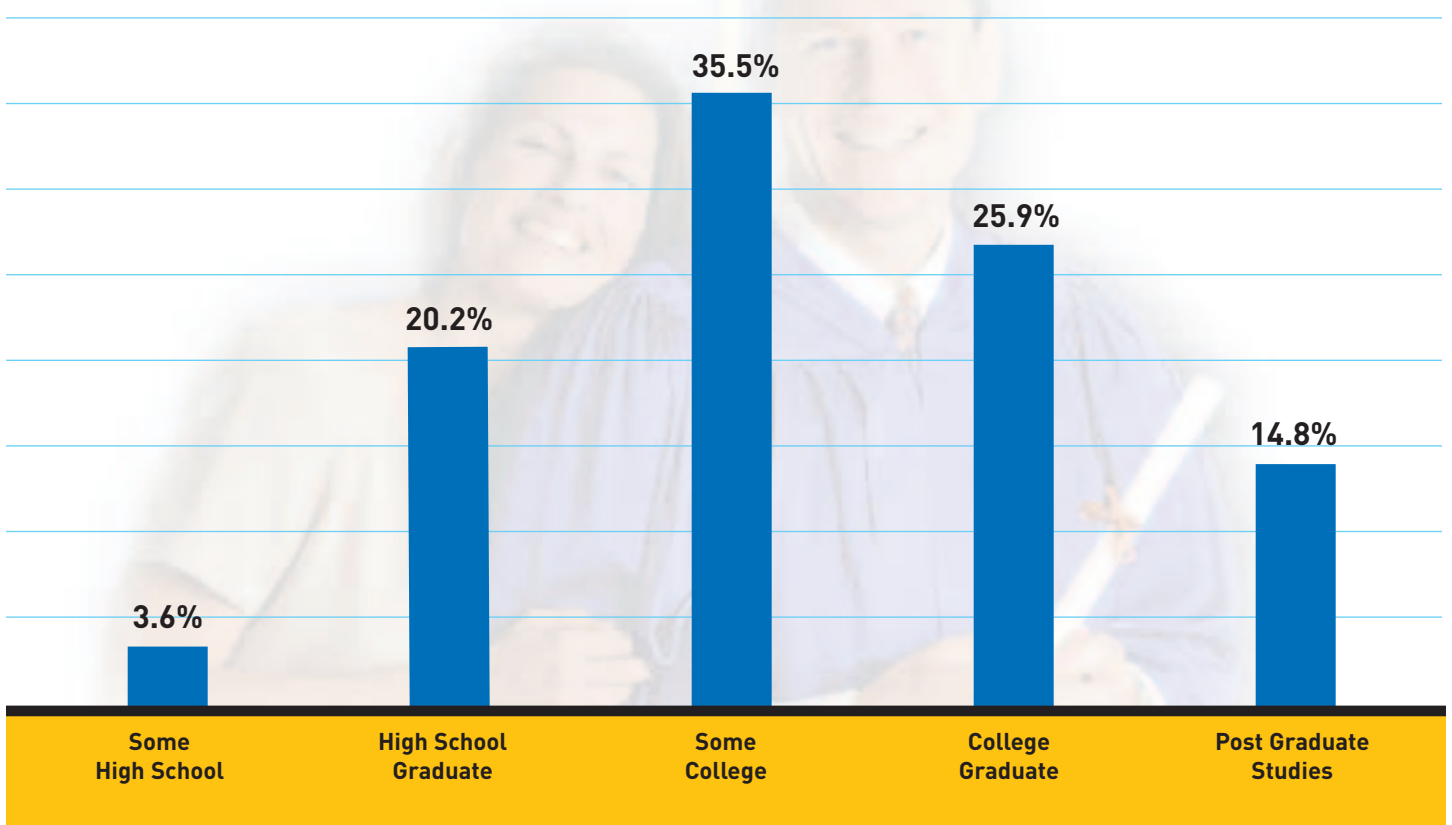


“We sponsor a lot of events—this [the Atlantic City Air Show, Thunder Over the Boardwalk] is the event that our customers remember throughout the year and start asking early for tickets to.” — Brian Juleskusky, Senior Vice President, Bank of America

Household Income Profile



Education Profile



Who Goes to Air Shows?

