VERTICON

Atlanta 2026 | POWERED BY VAI

WORLD'S LARGEST VERTICAL AVIATION CONFERENCE & TRADE SHOW

EXHIBIT PLANNER

March 9–12

Exhibits Open
March 10–12

verticon.org

EXHIBIT AT VERTICON 2026

AS THE WORLD'S LARGEST TRADE SHOW AND CONFERENCE for the international vertical flight industry, VERTICON IS THE MUST-PARTICIPATE EVENT OF THE YEAR!

EXHIBIT AT VERTICON 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.

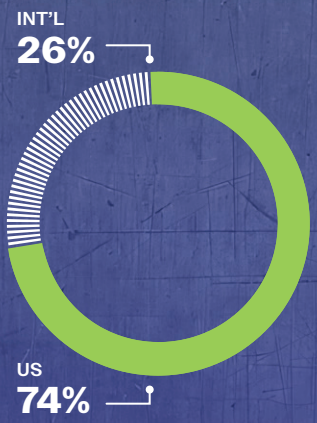
DON'T MISS THIS SHOW IF YOU:

- **MANUFACTURE OR OPERATE** helicopters, powered-lift aircraft, or unmanned aircraft systems
- **PRODUCE OR DISTRIBUTE** aviation products or services
- **PROVIDE AVIATION TRAINING** via simulation, schools, or other learning spaces
- **REPRESENT REGULATORS OR GOVERNMENT AGENCIES**, or are part of any other aspect of the vertical aviation industry.

YOU NEED TO BE PART OF VERTICON 2026!

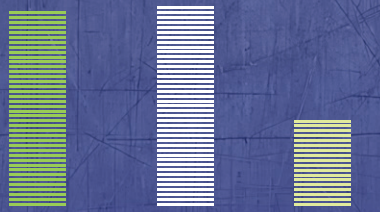
ATTENDEE PROFILE

INTERNATIONAL DISTRIBUTION



INVOLVEMENT IN BUYING DECISIONS

70% of attendees are involved in the decision-making process



ACTIONS TAKEN AT THE SHOW

ASSIGNMENT OF SPACE

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ATLANTA

Georgia World Congress Center

Halls B, BC & C4

March 9–12
Exhibits Open March 10–12

Apply to Exhibit
verticon.org/exhibit

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

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

The Lotteries

Most other booth assignments are determined by two separate lotteries. Each lottery stage will be split into member and nonmember categories. In each stage, VAI member companies will be placed first.

Not a member of Vertical Aviation International (VAI)?
Email **Member@verticalavi.org** to join so your company can move up in the lottery.

Be sure to check out the other ways 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 VERTICON 2025 in Dallas, Texas. To be considered for Lottery 1 (Stages 1–4), companies must submit their applications, with 50% payment, by **Jun. 13, 2025**. Lottery 1 has four stages. Each lottery stage will be split into member and nonmember categories. In each stage, VAI member companies will be placed first.

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, 2024, and Jun. 13, 2025.

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, 2024, and Jun. 13, 2025.

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 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. 13, 2025**. Lottery 2 has three stages. Each stage will be split into member and nonmember categories. In each stage, member companies will be placed first.

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 to learn more).

Lottery space applications received after Aug. 13, 2025, will be considered for placement on the floor after all Lottery 2 exhibitors have been placed. These applications will be assigned space in the order in which they are received.

Applications for space must be received by Dec. 19, 2025, to be included in the VERTICON 2026 Program & Exhibit Guide.

To receive the VAI member discount, your membership dues for 2025–26 must be paid in full when you submit your application for space.

APPLICATION FOR SPACE FAQs

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What is the lottery system for booth assignments?

The International Association of Exhibitions and Events defines a lottery system as "a random system of assigning space." At VERTICON, every booth assignment is based on a randomized order, after applications are sorted by stage and VAI membership.

How does VAI support its members exhibiting at VERTICON?

VAI members receive a substantial discount on booth pricing, advertising and sponsorships, registration, and education at VERTICON. **New in 2026:** VAI members will be placed first in each stage of the lottery for booth assignments, followed by nonmember exhibitors.

How do I receive the VAI member rate?

