

VERTICON

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

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



verticon.org

EXHIBITOR NEWSLETTER | OCTOBER

EXHIBITOR WEBINAR

Date & Time: Nov 14, 2024, at 1:00 PM Eastern Time.

TOPICS

- KBHCCD Overview, Floorplan updates, Good Neighbor Program
- Lead Management, ROI, Lead Follow Up
- Advertising and Sponsorship Opportunities

[Register Here](#)

EXHIBITOR MEETING SPACE

[Request Your Meeting Space](#)

DETAILS

Exhibitors can request ONE-DAY COMPLIMENTARY meeting space at the Kay Bailey Hutchison Convention Center Dallas. Once complimentary space is exceeded, fees will apply (see tables below). Meeting space is available from March 7 to March 13.

Please note that all requests will be processed on a first-come, first-served basis.

Contact AlyssaM@verticalavi.org with any questions.

PRICING

Exhibitor Meeting Room Fees – Discounted rate

The discount is applied to requests received before January 24, 2025, only.

VAI Member – Half Day meeting (4 hours)	\$600
VAI Member – Full Day meeting	\$1,000
VAI Non-Member – Half Day meeting (4 hours)	\$2,100
VAI Non-Member – Full Day meeting	\$2,500

SPONSORSHIP OPPORTUNITIES

Connect with the VAI sales team to discuss ways to increase your booth traffic and strengthen your brand within the industry. VERTICON 2025 sponsors are promoted to our audience of

approximately 100,000 individuals in more than 85 countries before, during and after the show.

Contact us at Sales@verticalavi.org or +1 352 388 7031.

BOOTH VARIANCES

Exhibitors with designs that are outside VAI's [booth guidelines](#) can request a booth variance by submitting a detailed booth diagram with dimensions. Requests for a booth variance must be submitted via a [booth variance request form](#) by Feb. 7, 2025. Approvals will be given via email within five to seven business days.

Mark on your diagram the exact height and width of your booth structure and hanging sign. Clearly indicate the height of all levels on double-deck booths. All communication about booth designs must be in English and measurements given in feet/inches.

EXHIBITOR APPOINTED CONTRACTORS

An exhibitor appointed contractor (EAC), sometimes interchangeably referred to as an independent contractor, is a company other than the general or official service provider for the show that requires access to your booth during installation and dismantling. The EAC may only provide services in the facility not designated by the facility or HAI Show Management as “exclusive” to a designated provider. Use the link to the form below to submit.

[Submit your EAC information.](#)

Exhibiting companies MUST notify HAI Show Management AND GES of the exhibitor's intent to use an EAC by January 17, 2025.

Each EAC must submit valid evidence of insurance coverage (as outlined below) to insurance@rotor.org by January 31, 2025. Rules and regulations with requirements can be found [HERE](#).

Important Dates & Deadlines

Oct 29.

Registration Opens

Nov 8.

Last day to cancel or reduce space and receive partial refund minus 25% admin fee.

Nov 14.

VERTICON 2025 Exhibitor Webinar Series – Part One

Dec 20.

Last day to change your company name for the VERTICON Program Guide

Jan 17.

Exhibitor-appointed contractor authorization form deadline

See.you.in.Dallas*