

# VERTICON

FORMERLY HAI HELI-EXPO

**Dallas 2025 | POWERED BY VAI**

## EXHIBITOR & SPONSOR PROSPECTUS

**March 10–13, 2025**  
Exhibits Open March 11–13





# THE WHAT

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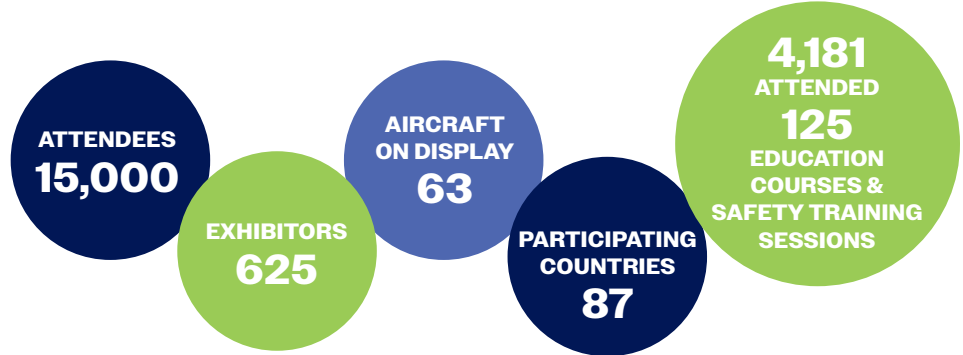
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## ABOUT VERTICON

*The world's largest vertical aviation conference and trade show.*

VERTICON (formerly HAI HELI-EXPO®) is the must-participate event of the year for the international vertical aviation industry. Consistently ranked as VAI's No. 1 member benefit and the industry's premier networking opportunity, VERTICON is enthusiastically described by professionals and exhibitors as "can't miss" and "must attend." Join us and find out why!!

## 2024 ATTENDANCE NUMBERS



**About Vertical Aviation International.** VAI is the world's leading membership association dedicated to the vertical aviation industry. By fueling industry growth through connection, advocacy, safety, education, and support for members' success, VAI strives to leverage the power of vertical flight to strengthen communities worldwide. We welcome all facets of the vertical aviation industry as members: manufacturers, operators, suppliers and vendors, pilots, aviation maintenance technicians and engineers, students, and other industry professionals.



# THE WHO

## VERTICON ATTENDANCE

Smart vertical aviation industry marketers invest in VERTICON.

Attention all vertical aviation OEMs, distributors, suppliers, and trainers: you need to be at VERTICON! For four days, attendees gather in this exclusive universe dedicated to vertical-capable aircraft to touch, test, and envision their future. Where else will you have the opportunity to put your unique value proposition in front of so many vertical aviation professionals, decision-makers, and influencers?

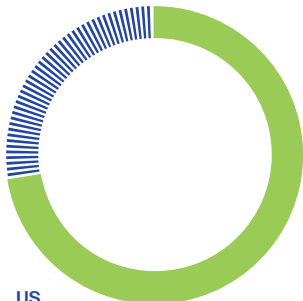
*“VERTICON is a great opportunity to showcase all the expertise of the suppliers/buyers, even the sellers.”*

–Nhel Capacio,  
Logistics Customer  
Service Specialist,  
Heli Skycargo

## ATTENDEE PROFILE

### INTERNATIONAL DISTRIBUTION

INT'L  
**27%**



US  
**73%**

### INVOLVEMENT IN BUYING DECISIONS

Three out of every four attendees are involved in the decision-making process.



### ACTIONS TAKEN AT THE SHOW





# THE WHY

## 2025 EXHIBIT RATES

Member Rates	
<b>Standard Display</b>	\$3,400 for each 10' x 10' unit
<b>Static Display</b>	\$4,050 for each 20' x 40' unit
<b>Static Display with Standard Display</b>	\$3,050 for each 20' x 40' unit
Nonmember Rates	
<b>Standard Display</b>	\$4,900 for each 10' x 10' unit
<b>Static Display</b>	\$5,550 for each 20' x 40' unit

## 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!**

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



# THE HOW

## EXHIBITING

*An anchor and lottery system determines booth placement.*

### THE ANCHORS

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 must exceed 10,000 sq. ft. of exhibit space for a minimum of two consecutive years.

### THE LOTTERIES

Most other booth assignments are determined by two separate lotteries (see chart at right).

#### Lottery 1

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

#### Lottery 2

Lottery 2 (Stages 1–3) is open to any company that wishes to exhibit and submits its application, with 50% payment, by Aug. 28, 2024.

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

### 2025 PROGRAM & EXHIBIT GUIDE DEADLINE

Applications must be received by Dec. 20, 2024, for exhibitors to be listed in the program guide.

## LOTTERIES & STAGES

### LOTTERY 1

#### Stage 1

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

#### Stage 2

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

#### Stage 3

Exhibitors with less than 1,200 sq. ft.