Each year, millions of people throughout North America will make their way to their local or regional air show. But what types of people comprise these large audiences? A recently completed survey of more than 2,400 air show spectators commissioned by the International Council of Air Shows documents that it is a well-educated, affluent group of men, women and children of all ages.*

- ➔ Three out of four (75%) air show spectators have at least some college education. More than 40% have at least one college degree.
- ➔ Nearly two-thirds (62.7%) report a household income of \$50,000 or more and 36.3% report income of \$75,000 or more.

* All survey statistics based on survey responses of 2,417 air show spectators gathered at 11 different North American air shows between May and November 2008.

“All of the feedback was unanimous. They loved the location and VIP treatment - many of them had been to the show before, but not like this! It was a great opportunity for us to spend time with them and we can't wait for next year!”

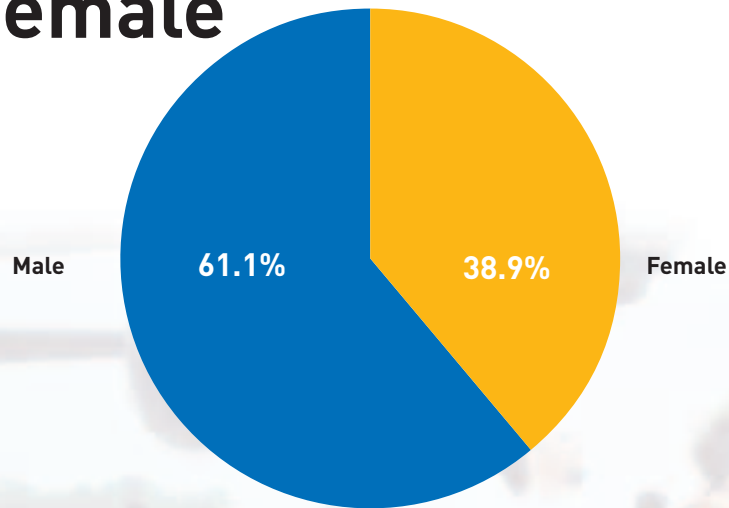
— Pepe Miller, VP, Ad Sales, Midwest Region Discovery Networks

“Air shows are likely to grow even more popular with marketers as they learn of the events' unusually broad-based demographics and fan loyalty.”

