

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



# NBAA MAINTENANCE MANAGEMENT CONFERENCE

MAY 5 – 7, 2015 • PORTLAND, OREGON

Exhibitor Sales Brochure

[www.nbaa.org/mmc/exhibit](http://www.nbaa.org/mmc/exhibit)

# BUILD YOUR BUSINESS – EXHIBIT AT MMC2015

Join directors of maintenance, flight department managers, maintenance technicians, aircraft owners/operators, and chief pilots – the decision-makers, key influencers and buyers of business aviation services – May 5 to 7 in Portland, Oregon, for the 2015 NBAA Maintenance Management Conference (MMC2015). NBAA invites you to exhibit at MMC2015 to reach this targeted group of buyers, build relationships, and expose your brand to the business aviation maintenance community.

## SUBMIT YOUR EXHIBITOR APPLICATION TODAY

Your competitors will be at MMC2015 – shouldn't you?

MAY 5 – 7, 2015

Oregon Convention Center | Portland, OR

The exhibitor lottery deadline is Friday, January 16, 2015!

### MMC2014 ATTENDANCE PROFILE

#### TOP 5 JOB TITLES:

- ▶▶ Director of Maintenance
- ▶▶ Maintenance Manager
- ▶▶ Regional Sales Manager
- ▶▶ President
- ▶▶ Chief of Maintenance



U.S. States  
Represented



Increase in # of  
Exhibits compared  
to MMC2012



Stay Connected @NBAA

Follow the conversation on Twitter #MMC15

You know **the people at this show are quality people** that are decision makers."

BRAD VIEUX, DIRECTOR OF BUSINESS DEVELOPMENT, GLOBALPARTS.AERO

# EXHIBIT SPACE APPLICATION

2015 NBAA MAINTENANCE MANAGEMENT CONFERENCE | MAY 5-7, 2015 PORTLAND, OR

All exhibitors must be NBAA Members in good standing. Not a Member? Join online at [www.nbaa.org/join](http://www.nbaa.org/join)  
Note: Only one 10-ft by 10-ft booth space is permitted per NBAA Member Company.

**BOOTH PRICE** 10-ft by 10-ft **Premium Booth Space: \$2,700** | 10-ft by 10-ft **Standard Booth Space: \$1,850**

**STATIC DISPLAY PRICE** Static Display Only: **\$1,800** | Static Display Addition: **\$1,200**

☐ Exhibitor wishes to reserve Static Display space (please indicate the size of your vehicle) \_\_\_\_\_

### BOOTH LOCATION CHOICE(S):

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

4th choice \_\_\_\_\_ 5th choice \_\_\_\_\_ 6th choice \_\_\_\_\_

Exhibitor wishes to be located adjacent to: \_\_\_\_\_

Exhibitor does not wish to be located adjacent to: \_\_\_\_\_

NBAA's intent is to place exhibitors in their requested space, but it may not always be possible due to high demand.

### CONTACT INFORMATION (Please Print):

COMPANY \_\_\_\_\_ BOOTH SIGNAGE NAME (if not the same as Company name) \_\_\_\_\_

NBAA MEMBER NUMBER \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL (REQUIRED) \_\_\_\_\_

Each exhibitor receives one complimentary conference registration with their standard booth and two complimentary registrations with their premium booth. Additional exhibitor badges are available for \$395 each. Once booth space is confirmed, exhibitors will receive information to register exhibit staff online. All exhibit space must be paid in full with the application. There will be no refunds for cancellations at any time.

*In signing this application/contract, exhibitor assumes entire responsibility, and hereby agrees to protect, indemnify, defend and hold NBAA, the Oregon Convention Center and Freeman and their respective officers, employees, Members and agents harmless from and against any and all claims, losses, injuries and damages to persons or property, governmental changes or fines and attorney's fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of the convention center premises, or any part thereof, or arising out of or caused by exhibitor's participation in conference activities. Furthermore, the exhibitor agrees to abide by the rules & regulations for exhibiting as set forth by NBAA (in its own interpretation) throughout the Maintenance Management Conference.*

SIGNED \_\_\_\_\_ EXHIBITING COMPANY \_\_\_\_\_ DATE \_\_\_\_\_

### PAYMENT METHOD

☐ Enclosed is a check in the amount of: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_