#### Stage 4

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

### LOTTERY 2

#### Stage 1

Exhibitors with a minimum of 1,200 sq. ft.

#### Stage 2

Exhibitors with less than 1,200 sq. ft.

#### Stage 3

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



## BECOME A VERTICON 2025 SPONSOR

*Strengthen your brand with the international vertical aviation industry.*

VERTICON sponsors get added benefits! Your company will be prominently featured in front of VAI's audience before, during, and after the show. Recognition levels vary according to your sponsorship spend (see table, p. 7).

**Brand visibility.** Your brand will be in front of thousands of vertical aviation professionals from around the world attending the show.

**Added coverage.** You'll also receive exposure in POWER UP (formerly ROTOR) magazine (11,000+ readers in 60+ countries) and in the VAI Daily (formerly ROTOR Daily) e-newsletter (37,000+ readers in 137 countries).

Read more about all your sponsorship options on the following pages.

### VAI MEMBER DISCOUNT

The VAI member discount is available to exhibitors and sponsors who have paid their 2024-25 membership dues in full before or at time of application for space or sponsorship.

*All sponsor advertising and promotional spends in the VAI fiscal year count toward your placement in the recognition levels!*



## SPONSORSHIP LEVELS

RECOGNITION LEVEL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
<i>Qualifying Sponsorship Amount</i>	\$100,000+	\$75,000 – \$99,999	\$40,000 – \$74,999	\$15,000 – \$39,999	\$7,500 – \$14,999	\$1,000 – \$7,499
Recognition by sponsor level on prominent signage at VERTICON	✓	✓	✓	✓	✓	✓
Recognition by sponsor level in official VERTICON Program & Exhibit Guide	✓	✓	✓	✓	✓	✓
Recognition by sponsor level in June 2025 issue of POWER UP magazine	✓	✓	✓	✓	✓	✓
Logo on VERTICON website	✓	✓	✓	✓	✓	✓
Recognition by sponsor level in VERTICON mobile app	✓	✓	✓	✓	✓	-
Booth at VAI Industry Career Fair	✓	✓	✓	-	-	-
Ad in March 2025/VERTICON issue of POWER UP magazine.	Full Page	Full Page	½ Page	½ Page	¼ Page	-
Promotional eblast pre- or postconference	2	1	1	-	-	-
Tickets to VAI-hosted VIP event at VERTICON	3	2	1	-	-	-

**Please note:** There are no sponsor benefit substitutions or price reductions if the sponsor elects not to take advantage of a benefit and/or if any production deadlines have already passed.



## A VAI MEMBERSHIP ADDS VALUE YEAR ROUND

*The benefits continue beyond VERTICON.*

### JOINING VAI

gives your company more ways to grow:

- ⊕ **INCREASE BRAND VISIBILITY** through your listing in VAI's Member Directory, where your company will be in front of VAI's 16,000+ international members.
- ⊕ **BUILD CONNECTIONS** all year—when you join VAI, you increase your company's ability to strengthen relationships throughout the year.
- ⊕ **FIND SUPPORT** through VAI's business-oriented benefits that are designed to optimize your operations.
- ⊕ **GET SOMEONE IN YOUR CORNER** advocating on your behalf and looking out for vertical aviation industry's interests.
- ⊕ **KEEP YOUR STAFF CURRENT ON TRAINING** through VAI's Online Academy courses and in-person trainings at VAI events.
- ⊕ **SAVE MONEY** through discounts on VAI education and training, advertising, exhibiting / sponsorship / attendance, and more.

*And best of all: every employee  
of your company receives  
VAI member benefits!*



**Join your peers: operators, OEMs & suppliers comprise over 50% of VAI members.**

Member companies and their employees have access to company-exclusive benefits in addition to all the other benefits VAI offers. Check out all the benefits available to you at [verticalavi.org/benefits](https://verticalavi.org/benefits).





## CONVENTION CENTER & SPECIALTY BRANDING OPTIONS

*Put your brand in front of thousands.*

Stand out in the hustle and bustle of the convention center with high-visibility options in the exhibit hall or in common areas, including the convention center lobby, educational session hallways, and escalators leading from the exhibit hall to the sessions.

Specialty branding makes your company name visible through more than just ads and marketing materials. placement on take-home items such as tote bags and lanyards, your brand will live in attendees' minds long after VERTICON is over. And during the show, maps, safety kits, the VAI Events mobile app, and more will keep your company name at hand throughout the event.