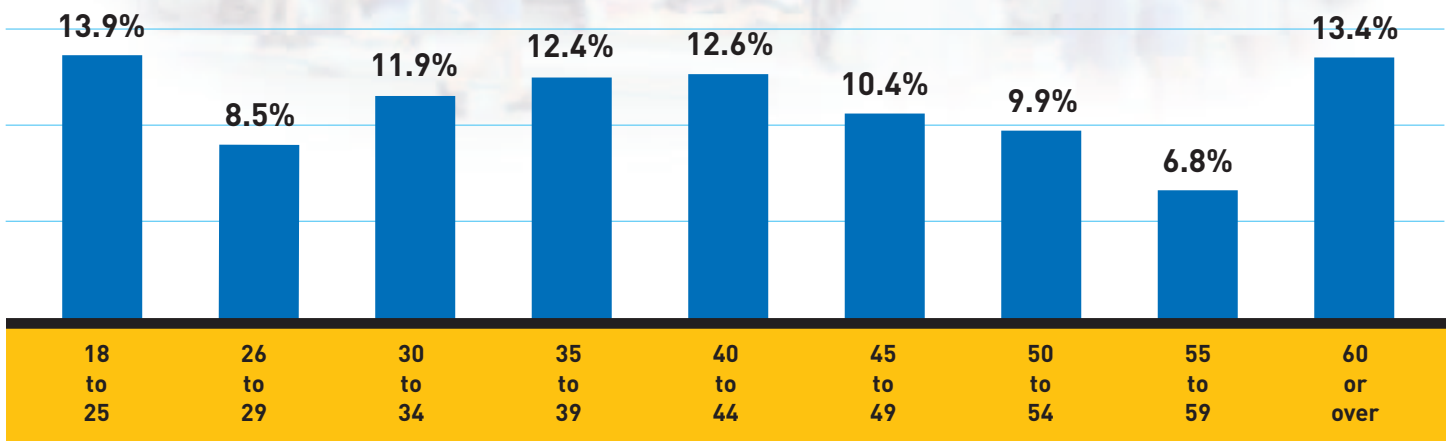
— Adweek Magazine



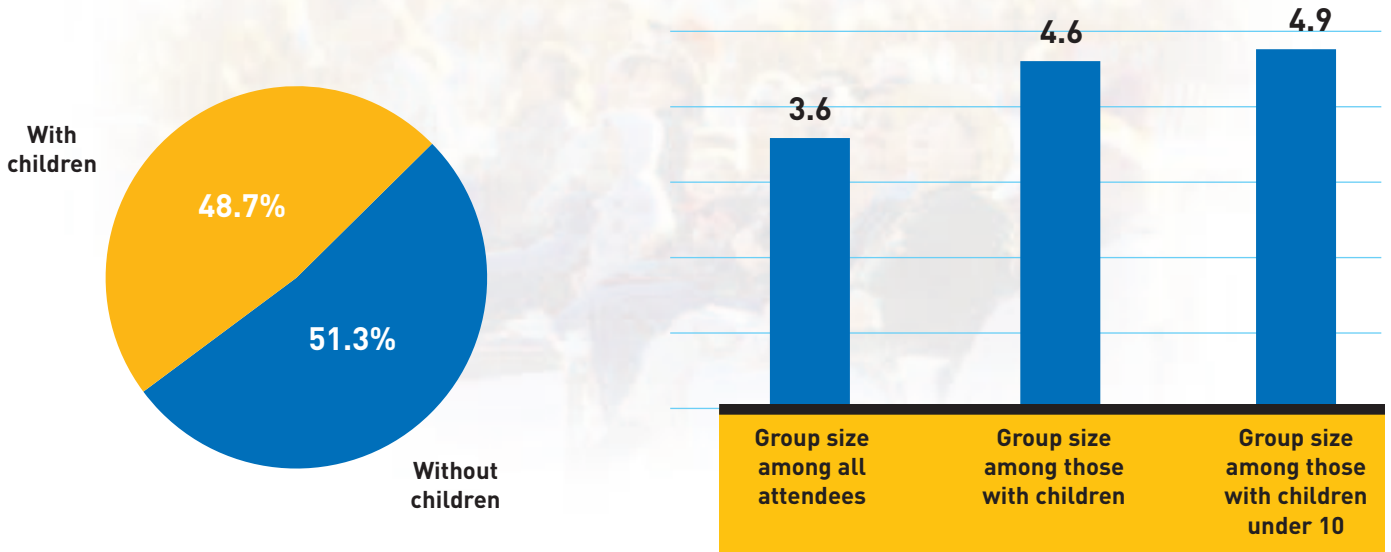
Male vs. Female



Adult Spectators by Age



Attending With Children



Air Shows are Family Events.

