



# AIR SHOWS

*Open for Business*



# Air shows draw crowds...*big crowds!*

Air shows draw large numbers of demographically attractive spectators. From Nova Scotia to San Diego. From British Columbia to Ft. Lauderdale. From Oshkosh to Houston. More than 250 times each year all over North America.

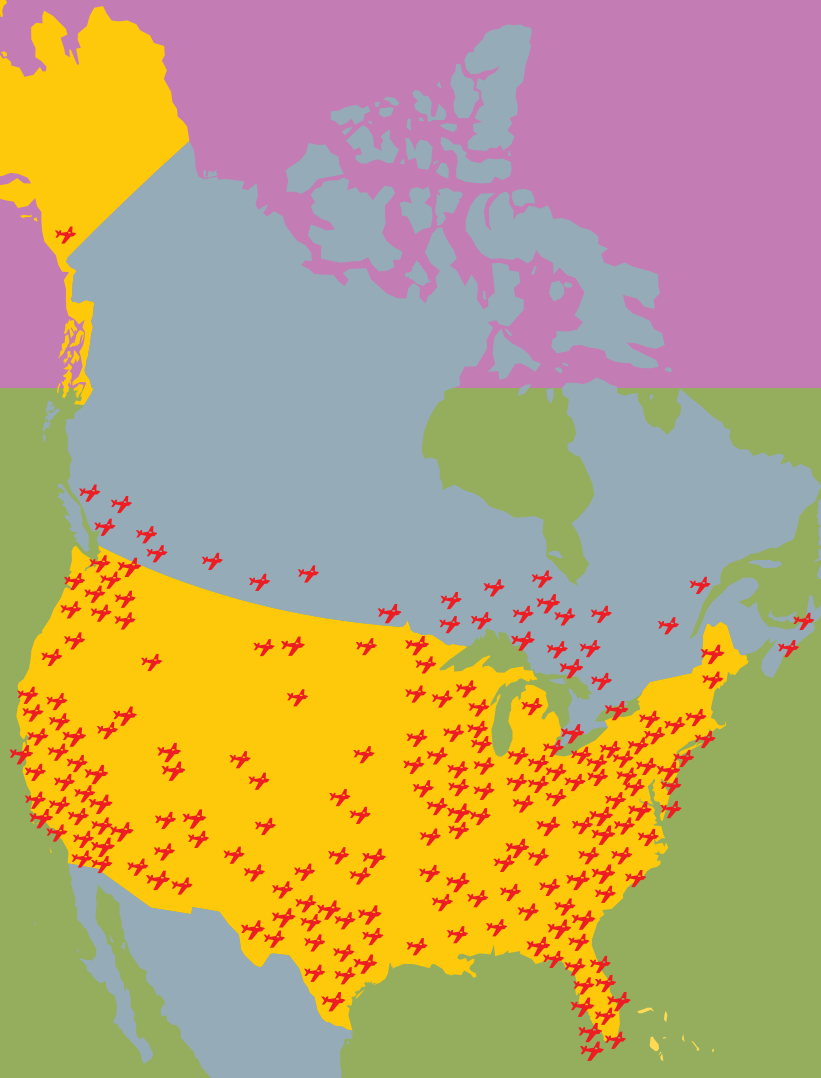
The public's long-standing and insatiable fascination with aviation attracts a broad cross section of the consuming public for extended afternoons of safe, wholesome, affordable family fun.

## Air shows extend your reach.

Air shows are held in virtually every corner of North America. Rural and urban. Southern and northern. Little and big. Whatever the market, whatever the product, there's a show or group of shows that can help a sponsor reach its audience with its marketing message.

## Air shows attract media coverage

Even the sometimes jaded press corps turns out in force when it's air show time. Front page newspaper articles and photographs, and high-profile television and radio coverage are commonplace. Air shows provide outstanding photo and video opportunities that help promote the shows and their sponsors.



# Air shows are safe.

Air shows offer a consistently and historically safe environment for millions of air show spectators each year. Since current rules were implemented more than 50 years ago, there has not been a single spectator fatality at a North American air show, an enviable safety record for any business.

# Air shows are well-established entertainment venues.

From the earliest barnstormers of the 1920s and 1930s to today's highly professional aerobatic experts, air show pilots have demonstrated that the public's interest in aviation entertainment is not a fad. Year-in and year-out for more than 75 years, air shows have been among North America's largest spectator events.