ON-SITE OPTIONS	Member Pricing	Nonmember Pricing
<b>Exhibit Hall</b>		
Logo on all show aisle signs	\$21,000	\$24,150
Column wraps	Pricing based on specs	
Single-slot publication bin	\$2,500	\$3,000
<b>Lobbies, Hallways, Escalators</b>		
Banners, Decals, Clings	Pricing based on specs	

SPECIALTY BRANDING OPTIONS	Member Pricing	Nonmember Pricing
<b>Tote Bags</b>	\$60,000	\$75,000
Sponsor name and logo printed on tote bags distributed in the registration area		
<b>Lanyards</b>	\$36,000	\$45,500
Sponsor logo on lanyards and sponsor recognition on lanyard kiosks		
<b>VAI Events Mobile App</b>	\$21,000	\$24,500
Multiple points of sponsor recognition in the app via banner ads and push notifications		

*Prices include production/installation; production deadlines must be met to guarantee published rates.*



## HOTEL AND TRANSPORTATION BRANDING

*Raise your profile outside the convention center.*

Looking for high-impact ways to stay in front of attendees when they're not at the convention center? Key cards and room drops are impossible-to-miss ways to make an impression, and the VERTICON hotels have a number of creative ways to raise your profile.

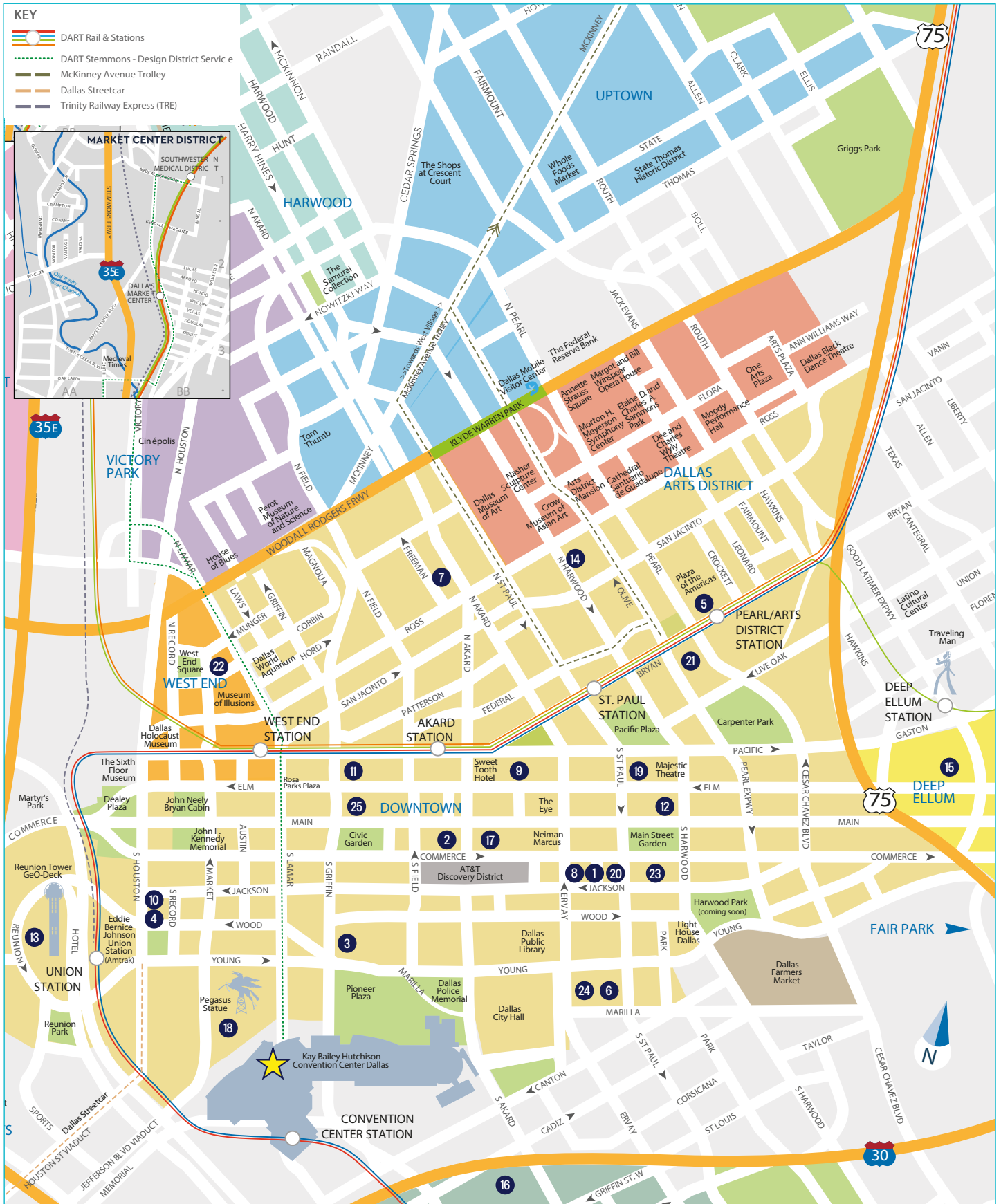
Prices below include production/installation; production deadlines must be met to guarantee published rates.