Just as previous surveys have revealed, the 2008 demographic data show that:

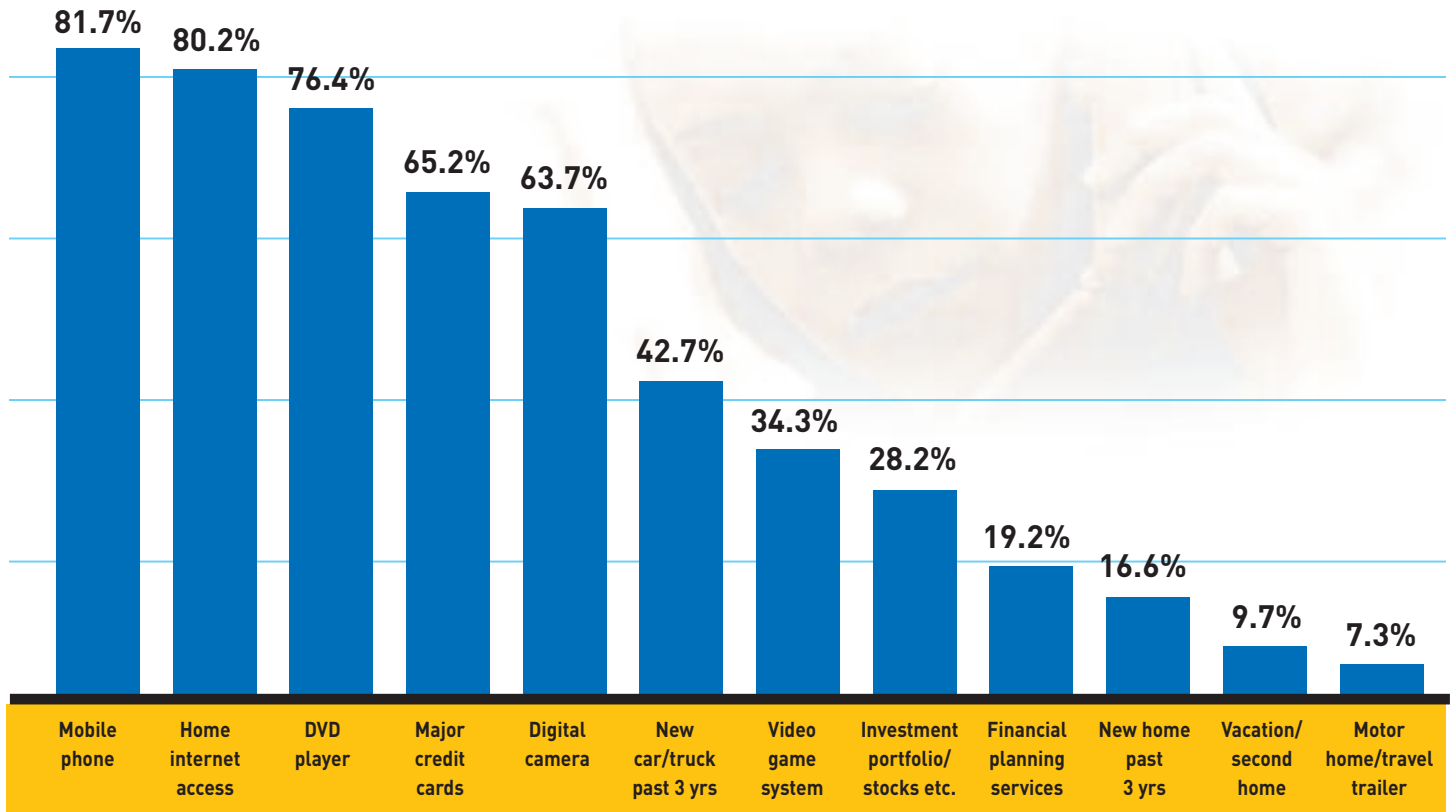
- Women make up nearly 40% of the air show spectator base.
- Air Shows draw spectators of all ages with nearly 50% between the ages of 30 and 50.
- Almost half of the attendees (48%) had a child in their group.