☐ Charge my credit card in the amount of: \$ \_\_\_\_\_

Card Type: ☐ American Express ☐ Mastercard ☐ Visa ☐ Discover

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Cardholder's Name: \_\_\_\_\_

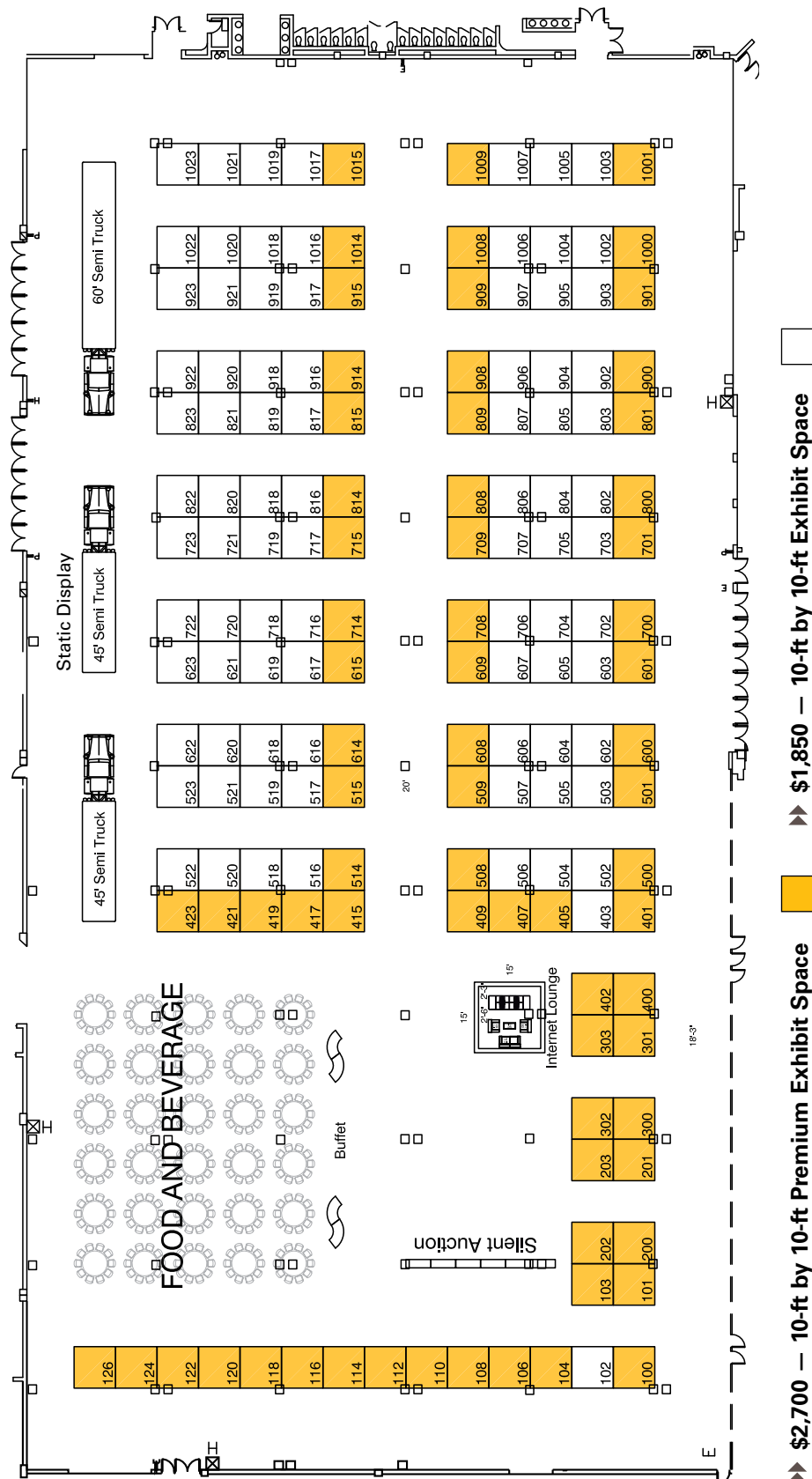
Approval Signature: \_\_\_\_\_

**For NBAA use only:** The above application is accepted by the National Business Aviation Association. The following Booth Space is assigned:

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_ BOOTH # \_\_\_\_\_

Authorized by Dina Green, Director Registration, Meetings & Conference Exhibits. Please return completed form to Dina Green at [dgreen@nbaa.org](mailto:dgreen@nbaa.org) or fax to (202) 331-8364.

