

# VERTICON

FORMERLY HAI HELI-EXPO

**Dallas 2025** | POWERED BY **VAI**

## EXHIBIT PLANNER

**March 10–13, 2025**

Exhibits Open March 11–13



# EXHIBIT AT VERTICON 2025

AS THE WORLD'S LARGEST TRADE SHOW and conference dedicated to vertical aviation, **VERTICON IS THE MUST-PARTICIPATE EVENT OF THE YEAR** for the international vertical flight industry.

**EXHIBITING AT VERTICON** provides an opportunity to:

- + **ATTRACT NEW QUALIFIED BUYERS** from an international audience
- + **BOLSTER RELATIONSHIPS** with existing customers
- + **FOSTER STRATEGIC PARTNERSHIPS** with industry professionals
- + **LAUNCH NEW PRODUCTS AND SERVICES** with global industry press coverage
- + **DELIVER HANDS-ON DEMONSTRATIONS** of new products and services
- + **EXTEND BRAND AWARENESS** and stand out from your competition
- + **GAIN POWERFUL RESULTS** from exposure to your customer base and prospects before, during, and after the show.

**YOU CAN'T AFFORD TO MISS THIS SHOW.**

- + **MANUFACTURERS OR OPERATORS** of helicopters or uncrewed aircraft systems
- + **PRODUCERS OR DISTRIBUTORS** of aviation products and services
- + **PROVIDERS OF AVIATION TRAINING** via simulation, schools, or other learning spaces
- + **MEMBERS OF REGULATORY OR GOVERNMENT AGENCIES** or any other aspect of the vertical aviation industry.

**YOU NEED TO BE PART OF VERTICON 2025!**



# VERTICON

FORMERLY HAI HELI-EXPO

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## DALLAS

**Kay Bailey Hutchison Convention Center Dallas**

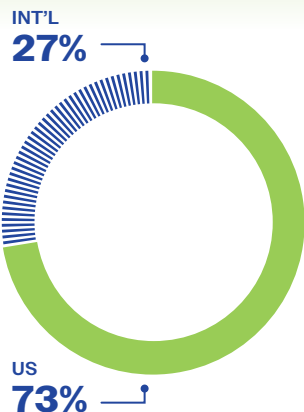
Halls A through F

**March 10–13**  
Exhibits Open  
Mar. 11–13

**Apply to Exhibit at**  
[verticon.org/exhibit](https://verticon.org/exhibit)

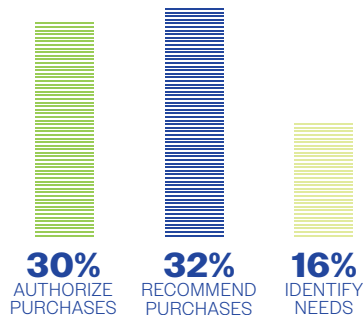
## ATTENDEE PROFILE

### INTERNATIONAL DISTRIBUTION



### INVOLVEMENT IN BUYING DECISIONS

71% of attendees are involved in the decision-making process.



### ACTIONS TAKEN AT THE SHOW



**VERTICON** uses an anchor and lottery system to ensure that booths are equitably assigned among exhibitors.

Three large anchor exhibitors—Airbus, Bell, and Leonardo—are placed first on the exhibit floor, on a yearly rotation schedule. To qualify for future anchor designation, a company's exhibit space must exceed 10,000 sq. ft. for a minimum of two consecutive years.

Most other booth assignments are determined by two separate lotteries. Apply to exhibit at [verticon.org/exhibit](https://verticon.org/exhibit).

To receive the VAI member discount, your membership dues for 2024–25 must be paid in full when you submit your application for space.

If you aren't yet a member of Vertical Aviation International (VAI), email [Member@verticalavi.org](mailto:Member@verticalavi.org) to see how membership in the trade association for the global vertical aviation industry will help your business grow!

**CONTINUED ON NEXT PAGE**



## LOTTERY 1

Lottery 1 is open to all companies that exhibited at HAI HELI-EXPO 2024 in Anaheim. To be considered for Lottery 1 (Stages 1–4), companies must submit their applications, with 50% payment, by Jun. 28, 2024.