“Fina is involved with air shows for three reasons. First, it’s the most efficient event marketing vehicle we’ve found in terms of cost. Second, we achieve a greater density of brand awareness. When our airplane is in the air, it’s the only logo in the air for 15 to 20 minutes in front of a lot of people. Third is the opportunity we have to interact with a large crowd. For us, it means signing up credit cards. For another sponsor, it may mean product research. The opportunities are limitless.” — Mark Palmer, Manager, Corporate Communications, Fina Oil & Chemical Company



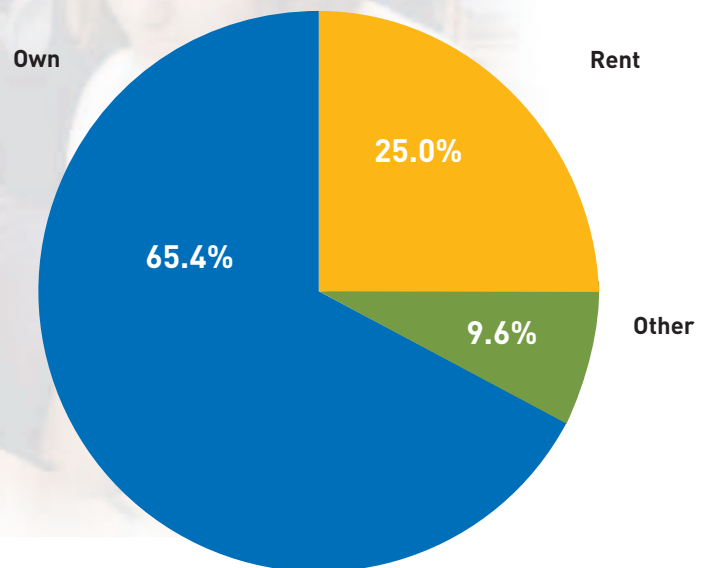
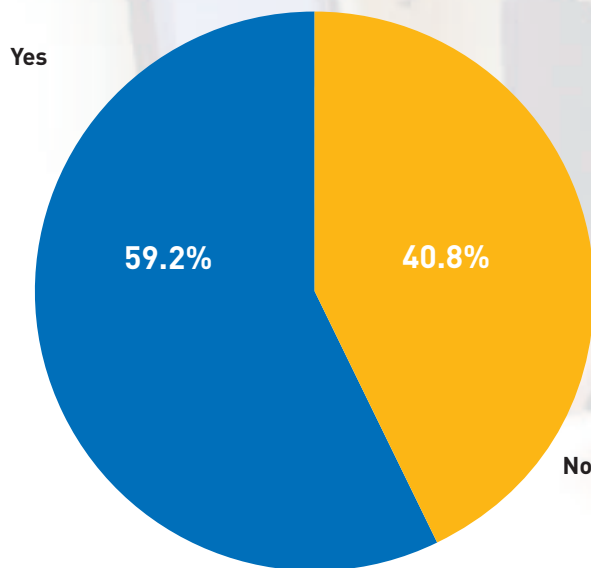
Use Habits *Which products/services do you own or have you used recently?*



Computer, Internet, Home Ownership

Internet purchase in the last six months?

Do you own your own home?



Air Show Spectator Buyergraphics.

Air shows attract a spectator base unlike that at any other motor sport event. Previous surveys have consistently shown that *the average spectator spends more than four hours on the air show grounds watching, talking, listening and buying.*

Other relevant buyergraphics:

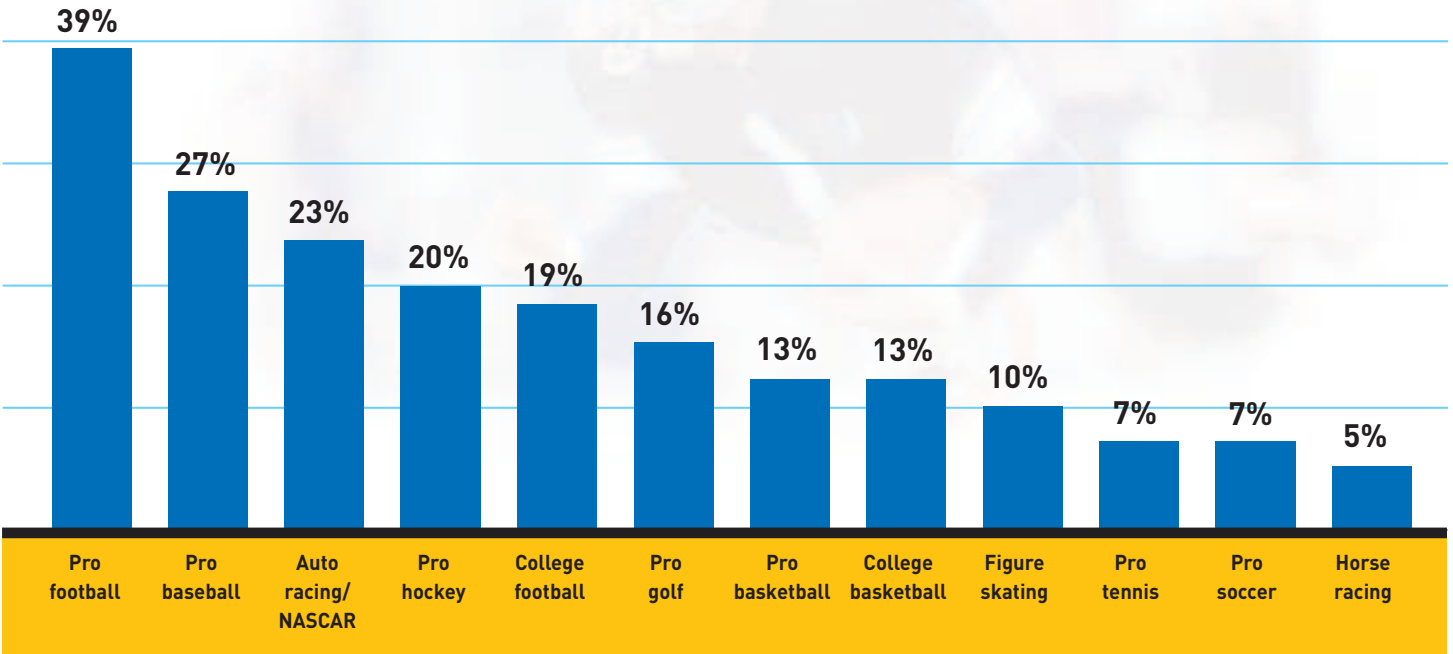
- More than 80% have internet access at home.
- More than half (57%) purchased an item over the internet in the past six months.
- More than two-thirds (65.4%) own their own homes.
- Four out of five own and use cell phones.
- More than 60% own and use a digital camera.
- More than 40% have bought a new car in the past three years.

“A single air show generated spectacular results using three channel markets: drug, mass and grocery. Custom-designed air show point-of-sales displays, promotional activities and PR opportunities resulted in an increase of sales from 114% to 5,200% among channels.”

— *Phil Pacific, Director, Channel Marketing, 7-up (now Managing Partner, ADC Group, Inc.)*