BRANDING OPTIONS	Member Pricing	Nonmember Pricing
<b>Shuttle Bus Wraps</b> (side of bus and headrests)	Contact <a href="mailto:Sales@verticalavi.org">Sales@verticalavi.org</a>	
17-22 buses		
<b>Room Drops</b>	\$13,500	\$15,750
<ul style="list-style-type: none"> <li>▶ One / night, Mon., Mar. 10; Tue., Mar. 11 (peak); or Wed., Mar. 12</li> <li>▶ Number of rooms varies by hotel</li> <li>▶ Hotels included: see list at right.</li> </ul>		
<b>Hotel Key Card Package A</b>	\$15,000	\$17,250
Hyatt Regency Dallas, Sheraton Dallas, Magnolia Hotel Dallas Downtown, The Adolphus Hotel, Hilton Garden Inn Downtown Dallas, The Kimpton Pittman Hotel		
<b>Hotel Key Card Package B</b>	\$16,000	\$18,500
Omni Dallas Hotel, Dallas Marriott Downtown, Lorenzo Hotel, Aloft Dallas Downtown, Fairmont Dallas, The Westin Dallas Downtown, JW Marriott Dallas Arts District, Renaissance Saint Elm Dallas Downtown Hotel, Hotel Indigo Dallas Downtown, an IHG Hotel		
<b>Lobby, Bar, and Other Hotel Branding</b>	Contact <a href="mailto:Sales@verticalavi.org">Sales@verticalavi.org</a>	
Create visibility for your company at the official VERTICON hotels via banners and other fun options or make an even bigger impression by converting a hotel lobby bar into your branded space. Contact a VERTICON representative at <a href="mailto:Sales@verticalavi.org">Sales@verticalavi.org</a> or +1 352 388 7031, and let's brainstorm together!		

HOTEL NAME	Distance to KBHCCD
1 AC Hotel 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 Fairfield Inn & Suites Dallas Downtown	0.3 mi.
7 Fairmont Dallas	0.8 mi.
8 Hampton Inn & Suites Dallas Downtown	0.6 mi.
9 Hilton Garden Inn Downtown Dallas	0.9 mi.
10 Holiday Inn Express Dallas Downtown	0.5 mi.
11 Homewood Suites Dallas Downtown	0.5 mi.
12 Hotel Indigo Dallas Downtown	0.7 mi.
13 Hyatt Regency Dallas	0.6 mi.
14 JW Marriott Dallas Arts District	1.2 mi.
15 The Kimpton Pittman Hotel	2.2 mi.
16 Lorenzo Hotel	0.3 mi.
17 Magnolia Hotel Dallas Downtown	0.3 mi.
18 Omni Dallas Hotel	Connected to KBHCCD via skybridge
19 Renaissance Saint Elm Dallas Downtown Hotel	0.7 mi.
20 Residence Inn Dallas Downtown	0.6 mi.
21 Sheraton Dallas	0.9 mi.
22 Springhill Suites Dallas Downtown/West End	0.7 mi.*
23 The Statler Dallas	0.7 mi.
24 TownePlace Suites Dallas Downtown	0.3 mi.
25 The Westin Dallas Downtown	0.5 mi.

\*Driving distance

# VERTICON 2025 HOTELS



Contact [Sales@verticalavi.org](mailto:Sales@verticalavi.org) or +1 352 388 7031 for sponsorship and advertising details.

[vertical.org](http://vertical.org) 11



## GENERAL EDUCATION SPONSORSHIP

*Reach professionals across the vertical aviation spectrum.*

VERTICON's Elevations program (formerly Professional Education Course program) covers a range of topics, including aeronautical decision-making, mountain flying, accident investigation, uncrewed aircraft systems, safety, and more. More than 600 people across multiple sectors typically register for courses each year.

This sponsorship is general education sponsorship.

*“VERTICON  
is a great  
networking  
and business  
development  
event”*

–Thomas Nied,  
Senior Business  
Development  
Director, Truth Data  
Insights

	Member Pricing	Nonmember Pricing
<b>General Education Sponsorship</b>	\$5,000	\$5,750
<ul style="list-style-type: none"> <li>▶ Recognition on the VERTICON website education page</li> <li>▶ Recognition in the VERTICON 2025 Program &amp; Exhibit Guide</li> <li>▶ Recognition on signage outside of room.</li> </ul>		





Perception of the rotor diameter

Lessons learned

- Be aware that your rotor disk radius is more than twice on each side as well behind that what you perceive in front!
- Approach obstacle whenever possible with the nose of the helicopter!
- Land only upslope!
- Fuel station is one of the classiest trap!
- Let only qualified marshaller guide you!