# EXHIBIT FLOOR PLAN Oregon Convention Center



## CONFERENCE FLOOR

### 2015 Booth Prices

#### STANDARD BOOTHS

**\$1,850** per 10-ft by 10-ft booth space

These booths are shown in white on the floor plan and include one free registration badge with your space (a \$395 value).

#### PREMIUM BOOTHS

**\$2,700** per 10-ft by 10-ft booth space

These booths are shown in yellow on the floor plan and include two free registration badges with your booth space (A \$790 value).



### CONFERENCE COLORS

The 2015 conference colors are green and flax draping with latte carpet in the exhibitor spaces and tuxedo carpet in the aisles.

### BOOTH SPECIFICATIONS

Each 10-ft by 10-ft booth includes:

- 8-ft high back drape (green and flax)
- 3-ft high side rail (green)
- One 6-ft or 8-ft long draped table (flax)
- One wastebasket
- Two plastic chairs
- One 7-in by 44-in one-line booth identification sign with company name and booth number
- Booth carpet (latte)
- Basic electrical package, which includes a 500-watt outlet
- One conference registration for standard booths, two conference registrations for premium booths



Like us on **Facebook**

To learn more, visit: [facebook.com/NBAAfans](https://www.facebook.com/NBAAfans)







# INDOOR STATIC DISPLAY FOR SERVICE VEHICLES

MMC2015 will provide a high-visibility opportunity to showcase fuel trucks, tugs, safety equipment, mobile service centers and other exhibits that will not fit into a 10-ft by 10-ft booth space. This year’s static display will be inside the convention center and is reflected on the floor plan.

## 2015 Static Display Prices

FOR STATIC DISPLAY ONLY  
**\$1,800** (no indoor exhibit booth)

Includes one free registration badge with your space (a \$395 value).

FOR STATIC DISPLAY ADDITION  
**\$1,200** (in addition to indoor booth)

Includes one free registration badge with your space (a \$395 value).



NBAA is now on **Instagram!** @nbaaphotos

## EXHIBIT HOURS

- Tuesday, May 5** 12:00 p.m. – 6:30 p.m.  
Lunch, Afternoon Break and Welcome Reception all are hosted in the Exhibit Hall
- Wednesday, May 6** 8:00 a.m. – 5:00 p.m.  
Breakfast, Morning Break, Lunch and Afternoon Break all are hosted in the Exhibit Hall
- Thursday, May 7** 8:00 a.m. – 1:30 p.m.  
Breakfast, Morning Break and Lunch all hosted in the Exhibit Hall

## INSTALLING & DISMANTLING EXHIBITS

- Move-In**
- Monday, May 4** 5:00 p.m. – 7:00 p.m.
- Tuesday, May 5** 7:00 a.m. – 11:00 a.m.

All exhibitors must be set and in place by 11:00 a.m. on Tuesday, May 5, to be ready for lunch in the exhibit hall. If exhibit space in the Oregon Convention Center is not occupied by 11:00 a.m. on Tuesday, May 5, NBAA will consider it canceled by the exhibitor and will use such space as it deems appropriate. This rule must be strictly enforced, as lateness in setting up jeopardizes the opening of exhibits. If additional time is required for set-up, contact NBAA’s Dina Green at [dgreen@nbaa.org](mailto:dgreen@nbaa.org) or (202) 783-9357.

- Move-Out**
- Thursday, May 7** 1:30 p.m. – 5:00 p.m.