Lottery 1 has four stages:

### Lottery 1, Stage 1

- Exhibitors with a minimum of 2,500 sq. ft. AND/OR
- Companies that have secured a minimum of \$40,000 in sponsorships and/or advertising (electronic or print) between Jul. 1, 2023, and Jun. 28, 2024.

### Lottery 1, Stage 2

- Exhibitors with a minimum of 1,200 sq. ft. AND/OR
- Companies that have secured a minimum of \$10,000 in sponsorships and/or advertising (electronic or print) between Jul. 1, 2023, and Jun. 28, 2024.

### Lottery 1, Stage 3

- Exhibitors with fewer than 1,200 sq. ft.

### Lottery 1, Stage 4

- Exhibitors with static displays (visit [verticon.org/booth-types](http://verticon.org/booth-types) to learn more).

## LOTTERY 2

Lottery 2 is open to any company that wishes to exhibit and returns the application with 50% payment by Aug. 28, 2024. Lottery 2 has three stages:

### Lottery 2, Stage 1

- Exhibitors with a minimum of 1,200 sq. ft. or larger.

### Lottery 2, Stage 2

- Exhibitors with fewer than 1,200 sq. ft.

### Lottery 2, Stage 3

- Exhibitors with static displays (visit [verticon.org/booth-types](http://verticon.org/booth-types) to learn more).

Lottery space applications received after Aug. 28, 2024, will be considered for placement on the floor after all Lottery 2 exhibitors have been placed. Such applications will be assigned space in the order in which they are received.

Applications for space must be received by Dec. 20, 2024, to be included in the VERTICON 2025 Program & Exhibit Guide.

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

**VERTICON**

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

## Power up awareness of your company with a VERTICON sponsorship.

Put your brand in front of more than 14,000 prospective customers and 600+exhibitors! Sponsorship options include show events, materials, signage, hot spots, a mobile app, and more.

In addition to increased awareness with show attendees, you'll benefit from the multiple ways sponsors are promoted to our audience of approximately 100,000 individuals in 75 countries before, during, and after the show, including [verticon.org](http://verticon.org), the VERTICON 2025 Program & Exhibit Guide,

the June 2025 issue of ROTOR® magazine, ROTOR Daily® e-news, and signage placed prominently throughout the convention center.

Advertising opportunities are also available through VAI print and digital marketing channels.

Visit [verticon.org/sponsor](http://verticon.org/sponsor) for additional information, or contact us at [Sales@verticalavi.org](mailto:Sales@verticalavi.org) or +1 352 388 7031 to discuss ways to increase your booth traffic in 2025!

## 2025 EXHIBIT RATES

Member Rates		Nonmember Rates	
Standard Display	\$3,400 for each 10'x10' unit	Standard Display	\$4,900 for each 10'x10' unit
Static Display	\$4,050 for each 20'x40' unit	Static Display	\$5,550 for each 20'x40' unit
Static Display with Standard Display	\$3,050 for each 20'x40' unit		

## EXHIBIT FLOOR HOURS

Tuesday, Mar. 11	10:00 am – 5:00 pm
Wednesday, Mar. 12	10:00 am – 5:00 pm
Thursday, Mar. 13	10:00 am – 4:00 pm

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
			1 June 2024 ROTOR ad reservations due
5	6 Application for space and floor plan online	7	8
12	13 June 2024 ROTOR ad materials due	14	15
19	20	21	22 Exhibitor site visit
26	27 Memorial Day	28	29

THURSDAY	FRIDAY	SATURDAY
2	3	4
9	10	11
16	17	18
23 Exhibitor site visit	24	25
30	31	

TIPS																																																	
<ul style="list-style-type: none"> <li>Set your sales and marketing goals for 2025 in Dallas. What's the purpose of your attendance, and what results do you expect?</li> </ul>																																																	
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
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THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																				
		1	<ul style="list-style-type: none"> <li>• Book your hotel rooms for the show now!</li> <li>• Create your budget for the show.</li> <li>• Always add 10% to your best estimated budget for last-minute and emergency opportunities at the show.</li> </ul>																																																																																				
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27	28 Lottery 1 deadline	29																																																																																					

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21	22	23	24
28	29 September 2024 ROTOR ad reservations due	30	31 Lottery 1 booth confirmations sent

THURSDAY	FRIDAY	SATURDAY
4	5	6
Independence Day		
11	12	13
18	19	20
25	26	27

**TIPS**

- Profile your “perfect” customer to determine the best way to reach them by scheduling a call with VAI Sales to explore sponsorship and advertising opportunities.