## FOUNDATIONS ROOM SPONSORSHIP

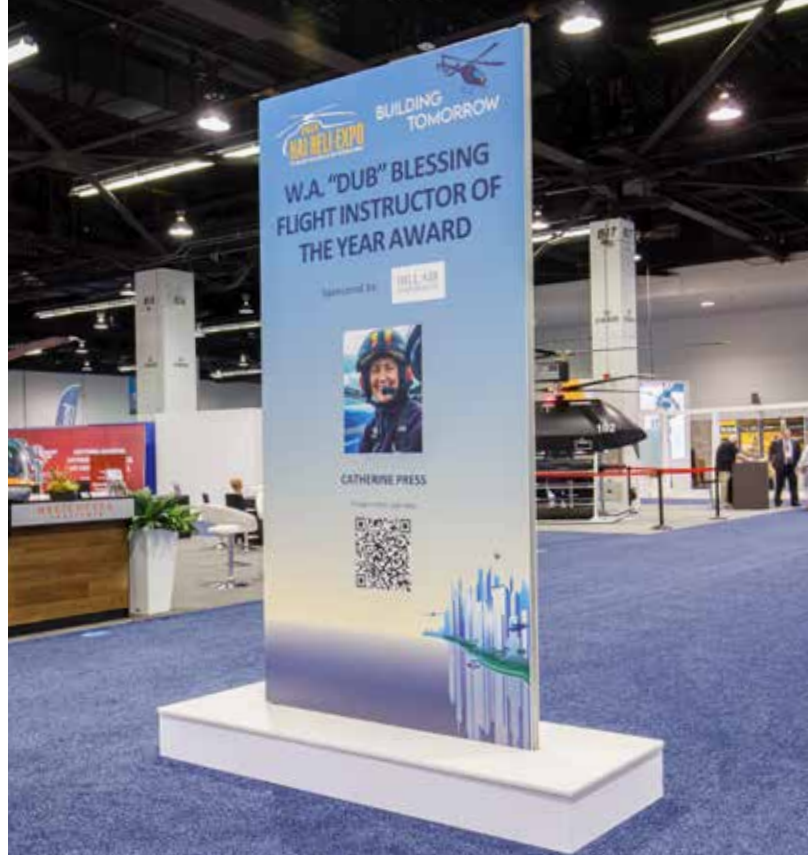
*Proudly show your commitment to excellence in vertical aviation.*

VERTICON’s Foundations program, formerly the Rotor Safety Challenge, offers registered attendees and exhibitors 50+ sessions to learn new skills and industry best practices to improve safety performance and prepare for safety challenges facing different industry segments and engage on small-business issues and solutions. These free sessions typically attract 2,000+ participants. Some sessions are eligible for FAA WINGS and AMT continuing education credits.

Sponsorship covers all Foundations sessions in the sponsored room. Each room is dedicated to a specific session track.

	Member Pricing	Nonmember Pricing
<b>Foundations Room Sponsorship</b>	\$5,000	\$5,750
<ul style="list-style-type: none"> <li>▶ Recognition on slides for sessions scheduled in the sponsored room</li> <li>▶ Recognition on the VERTICON website education page</li> <li>▶ Recognition in the VERTICON 2025 Program &amp; Exhibit Guide</li> <li>▶ Recognition on signage outside the room</li> <li>▶ Option to introduce speaker at up to 4 Foundations sessions scheduled in the sponsored room.</li> </ul>		





## SALUTE TO EXCELLENCE AWARDS

*Honor professional achievement by sponsoring an award.*

For more than 50 years, VAI has celebrated outstanding achievement in the vertical aviation community through its Salute to Excellence Awards. By sponsoring an award, you'll lend your company's name to one of the industry's most prestigious honors while helping recognize the highest standards of professionalism in aviation.

*Your sponsorship reflects your company's support of one of the industry's most prestigious honors.*

	Member Pricing	Nonmember Pricing
<b>Awards Sponsorship</b>	\$9,100/award	\$10,500/award
<ul style="list-style-type: none"> <li>▶ Sponsor name on the award</li> <li>▶ 2 invitations to President's Salute to Excellence Reception honoring award winners.</li> </ul>		
<b>Sponsor Recognition on Award Winner Promotional Materials</b>		
<ul style="list-style-type: none"> <li>▶ Sponsor logo on show signage announcing the award winner</li> <li>▶ Sponsorship recognition included in press announcements about the award winner</li> <li>▶ Sponsor logo included on website announcements about the award winner</li> <li>▶ Sponsor recognition in POWER UP (formerly ROTOR) magazine article about the award winner.</li> </ul>		

Salute to Excellence Awards
Communications Award
W.A. "Dub" Blessing Flight Instructor of the Year Award
Maintenance Award
Safety Award
Golden Hour Award
Humanitarian Service Award
Law Enforcement Award
Pilot of the Year Award
Lifetime Achievement Award
Matthew S. Zuccaro Land & LIVE Award*
Harold Summers Legacy Award*

