

AIR BORNE 2020

SINGAPORE AIRSHOW NEWSLETTER

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SINGAPORE
AIRSHOW
2020 11-16 Feb



MEET THE TEAM!



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EMBRACING INNOVATION AT SINGAPORE AIRSHOW 2020

The Singapore Airshow charted new highs in 2018 with strong commendations from exhibitors and trade visitors on the wide range of opportunities that have created new avenues to connect stakeholders, engage in insightful interactions to shape the future and experience disruptive technologies to drive change.

The 2018 edition welcomed more than 10 percent increase in trade visitors and hosted 287 VIP delegations. We are also heartened that over 75 percent of exhibitors have already committed to return in 2020. The tremendous success of the Singapore Airshow would not have been possible without the unwavering support of exhibitors, participants and stakeholders.

This edition-on-edition participation growth in trade visitors, VIP delegations and exhibitors has been encouraging and reinforces the Singapore Airshow's vital role in supporting the aviation ecosystem in Singapore and the Asia Pacific.

As the industry continues its flight towards next generation innovations and growth trajectory, we are inspired to further challenge ourselves and take the Singapore Airshow to an enhanced level of strategic discussions, sharing of insightful know-hows and in-depth discussions at the various business forums. For instance, the projected growth of the global air transport MRO that is expected to rise from US\$76 billion to US\$118 billion over the next decade¹ underpins the introduction of the new Next Generation MRO Forum at Singapore Airshow 2020.

Our Emerging Technologies Forum at Singapore Airshow 2020 will include

advanced discussions on growing trends in new technologies and digitalisation such as Blockchain, Artificial Intelligence and Data Analytics. New technologies are expected to bring enormous cost savings to airlines. Digitalisation alone is expected to save in excess of US\$5 billion a year through lower fuel, maintenance and flight delay costs.¹

Going forward, disruptive technologies will continue to drive change. In 2020, we will see greater clarity of such technological innovations which will pave the way for even greater efficiency across the industry's value chain.

Staying ahead of the curve, Singapore Airshow 2020 will embrace innovation with a variety of exciting highlights, including the continuation of What's Next@Singapore Airshow 2020, a one-stop platform for start-ups to gather and showcase their latest innovations, network with industry leaders and pitch their ideas to potential investors, accelerators and corporate partners.

As we journey together towards Singapore Airshow 2020, we recognise the importance of staying relevant to the industry and will spare no efforts to continually build on this momentum to shape the future of aviation with new thinking and new innovations.

¹ ICF - The MRO Market & Key Trends, 26 June 2018

Mr Leck Chee Lam
Managing Director
Experia Events



BULLISH YEARS AHEAD FOR AVIATION AND MRO MARKET IN ASIA PACIFIC

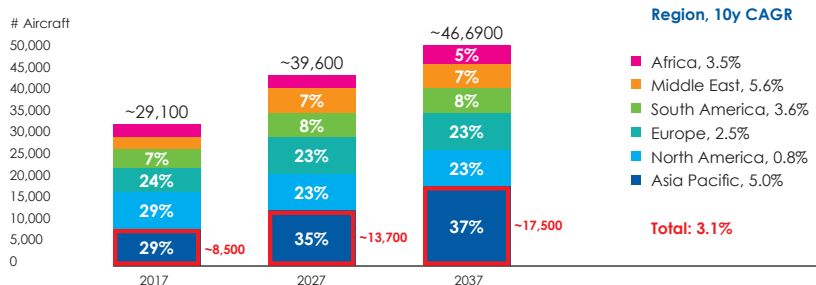
Boosted by the increased global passenger traffic and aircraft demand, the outlook for commercial aviation and MRO market has never looked better. 2018 looks set to be another record year for commercial aircraft deliveries, with 927 aircraft by August 2018, exceeding the deliveries in the same period last year. According to ICF International's latest forecast, global fleet will grow at a healthy 3.1% per annum, with the highest regional growth rate coming from Asia Pacific (5.0% CAGR) and Middle East (5.6%).

