



Airshow Based Public Outreach and Event Marketing

Airshows are patriotic, family-oriented events that draw millions of people each year. In fact, a segment featured on Good Morning America in the summer of 2006 stated that, “18 million people will make their way to air shows this year to be thrilled by top-gun pilots pushing their aircraft to their acrobatic limits.” “Air Shows have become nearly as popular as Major League Baseball – they are now a right-of-summer, a National pastime.”

The up close and personal interaction with heroes of flight, the touching nostalgia of World War II Warbirds and the thrilling site of the sensational aerobatic performances are just a few reasons why Americans love air shows. Crowds ranging from 50,000 to 150,000 people per day spend hours roaming the flight line and taking in the welcoming, casual atmosphere that surrounds an airshow.

Today, more than ever, organizations are capitalizing on the opportunity to reach the public through the airshow venue. Airshows offer a unique marketing perspective that ventures away from the traditional “Madison Avenue” approach and toward a one-on-one means of public outreach. Through this medium, organizations can reach thousands of people in a single geographic area while also gaining visibility with business and community leaders on a regional and national level.

AirSupport LLC has professional experience, industry in-sight and a knowledgeable, professional team to spearhead a successful airshow based outreach and marketing program. We offer a variety of promotional and marketing services tailored to showcase your organization's product or mission. By coordinating on-site marketing programs that increase brand identity and consumer awareness, AirSupport offers companies a unique environment in which to target their ideal demographic.

Prior to creating an aviation outreach program for an organization, AirSupport conducts an achievability study. The study provides important information about event selection and audience size, media opportunities, budgeting and return on investment. In addition, AirSupport conducts a post-event analysis that assesses all outcomes of the event. This provides an action plan that addresses areas of improvement and planning for future airshows.

Key elements such as venue selection and site location are the building blocks for a successful airshow based marketing program. AirSupport draws on decades of combined industry experience -- coordinating with each airshow venue to assure your organizations visibility and maximize return on investment.

Services

- Venue Selection
- Site Location Selection
- Site Management and Operations
- Safety and Security Management
- Media Management
- Client Services Interactive Web Site

Venue Selection

Using its extensive industry experience, AirSupport evaluates the 400 plus airshows per year in the United States to select only the most appropriate events that best suit your organization's marketing goals.

Site Location Selection

Experience with the activities and regulations in and around airshow grounds, allows AirSupport to assure that your organization's location at the event is both appealing and convenient to the attending public.

Site Management and Operations

In order to maximize the impact of your aviation based marketing program, AirSupport provides event coordinators who are knowledgeable about airshows as well as your mission. These professionals can assist in site set up, oversight of the display and public interaction.

Safety and Security Management

AirSupport assures that your organization's activities, location and traffic management comply with all aviation regulations and provide for the highest levels of safety and security.

Media Management

AirSupport features dedicated, on-site media coordinators, familiar with airshow media, to manage public relations and media efforts for your organization before, during and after the event.

Client Services Interactive Website www.airsupport.com

AirSupport offers a specialized, password-protected customer support page that allows each customer to receive important, up-to-the-minute information specific to its event. This includes access to a dedicated library of industry information, documents and helpful forms for client use.

Airshow based marketing and outreach programs provide organizations a unique setting in which to interact with its target demographic. Critical, however, to a program's success is leadership and coordination by an airshow industry expert. With its professional and diverse team, AirSupport can facilitate an effective and high yield program that allows your organization to reach its marketing goals.

Professional Memberships include:

ICAS – International Council of Air Shows
NBAA – National Business Aviation Association
EAA – Experimental Aircraft Association
AOPA – Aircraft Owners and Pilots Association
Chambers of Commerce through out the US.

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