**June 2024**

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**August 2024**

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
4	5 September 2024 ROTOR ad materials due	6	7
11	12	13	14
18	19	20	21
World Helicopter Day	National Aviation Day		
25	26	27	28 Lottery 2 deadline

THURSDAY	FRIDAY	SATURDAY
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22	23	24
29	30	31

TIPS																																										
<ul style="list-style-type: none"> <li>• Build a few days into the show deadlines to give yourself and your stakeholders a little extra time to get things done.</li> <li>• Determine your key messages and strategy for before, during, and after the show.</li> </ul>																																										
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THURSDAY	FRIDAY	SATURDAY
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12	13	14
19	20	21
26	27 Lottery 2 booth confirmations sent	28

TIPS																																										
<ul style="list-style-type: none"> <li>Select your show contractors for Dallas.</li> </ul>																																										
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20	21	22	23
27	28 December 2024 ROTOR ad reservations due	29 Registration opens	30

THURSDAY	FRIDAY	SATURDAY
3	4	5
10	11	12
17	18	19
24	25	26
31		

**TIPS**

- Contact your shipping company to alert them to your shipment(s) to Dallas.
- Register for the show early to make sure you receive the early-bird registration discount.

**September 2024**

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29	30					

**November 2024**

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
3	4 December 2024 ROTOR ad materials due	5	6
Daylight Saving Ends			
10	11 Veterans Day	12	13
17	18	19	20
24	25	26	27

THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																				
	1	2	<ul style="list-style-type: none"> <li>Update your show literature for 2025.</li> <li>Plan your booth graphics. Will they be easy to read from a distance in less than 3.5 seconds?</li> </ul>																																																																																				
7	8 Last day to cancel or reduce exhibit space and receive partial refund minus 25% admin fee	9																																																																																					
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THURSDAY	FRIDAY	SATURDAY	TIPS																																																																																				
5	6 Last day to cancel or reduce exhibit space and receive partial refund minus 50% admin fee	7	<ul style="list-style-type: none"> <li>• Create your show shipping checklist.</li> <li>• Order show logo attire for your staff. Rule of thumb: 1 staff member for every 50 sq. ft. of open space.</li> <li>• Prepare any press releases you plan to place in show media.</li> <li>• Register for the show early to make sure you receive the early-registration discount.</li> <li>• Book show sponsorships before the signage and program guide deadlines.</li> <li>• Book exhibit space before the signage and program guide deadlines.</li> </ul>																																																																																				
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12	13 March 2025 ROTOR ad reservations due	14	15
19	20 March 2025 ROTOR ad materials due	21	22
26	27	28	29

THURSDAY	FRIDAY	SATURDAY
2	3	4
9	10	11
16	17 Early-bird registration discount deadline  > Exhibitor-appointed contractor authorization form deadline	18
23	24	25
30 Program guide ad reservations deadline	31 Exhibitor-appointed contractor insurance deadline  > Aircraft display and insurance documents due to VAI Operations	

TIPS																																																																																				
<ul style="list-style-type: none"> <li>Save money and order show services before the Feb. 7 discount deadline.</li> </ul>																																																																																				
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
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16	17 Deadline for individual and group hotel reservations	18	19
23	24	25	26

THURSDAY	FRIDAY	SATURDAY	TIPS
		1	<ul style="list-style-type: none"> <li>• Create a booth-duty schedule for your staff.</li> <li>• Prepare a show plan for your staff: hotel info, transportation info, timelines, and deadlines.</li> </ul>
6 Program guide ad materials due	7 Official vendor discount deadline  > Deadline for submitting VAI forms from Exhibitor Services Kit	8	
13	14	15	
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**January 2025**

