



EXHIBITOR ESSENTIALS – JANUARY

Upcoming Deadlines

Jan. 17.

Deadline to submit [VERTICON 2025 EAC Form](#).

An exhibitor-appointed contractor (EAC) is a company other than the official service provider for the show that requires access to your booth during installation and dismantling. Exhibitors must submit a separate form for each EAC.

Jan. 31.

Deadline for EACs to submit required insurance documentation.

EACs should submit your certificates of insurance to VERTICON@assuredpartners.com. [Review EAC Insurance Requirements](#).

Feb. 7.

Deadline to submit [VERTICON 2025 - Booth Variance Request Form](#).

Exhibitors with designs that are outside VAI's booth guidelines may request a booth variance by submitting a detailed booth diagram with dimensions. [Review VERTICON 2025 Booth Guidelines](#).

Mar. 1.

Deadline to submit [VERTICON 2025 Booth Event Form](#).

VAI Show Management must preapprove in writing any events exhibitors hold at their booth during pre- or post-show hours.

Promote Your Brand and Presence

Two months out is the perfect time to complete your company profile and start communicating with customers and leads.

Exhibitor Profiles

[Update my profile](#) – Interactive Show Floor Map/Map Your Show

- Attendees can view the interactive show floor map on VERTICON.org
- Don't forget to upload your logo to make your profile stand out.

[Update my profile](#) – Show App/Swapcard

- Use our [Exhibitor Guide](#), with its detailed instructions, to make updating your profile easier
- The number of active attendee users grows significantly one week before the show opens, so have your profile prepared!

Why spend the time?

- 40% of show app users at last year's show contacted an exhibitor or bookmarked an exhibitor profile
- 92% of the connections made were rated 4/5 stars.

Resources

[VERTICON 2025 Social Media Toolkit](#)

[VERTICON 2025 Logo and Branding Guidelines](#)

Invite Your Customers!

- Exhibitors receive 4 complimentary customer invites for every 100 sq. ft. (10 ft. x 10 ft.) of standard booth space purchased and 2 complimentary customer invites for every 800 sq. ft. (20 ft. x 40 ft.) of static booth space purchased, up to a maximum of 60 complimentary customer invites.
- Customer invites are supplied to exhibitors as a promo code, which you provide to your selected customers to use when they fill in their attendee registration form to receive a complimentary 3-day attendee badge.

[Exhibitor Registration/Customer Invites Portal](#)

Be Part of History: Sponsor the Inaugural AMC Competition @ VERTICON



The Aerospace Maintenance Council (AMC) is proud to announce the first-ever AMC Competition @ VERTICON, hosted by Vertical Aviation International (VAI) in Dallas, Texas, March 10–13, 2025. Building on nearly a decade of success at MRO Americas, this new event expands our legacy to the vertical aviation industry.

The AMC Competition presented by Snap-on at MRO Americas has become the premier showcase of aviation maintenance talent, with all 90 team slots for 2025 filled within 30 days of registration opening. Supported by nearly 50 organizations, the event celebrates the skills and expertise of maintenance professionals from airlines, repair stations, military branches, manufacturers, and educational institutions.

The inaugural Competition @ VERTICON will host up to 34 three-person teams competing in a dozen maintenance challenges. The event takes place on the VERTICON show floor on Tuesday, Mar. 11, with competitors celebrated at an awards ceremony on Wednesday, Mar. 12.

Sponsorship of this high-visibility event offers a unique opportunity to:

- Showcase your commitment to the aviation maintenance community
- Promote your brand to industry leaders and rising talent
- Support skill development within vertical aviation.

Companies are also invited to register a team to compete and highlight their pride in the profession.

Help us make history! Learn more about sponsorship opportunities and team registration at amccompetition.com/competitions/amcc-2025-verticon.

Manage how often you receive emails from Vertical Aviation International.