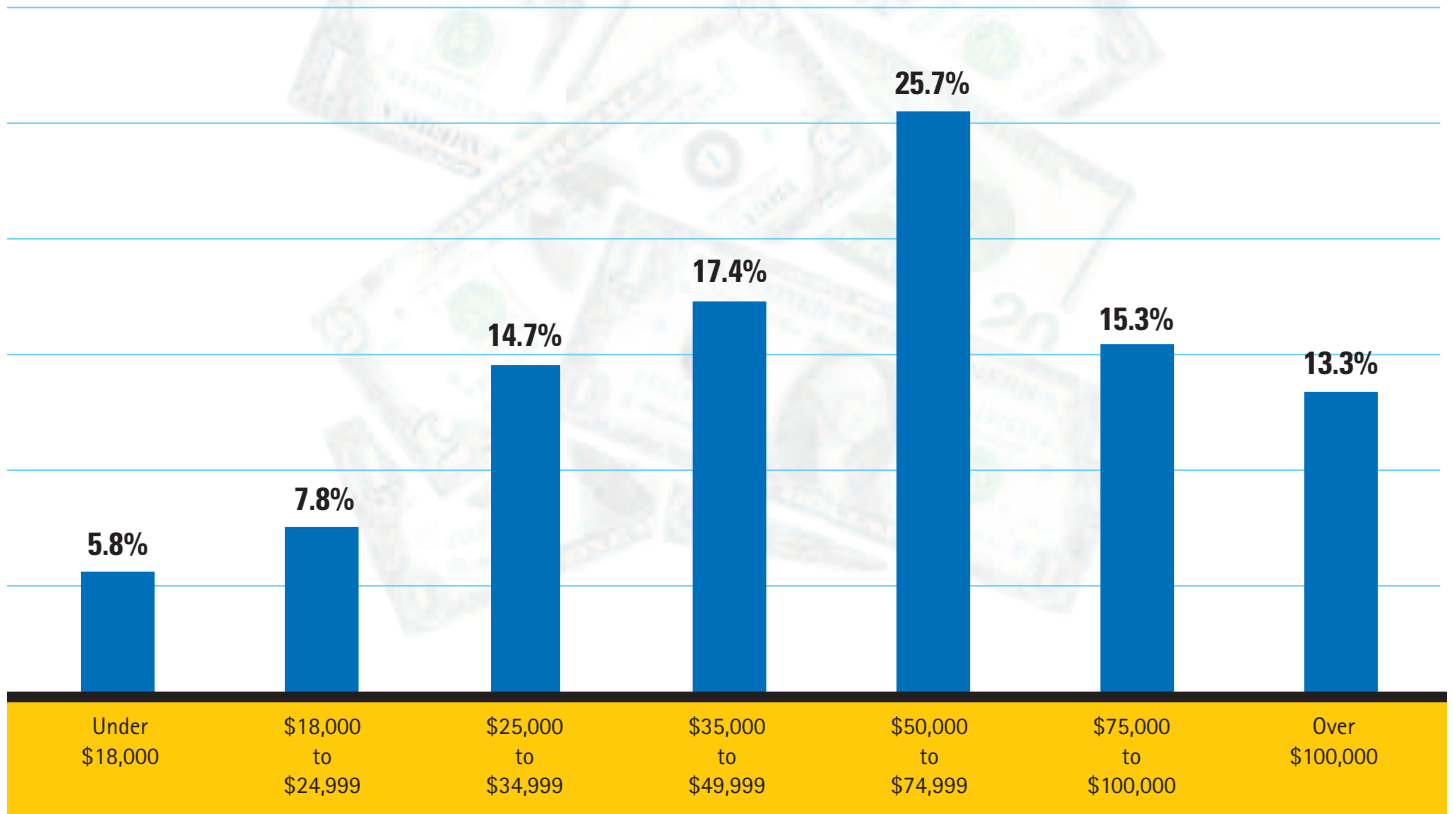
# *Escape the clutter.*

In a world where consumers are bombarded with marketing messages from the moment they wake to the moment they go to sleep, air shows provide a unique opportunity to marketers hoping to escape the clutter. For a period of time that is measured in hours and minutes rather than seconds and fractions of seconds, customers and potential customers are exposed to comparatively few marketing messages.