If you have an active VAI membership, use your booking code on your application for space to activate discounted member pricing for booth space. Dues must be paid in full to get the discounted rates.

What is included in the media fee?

The media fee is mandatory and covers a lead retrieval tool through Maritz, digital exhibitor profiles, and printed material in VERTICON publications.

Why am I required to select six booth preferences?

VERTICON uses a lottery system for most booth assignments. Once you are ranked by the lottery, your booth preference requests and other details of location preference are given full consideration, subject to your position in the lottery. Submitting six booth preferences helps VERTICON show management assign your booth.

What is included in booth space?

Standard/linear booths come with 8 ft. of pipe and drape and an identification sign with your company name. Exhibitors are responsible for all additional costs, including but not limited to carpeting, furniture, material handling, and electrical.

How many booth personnel badges do I receive?

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 TOOLS FOR SUCCESS

Exhibit at **VERTICON** to meet with current and future customers in person.

When your company exhibits at VERTICON, your purchase of booth space includes two tools to maximize your networking and connection with attendees.

LEAD RETRIEVAL TOOL: SWAP

SWAP, a lead retrieval tool provided by Maritz, is part of the media fee. Exhibitors can activate SWAP on three different devices to scan badges, take notes, rate engagement, and ask qualifying questions.

Did You Know?

Generating leads/new sales is the No. 1 reason for exhibiting, yet many leads are never followed up on.

SWAP Best Practices

- Become familiar with your on-site lead capture tool early
- Plan the questions you want to ask
- Brief your event staff about what to capture from your leads
- Download lead reports and follow up.

VAI EVENTS APP: SWAPCARD

Swapcard is an essential tool exhibitors can use to promote their presence and stand out from other exhibitors. The show app is one of the best ways to connect with attendees ahead of VERTICON. Networking tools include messaging and chat, meeting requests, and AI matchmaking.

Did You Know?

At last year's show, 40% of show app users contacted an exhibitor or bookmarked an exhibitor profile.

Exhibitors purchasing booth space receive a company profile on the show app that includes:

- Exhibitor listing
- Logo on exhibitor page
- 5 product listings with photos
- 1 giveaway listing
- Virtual booth QR code

Swapcard Best Practices

- Complete your company profile two to three weeks before the show opens (many leads are generated through preshow connections)
- Add product photos and information relevant to customers and prospects
- To manage your time better at the show, build a personalized agenda with a schedule of your meetings
- To increase likelihood of contacts from customers and prospects, have at least one team member complete their personal profile.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

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Power up awareness of your company with a VERTICON sponsorship.

Put your brand in front of more than 15,000 prospective customers and 600+ exhibitors! Sponsorship options include show events, materials, signage, the show 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, the VERTICON 2026 Program & Exhibit Guide, the March 2026 issue of POWER UP magazine, VAI 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** for additional information, or contact us at **Sales@verticalavi.org** or +1 352 388 7031 to discuss ways to increase your booth traffic in 2026!

2026 EXHIBIT RATES

Member Rates	
Standard Display	$3,550 for each 10'×10' unit
Static Display	$4,200 for each 20'×40' unit
Static Display with Standard Display	$3,200 for each 20'×40' unit
Pod – Full Occupancy (3 days)	$3,550
Pod – Daily Occupancy	$1,550

Nonmember Rates	
Standard Display	$5,050 for each 10'×10' unit
Static Display	$5,700 for each 20'×40' unit
Pod – Full Occupancy (3 days)	$5,050
Pod – Daily Occupancy	$2,200

EXHIBIT FLOOR HOURS

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

APRIL 2025

verticon.org

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1	2
6	7	8	9
13	14	15	16
20	21 Application for space and floor plan online	22	23
27	28	29	30 June 2025 POWER UP ad reservations due > Atlanta site visit for exhibitors (Day 1)

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

TIPS

- Sign up for the 2-day Atlanta site visit for exhibitors and tour the GWCC, hotels, and event venues for VERTICON 2026. For more information, contact Verticon@verticalavi.org.