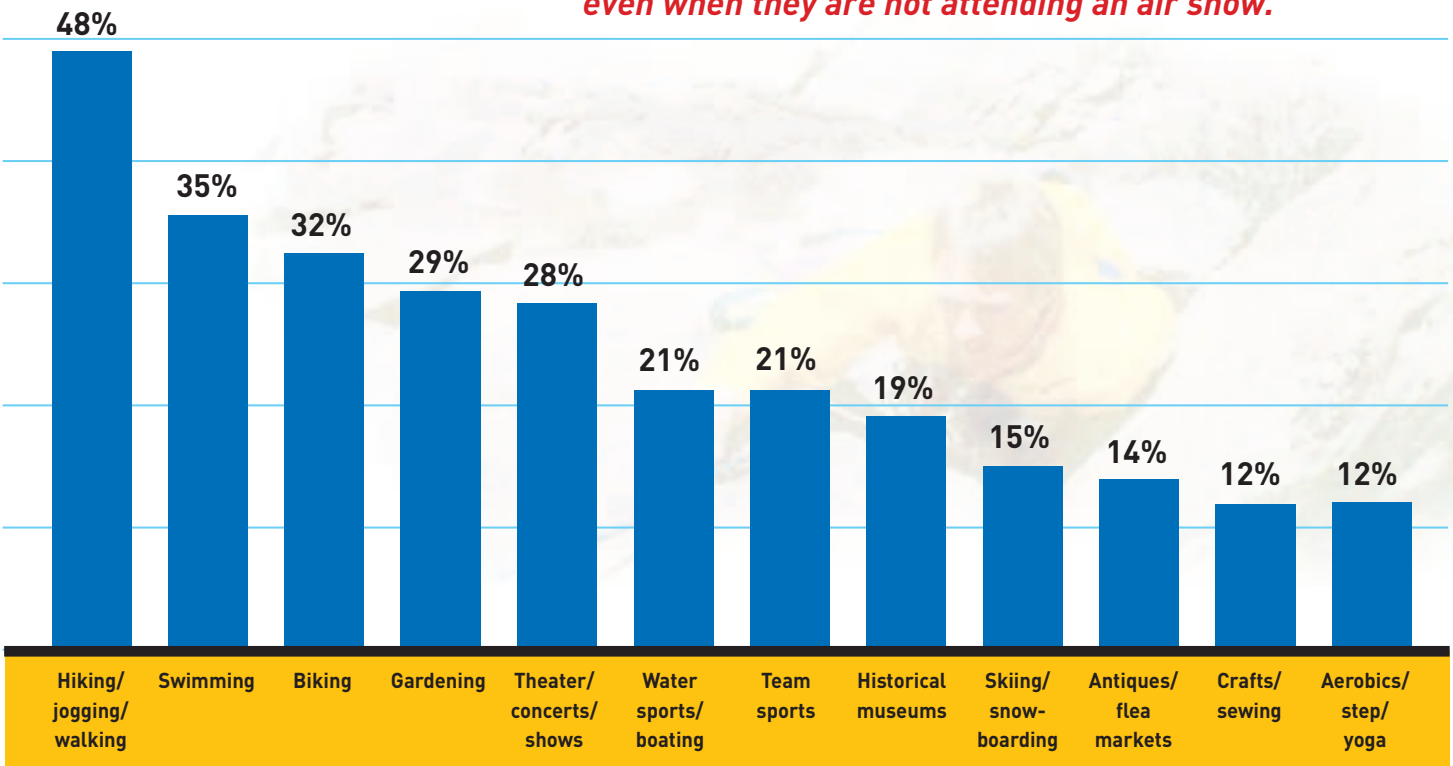


Which Events Do You Watch or Attend Regularly?



In Which Activities Do You Participate Regularly?

Air show spectators are physically active and very busy... even when they are not attending an air show.



Air Shows are Marketing Opportunities.

People are bombarded with advertisements from the moment they wake to the moment they go to sleep. Air shows provide a new and unique opportunity for marketers to escape the clutter and project their messages in a landscape that is not yet crowded with mass advertising. For a period of time measured in hours and minutes rather than seconds, customers and potential customers are exposed to comparatively few messages. Air shows are world-class entertainment in a festival environment, organized by the community and for the community and they provide companies with:

- Title sponsorship opportunities.
- Unmatched density of exposure.
- Intense fan loyalty.
- Ideal consumer demographics.
- Unparalleled sampling, couponing and product give-away opportunities.
- Exclusive brand sponsorship tied to on-site sales.
- Cross promotions between brands and area retailers.
- Partnerships between non-competing products and services.
- One-of-a kind VIP hospitality.
- Identification with popular charitable causes.





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