Asia Pacific has already closed the gap and now hosts the largest fleet size of 8,500 aircraft, alongside North America. By 2037, Asia Pacific will host approximately 17,500 aircraft, more than the 9,600 aircraft projected for North America.

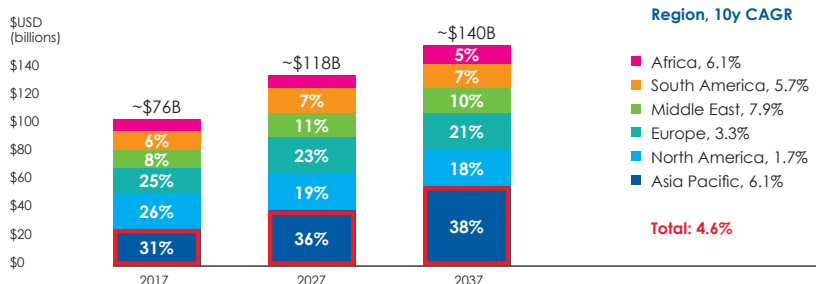
With such strong growth in air transport, the global MRO market remains robust and is expected to grow 4.6% per annum to approximately US\$140 billion by 2037. Dubbed one of the major "engines" of the global civil aviation market, Asia continues to grow strongly and is estimated to generate 38% of global MRO demand by 2037.

Source: ICF, June 2018

20 YEAR GLOBAL AIR TRANSPORT FLEET GROWTH



20 YEAR GLOBAL COMMERCIAL AIR TRANSPORT MRO DEMAND



FROM STRENGTH TO STRENGTH – SINGAPORE AEROSPACE SECTOR

The sky is the limit for Singapore's aerospace industry. Currently one of the world's leading MRO hubs responsible for 10% of the global output and home to over 130 aerospace companies, Singapore offers an array of services such as airframe maintenance, engine overhaul and avionics system repairs.

SINGAPORE: THE AEROSPACE CITY OF THE FUTURE

Once again, Singapore is named the Aerospace City of the Future in a global study conducted by fDi (the intelligence portfolio of The Financial Times). The city state was also ranked top in the inaugural study conducted two years ago.

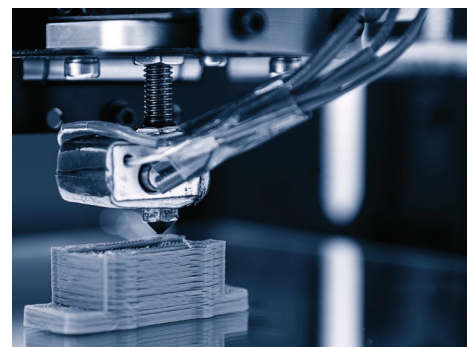
During this time, two multinational companies - Pratt & Whitney and Thales Group also expanded their respective maintenance and repair facilities. Pratt & Whitney invested \$85m in the expansion of the site, which was one of several big investments in the city-state's aerospace sector in 2017, while the expansion by Thales Group increased repair volume by nearly one-third to make the facility the company's largest repair hub globally.

Source: fDi Magazine, June/July 2018

Top 10 Aerospace Cities: Overall

Rank	City	Country
1	Singapore	Singapore
2	London	UK
3	Prestwick	UK
4	Bangalore	India
5	Dubai	UAE
6	Paris	France
7	Shanghai	China
8	Dublin	Ireland
9	Santiago	Chile
10	Beijing	China

LATEST INITIATIVE TO BOLSTER SINGAPORE'S ROLE IN 3D TECHNOLOGY



Additive manufacturing or 3D printing is moving fast beyond an experimental emerging technology towards industrialisation.