March 2025

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May 2025

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MAY 2025

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
4	5	6	7
11	12	13	14
18	19	20	21
25	26 Memorial Day	27	28

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THURSDAY	FRIDAY	SATURDAY	TIPS
1 Atlanta site visit for exhibitors (Day 2)	2 June 2025 POWER UP ad materials due	3	• Set your sales and marketing goals for VERTICON 2026 in Atlanta. What's the purpose of your attendance, and what results do you expect?
8	9	10	
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April 2025

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June 2025

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JUNE 2025

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	2 Housing opens	3	4
8	9	10	11
15	16	17	18
22	23	24	25
29	30		

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THURSDAY	FRIDAY	SATURDAY	TIPS
5	6	7	• Book your hotel rooms for the show staff now! Rule of thumb: 1 staff member for every 50 sq. ft. of open space. • Create your budget for the show. • Always add 10% to your best estimated budget for last-minute and emerging opportunities at the show.
12	13 Lottery 1 deadline	14	
19 Juneteenth	20	21	
26	27	28	

May 2025

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July 2025

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JULY 2025

verticon.org

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
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20	21	22	23
27	28	29	30 Lottery 1 booth confirmations sent

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THURSDAY	FRIDAY	SATURDAY	TIPS
3	4 Independence Day	5	• 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
10	11	12	
17	18	19	
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31			

June 2025

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August 2025

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AUGUST 2025

verticon.org

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
3	4	5	6
10	11	12	13 Lottery 2 deadline > September 2025 POWER UP ad materials due
17 World Helicopter Day	18	19 National Aviation Day	20
24 31	25	26	27

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THURSDAY	FRIDAY	SATURDAY	TIPS
	1 September 2025 POWER UP ad reservations due	2	• Build a few days into the show deadlines to give yourself and your stakeholders a little extra time to get things done. • Determine your key messages and strategy for before, during, and after the show.
7	8	9	
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July 2025

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September 2025

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SEPTEMBER 2025

verticon.org

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
	1 Labor Day	2	3
7	8	9	10
14	15	16	17 Lottery 2 booth confirmations sent
21	22	23	24
28	29	30	

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THURSDAY	FRIDAY	SATURDAY	TIPS
4	5	6	• Select your show contractors for Atlanta.
11	12	13	
18	19	20	
25	26	27	

August 2025

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October 2025

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OCTOBER 2025

verticon.org

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
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19	20	21	22
26	27	28 Attendee registration opens	29 December 2025 POWER UP ad reservations due

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THURSDAY	FRIDAY	SATURDAY	TIPS
2	3	4	• Contact your shipping company to alert them to your shipment(s) to Atlanta. • Register for the show early to make sure you receive the early-registration discount.
9	10	11	
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September 2025

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November 2025

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NOVEMBER 2025

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
2 Daylight Savings Ends	3	4	5
9	10 December 2025 POWER UP ad materials due	11 Veterans Day	12
16	17	18	19
23 30	24	25	26

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THURSDAY	FRIDAY	SATURDAY	TIPS
		1	• Update your show literature for 2026. • Plan your booth graphics. Will they be easy to read from a distance in less than 3.5 seconds? • Join the VERTICON 2026 exhibitor information webinar on Thu., Nov. 20. Contact Verticon@verticalavi.org for more information.
6	7	8	
13	14 Last day to cancel or reduce exhibit space and receive partial refund minus 25% admin fee	15	
20 Join the VERTICON 2026 exhibitor information webinar	21	22	
27 Thanksgiving Day	28	29	

October 2025

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December 2025

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DECEMBER 2025

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
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28	29	30	31

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THURSDAY	FRIDAY	SATURDAY	TIPS
4	5 Last day to cancel or reduce exhibit space and receive partial refund minus 50% admin fee	6	• Create your show shipping checklist. • Order show logo attire for your staff. • Prepare any press releases you plan to place in show media. • Register for the show early to make sure you receive the early-registration discount. • Book show sponsorships before the signage and program guide deadlines. • Book exhibit space before the signage and program guide deadlines.
11	12	13	
18	19 Last day to become a sponsor and receive recognition on signage	20	
25 Christmas Day	26	27	

November 2025

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January 2026

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JANUARY 2026

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
4	5	6	7
11	12	13	14
18	19 Martin Luther King Jr. Day	20	21 March 2026 POWER UP ad reservations due
25	26	27	28 March 2026 POWER UP ad materials due