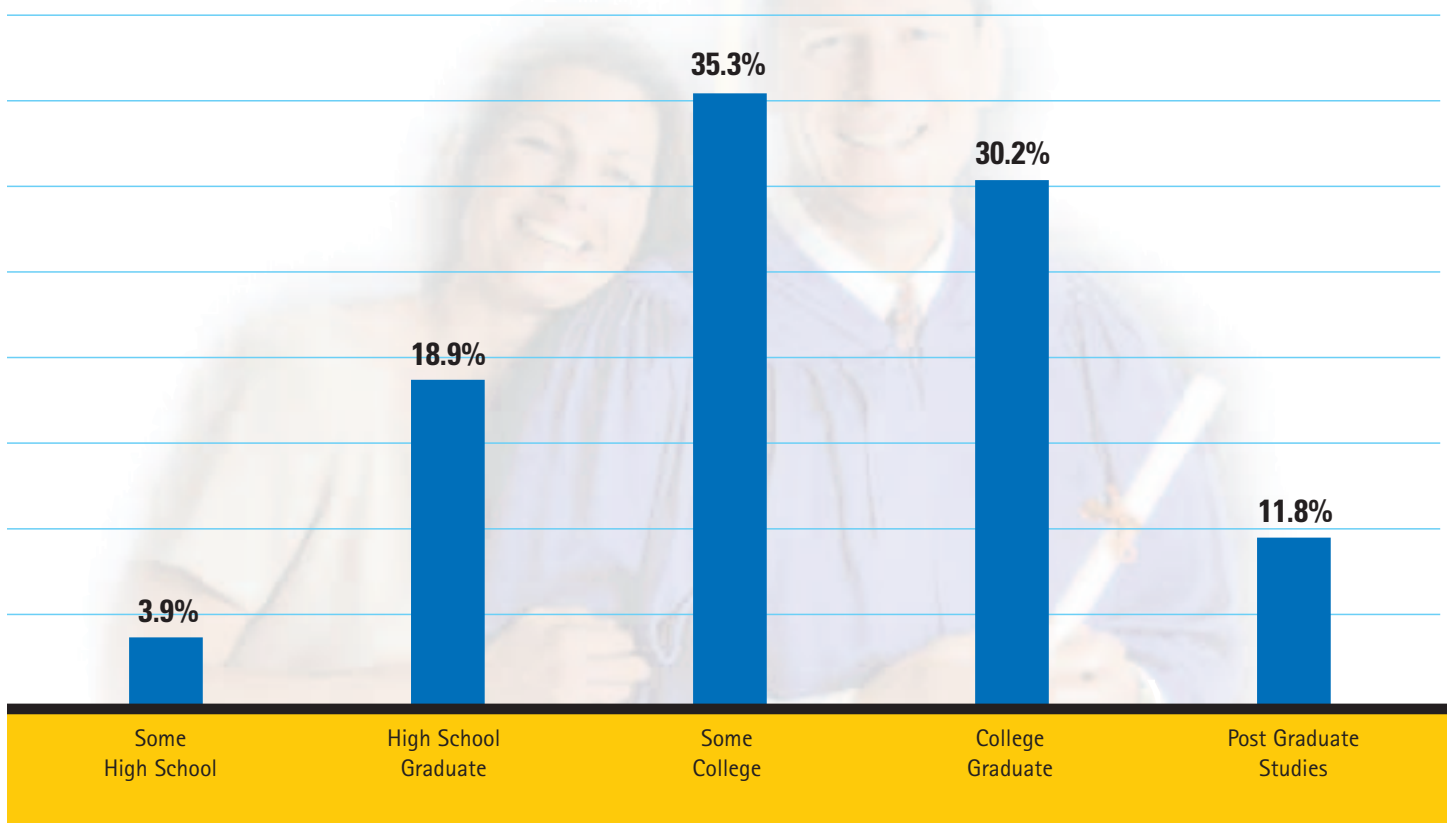
Only air shows package leading-edge technology with raw power, modern-day heroes and the timeless mystique of human flight. The result is world-class entertainment in a festival environment that provides marketers with:

- Title sponsorship opportunities
- Unmatched density of exposure
- Intense fan loyalty
- Ideal consumer demographics
- Unparalleled sampling, couponing and product give-away opportunities
- Exclusive brand sponsorship tied to on-site sales
- Cross promotions between brands and area retailers
- Partnerships between non-competing products and services
- One-of-a kind VIP hospitality
- Identification with popular charitable causes

# Household Income Profile



# Education Profile



# Who Goes to Air Shows?

**T**he public's century-long fascination with flight comes into clear focus more than 250 times every year when large numbers of individuals and families from throughout North America make their way to their local air show.

But what type of people comprise these large audiences? A recently completed survey of 2,000 air show spectators commissioned by the International Council of Air Shows and conducted by Performance Research, Inc. documents that it is a well-educated, affluent group of men, women and children of all ages.\*

Air shows help you reach into some of the most difficult and hard to reach markets: large numbers of well-educated adults with young families. Nearly 78 percent of the audience at air shows has at least some college education. Nearly 55 percent report household incomes of \$50,000 or more.

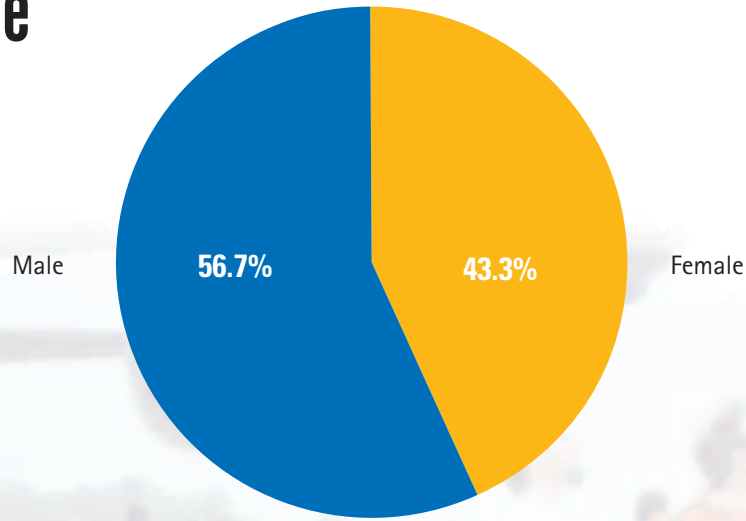
*\* All survey statistics based on survey responses of 2,034 air show spectators gathered at ten different North American air shows between May and November 2004. Data compiled by Performance Research, Inc. of Newport, Rhode Island.*

Fina is involved with air shows for three reasons. First, it's the most efficient event marketing vehicle we've found in terms of cost. Second, we achieve a greater density of brand awareness. When our airplane is in the air, it's the only logo in the air for 15 to 20 minutes in front of a lot of people. Third is the opportunity we have to interact with a large crowd. For us, it means signing up credit cards. For another sponsor, it may mean product sampling or research. The opportunities are limitless."

