



**NORTH
AMERICAN
PAVILION**

**EXHIBITOR SERVICES
CANADA • MEXICO • USA**

Exhibitor Services – North American Pavilion – ILA 2010

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- For Order Forms and additional information, please see the enclosures.**
- North America Pavilion Order Form #1 for passes and tickets
 - North American Pavilion Order Form #2 for your booth sketch and name sign
 - North American Pavilion Order Form #3 for everything for your booth
 - Space+ Exhibitor Electrical Order Form
 - Military Weapons Form - Required
 - ILA Virtual Market Place order Form
 - German Tax Law – Value Added Tax (VAT)
 - ILA Golf Tournament
 - TWI Shipping Instructions

Exhibitor Services – North American Pavilion – ILA 2010

International Aerospace Consultants (IAC)

Your North American ILA Team

Please contact Carl Williams regarding any questions related to billing, conferences and special activities. For assistance with your booth order contact Rita Dommermuth.

Carl Williams

Tel: 1-916-394-9179
E-mail: cwilliams@intl-aero.net
Sacramento CA

Rita Dommermuth

Tel: 1-562-253-0290
Fax: 1-562-394-9269
E-mail: rita@rd-aerospace.com
Long Beach CA

Our on-site coordinator in Berlin:

Cornelia Naumann, RD Aerospace Consult

Tel.: +49-30-88 62 56 20
Mobile: +49-172-2514295
E-mail: cn@rd-aerospace.com

Standbuilding and Services:
provided by:



We will provide you with Carl and Rita's on-site mobile numbers prior to the show.

Let's Get Started

Plan ahead. Read your manual carefully and thoroughly. It is important that you follow all guidelines and the deadlines for ordering additional services. Call our team if you have any questions before the show or on any aspect of the event.

Return forms early if possible.

Fax to 1-562-394-9269. Deadline for orders: May 11, 2010.

Submit official ILA forms for ONLY those services and terms you wish to order.

NOTE: The fax number and deadline are listed on each individual form.

IMPORTANT:

Direct sales are prohibited on the exhibition grounds. Direct sales are defined as any issuing of goods or performance of services by the exhibitor for payment, even if the payment takes place at a later time. The distribution of complimentary samples is allowed.

ACCESS TO THE FAIRGROUNDS:

Admission of vehicles to the fairground prior to the show is only until June 6, after that all cars have to be parked in the designated parking spaces with a permit.

Note also that a deposit of € 100 has to be paid at the gate in order to access the fairgrounds with your vehicle before June 6.

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Introduction to Pavilion Services at ILA 2010

We hope to make it simple for you to prepare for ILA 2010. Information and forms regarding your **Turnkey Booth Package and Space+** are provided in this document and are being handled through International Aerospace Consultants (IAC) and its vendor **fairform GmbH**.

Your Turnkey Booth and Space+ Pavilion packages are described in detail on the following pages. **Important Order forms for all additional services are enclosed. Note that there are three different forms #1, #2, and #3. Please fax all completed order forms to 1-562-394-9269.** Keep the originals for your files.

All pavilion forms must be **submitted by May 11, 2010** to get your orders placed on time. Late orders or on-site orders may incur an additional charge.

ILA Berlin Order Forms

Certain forms are required by Messe Berlin, the organizer of the show, and have to be completed and faxed by you. There are certain services that are optional, but also have to be ordered directly by you. The most important ones listed in the box below.

Required & enclosed: Display Military Weapons		Form V
Optional & on-line:	Compressed Air	Form D8
Optional & online:	Telecommunications	Form E1-E3
Optional & online:	PCs and Notebooks	Form H15.3
Optional & online:	Playing Music	Form A6
Required Space+:	Electrical Supply	Form D2
Required Space+:	Trash Removal	Forms B5 - B7
Go to: www.ila-berlin.com/ila2010/ausstellerservice/index_e.cfm		

The order forms should be faxed or emailed as indicated on each form. You will be billed directly by Messe Berlin / Capital Services for any additional services ordered. If you need assistance, IAC will be happy to answer any questions you may have or steer you to the right form and on-line location. It would be advisable to send IAC a copy of each form that goes to Messe Berlin.

Catalog Listings

We have already submitted your company information for the basic catalog listing. You will be contacted directly by the catalog publisher **A. Sutter Fair Business GmbH** for additional options. Consider an important additional promotional opportunity for your enhanced on-line presence. Take a look at the information in the Appendix and decide if these offers are of interest to you. Please order directly as shown.

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Payment Schedule

Payment of furniture options is due **May 30, 2010**. All additional items ordered such as passes and tickets will be billed based on the exchange rate at the time of billing.