# EXHIBITOR AGENDA AT A GLANCE

## MONDAY, MAY 4 – GOLF TOURNAMENT

- 11:30 a.m. – 12:30 p.m. Registration at Langdon Farms Golf Club
- 12:30 p.m. – 1:30 p.m. Lunch
- 1:30 p.m. Shotgun Start
- Post-Golf 19th Hole Reception
- 5:00 p.m. – 7:00 p.m. Exhibitor Move-in

## TUESDAY, MAY 5

- 7:00 a.m. – 11:00 a.m. Exhibit Set-up
- 12:00 p.m. – 6:30 p.m. Exhibit Hall Open
- 12:00 p.m. – 1:30 p.m. Lunch in the Exhibit Hall
- 3:00 p.m. – 4:00 p.m. Break in Exhibit Hall
- 5:00 p.m. – 6:30 p.m. Welcome Reception in Exhibit Hall

## WEDNESDAY, MAY 6

- 8:00 a.m. – 5:00 p.m. Exhibit Hall Open
- 8:00 a.m. – 8:30 a.m. Breakfast in Exhibit Hall
- 10:15 a.m. – 11:00 a.m. Break in Exhibit Hall
- 12:00 p.m. – 1:30 p.m. Lunch in Exhibit Hall
- 3:00 p.m. – 4:00 p.m. Break in Exhibit Hall
- 6:00 p.m. – 9:00 p.m. Off-site Evening Networking Event at Splitsville

## THURSDAY, MAY 7

- 8:00 a.m. – 1:30 p.m. Exhibit Hall Open
- 8:00 a.m. – 8:30 a.m. Breakfast in Exhibit Hall
- 10:15 a.m. – 11:00 a.m. Break in Exhibit Hall
- 12:00 p.m. – 1:30 p.m. Lunch in Exhibit Hall
- 1:30 p.m. – 5:00 p.m. Exhibitor Move-out



# EXPAND YOUR NETWORK AT MMC2015

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

As an integral business partner, you can reach your target audience of directors of maintenance, flight department managers, maintenance technicians, aircraft owners/operators, and chief pilots – all of whom are decision-makers, key influencers and buyers of business aviation services – by sponsoring MMC2015. Sponsorships items are available at a variety of price points. Numerous high-visibility opportunities are available at the Oregon Convention Center, including banners, escalator runners, window clings, and floor graphics.

Take advantage of these advertising sponsorships to clearly align your brand with MMC2015, while directing traffic to your booth during the conference. Attendees and NBAA greatly appreciate the MMC sponsors who help ensure the success of the event. NBAA provides benefits appropriate to the level of sponsorship, ranging from complimentary conference registrations to high-visibility signage on-site. Contact Melissa Murphy ([mmc-sponsorships@nbaa.org](mailto:mmc-sponsorships@nbaa.org)) for details regarding pricing and benefits of sponsorship.

“

As a small vendor in the business aviation community, it is important to see a return on any investment. **MMC is significant for us, and definitely worth the time and costs associated with it.** This conference allows us to be face-to-face with one of our primary audiences, and our attendance and participation always delivers excellent results.”

EARL MARCHESI, MANAGER, OPERATIONS & BUSINESS DEVELOPMENT, CORPORATE AIR PARTS, INC.



# TAKE ACTION – SUPPORT THE NEXT GENERATION OF AVIATION MAINTENANCE



## TECHNICAL REWARD AND CAREER SCHOLARSHIP PROGRAM (TRACS)

The NBAA Maintenance Committee is dedicated to promoting technical education and training as a means for business aviation maintenance technicians to enhance their careers. To support this position, NBAA offers current and aspiring maintenance technicians the opportunity to receive Maintenance Technical Rewards and Career Scholarships. The golf tournament proceeds, the silent auction and the Snap-on Tool raffle proceeds benefit the TRACS Travel Fund Program. The Travel Fund is designed to help offset travel and lodging expenses incurred by scholarship award recipients during training. As an exhibitor, please consider sponsoring the golf tournament and donating items for the silent auction.

“

You don't want to go into these events with any preconceived notions but **we always leave with connections and new business** we didn't see happening.”

NEIL GALLAGHER, VP OF AIRCRAFT MAINTENANCE, WINNER AVIATION

## MMC2015 SILENT AUCTION

Companies and individuals are encouraged to make donations to the silent auction. The silent auction will be located inside the exhibit hall. Donations preferably will be valued at \$50 or more. The silent auction will end after the afternoon break on Wednesday afternoon; winners will be announced at the completion of the Auction.