*\*Awards with asterisk not open for sponsorship.*

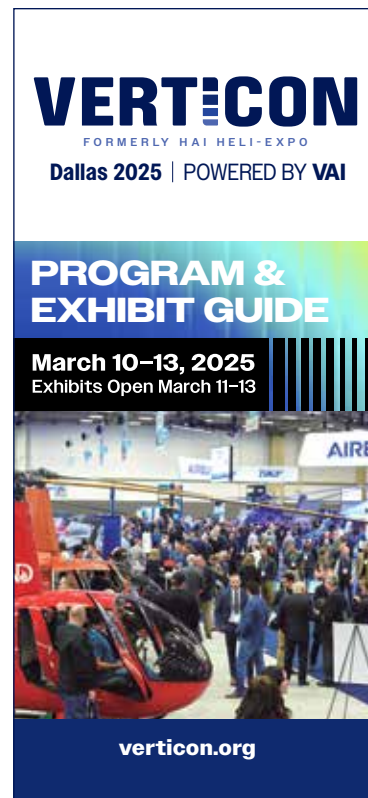
# ADVERTISE IN THE VERTICON 2025 PROGRAM & EXHIBIT GUIDE

The on-site guide to the world's largest VTOL trade show.

2025 Publication Calendar	
Reserve space	Jan. 30, 2025
Artwork due	Feb. 6, 2025

The Program & Exhibit Guide is distributed to all VERTICON attendees. Promote your presence so current and prospective customers can easily find you at the largest vertical aviation conference and trade show on Earth.

2025 Ad Rates and Sizes		
VAI members enjoy discounted advertising rates. Visit <a href="https://verticalavi.org/join">verticalavi.org/join</a> to learn more.		
<b>Center Spread</b> ‡ 8W × 9H \$7,720 members \$8,095 nonmembers	<b>Back Cover</b> ‡ 4W × 9H \$7,720 members \$8,095 nonmembers	<b>Inside Front Cover</b> ‡ <b>Inside Back Cover</b> ‡ 4W × 9H \$7,130 members \$7,475 nonmembers
<b>Premium Position</b> ‡ 4W × 9H \$4,705 members \$4,940 nonmembers	<b>Full Page</b> ‡ 4W × 9H \$3,035 members \$3,185 nonmembers	<b>1/2 Page</b> 3.5W × 4.25H \$1,560 members \$1,630 nonmembers
All sizes are in inches, and all ads must be 4-color. ‡For all ads requiring a bleed, add 0.125 inches to image size on all sides and keep live matter 0.375 inches from the trim line. Offset crop marks outside the bleed.		



## AD SPECIFICATIONS

- The VERTICON Program & Exhibit Guide is a four-color saddle-stitched publication. Trim size is 4W × 9H.
- Submit ads as press-quality PDFs, 300 dpi minimum, with all fonts embedded. Submit line art in a vector format. Spot colors will be converted to process equivalents.

1/2 Page



3.5W x 4.25H

Full Page/  
Premium Position



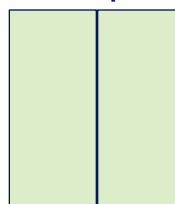
4W x 9H

Back Cover/Inside Front Cover/  
Inside Back Cover



4W x 9H

Center Spread



8W x 9H





# ADVERTISE IN POWER UP MAGAZINE

Written by and for the vertical aviation industry.

VAI's POWER UP (formerly ROTOR) magazine has 11,000+ readers in more than 60 countries. With a 4.3 pass-along rate, your ad in POWER UP will be seen by nearly 50,000 total readers, making it a formidable venue for your advertising.

The first issue of the year, the VERTICON edition of POWER UP, is distributed to all show attendees in addition to the regular subscriber mailing list. This issue is the most highly anticipated, widely read of the year.

POWER UP's second issue of the year, the VERTICON postshow issue, offers extensive coverage of the event, including highlights and photos.

Advertise in POWER UP to keep your company brand and message in front of the thousands of readers who attended the show and visited your booth, extending the impact and return on investment from your participation at VERTICON 2025.

## AD SPECIFICATIONS

- POWER UP magazine is a four-color perfect-bound publication.
- Trim size is 8.5W x 10.875H.
- Submit ads as press-quality PDFs, 300 dpi minimum, with all fonts embedded. Submit line art in a vector format. Spot colors will be converted to process equivalents.

2025 Publication Calendar				
	March 2025/VERTICON Issue	June 2025	September 2025	December 2025
Reserve By	Jan. 13, 2025	Apr. 30, 2025	Aug. 1, 2025	Oct. 29, 2025
Artwork Due	Jan. 20, 2025	May 2, 2025	Aug. 13, 2025	Nov. 10, 2025

## 2024-25 Ad Rates and Sizes

VAI members receive discounted advertising rates. To learn more about benefits of membership, visit [verticalavi.org/join](https://verticalavi.org/join).

