

VERTICON

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

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



Exhibitor Newsletter – September | Know Your Booth

Standard Booths, a.k.a. Linear Booths

Size: 10 ft. x 10 ft. unit, any quantity

What's included:

- Fabric backdrop, 8 ft. high
- Pipe and drape side rails, 3 ft. high
- Booth identification sign with exhibitor name.

What's required:

- Floor covering (bring your own or rent from GES).

Additional guidelines:

- Exhibit sidewalls may be as high as 8 ft. but shall extend only 5 ft. from the back wall.
- Any display material over 3 ft. in height may not extend more than 5 ft., measured from the back wall of the booth to the front of the booth.
- Height restriction of 8 ft., unless the booth is on a perimeter, in which case the height restriction is 12 ft.

Island Booths

Size: 20 ft. x 20 ft. or larger

Open on all four sides

What's required:

- Floor covering (bring your own or rent from GES).

Additional guidelines:

- Height restriction of 20 ft.
- VAI Show Management must approve booth designs that include any of the following. Submit booth diagrams for approval by Feb. 7, 2025, to Verticon@verticalavi.org.
 - Covered booth
 - Double-deck booth
 - Booth with hanging elements and/or signs
 - Booth exceeding 20 ft. in height.

Static Booths

Static booths are solely for the purpose of displaying aircraft or equipment.

What's allowed in static booths:

- One table per static booth, not exceeding 3 ft. in height.
- Standard chairs
- One sign per static booth, not exceeding 6 ft. in height by 2 ft. in width

- Electricity may be approved, if the use is to power aircraft instruments or equipment. Submit requests for approval to VAI Show Management by DATE at Verticon@verticalavi.org.

What's not allowed:

- Carpet or floor covering of any kind
- Overhead/hanging signage
- Back walls or sidewalls
- Specialty lighting.

Resources

Booth Types

- <https://verticon.org/booth-types/>

Booth Guidelines

- <https://verticon.org/booth-guidelines/>

Contact Verticon@verticalavi.org with any questions about booth types and guidelines.

What We Are Working On

Lottery 2 Booth Placements

The Lottery 2 application deadline, Aug. 28, has passed. All exhibitors who applied during Lottery 2 will receive their booth placement confirmation emails by Sept. 27.

Want to relocate? Please email Verticon@verticalavi.org with the subject line “Relocate Booth – 2025 – [Your Company Name]” Don’t forget to replace the bracketed part of the subject line with your company’s name. Please include your updated booth preferences.

Exhibitor Services Kit

GES and VAI Show Management are working on getting the exhibitor services kit ready for VERTICON 2025! The kit will go live in September. Exhibitor primary contacts will receive an email with a link to the live site from GES.

In the kit:

- Official vendor information and contacts
- Move-in/Move-out information
- Target floorplan
- Material handling information
- Furniture, flooring
- Utilities
- Labor and equipment

Exhibitor Registration & Lead Retrieval

Registration and lead retrieval are through VERTICON official vendor Maritz.

Exhibitors receive four complimentary booth personnel badges for every 100 sq. ft. of standard booth space, and two complimentary booth personnel badges for every 800 sq. ft. of static space, up to a maximum of 60 complimentary badges. Once you exceed your complimentary allotment, you may purchase additional exhibitor badges. Exhibitor badges are to be distributed to company employees only.

Important Dates & Deadlines

Oct 29.

Registration opens.

Nov 8.

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

Dec 20.

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

Jan 17, 2025.

Exhibitor-appointed contractor authorization form deadline.

See You in Dallas!