For the silent auction form and donor rules to ensure compliance with Federal and local laws for donations, visit: [www.nbaa.org/mmc/auction](http://www.nbaa.org/mmc/auction)

## TRACS CHARITY GOLF TOURNAMENT AT MMC2015

**Date:** Monday, May 4

**Location:** Langdon Farms Golf Club  
24377 NE Airport Road  
Aurora, OR 97070  
(503) 678-4653

**Greens Fee:** \$98.00 per player (includes goodie bag, cart, range balls and lunch). Clubs are available through the Pro Shop.

Sponsorship opportunities for the TRACS Charity Golf Tournament include golf holes, beverage carts, lunch and the 19th hole reception. For details, please contact NBAA at [mmc-sponsorships@nbaa.org](mailto:mmc-sponsorships@nbaa.org).

For additional information regarding the TRACS Charity Golf Tournament and to register, visit [www.nbaa.org/mmc/golf/](http://www.nbaa.org/mmc/golf/)



## HOTEL & TRAVEL INFORMATION



### CONFERENCE LOCATION

**Portland Convention Center**  
777 NE Martin Luther King Jr. Blvd.  
Portland, OR 97232

### HEADQUARTER HOTEL

**Doubletree by Hilton Portland**  
1000 NE Multnomah St.  
Portland, OR 97232

**Phone:** (503) 281-6111

**Standard Guestroom:** \$159  
(1 Queen Bed)

**Premium Guestroom:** \$169  
(2 Queen Beds/ 1 King Bed)

**Cut-off Date:** April 12, 2015

<http://www.nbaa.org/mmc/hilton/>

Exhibiting companies wishing to reserve more than 10 rooms per night are requested to coordinate their room reservations with NBAA's Dina Green ([dgreen@nbaa.org](mailto:dgreen@nbaa.org)).

### *New for MMC2015: Spouse Tours*

For the full spouse tour itinerary and pricing, as well as details regarding available discounts on airline travel and car rental for MMC2015, visit [www.nbaa.org/mmc/housing](http://www.nbaa.org/mmc/housing)



### WELCOME TO PORTLAND

In Portland, it's easy to find limitless recreation, fabulous food and drink and flourishing culture. See for yourself, and come early or stay late to enjoy all that Portland has to offer. With no sales tax, Portland is a haven for shoppers. You'll find retailers large and small, international and indie within easy reach of downtown hotels. The nearby Pearl District is home to galleries, boutiques, chic restaurants and the legendary Powell's City of Books. An award-winning airport, efficient light rail system and pedestrian-friendly city blocks in the central city make getting around town a real pleasure. To learn more, visit

[www.nbaa.org/mmc/portland/](http://www.nbaa.org/mmc/portland/)

## EXHIBITOR RULES & REGULATIONS

### TYPES OF EXHIBITS

Exhibits will be limited to products and services directly involved with the maintenance of business aircraft. NBAA reserves the right to deny space to any company whose products and/or services are not appropriate to business aviation.

### BOOTH CONFIGURATIONS

156 exhibit spaces are available, each consisting of one 10-ft by 10-ft space. All display material and demonstrations must be confined within the limits of the exhibitor's purchased space. Exhibits must not project beyond the allotted space. Exhibits may not exceed the 8-foot high drape. Normal aisle traffic cannot be interfered with at any time. NBAA reserves the right to modify the floor plan to increase the number of booths available to exhibitors should the planned 156 booth spaces sell-out. There are a limited number of static display spaces inside the Oregon Convention Center. These spaces are an ideal location to showcase fuel trucks, tugs, safety equipment, mobile service centers, and other exhibits that will not fit into an indoor 10-ft by 10-ft space.

### SPACE ASSIGNMENT

Be assured that NBAA makes every effort to accommodate each applicant's preferred location. Space is assigned randomly by lottery drawing if the application is received in full by the lottery deadline. However, if all booth choices indicated by the applicant have been allocated, NBAA will assign the best available space. Please consider that there are over 100 exhibitors requesting exhibit space. All exhibit applications must be accompanied by payment in full and are non-refundable. Each exhibitor is permitted one 10-ft by 10-ft booth space. If a company holds multiple active memberships with NBAA, they may purchase booths for each membership they hold. A company holding multiple memberships and requesting multiple booths may request that these booths be located next to each other. This does not mean that the booths may be linked together. The dividing pipe and drape between the two booths must remain in place and booth structures may not extend from one booth to the next. Each booth must remain separate from the booth next to it. All exhibitors at MMC2015 must be Members of NBAA, current on all accounts with NBAA and paid in full for exhibit space in order for space to be assigned.