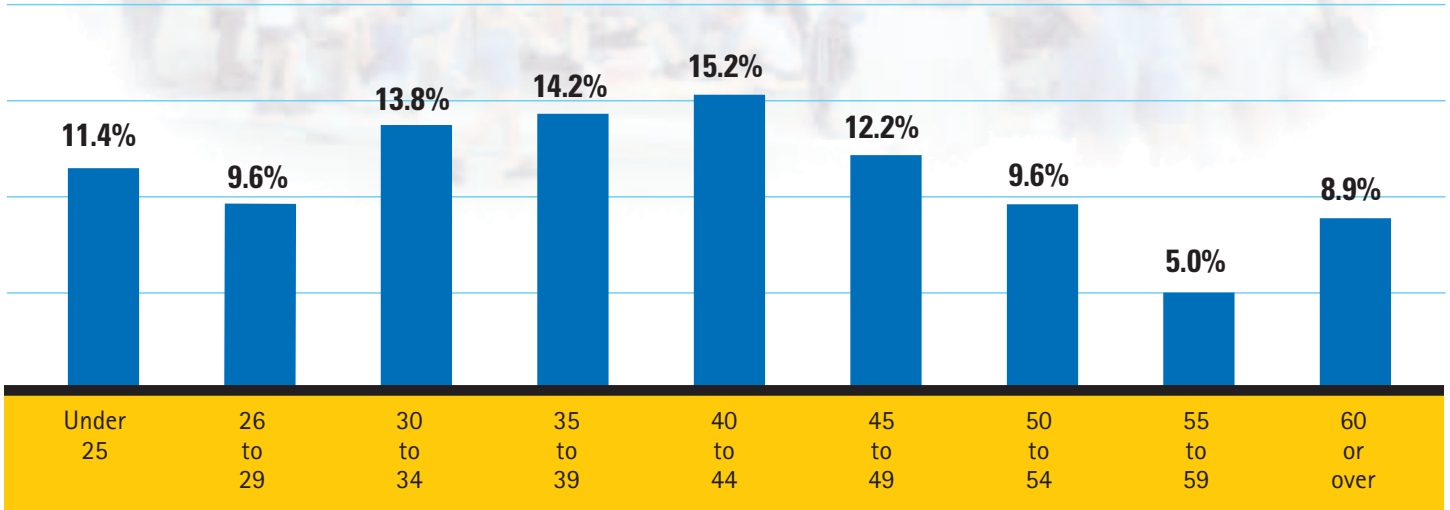
— Mark Palmer, Manager, Corporate Communications  
Fina Oil & Chemical Company