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THURSDAY	FRIDAY	SATURDAY	TIPS
1 New Year's Day	2	3	• Save money and order show services before the Feb. 6 discount deadline. • Finalize your public-facing company information.
8	9	10	
15	16 Early-bird attendee registration discount deadline	17	
22	23	24	
29	30 EAC authorization form deadline > EAC insurance deadline > Aircraft display and insurance documents due to VAI Operations	31	

December 2025

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February 2026

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FEBRUARY 2026

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	2	3 Program guide ad reservations deadline	4
8	9	10 Program guide ad materials due	11
15	16 President's Day	17	18
22	23	24	25

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THURSDAY	FRIDAY	SATURDAY	TIPS
5	6 Deadline to submit VAI forms from Exhibitor Services Kit > Individual & group hotel reservation deadline	7	• Create a booth-duty schedule for your staff. • Prepare a show plan for your staff: hotel info, transportation info, timelines, and deadlines.
12 Official vendor discount deadline	13	14	
19	20	21	
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January 2026

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March 2026

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MARCH 2026

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	2	3	4
8 Daylight Savings Begins	9 Verticon 2026 begins POWERED BY VAI VERTICON	10 Verticon 2026 exhibits open POWERED BY VAI VERTICON	11 Verticon 2026 exhibits open POWERED BY VAI VERTICON
15	16	17	18
22	23	24	25
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THURSDAY	FRIDAY	SATURDAY	TIPS
5	6 Aircraft fly-in	7 Aircraft fly-in	• Pack comfortable shoes for the show. • Spoil your on-site staff whenever and however you can to make them as comfortable as possible. • Prepare a post-show report for executive management to share your successes in Atlanta. • Download your lead retrieval reports from Maritz, and follow up with your leads from VERTICON 2026.
12 Verticon 2026 exhibits open > Aircraft fly-out POWERED BY VAI VERTICON	13 Aircraft fly-out	14	
19	20	21	
26	27	28	

February 2026

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April 2026

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MORE INFORMATION

SHOW MANAGEMENT

	P +1 703 683 4646 **F +1 703 683 4745** **verticon.org**
Charlotte Zilke, CEM, CMP, DES **Senior Director, Conventions** CharlotteZ@verticalavi.org	Overall management
Tanya Kirchner, CEM **Director, Conventions** TanyaK@verticalavi.org	Exhibitor and attendee registration, promo codes, exhibitor meeting rooms
Emily Monahan, CEM **Manager, Exhibits & Experience** EmilyM@verticalavi.org	Booth assignments, booth relocation requests, booth variances, EACs, exhibitor regulations and policies
Zac Noble **Director, Flight Operations & Maintenance** ZacN@verticalavi.org	Aircraft fly-in and fly-out
Erin Sweeney **Exhibits Specialist** ErinS@verticalavi.org	Publication bins, sponsorships
Wayne O'Brien **Finance Manager** WayneO@verticalavi.org	VAI invoices, receipts, payments
The Wyman Company | A VAI Partner Sales@verticalavi.org	Advertising, booth sales, sponsorships

SHOW SERVICES

GES

Call
800-801-7648 (US)
+1 702 515 5970 (International)
Monday–Friday 6:00 am – 4:00 pm Pacific

CARPET, FURNITURE, LABOR, ETC.
Customer Service/Orders
info@ges.com | ges.com/contact

SHIPPING QUOTE REQUESTS
Call
800-801-7648 (US)
+1 702 515 5970 (International)
Monday–Friday 6:00 am – 4:00 pm Pacific

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PRG

Call
+1 888 844 4225
Monday–Friday 8:00 am – 5:00 pm Pacific

A/V RENTAL
PRG Trade Show Services
+1 888 844 4225 | exhibits@prg.com

USEFUL LINKS

How do I register to exhibit?
Verticon.org/exhibit

Who's coming to the show?
Verticon.org/show-floor

How do I get the member price?
Verticalavi.org/membership/join-VAI

What are the show rules and regulations?
Verticon.org/rules-and-regulations

Can you make it easy for me to book travel and hotels?
Verticon.org/housing-travel