## DIRECT SELLING

Direct selling on the exhibit floor, canvassing and/or distribution of publications/marketing materials outside of assigned exhibit space, including all booth-to-booth distribution, is prohibited. Canvassing and solicitation, except by exhibiting companies, are prohibited within 50 miles of the conference.

## VIOLATIONS

By signing the NBAA application/contract for exhibit space, the exhibitor agrees to abide by all rules and regulations as interpreted by NBAA. In fairness to all participants, exhibitors found in violation of NBAA rules and regulations will be required to make necessary changes on site at the exhibitor's expense. If satisfactory changes cannot be made, NBAA reserves the right to terminate any and all rights to the exhibit space, and the exhibitor will forfeit all fees paid. Violating exhibitors will be ineligible for the priority-one or priority-two lotteries in 2016.

## PRIORITY FOR SPACE ASSIGNMENT

**Priority-One exhibitors** are those companies who have exhibited at the NBAA MMC for three or more years or are a sponsor of \$5,000 or more, and whose applications and payments are received by January 16, 2015. Space assignments for priority-one exhibitors will be determined by lottery drawing.

**Priority-Two exhibitors** are those companies who have exhibited at the NBAA MMC less than three years, and whose applications and payments are received by January 16, 2015. Space assignments for priority-two exhibitors will be determined by lottery drawing.

**Priority-Three exhibitors** are those companies whose applications and payments are received after January 16, 2015. Priority-three exhibitors will be placed after priority-one and two exhibitors have been assigned, space permitting. Priority-three exhibitors will be placed in the order in which their applications are received.

## BOOTH SPACE CONFIRMATION

Priority-one and two exhibitors will be notified of booth placement no later than February 16, 2015.

## CANCELLATION POLICY

NBAA has a long-standing policy of no refunds for cancellations at any time for exhibits. Due to the increasing demand for booth space at MMC, exhibitors must pay in full in order to retain exhibit space. If NBAA does not receive complete payment by the stated deadlines, NBAA must assume that the exhibitor has canceled the space.

## OFFICIAL SERVICE CONTRACTORS

To ensure orderly and efficient installation, operation and removal of displays and to eliminate confusion, NBAA Management has designated Freeman and other firms (listed in the Exhibitor Service Kit to be distributed in mid-March) as official service contractors. NBAA Management holds these firms responsible for quality service and fair prices and will intercede on behalf of exhibitors in the event of faulty work or unfair charges. NBAA Management encourages all exhibitors to place orders with these firms unless a permanent arrangement has been established with a display house or outside contractor to set up and dismantle exhibits. For complete rules and regulations, as well as all general information pertaining to MMC2015, please visit:

[www.nbaa.org/mmc/exhibit](http://www.nbaa.org/mmc/exhibit)

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We were very pleased with the event overall and we will continue to be back year after year. For the most part, **the jet audience has a large presence here but we also connected with a lot of turboprop people** in addition to other business entities in the market."

GREG HEINE, DIRECTOR OF BUSINESS DEVELOPMENT, FLIGHTDOCS





National Business Aviation Association  
1200 G Street NW, Suite 1100  
Washington, DC 20005

## SAVE THE DATES – OTHER VALUABLE NBAA EVENTS

NBAA hosts a number of valuable events during the year. Visit [www.nbaa.org/events](http://www.nbaa.org/events) for agendas and registration information, available in the months preceding the events. Please email [sponsorships@nbaa.org](mailto:sponsorships@nbaa.org) if you are interested in sponsoring any of these programs:

### **NBAA Leadership Conference**

February 3 – 6, 2015 • Tucson, AZ

### **NBAA Flight Attendants/Flight Technicians Conference**

June 30–July 2, 2015 • Tucson, AZ

### **NBAA Business Aviation Convention & Exhibition (NBAA2015)**

November 17 – 19, 2015 • Las Vegas, NV

For additional information on NBAA's Maintenance Management Conference, visit [www.nbaa.org/mmcc/exhibit](http://www.nbaa.org/mmcc/exhibit)