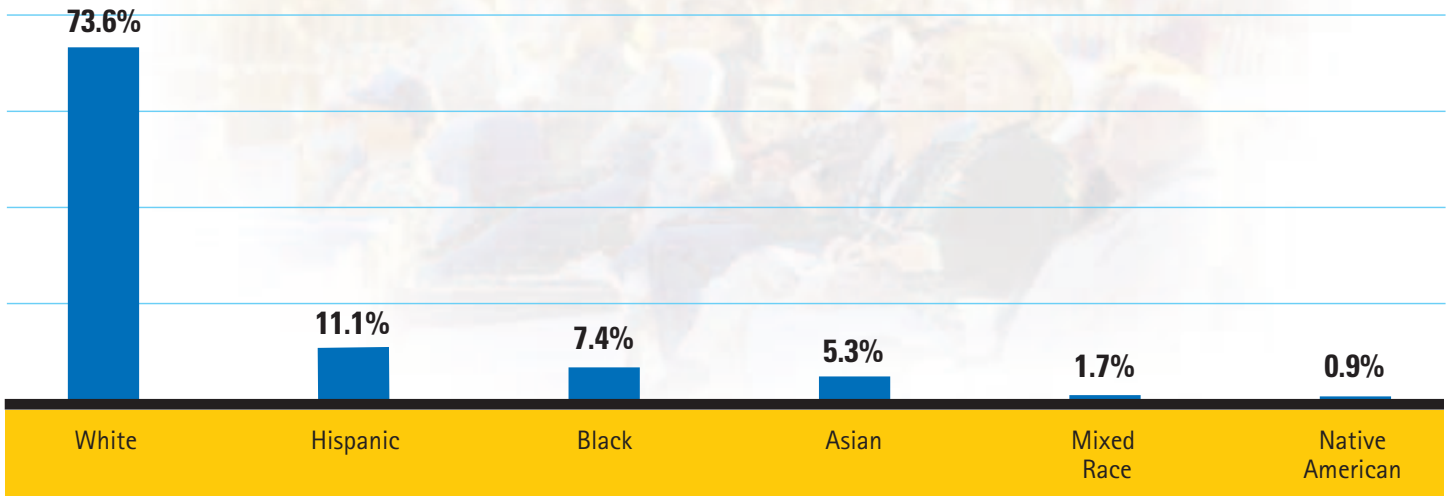
# Male vs. Female



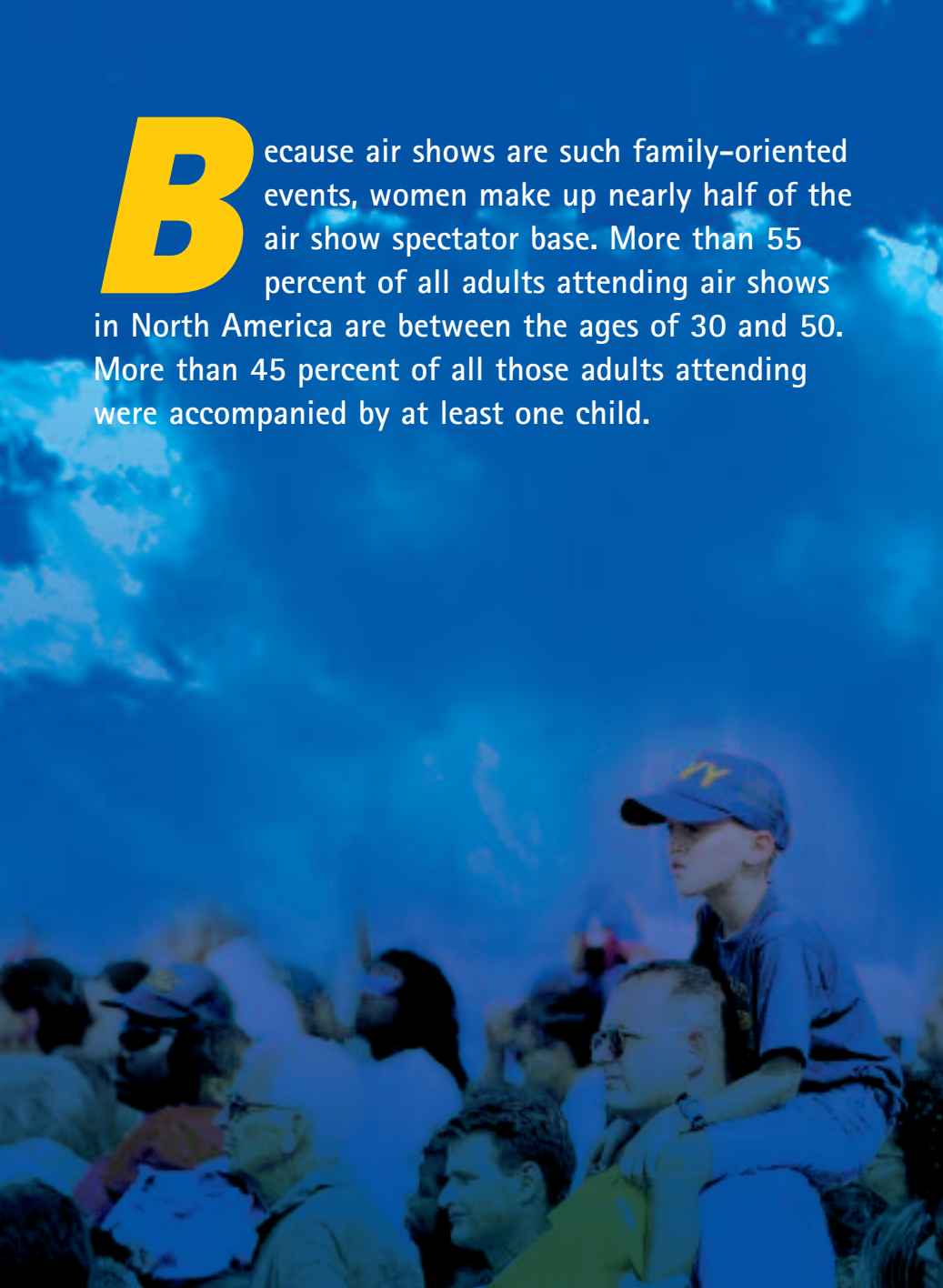
# Adult Spectators by Age



# Ethnic Make-up of Air Show Spectators



**B**ecause air shows are such family-oriented events, women make up nearly half of the air show spectator base. More than 55 percent of all adults attending air shows in North America are between the ages of 30 and 50. More than 45 percent of all those adults attending were accompanied by at least one child.