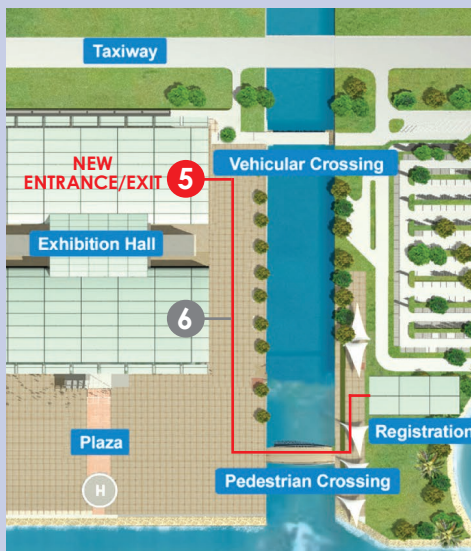
To bolster Singapore's role in this fast-emerging area, an initiative was launched in September 2018 by National Additive Manufacturing Innovation Cluster and Association of Aerospace Industries (Singapore) to accelerate the development and use of 3D printing in the aerospace industry. The collaboration involves nine parties comprising of private companies, industry bodies and government agencies which include Workforce Singapore and the Civil Aviation Authority of Singapore.

NEW PRIME LOCATION WITHIN THE EXHIBITION HALL

We hear you exhibitors! Look out for a new prime location within the exhibition hall as we open up an additional entrance at Roller Shutter 5 at Singapore Airshow 2020. We are taking steps to facilitate a smoother human traffic and inflow of visitors into the hall to create a better experience for both exhibitors and visitors.

With this new entrance at the side of the hall, exhibitors located near Roller Shutter 5 will be greeted with visitors who are entering the hall via the Registration Gateway.

Be fast to secure your preferred booth. Contact sales@singaporeairshow.com for any enquiries.



*Flip over to page 8 to see the exact location on the floor plan!



MARK YOUR CALENDAR NOW!
SINGAPORE AIRSHOW 2020

EVENTS AT A GLANCE

	9 Feb SUN	10 Feb MON	11 Feb TUE	12 Feb WED	13 Feb THU	14 Feb FRI	15 Feb SAT	16 Feb SUN
MORNING	Media Conference	Singapore Airshow Aviation Leadership Summit (SAALS) (By Invitation Only)	Ribbon Cutting Ceremony & VIP Tour of Exhibition (By Invitation Only)	Business Forums	Business Forums	Education Day Singapore Airshow Aero Campus	Education Day Singapore Airshow Aero Campus	Public Days
AFTERNOON		A*STAR Aerospace Technology Leadership Forum	Flying Display Welcome Lunch (By Invitation Only)	Exhibition Flying Display Business Forums & What's Next Pitching Sessions	Singapore Aerospace Technology & Engineering Conference (SATEC) Flying Display Business Forums & What's Next Pitching Sessions	Exhibition	Exhibition	
EVENING	Singapore Airshow Aviation Leadership Summit (SAALS) Opening Dinner (By Invitation Only)	Opening Ceremony & Welcome Reception (By Invitation Only)						

Information is correct as of October 2018, and is subject to change.
For updated information, please refer to www.singaporeairshow.com nearer to the event.

MAKE YOUR MARK AT ASIA'S LARGEST AEROSPACE AND DEFENCE EVENT



SINGAPORE AIRSHOW AVIATION LEADERSHIP SUMMIT (SAALS)

SAALS 2018 marked the largest attendance ever, bringing together 328 high-level participants from across the aviation spectrum. Into its 7th edition, SAALS 2020 will once again play host to an elite audience of key industry players, government officials, regulators, civil aviation authorities, airlines and airport operators. The conference will continue to focus on exchanging ideas to advance strategic interests and address the salient issues facing the aviation sector.

SAALS 2020 is the premier platform to enhance your brand presence and strategically position your company as a thought leader to key industry experts in the aviation sector. For more information, please contact us at sales@singaporeairshow.com.