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
2	3	4	5
9	10 VERTICON 2025 begins	11 VERTICON 2025 exhibits open	12 VERTICON 2025 exhibits open
Daylight Saving Begins	<b>VERTICON</b>	<b>VERTICON</b>	<b>VERTICON</b>
16	17	18	19
23	24	25	26
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THURSDAY	FRIDAY	SATURDAY	TIPS																																										
		1	<ul style="list-style-type: none"> <li>• Pack comfortable shoes for the show.</li> <li>• Spoil your on-site staff whenever and however you can to make them as comfortable as possible.</li> <li>• Prepare a post-show report for executive management to share your successes in Dallas.</li> <li>• Follow up with your leads from VERTICON 2025.</li> </ul>																																										
6	7 Aircraft fly-in	8 Aircraft fly-in																																											
13 VERTICON 2025 exhibits open > Aircraft fly-out	14	15																																											
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## SHOW MANAGEMENT

	<p><b>P +1 703 683 4646</b>  <b>F +1 703 683 4745</b>  <a href="http://verticon.org">verticon.org</a></p>
<p><b>Charlotte Zilke, CEM, CMP, DES</b>  <b>Sr. Director of Membership &amp; Conventions</b>  <a href="mailto:CharlotteZ@verticalavi.org">CharlotteZ@verticalavi.org</a></p>	<p>Overall management</p>
<p><b>Tanya Kirchner</b>  <b>Director, Conventions</b>  <a href="mailto:TanyaK@verticalavi.org">TanyaK@verticalavi.org</a></p>	<p>Exhibitor and attendee registration, promo codes</p>
<p><b>Emily Monahan</b>  <b>Manager, Exhibits &amp; Experience</b>  <a href="mailto:EmilyM@verticalavi.org">EmilyM@verticalavi.org</a></p>	<p>Booth assignments, booth relocation requests, booth variances, EACs, exhibitor regulations and policies</p>
<p><b>Zac Noble</b>  <b>Director, Flight Operations &amp; Maintenance</b>  <a href="mailto:ZacN@verticalavi.org">ZacN@verticalavi.org</a></p>	<p>Aircraft fly-ins</p>
<p><b>Erin Sweeney</b>  <b>Exhibits Specialist</b>  <a href="mailto:ErinS@verticalavi.org">ErinS@verticalavi.org</a></p>	<p>Publication bins, sponsorship fulfillment, booth assignments, booth relocation requests</p>
<p><b>Alyssa Miller</b>  <b>Conventions Coordinator</b>  <a href="mailto:AlyssaM@verticalavi.org">AlyssaM@verticalavi.org</a></p>	<p>Exhibitor meeting rooms</p>
<p><b>Wayne O'Brien</b>  <b>Finance Manager</b>  <a href="mailto:WayneO@verticalavi.org">WayneO@verticalavi.org</a></p>	<p>VAI invoices, receipts, payments</p>
<p><b>The Wyman Company</b>  <a href="mailto:Sales@verticalavi.org">Sales@verticalavi.org</a></p>	<p>Advertising, booth sales, sponsorships</p>

## SHOW SERVICES



**Call**  
**800-801-7648 | 702-515-5970**  
 (International)  
 Monday–Friday 6:00 am–4:00 pm Pacific

**CARPET, FURNITURE, LABOR, ELECTRICAL, PLUMBING, ETC**  
**Customer Service/Orders**  
[info@ges.com](mailto:info@ges.com) | [ges.com/contact](http://ges.com/contact)

**SHIPPING QUOTE REQUESTS**  
**Call**  
**800-801-7648 | 702-515-5970**  
 (International)  
 Monday–Friday 6:00 am–4:00 pm Pacific

**OVERALL MANAGEMENT**  
**Amy Ellis**  
**Senior Strategic Client Services Manager**  
[aellis@ges.com](mailto:aellis@ges.com)

**SPONSORSHIPS**  
**Sandy Veilla**  
**Client Services Manager**  
[sveilla@ges.com](mailto:sveilla@ges.com)

**RIGGING**  
**Tammy Vanhooser**  
 P 714-412-4136 | [tvanhooser@ges.com](mailto:tvanhooser@ges.com)

**TRUCKED-IN AIRCRAFT**  
**Eric Birdsell**  
 P 770-294-2506 | [ebirdsell@ges.com](mailto:ebirdsell@ges.com)

**FREIGHT MANAGEMENT**  
**Don Reeves**  
 P 469-278-3027 | [doreeves@ges.com](mailto:doreeves@ges.com)

## USEFUL LINKS

**How do I register to exhibit?**  
[Verticon.org/exhibit](http://Verticon.org/exhibit)

**Who's coming to the show?**  
[Verticon.org/show-floor](http://Verticon.org/show-floor)

**How do I get the member price?**  
[Rotor.org/members/membership-purchase](http://Rotor.org/members/membership-purchase)