How do I get more visibility at the show?
Verticon.org/sponsor

HOTELS

	HOTEL NAME	Distance from GWCC
1	AC Hotel by Marriott Atlanta Downtown	0.56 mi.
2	Atlanta Marriott Marquis	0.88 mi.
3	Embassy Suites Atlanta at Centennial Olympic Park	0.20 mi.
4	Glenn Hotel, Autograph Collection	0.48 mi.
5	Hilton Atlanta	0.91 mi.
6	Hilton Garden Inn Atlanta Downtown	0.18 mi.
7	Hotel Indigo Atlanta Downtown	0.75 mi.
8	Hyatt Regency Atlanta	0.75 mi.
9	Omni Atlanta Hotel at Centennial Park	0.36 mi.
10	Signia by Hilton Atlanta GWCC (HEADQUARTERS HOTEL)	Connected to the GWCC
11	SpringHill Suites Atlanta Downtown	0.47 mi.
12	The Ritz-Carlton, Atlanta	0.82 mi.
13	The Westin Peachtree Plaza, Atlanta	0.75 mi.

2026 VERTICON MAP

#	Name	Grid
1	AC Hotel by Marriott Atlanta Downtown	B-2
2	Atlanta Marriott Marquis	C-2
3	Embassy Suites Atlanta at Centennial Olympic Park	B-2
4	Glenn Hotel, Autograph Collection	B-3
5	Hilton Atlanta	C-2
6	Hilton Garden Inn Atlanta Downtown	B-2
7	Hotel Indigo Atlanta Downtown	C-2
8	Hyatt Regency Atlanta	C-2
9	Omni Atlanta Hotel at Centennial Park	B-2
10	Signia by Hilton Atlanta Georgia World Congress Center	A-2
11	SpringHill Suites Atlanta Downtown	B-1
12	The Ritz-Carlton, Atlanta	C-2
13	The Westin Peachtree Plaza, Atlanta	C-2

LEGEND

- Hotels
- Convention Centers
- Point of Interest
- Recommended Walking Paths
- MARTA Station
- MARTA Red Line
- MARTA Gold Line
- MARTA Blue Line
- MARTA Green Line
- Atlanta Streetcar

IMPORTANT DATES

2025

APR. 21	Application for space and floor plan online
APR. 30	June 2025 POWER UP ad reservations due
	Atlanta site visit for exhibitors (Day 1)
MAY 1	Atlanta site visit for exhibitors (Day 2)
MAY 2	June 2025 POWER UP ad materials due
JUN. 2	Housing opens
JUN. 13	Lottery 1 (stages 1–4) application for space and payment deadline
JUL. 30	Lottery 1 booth confirmations sent
AUG. 1	September 2025 POWER UP ad reservations due
AUG. 13	Lottery 2 (stages 1–3) application for space and payment deadline
	September 2025 POWER UP ad materials due
SEP. 17	Lottery 2 booth confirmations sent
OCT. 28	Attendee registration opens
OCT. 29	December 2025 POWER UP ad reservations due
NOV. 10	December 2025 POWER UP ad materials due
NOV. 14	Last day to cancel or reduce exhibit space and receive partial refund minus 25% admin fee
NOV. 20	Join the VERTICON 2026 exhibitor information webinar
DEC. 5	Last day to cancel or reduce exhibit space and receive partial refund minus 50% admin fee
DEC. 19	Last day to become a sponsor and receive recognition on signage

2026

JAN. 16	Early-bird attendee registration discount deadline
JAN. 21	March 2026 POWER UP ad reservations due
JAN. 28	March 2026 POWER UP ad materials due
JAN. 30	Exhibitor-appointed contractor authorization form deadline
	Exhibitor-appointed contractor insurance deadline
	Aircraft display and insurance documents due to VAI Operations
FEB. 3	Program guide ad reservations deadline
FEB. 6	Deadline to submit VAI forms from Exhibitor Services Kit
	Hotel reservation deadline for individuals and groups
FEB. 10	Program guide ad materials due
FEB. 12	Official vendor discount deadline
MAR. 6–7	Aircraft fly-in
MAR. 9	VERTICON 2026 begins
MAR. 10	Exhibit hall open 10:00 am – 5:00 pm
MAR. 11	Exhibit hall open 10:00 am – 5:00 pm
MAR. 12	Exhibit hall open 10:00 am – 4:00 pm
MAR. 12–13	Aircraft fly-out

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