NEXT GEN MRO BUSINESS FORUM



With over 8,500 aircraft in service in Asia and a large backlog of orders, Asia is set to become the largest fleet in the world, overtaking North America. However, this boom in the aviation market has also led to greater challenges. In addition to the industry-wide looming labour shortage, MRO providers are feeling the heat with the escalating presence of original equipment manufacturers (OEMs) in the aftermarket, rising material costs due to OEMs control over intellectual property on components and systems and accelerating blockchain adoption. How will traditional MRO evolve with the introduction of new-generation aircraft which promise less maintenance requirements? Will blockchain deliver significant value for the MRO supply chain?

The Next Gen MRO Business Forum will examine opportunities and challenges for MRO providers in the Asia Pacific region. This forum will gather MRO experts together with key international aerospace buyers, government agencies and industry leaders to share insights and discuss about current trends, solutions and strategies for the MRO industry.

Want to be a part of the conversation? Indicate your interest to participate today, contact sales@singaporeairshow.com.

EMERGING TECHNOLOGIES AND INNOVATION BUSINESS FORUM



In this age of disruption, no industry is spared from the tides of change. From the rise of digital twin concept to updates on additive manufacturing, next-generation technologies are here to stay. The collective shift towards Industry 4.0 sees automation and the Internet of things come together in an entirely new way to enhance work processes and improve industry standards.

The Emerging Technologies and Innovation Business Forum will focus on the aerospace and defence industry's move towards digitalisation - how it drives greater efficiency in the areas of data management and security, robotics, industrial internet of things and artificial intelligence, its applicability in the various sectors of MRO/Manufacturing, as well as the increasing cybersecurity threats accompanying the growth in digitisation.

Want to be in the forefront of the digital disruption? Indicate your interest to participate today, contact sales@singaporeairshow.com.

WHAT'S NEXT @ SINGAPORE AIRSHOW



Nascent start-ups and their revolutionary technologies are shaking up the aerospace and defence landscape from early unicorns to next generation players.

Serving as a unique platform for start-ups to interact with industry heavyweights, share ideas and establish new business development leads, What's Next Start-up Showcase will return to Singapore Airshow 2020 with a focus on Artificial Intelligence, Autonomous Systems, Robotics and Blockchain.

The inaugural showcase launched in 2018 successfully featured nearly 70 start-ups from 9 countries, and will continue to offer an ideal launch-pad for aspiring entrepreneurs to showcase their latest work and products.

Start-ups are encouraged to seize the chance to explore opportunities in the aerospace and aviation sectors. To register or for more information, please contact us at sales@singaporeairshow.com.

“

For us, it was a significant opportunity to get on a global stage. We were able to showcase our innovations to industry thought leaders, prospective clients and investors from Asia Pacific region and beyond. I would say exhibiting at What's Next has broadened our scope of customers and generated good publicity, much beyond our expectations.

– **Goldbell**

”

“

Definitely one of the best platforms for start-ups to gain exposure in the aerospace and defence industry. The event is top-notch, with a lot of buzz and activities. We met prospects from different levels of the value chain and generated very good leads! Highly recommended.

– **Nslcomm**

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SINGAPORE AIRSHOW AERO CAMPUS

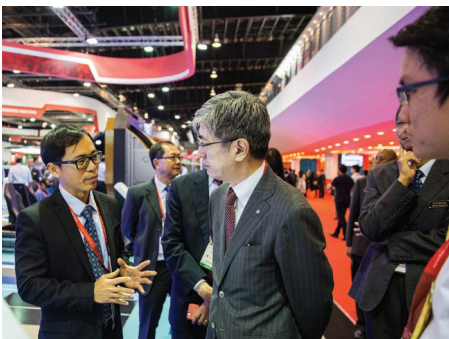


Impending shortage of aviation and aerospace talents has prompted the industry to stimulate interest with students. The need for skilled workforce will surge exponentially with the growth in global fleet and the swelling demand for air travel around the world. Faced with opportunities in the labour market, the Singapore Airshow Aero Campus (SAAC) is set to return for a third edition at Singapore Airshow 2020. The SAAC offers a holistic platform for aspiring aviation professionals of tomorrow and job seekers

to discover exciting developments in the aviation and aerospace industry, explore higher education opportunities and embark on rewarding careers.