**What are the show rules and regulations?**  
[Verticon.org/rules-and-regulations](http://Verticon.org/rules-and-regulations)

**Can you make it easy for me to book travel and hotels?**  
[Verticon.org/housing-travel](http://Verticon.org/housing-travel)

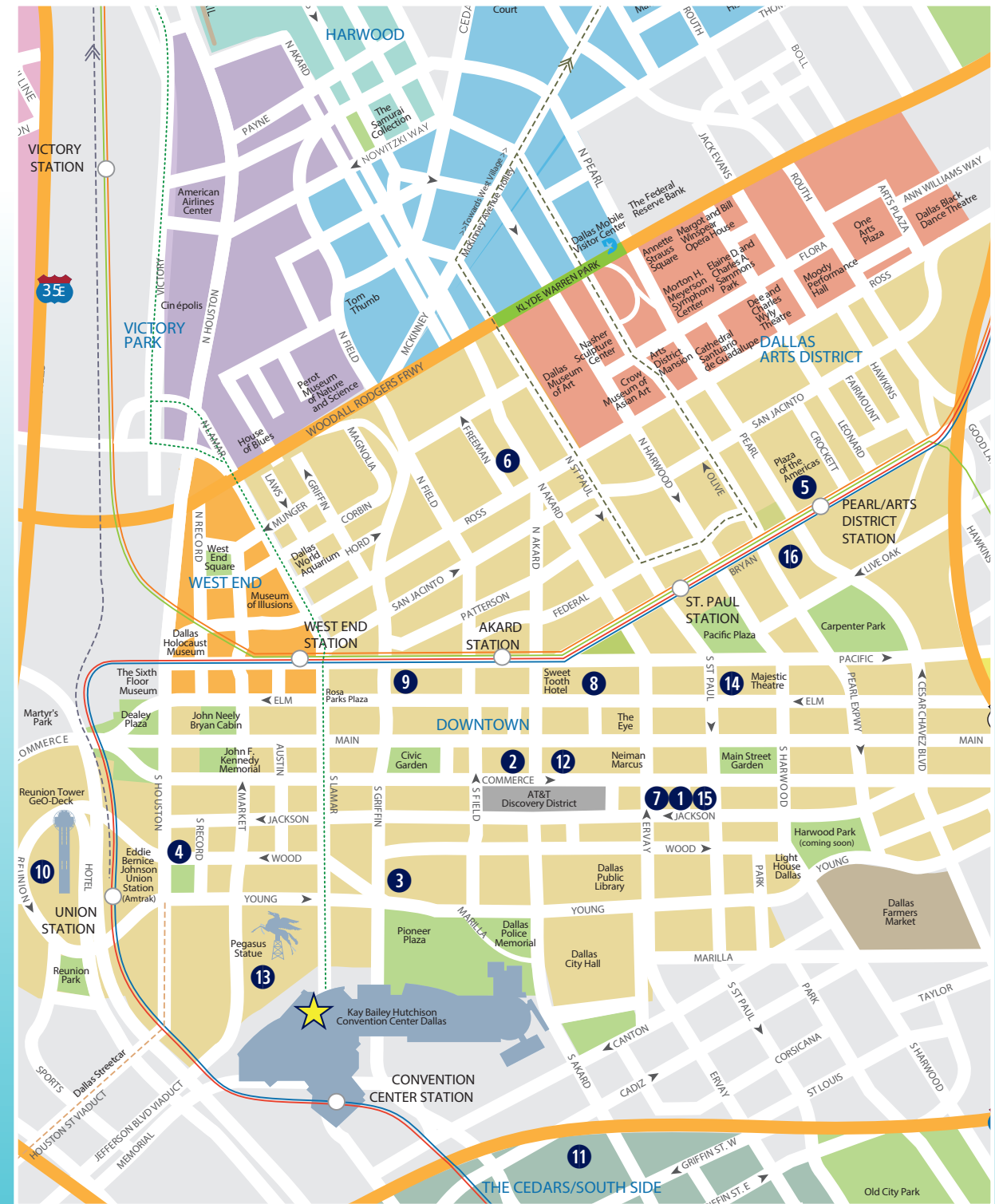
**How do I get more visibility at the show?**  
[Verticon.org/sponsor](http://Verticon.org/sponsor)