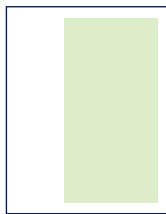
All ad sizes are in inches, and ads must be 4-color.	<b>Back Cover*</b> 8.5W x 10.875H \$9,360 members \$10,290 nonmembers	<b>Inside Front Cover*</b> 8.5W x 10.875H \$6,800 members \$7,490 nonmembers	<b>Inside Back Cover*</b> 8.5W x 10.875H \$6,215 members \$6,845 nonmembers	<b>Premium Position*</b> 8.5W x 10.875H \$5,870 members \$6,460 nonmembers
	<b>Full Page*</b> 8.5W x 10.875H \$5,110 members \$5,615 nonmembers	<b>2/3-Page Vertical</b> 4.875W x 9.5H \$4,090 members \$4,495 nonmembers	<b>1/2-Page Horizontal</b> 7.5W x 4.75H \$3,235 members \$3,560 nonmembers	<b>1/2-Page Island</b> 4.875W x 7H \$3,235 members \$3,560 nonmembers
<b>1/4-Page Vertical</b> 3W x 4H \$1,750 members \$2,000 nonmembers	<b>Marketplace</b> 2.25W x 2.25H \$250 members \$325 nonmembers	<b>Post-it® Note‡</b> 3W x 3H \$2,550 members \$2,810 nonmembers	*For ads requiring a bleed, add 0.125 inches to image size on all sides and keep live matter 0.375 inches from the trim line. Offset crop marks outside the bleed. ‡Affixed to front cover of magazine.	

All Covers\*  
Premium Position\*/  
Full Page\*



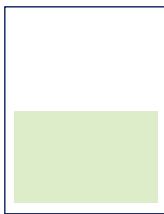
8.5W x 10.875H

2/3-Page  
Vertical



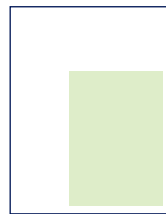
4.875W x 9.5H

1/2-Page  
Horizontal



7.5W x 4.75H

1/2-Page Island



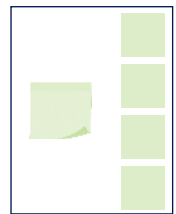
4.875W x 7H

1/3-Page Square/  
1/4-Page Vertical



4.875W x 4.75H  
3W x 4H

Marketplace/  
Post-It Note‡



2.25W x 2.25H  
3W x 3H



**VAI DAILY**  
TODAY'S VERTICAL AVIATION NEWS

**Today's Photo**

A Bell 407 rests on the snow at sunset in the Arctic Circle. Its crew, from Maritime Helicopters in Homer, Alaska, was conducting a wildlife survey.  
Courtesy Steve Slade

[Submit Your Photo >](#)

## ADVERTISE IN VAI DAILY

A roundup of the day's most compelling vertical flight news.

VAI's popular e-newsletter, VAI Daily, is sent to more than 37,000 readers in 137 countries every weekday. It features the news vertical aviation professionals care about most. During VERTICON, VAI Daily publishes twice a day to provide the very latest news and announcements from the show.

### 2024-25 PUBLICATION CALENDAR

VAI Daily is delivered to more than 37,000 subscribers Monday through Friday (excluding holidays).

**Reserve space:** Available on a first-come, first-served basis. Advertising in VAI Daily is sold by the month.

**Materials due:** The 15th of the month prior to publication.

**March 2025 issues:** Contact [Sales@verticalavi.org](mailto:Sales@verticalavi.org) for March 2025/VERTICON 2025 VAI Daily pricing.

**VAI DAILY**

Horizontal Banner 1	Rectangle Position 1
Horizontal Banner 2	Rectangle Position 2
Horizontal Banner 3	Rectangle Position 3
Horizontal Banner 4	Rectangle Position 5
Horizontal Banner 5	Rectangle Position 6

### 2024-25 AD RATES AND SIZES

VAI members enjoy discounted advertising rates. Visit [verticalavi.org/join](https://verticalavi.org/join) to learn more.

#### Horizontal Banners\*

<b>Horizontal Banner 1</b> 530 pixels W × 120 pixels H \$2,185 members \$2,510 nonmembers	<b>Horizontal Banner 2</b> 530 pixels W × 120 pixels H \$1,995 members \$2,295 nonmembers	<b>Horizontal Banner 3</b> 530 pixels W × 120 pixels H \$1,910 members \$2,195 nonmembers
<b>Horizontal Banner 4</b> 530 pixels W × 120 pixels H \$1,850 members \$2,125 nonmembers	<b>Horizontal Banner 5</b> 530 pixels W × 120 pixels H \$1,800 members \$2,070 nonmembers	

#### Rectangle Positions

<b>Rectangle Position 1</b> 300 pixels W × 250 pixels H \$1,819 members \$2,090 nonmembers	<b>Rectangle Position 2</b> 300 pixels W × 250 pixels H \$1,639 members \$1,885 nonmembers	<b>Rectangle Position 3</b> 300 pixels W × 250 pixels H \$1,429 members \$1,645 nonmembers
<b>Rectangle Position 4</b> 300 pixels W × 250 pixels H \$1,209 members \$1,390 nonmembers	<b>Rectangle Position 5</b> 300 pixels W × 250 pixels H \$999 members \$1,135 nonmembers	<b>Rectangle Position 6</b> 300 pixels W × 250 pixels H \$799 members \$920 nonmembers

\*Contact [Sales@verticalavi.org](mailto:Sales@verticalavi.org) for March 2025/VERTICON VAI Daily pricing.