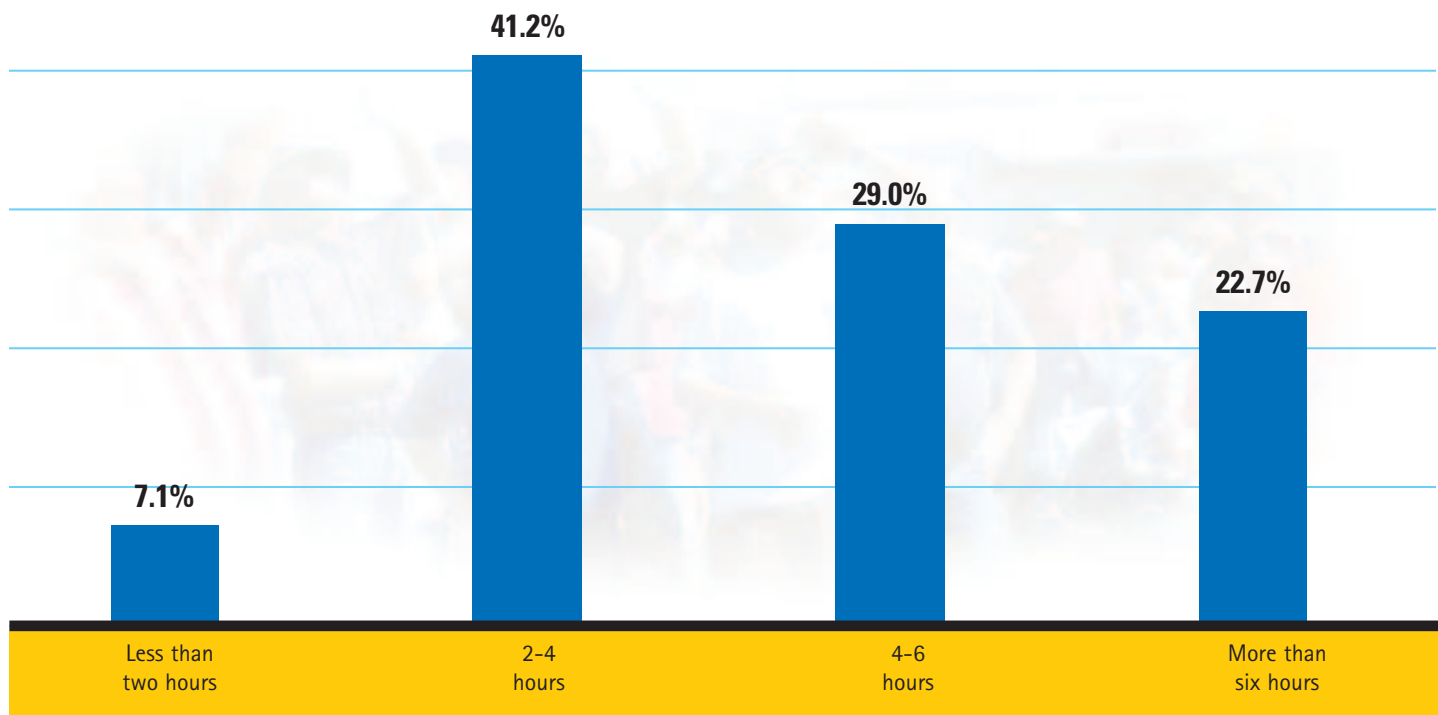


**“The excitement of an air show is matched only by the enthusiasm of the thousands of people in attendance. It’s a great opportunity for any company that wants to reach its target market”**

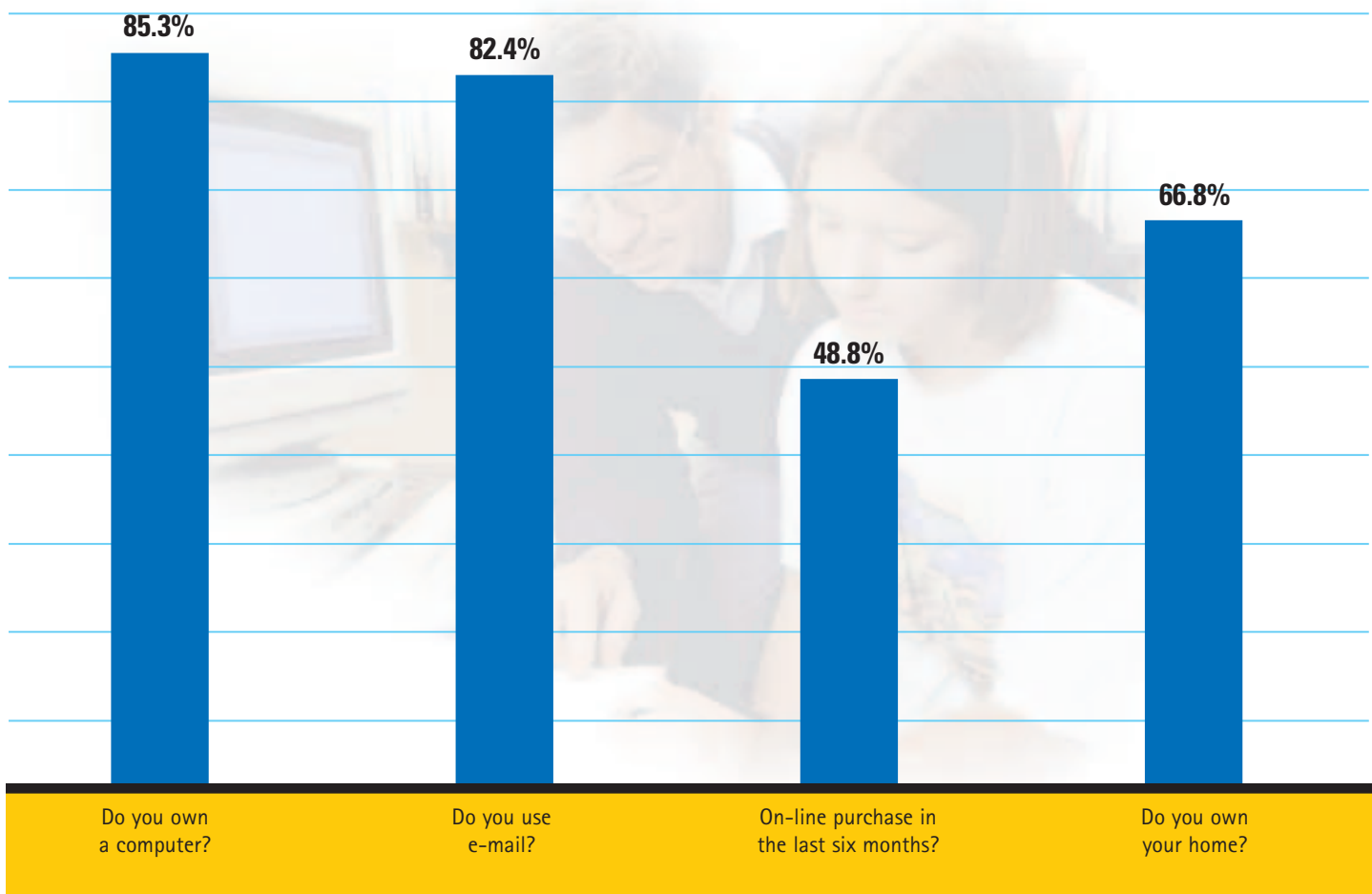
**– Bill Cunningham, Director,  
Military Marketing, AT&T**