Note: If payments are not received according to the schedule, IAC reserves the right to cancel the participation of an exhibitor subject to the cancellation fees, as listed in the North American Pavilion Application/Contract.

Cancellations

Exhibitors who cancel their participation in the North American Pavilion are subject to cancellation fees. If you plan to cancel, please contact AIC as soon as possible.

Value Added Tax (VAT)

NEW SERVICE: Any company that purchased a turnkey booth or exhibit space through International Aerospace Consultants (IAC) will not have to apply for VAT recovery as IAC will provide that service for you. Only those companies who paid for exhibiting directly through Messe Berlin will need to use a VAT recovery service. Contact Carl Williams.

Show Schedule

Dates	Hours	Details
May 25 – June 6, 2010	7:00am – 8:00pm	Construction for space plus exhibitors. Please coordinate with IAC.
June 6 – 7, 2010	9:00am – 6:00pm	Set-up for turnkey exhibitors and decoration of stands for space plus exhibitors. Upon arrival you will need to check in at your Pavilion Management Office located in the pavilion lounge and pick up your parking passes and name badges.
June 8 – 13, 2010	10:00am – 6:00pm	Show days & hours: Your booth must be staffed at all times during the exhibition. Exhibitors can access the fairgrounds from 8:00 am until 8:00 pm. Trade visitor days are June 8-10, public days are June 11-13.
June 13 – 18, 2010	7:00am – 8:00pm	Dismantling period. Turnkey exhibitors must complete their packing the evening of June 13. Please coordinate with your freight forwarder.

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U.S. Department of Commerce Export Assistance Services

Staff members from the U.S. Embassy will be at ILA throughout the show to support and assist U.S. exhibitors. The United States Department of Commerce has certified ILA as a worthwhile export opportunity since 1983. The Commercial Service offers advance assistance to North American Pavilion exhibitors by locating foreign agents, distributors, licensees and representatives. Commercial officers can join you in business negotiations with prospective partners and afterwards handle credit checks, upon request. Some of their services are part of the certification process, some are offered for a fee. If you are interested in taking advantage of the export services, contact your state's district office of the U.S. Department of Commerce or:

Contact: Moritz v. Holst, Commercial Specialist
U.S. Commercial Service
American Consulate General – Munich, Germany
Phone: 011-49-89-28-88-754
Fax: 001-49-89-28 52 61
E-mail: Moritz.Holst@mail.doc.gov
www.BuyUSA.gov/germany

Mary Boschia
American Embassy, Commercial Service
Clayallee 170
14195 Berlin, Germany
Phone: 011-49-30-8305-1940
Email: mary.boscia@mail.doc.gov

All exhibitors need to know about export licensing. Producers of potentially sensitive high-technology products should check the requirements for export licensing with their district DOC. Licensing takes time. Please do not delay.

First-time exhibitors should check manufacturing, electrical and safety standards with their district DOC office. Buyers generally inform sellers of standards within their industries. The DOC can supply the names of American firms that have copies of these standards for sale. A number of state and local government organizations also assist manufacturers in their regions with group exhibits at ILA. Contact HFUSA for more information.

CE Marking Requirements in the EU

As of January 1995 all electronic equipment manufacturers planning to distribute their products in EU countries must meet CE Mark requirements. For more information contact:

Contact: Bob Straetz
U.S. Department of Commerce
Office of European Union and Regional Affairs
Telephone: 202-482-4496
Fax: 202-482-2897
E-mail: robert_straetz@ita.doc.gov

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Export Assistance Tips for Canada and Mexico

For export related assistance, Canadian exhibitors are encouraged to contact the following:

Thorsten Henke, Trade Commissioner

Embassy of Canada

Ambassade du Canada

Leipziger Platz 17

D-10117 Berlin, Germany

Phone: 001-49-30-20 31 23 53

Fax: 001-49-30-20 31 21 15

Thorsten.Henke@International.gc.ca

www.kanada.de

For assistance in export related matters, we suggest that exhibitors from Mexico contact this organization. They will be at the show located in the pavilion.

Eduardo Gonzalez Diaz de Leon

Director

Estal de promotion National Baja CA

Promexico

Calle David Alfaro Siqueiros 2791

Zona Rio

Tijuana, BC 22320

Mexico

Phone: 52 664 634 6477 X 84512

Fax: 52 664 634 0204

E-mail: eduardo.gonzalez@promexico.gob.mx

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What you receive as a Pavilion Exhibitor

We provide the perfect platform to make your ILA participation a complete success.