Looking at recruiting the brightest minds for the aerospace and aviation sector? Please contact Ms. Cathryn Lee at cathrynlee@experiaevents.com.

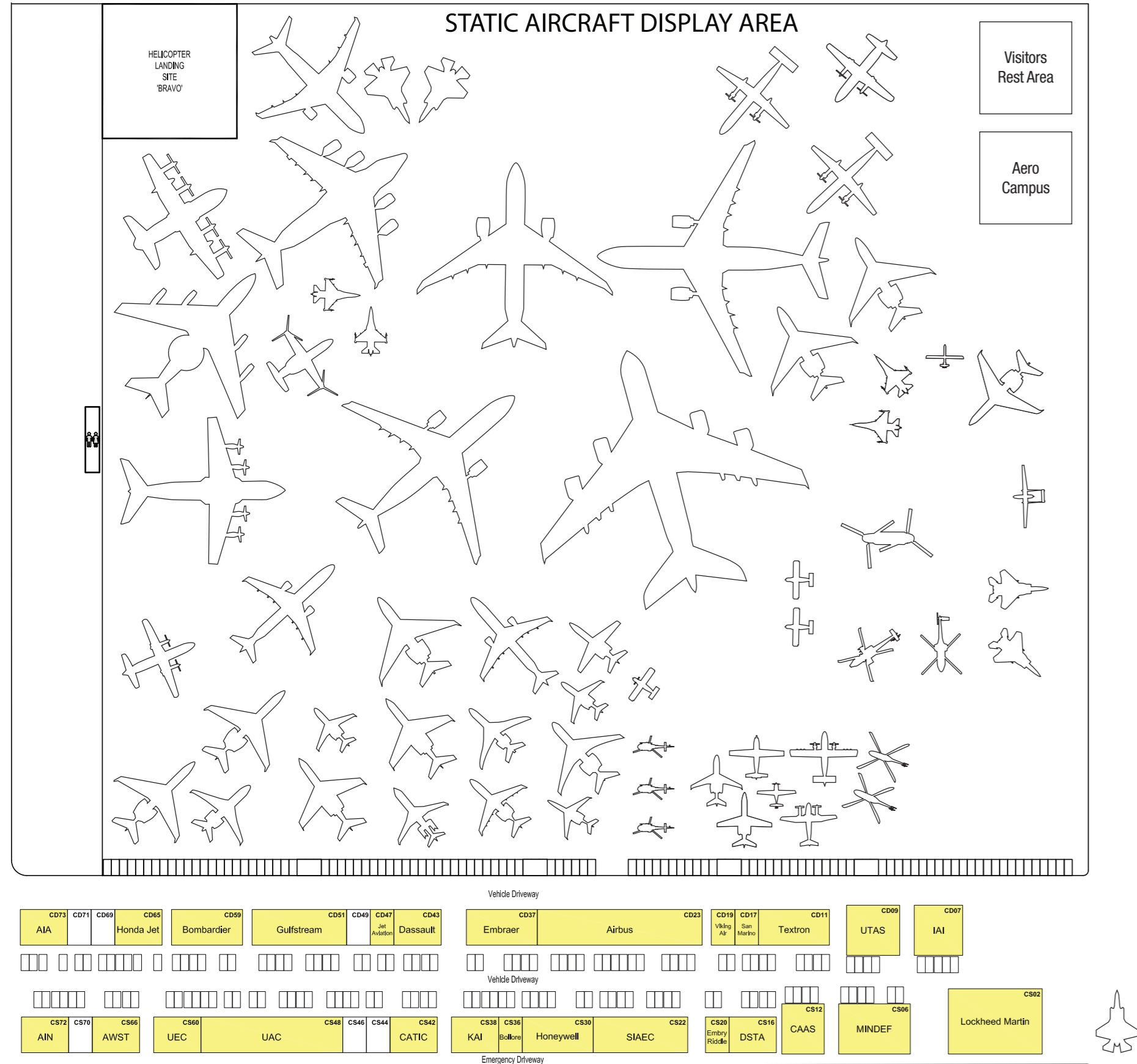
HOSTED BUYERS PROGRAMME



The Hosted Buyers Programme is designed to connect exhibitors with top quality buyers within the aviation industry who are seeking to procure specific products and solutions; or forge new strategic partnerships.

As part of the programme, hosted buyers will receive a personalised day-to-day meeting schedule with exhibitors based on their needs, complimentary four-day trade passes and exclusive hospitality arrangements during the show.

Want to maximise your time at Singapore Airshow? Please contact Mr Sallihin Othman at sallihinothman@experiaevents.com.



Note:
1. Floor plan updated as of September 2018.
2. The information on this exhibition floor plan is correct at the time of printing and may be subject to change.
3. Exhibition and chalet floor plan is for illustration purposes only. (NOT TO SCALE)
4. Aircraft layout is for illustration purposes only. (NOT TO SCALE)

SECURE YOUR SPOT AT SINGAPORE AIRSHOW 2020



Exhibition Hall	
Raw Space (minimum 36sqm)	S\$ 1,550 per sqm
Standard Shell Scheme	S\$ 1,700 per sqm
Outdoor Exhibition Area	
Outdoor Space at SADA (minimum 36sqm)	S\$ 1,000 per sqm
Hospitality Chalets	
Single Storey (70sqm)	S\$ 95,000
Double Storey (140sqm)	S\$ 190,000
Aircraft Display (Static Aircraft Display Area)	
Up to 3 tonnes	S\$ 6,000
3.1 tonnes to 10 tonnes	S\$ 8,000
10.1 tonnes to 25 tonnes	S\$ 10,000
25.1 tonnes to 40 tonnes	S\$ 12,000
40.1 tonnes to 60 tonnes	S\$ 18,000
60.1 tonnes and above	S\$ 22,000
Registration Fee	