### AD SPECIFICATIONS

- Submit ads in PNG, JPEG, or GIF (animated and static GIFs accepted).
- File size must be no larger than 50 kb.

## DIGITAL OPPORTUNITIES

*Expand your digital exposure.*

VAI offers digital marketing opportunities, including retargeting, webinar sponsorships, and sponsored content—all fantastic ways to keep your brand top of mind or position your company as a subject-matter expert to the vertical aviation industry.

Contact [Sales@verticalavi.org](mailto:Sales@verticalavi.org) or +1 352 388 7031 for details!



## TARGET YOUR ADS!

*Expand your brand and broaden your digital exposure.*

Reach VAI's audience with trackable, quantifiable digital exposure. Visitors to verticalavi.org and verticon.org are tagged with a cookie, so they'll see your ad when they visit other websites.

### DIGITAL EXPOSURE

- ▶ Targeted ads provide guaranteed, sustained, and specific exposure to vertical aviation professionals.
- ▶ Receive detailed reports that allow you to see your campaign results in real time.

### Reporting

- ▶ Impressions
- ▶ Clicks
- ▶ Geographic Locations

### Ad Sizes

Wide Skyscraper (160 × 600 pixels)

Square Pop-Up (300 × 250 pixels)

Leaderboard (728 × 90 pixels)

**WIDE  
SKYSCRAPER  
160 × 600**

**YOUR  
AD  
HERE**

**SQUARE POP-UP  
300 × 250**

**YOUR  
AD  
HERE**

**LEADERBOARD = 728 × 90**

**YOUR  
AD  
HERE**

# VAI WEBINARS

Information you need, from experts you trust.

VAI webinars provide up-to-date information about market conditions, regulations, training, and careers in vertical aviation. The webinars feature subject matter experts talking about topics that matter to industry professionals.

**May 9, 2024: Hydrogen-Powered Flight and the Piasecki PA-890**

UAM Mission: VTOL, 500m plus reserve, 2-4 PAX, able to operate Denver CO altitude.

Feasibility Study on the Performance, Emissions, and Cost Benefits of replacing the IC Engine with electric propulsion system powered by:

- i. Battery
- ii. H2FC with Gaseous tank
- iii. H2FC with Liquid Tank

Option	IC Engine	Battery	H2FC-Gaseous	H2FC-Liquid
CRJ Alignment	Red	Green	Green	Green
Range (before refuel)	Green	Red	Yellow	Green
500m UAM Payload	Green	Red	Green	Green
Direct Operating Cost	Yellow	Red	Green	Green
Total Cost of Ownership	Yellow	Red	Green	Green

ICE powered R44 used as Baseline

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**Apr. 11, 2024: AI and Security for Autonomy in Aerospace**

WHAT WE ARE DOING FOR AI IN AEROSPACE?

Positioning Capabilities

MoCap Marker Deck      Flow Deck v2      AI Deck

Georgia Tech

CREATING THE NEXT

**Mar. 14, 2024: What's That Sound? One Pilot's Amazing Story of Survival**

## EXCLUSIVE MONTHLY SPONSORSHIP

- ▶ Free, monthly live webinars
- ▶ Each webinar averages more than 350 views
- ▶ 50+ countries represented in viewership.

### Sponsorship Includes

- ▶ Recognition at the beginning of the webinar
- ▶ Logo on all promotional email for the webinar
- ▶ Logo on VAI-produced slides.

### Webinar Topics (representative sample)

- ▶ Aviation Insurance
- ▶ Advanced Air Mobility
- ▶ Vertical Aviation Careers
- ▶ Heliport Design and Use
- ▶ Safety and Risk Management
- ▶ UAS Integration
- ▶ Mil2Civ: Maintenance.

### Webinar Guests

- ▶ Aviation specialists in law, insurance, and employment
- ▶ Civil aviation regulators
- ▶ Leaders from the international vertical aviation industry
- ▶ Manufacturers and suppliers
- ▶ Pilots, maintenance technicians, and operators.

Contact [Sales@verticalavi.org](mailto:Sales@verticalavi.org) or +1 352 388 7031 for details.

# VERTICON

FORMERLY HAI HELI-EXPO

## 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

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#VERTICON2025



**Vertical Aviation International**

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