The following pages contain information on everything from stand design, what you get with your turnkey package, cleaning arrangements, shipping and accommodations. If you have any questions, just call us. We are here to offer you expert guidance at every stage of your preparations. Note that we are located on the west coast in PST.

Exhibitors in the pavilion receive space plus or a complete turnkey package and all the services necessary for a successful exhibit. For reasonable additional fees, you can order optional furnishings and services to enhance your booth. The basic turnkey exhibit package for your Pavilion at ILA is listed on page 9. Options, additional services and other important information are also detailed in this section. Please order all additional furniture and accessories in advance, as on site orders carry a surcharge. Be sure to order additional items through IAC only to ensure prompt on-site delivery coordinated through team.

In addition to the standard turnkey package, your Pavilion offers the following:

On-site Pavilion Management with bilingual staff, photocopying and fax services.

Lounge with water, coffee, tea, beverages and light snacks for exhibitors and their guests.

NEW: Catering services will also be available offering lunch box with a choice of sandwiches, fruit and energy bar for a quick and delicious lunch to eat in the lounge or take back to your booth. Wine and beer will be available after 4:00 p.m. in the lounge. A menu will be posted for 'cash only' purchases.

Thorough Booth Cleaning will take place in the Pavilion the night before ILA opens. Dusting, vacuuming and trash removal is completed each night of the show. No need to clean your booth. Please let or booth builder handle this the night before opening.

Name Badges with company and employee names are provided free to all pavilion exhibit staff. E-mail the names of booth personnel to rita@rd-aerospace.com so that we can avoid errors. Important: Badges do not serve as entrance passes to the fairgrounds. Use **Order Form #1** to indicate how many you will need.

Exhibitor Entrance Passes are allocated as follows: Every exhibitor is entitled to a minimum of three exhibitor passes and 1 pass each per every 10 sqm of additional space. Use **Order Form #1** to indicate how many you need and how many additional you would like to purchase.

Visitor Tickets and Parking Permits can also be ordered through us. Use **Order Form #1** to indicate how many of each you would like to purchase.

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North American Pavilion Basic Exhibit Packages

Turnkey Booths

- Exhibit space
- Booth with walls, carpeting
- Header with company name
- 1 Electrical outlet with 2 sockets
- Lighting, 1 spot light per every 3 sqm
- Round table, 3 chairs, lockable info counter & 1 bar stool, literature rack and waste bin
- Daily vacuuming and waste disposal
- Three exhibitor passes and 1 show catalogue
- Staffed exhibitor lounge with refreshments and business services including Internet access
- Assistance with additional orders and equipment rental via *fairform GmbH*
- Referrals to freight forwarders and accommodations

Please see Order Form #2 for booth illustrations and use the space provided to let us know the exact wording of your booth sign.

Space+ Booths

The Space+ Package includes space, carpeting and all other pavilion services. Space+ exhibitors need to order their own electric supply and are requested to submit their booth drawings by May 11, 2010. We have enclosed the electric order form in this package - see the enclosures. We stand ready to assist with any questions.

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Booth Instructions & Guidelines

Customized Booths

We recommend to Turnkey booth exhibitors that they not bring their entire pop-up booths, furniture, lighting fixtures, walls or carpeting—they are not necessary in the pavilion since finished walls and furnishings are provided in your package. If you like, you can hang the graphics from your pop-up on the walls. If you have a Space+ booth and are building your own booth, please provide us with your drawings as soon as possible, but no later than May 11, 2010. If you would like to order any additional services or furnishings, please refer to the **fairform GmbH** order form.

Graphics

Ship or carry your own graphic enlargements, posters or other displays. We recommend text in both German and English. Bring double-sided Velcro® tape to hang graphics. Use of nails or tacks is not permitted. Please do not apply posters with adhesive backs, graphics or stickers to furniture or walls. If you have special graphics requests, order them from our contractor **fairform GmbH** (see Form #3). We will have them ready for you when you arrive at the show.

Note: Place only light weight graphics on booth walls. For special needs, please contact us.

Company Name Sign

An overhead company name sign is included with your booth (two signs for corner booths) carrying a maximum of 1 line with 20 letters, spaces and punctuation marks per line. If you change the sign after May 30, 2010, the cost will be \$220 for re-lettering. The company name sign does not carry advertising information, logos or product descriptions; however, you can include your Website address. Please use Order Form #3.

Columns

Occasionally, additional posts are placed in larger booths to carry overhead structures and lights or when headers along the aisles are required for structural support. Let us know any questions ahead of time, if your booth is over 12 sqm.