	S\$ 1,000

1. The registration fee is inclusive of exhibitor badge and trade invitation entitlements, logo placement and listing in the Official Trade Directory and website.
2. Only exhibitors and chalet holders have the exclusive opportunity to display their aircraft at the Static Aircraft Display Area.
3. For display of UAVs and aircraft mock-ups, outdoor space rates shall apply.
4. All prices are quoted in Singapore Dollars (S\$) and additional GST charges will be applicable for Singapore-based exhibitors.



THE REGION'S DEDICATED CIVIL ROTORCRAFT AND UNMANNED TECHNOLOGIES MARKETPLACE

Recognised as the region's key touchstone event for the civil helicopter and unmanned systems industries, the co-located shows bring together key buyers, government regulators and a diverse international audience of decision makers from various sectors – such as, oil & gas, agricultural, EMS, parapublic, power and utilities, and construction. Be amongst the industry bellwethers to showcase your rotorcraft systems, unmanned technologies and solutions to the quality visitors and buyers who will be congregating at the show. **Book your booth now to secure your spot!**



NEW DATES!

9 - 11 APRIL 2019

IN CONJUNCTION WITH WCACEF

Rotorcraft Asia and Unmanned Systems Asia 2019 will be held on **9 – 11 April** in conjunction with the 7th World Civil Aviation Chief Executives Forum (WCACEF) organised by the Civil Aviation Authority of Singapore (CAAS).

With the synergies from both events, industry stakeholders and participants can look forward to a more holistic platform to build new connections and drive insightful conversations!

NEW AT ROTORCRAFT ASIA AND UNMANNED SYSTEMS ASIA!