# How Many Hours Did You Spend at the Air Show Today?



# Computer, Internet, Home Ownership



**A**ir shows attract a unique spectator base unlike that at any other motor sport event. The average air show spectator spends more than four hours on the air show grounds. More than four-fifths own a home computer and use that computer to access e-mail and the internet. Nearly half have purchased an item over the internet during the last year. And more than seven in ten own their own home.



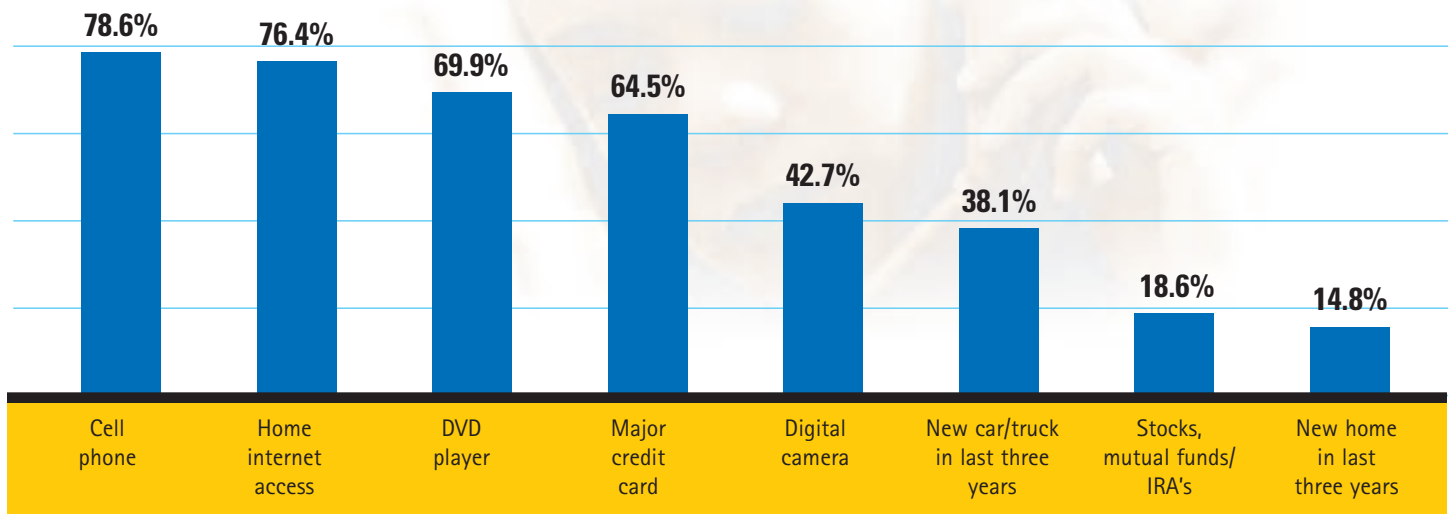
**“Air shows are likely to grow even more popular with marketers as they learn of the events’ unusually broad-based demographics and fan loyalty.”**