Size Limitations

Graphics and custom enhancements within booths may not extend into the aisles or above the height of the back and sidewalls. Talk to us about special needs or hanging anything from the ceiling.

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Electricity

Standard electrical service for each turnkey booth is 230V, 50Hz, 2 Ampere / single phase. Booth lights are pre-wired and do not require a dedicated outlet. Each booth will have one double receptacle outlet at the back wall. If you need more outlets, please order them with Order Form #3.

You will be billed by IAC for electricity usage based on the size of your booth. To determine your power needs, add up the total wattage of all the equipment you plan to display. If it exceeds 2000 watts (2 KW) you will need to order more than one outlet. You can order 380 V, 50 Hz, 3phase, but 110 V, 60 Hz, 2phase is not available.

Space+ exhibitors will need to order their electricity on the ILA form D2, which is enclosed.

Important!

It is your responsibility to ensure compatibility of your display equipment with available power prior to shipping it to the show. Order plenty of extension cords, adapters and multiple strip outlets without internal power control circuitry; they are difficult to find in Berlin. If your equipment does not have internal current switching, also bring your own power converters. They can be rented in advance.

Communications Technology

Phone/Fax Connection

The North American Pavilion office will be equipped with a fax machine for exhibitor use. You can also order a phone or fax connection exclusively for your booth. Messe Berlin/Capital Services offers this service. Contact us for more information.

Internet Connection

The North American Pavilion offers free Internet access in the lounge that is shared by all. Your own individual access is also available and has to be ordered via Messe Berlin/Capital Services. Contact us for more information.

Booth Staff for Hire

If you would like to hire a multi-lingual hostess or host for your booth, we can arrange this for you. Costs are between € 150 and 170 per day (9:00 a.m. to 6:00 p.m.) and staff is paid in cash directly by the exhibitor each day. (Messe Berlin/Capital Services rates are over € 180 - 220 per day.) Contact us for more information by May 11, 2010.

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Shipping and Freight Forwarder

We recommend that you use the services of a freight forwarder or shipper who has experience with ILA and the North American Pavilion. Don't risk having your exhibit materials arrive late—or not at all—by using a shipper without international trade show experience. Below is the contact information for TWI, the official freight forwarder for freight going to the show. They have extensive experience and will work from on-site offices for your convenience.

TWI - Global Exhibition Logistics

TWI Las Vegas (Corporate Office)

2725 East Desert Inn Road, Suite # 200
Las Vegas, NV 89121
Tel: 702-691-9000 / Fax: 702-691-9055
Contact: David Sears, Industry Manager
Direct Tel: 702-691-9013
Cell: 702-355-8541
Email: dsears@twiglobal.com

On-Site Drayage

If you are not using TWI, your freight forwarder will need to contact the show's on-site drayage companies for delivery and pick-up on the fairgrounds.

On-Site Storage

Storage of large exhibit materials and empties is not available in the pavilion. Please contact your freight forwarder for special arrangements prior to the show.

Incoming Packages

Shipments and package should be addressed as follows:

ILA Berlin Air Show 2010

"Name of Exhibitor"
Hall # 9, Stand # ____
North American Pavilion
Südgelände Flughafen
Flughafenstraße 1 - 3
12529 Schönefeld
Germany

Please note!

Your exhibit equipment must be packed and ready to be picked up by your freight forwarder before your departure on June 13, 2010, since the booths will be dismantled during the night. **One of your staff members must remain in your booth until your freight has been picked up.** International Aerospace Consultants, Inc. (AIC) is not responsible for items left in the booth after the show has closed.

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Computer and Video/DVD Rental

Please see the enclosed Pavilion **Order Form #3**. If you do not see the equipment you wish to order, please contact us for a quote.

Important!

Video production, photography, drawings, etc. of the show, if intended for commercial purposes, shall require written approval from the show organizer, and if exhibition goods and exhibition articles are involved, shall also require the prior approval of the individual exhibitor or stand proprietor.

Travel and Accommodations

Go On-line!

For information on hotels, travel, transportation and tours, please go on-line for extensive services and information about ILA and Berlin.

Visit www.ila-berlin.com or copy this link in your browser:

http://www.ila-berlin.com/ila2010/aussteller/anreise_e.cfm

NOTE: ILA takes place on the south side of the airport, therefore make sure you don't go to the Schönefeld Airport Terminal, but to the ILA Fairgrounds.

Here's the address of the fairground (see page 12 for the shipping address):

Südgelände Flughafen Berlin-Schönefeld
12529 Schönefeld

We look forward to seeing you at ILA Berlin 2010!