URBAN MOBILITY SHOWCASE



Flying Cars. Air Taxis. Delivery Drones.

These are just but some of the myriad possibilities shaping the future of urban mobility.

Debuting in 2019, the Urban Mobility Showcase will be Asia Pacific's first and only platform dedicated to demonstrating the convergence in rotorcraft and unmanned technologies and the latest in eVTOL innovations which are revolutionising mobility.

Interested to get in on the action? Get in touch with Ms Lim Mei Ling at meilinglim@experiaevents.com.

WHAT'S NEXT START-UP SHOWCASE



What's Next makes its way to Rotorcraft Asia and Unmanned Systems Asia following a successful launch at Singapore Airshow 2018. Through the Start-Up Showcase and Pitching Sessions, the programme puts a spotlight on aspiring start-ups amidst the industry giants, and serves as a launch-pad for them to showcase their ground-breaking innovations and solutions to potential buyers, partners and corporates in the smart mobility and aviation sectors.

Tap on this platform to gain exposure and explore collaboration opportunities with the industry players.

For more information or to book a booth, contact Ms Theresa Gan at theresagan@experiaevents.com.

VIP BUYERS PROGRAMME – NOMINATE AND STAND TO WIN HOTEL VOUCHERS!

Our signature VIP Buyers Programme connects key decision makers from industry end-users directly with exhibitors. This is a highly effective platform for exhibitors and buyers alike to make fresh connections and forge strategic partnerships via pre-scheduled, one-on-one meetings.

If you have contacts who are potential buyers of rotorcraft or unmanned technologies and solutions, nominate them for the programme and stand to win hotel vouchers! Each qualified buyer entitles you a chance to participate in the draw. For more information, please contact Mr Sallihin Othman at sallihinothman@experiaevents.com.

Visit www.rotorcraft-asia.com or www.unmannedsystems-asia.com today.

PROPEL YOUR BRAND FORWARD WITH US



SINGAPORE AIRSHOW WEBSITE

Place a digital advertisement on our website and capture the eyes of thousands as they browse through our website daily. Pick your desired online advertising spot and enjoy constant brand visibility across various sectors of the aviation industry all year round.

PILLAR WRAPS & BILLBOARDS

Highly regarded as the first few touchpoints our elite audience will see when they arrive at the show, the billboards and pillar wraps are the few prime advertising options you can leverage on. By taking up these placements, you can be assured that your brand will get to enjoy maximum reach and visibility.



GIANT LED SCREENS

Monopolise all attention when you place your commercials on our giant LED screens that are scattered across the venue as visitors check the screens for daily show updates and highlights. Be it within the exhibition hall or outdoor, your brand is guaranteed to be seen or heard by all of our visitors.



FLYING CONTROL TOWER

Maximise your brand presence when you sponsor the highest point on-site. The flying control tower is visible from anywhere on the show ground making it the most prominent and effective space to build your brand visibility at the event.



SPECIAL SPONSORSHIP PACKAGES

Entitlements / Tier Levels	Gold (Valued at S\$ 55,000)	SILVER (Valued at S\$ 26,000)	BRONZE (Valued at S\$ 18,000)
Full Page Full Colour, Run-of-Page Advertisement in the Official Trade Directory	✓		
A-signboard at the Static Aircraft Display Area	✓	✓	
Rotating Leaderboard Digital Banner (Show Website – Homepage)	✓		
Rotating Vertical Digital Banner (Show Website – Exhibitor Listing)	✓	✓	
Rotating Box Digital Banner (Show Website – Other pages)	✓		✓
Logo Feature on Sponsors' Acknowledgement Board and Show Website	✓	✓	✓
Logo Feature in the Exhibitors Club	✓		
Logo Feature in the VIP Club	✓	✓	✓
Special Package Price	S\$ 20,000	S\$ 10,000	S\$ 5,000

CONTACT OUR SALES TEAM TODAY!
SALES@SINGAPOREAIRSHOW.COM

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