**– Adweek Magazine**

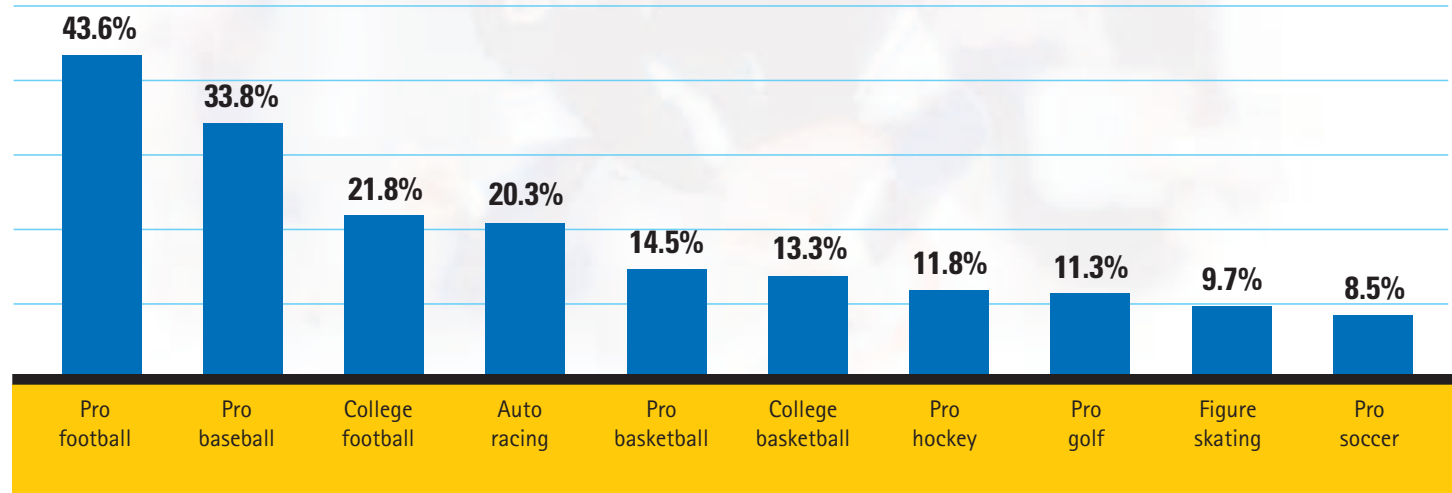


# Use Habits

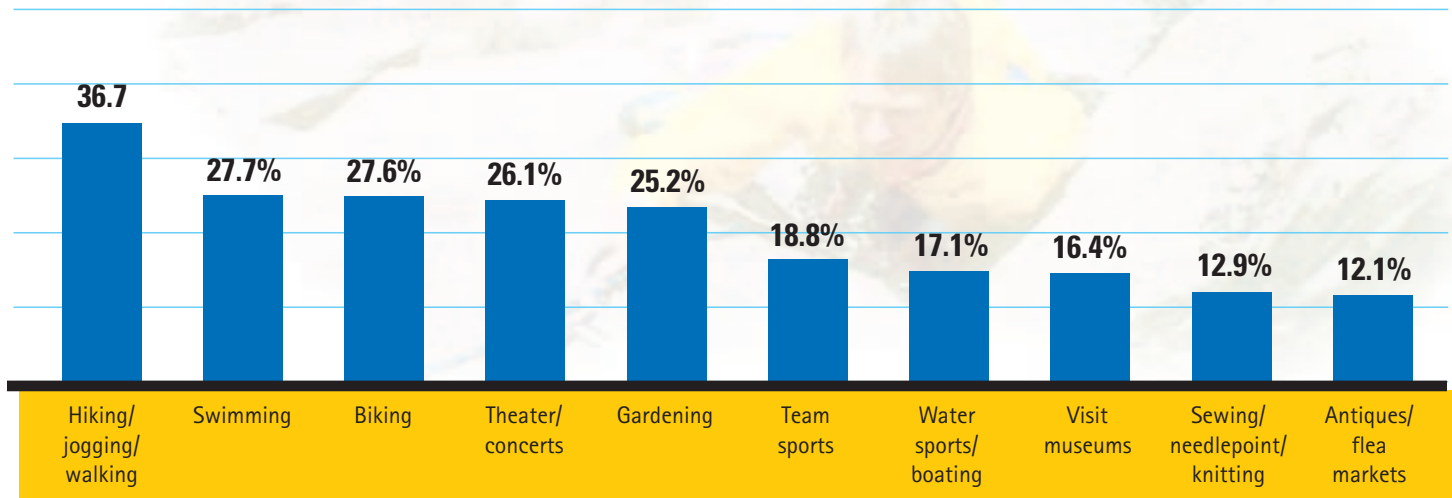
Which of the following do you own or have you used recently



# Which Events Do You Watch or Attend Regularly?



# In Which Activities Do You Participate Regularly?



**A**ll of the demographic and psychographic data available on air show audiences suggest that they are an affluent, well-educated and diverse group that differs in important and useful ways from the crowds that attend other motor sports and professional sporting events. Moreover, the air show landscape is not yet crowded with other marketers, providing savvy companies with an uncluttered environment in which to project their marketing messages.



**"A single air show generated spectacular results using three channel markets: drug, mass and grocery. Custom-designed air show point-of-sales displays, promotional activities and PR opportunities resulted in an increase of sales from 114% to 5200% among channels."**

**– Phil Pacific, Director, Channel Marketing, 7-Up**





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