# HOTELS

## HOTEL NAME

## Distance from KBHCCD

1	AC Hotel by Marriott Dallas Downtown	0.6 mi.
2	The Adolphus Hotel	0.4 mi.
3	Aloft Dallas Downtown	0.2 mi.
4	Courtyard Dallas Downtown/Reunion District	0.5 mi.
5	Dallas Marriott Downtown	1.3 mi.
6	Fairmont Dallas	0.8 mi.
7	Hampton Inn & Suites Downtown Dallas	0.6 mi.
8	Hilton Garden Inn Dallas Downtown	0.9 mi.
9	Homewood Suites Dallas Downtown	0.5 mi.
10	Hyatt Regency Dallas	0.6 mi.
11	Lorenzo Hotel	0.3 mi.
12	Magnolia Hotel Dallas Downtown	0.3 mi.
13	Omni Dallas Hotel	(connected to KBHCCD via skybridge)
14	Renaissance Saint Elm Dallas Downtown Hotel	0.7 mi.
15	Residence Inn Dallas Downtown	0.6 mi.
16	Sheraton Dallas Hotel	0.9 mi.





# IMPORTANT DATES

## 2024

<b>MAY 1</b>	June 2024 ROTOR ad reservations due
<b>MAY 6</b>	Application for space and floor plan online
<b>MAY 13</b>	June 2024 ROTOR ad materials due
<b>JUN. 3</b>	Housing opens
<b>JUN. 28</b>	Lottery 1 (stages 1-4) application for space and payment deadline
<b>JUL. 29</b>	September 2024 ROTOR ad reservations due
<b>JUL. 31</b>	Lottery 1 booth confirmations sent
<b>AUG. 5</b>	September 2024 ROTOR ad materials due
<b>AUG. 28</b>	Lottery 2 (stages 1-3) application for space and payment deadline
<b>SEP. 27</b>	Lottery 2 booth confirmations sent
<b>OCT. 28</b>	December 2024 ROTOR ad reservations due
<b>OCT. 29</b>	Registration opens
<b>NOV. 4</b>	December 2024 ROTOR ad materials due
<b>NOV. 8</b>	Last day to cancel or reduce exhibit space and receive partial refund minus 25% admin fee
<b>DEC. 6</b>	Last day to cancel or reduce exhibit space and receive partial refund minus 50% admin fee
<b>DEC. 20</b>	Last day to apply for space and be included in program guide
	Last day to become a sponsor and receive recognition on signage

## 2025

<b>JAN. 13</b>	March 2025 ROTOR ad reservations due
<b>JAN. 17</b>	Early-bird registration discount deadline
	Exhibitor-appointed contractor authorization form deadline
<b>JAN. 20</b>	March 2025 ROTOR ad materials due
<b>JAN. 30</b>	Program guide ad reservations deadline
<b>JAN. 31</b>	Exhibitor-appointed contractor insurance deadline
	Aircraft display and insurance documents due to VAI Operations
<b>FEB. 6</b>	Program guide ad materials due
<b>FEB. 7</b>	Official vendor discount deadline
	Deadline for submitting VAI forms from Exhibitor Services Kit
<b>FEB. 17</b>	Hotel reservation deadline for individuals and groups
<b>MAR. 7-8</b>	Aircraft fly-in
<b>MAR. 10</b>	VERTICON 2025 begins
<b>MAR. 11</b>	Exhibit hall open 10:00 am-5:00 pm
<b>MAR. 12</b>	Exhibit hall open 10:00 am-5:00 pm
<b>MAR. 13</b>	Exhibit hall open 10:00 am-4:00 pm
<b>MAR. 13-14</b>	Aircraft fly-out

**VERTICON**  
ON  
**SOCIAL**



/VAIVERTICON



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#VERTICON2025

## Vertical Aviation International

1920 Ballenger Avenue, 4th Floor, Alexandria, VA 22314-2898  
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**verticon.org**