



4th Exhibition & Conference

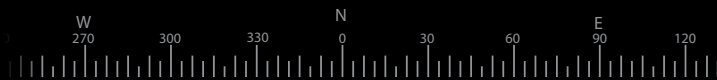
23-24 May 2012

RACV Royal Pines Resort,
Queensland, Australia



Exhibiting and Sponsoring at Heli Pacific 2012

Covering military and parapublic helicopters



Images courtesy of T Skinner

shephard.co.uk/events

Official partner:

Knowledge Partner:

Official media:



Media partners:





Bringing the rotorcraft and unmanned systems communities together to form two specialised conferences and an extended audience at the exhibition

Shephard's 4th Heli & UV Pacific is once again supported by the Queensland Government and will provide a unique platform to demonstrate and showcase both rotorcraft and unmanned systems products to a global audience with purchasing power from the military, industry and government, as well as professionals from civil and parapublic authorities.

The event will again provide a large outdoor static display area, with the opportunity to land rotorcraft in front of the venue.

If you are looking to increase brand awareness or to launch your products to the thriving Asia-Pacific market, then Heli & UV Pacific will be an essential part of your 2012 marketing strategy.

One unique exhibition, two focused conferences

The event to gain entry into the Australasian market

Rotorcraft at Heli & UV Pacific 2012

The Heli Pacific exhibition covers civil, military and parapublic rotary products and technologies from across the globe, and the unmanned systems element extends the unique audience, allowing suppliers to cross-market at a single event.

Heli & UV Pacific 2012 is an ideal opportunity to promote your brand, network with existing clients and build relationships with new contacts. This is *the* Australasian event for the rotorcraft community to establish and renew contracts.

We have a wide variety of opportunities available to increase traffic to your stand, including signage inside and outside the exhibition hall, directing attendees straight to you.

Event format

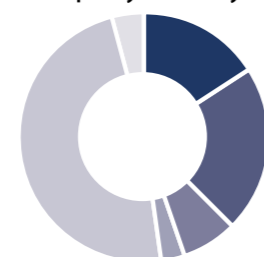
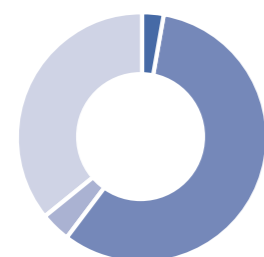
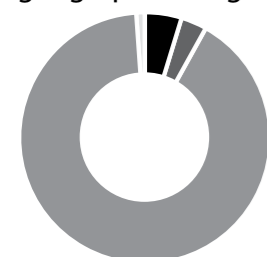
Running alongside the exhibition are conference sessions dedicated to current operations and future developments within the rotorcraft world and also within the sphere of unmanned systems.

Heli & UV Pacific 2010 attendees by:

geographical region

sector

company activity



- Americas
- Europe
- Asia-Pacific
- Africa & Middle East
- Civil & Parapublic
- Industry
- Government
- Military
- Components
- Safety & Survival Equipment
- Contractor/Consultancies
- Aircraft Manufacturers
- Maintenance
- Training & Simulation

Who will you meet?

- Chiefs of army, navy, air force, coast guard and emergency services
- Senior research development and engineering personnel in industry, government and academia
- Systems integrators
- Strategists, analysts and consultants
- Military and civil programme managers
- Police/law enforcement, special forces, homeland security
- Border patrol, customs and immigration
- Government officials
- Defence department policy makers and procurement decision makers
- Unit and forces commanders, and key decision makers
- Directors of equipment capability (DEC)
- Defence attachés
- Pilots
- EMS, SAR and fire-fighting
- Broadcasting
- Heavy lifting
- Surveying
- MRO organisations
- Manufacturers, suppliers and operators
- Emergency management
- Heads of training organisations
- CEOs, presidents and MDs in industry
- Business development and purchasing directors

Who will be exhibiting?

- Airframe and engine manufacturers
- Contractors
- MRO companies
- Law enforcement equipment
- Training and simulation products
- EW suppliers
- Avionics suppliers
- Accessories and components
- Software, IT and communications
- Headsets
- Hoists and hoisting equipment
- Ground support equipment
- EMS, SAR and safety equipment
- Fire-fighting equipment
- Night vision equipment
- Finance, leasing and insurance
- Interior outfitters
- Aerial tour operators
- Corporate and VIP operators
- Defence ministries

Exhibiting at Heli & UV Pacific 2012

Past exhibitors include:

- | | | | |
|--|--|---|--------------------------------------|
| | Absolute Fire Solutions/DART Helicopters | cueSim | MMC |
| | Aero Products | DAC International | Niche Media |
| | Aerospace and Defence Products | Defence Vision Systems | Northrop Grumman |
| | Airwork NZ | Elbit Systems | Olympus Australia |
| | Asia Pacific Aerospace | EM Calibrations/Simcontrol | Onboard Systems |
| | Asia-Pacific Defence Reporter | Evergreen Helicopters | Oracle Aeronautics |
| | Austal | Flight Helmets Australia | Orion Solar |
| | Australian Aerospace | FLIR Systems | Oxley Group Australia |
| | Australian Aviation | General Atomics Aeronautical Systems | Pacific Crown Helicopters |
| | Australian Maritime Systems | Goodrich Customer Services Australia | Pelican Products |
| | Avalex Technologies | Green Hills Software | Queensland Government |
| | Aviation Trader | HAA (Helicopter Association of Australasia) | Russell Adams |
| | Avincorp | Hawker Pacific | Sarquip International/CHC Helicopter |
| | Axsys Technologies | Helibiz | Schiebel |
| | BAE Systems | Heliflite/AgustaWestland | Scotty Group Austria/Maser |
| | Boeing | HeliMods | Seabird Aviation |
| | Bohemia Interactive Australia | Hytorc South Pacific | Sikorsky |
| | Bose | IndigoSat | SkyConnect/Becker Avionics |
| | Breeze-Eastern | Insitu | Skycam UAV NZ |
| | CAE | Kazan Helicopters | Transaero |
| | CareFlight Queensland | Kellogg Brown and Root | Ventura Media |
| | Carson Helicopter Services | L-3 Wescam | Vertical Australasia |
| | Civil Aviation Safety Authority | LiteFlite | Vibrotech Aviation |
| | Cobham Antenna Systems | McDermott Aviation | Weatherhaven Australia |
| | Contact Air, Land and Sea | MDA | Yaffa Media |
| | CooeUAS | Meggitt Defence Systems | |

Exhibitor package

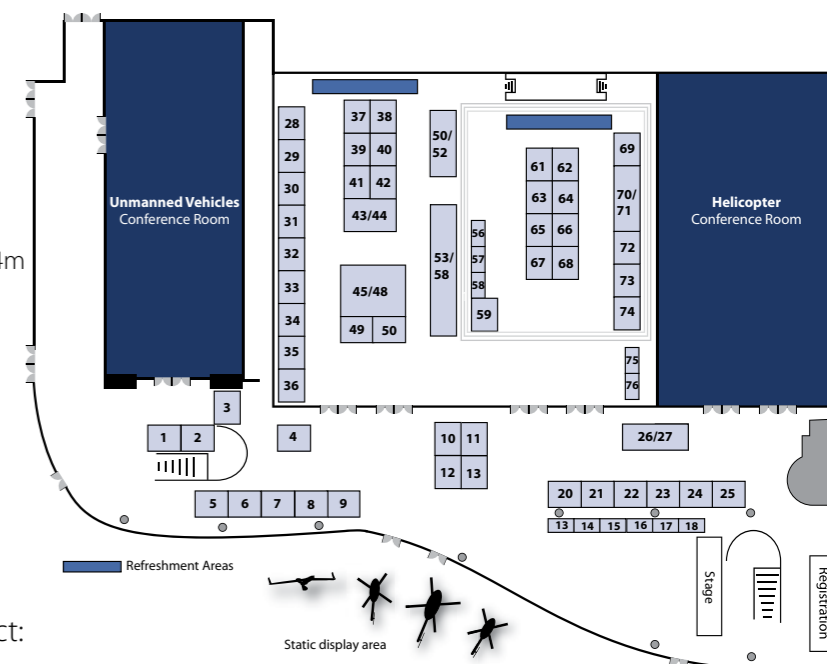
The event offers its valued exhibitors a number of benefits that will provide your company with the quality customer service you deserve.

Exhibition booth package includes:

- Shell scheme ranging from 3m x 2.4m to 6m x 2.4m
- Fascia ID sign
- One electrical socket and two spotlights
- Technical advice and support
- Two complimentary delegate places
- Discounted rate for additional delegates

For more information on exhibiting, contact:

Hamish Betteridge on +44 (0)1753 727015
or email hab@shephard.co.uk



Lead Sponsorship Opportunities

A standard lead sponsorship opportunity includes:

- › Official lead sponsorship recognition, including company logo on associated promotional literature, website and targeted email campaigns, plus conference acknowledgements
- › Display space in a prime location
- › Complimentary delegate places for the two-day conference
- › Additional delegate places for your company personnel at a discounted rate
- › 2 complimentary stand-manner places for the two-day exhibition

Gala Dinner

Speakers' Dinner

Official Drinks Reception – at the end of Day One

Registration and refreshments on arrival on Day One

Pre-conference workshop

Sponsorship Opportunities

A standard sponsorship opportunity includes:

- › Official partnership recognition, including company logo on associated promotional literature, website and targeted email campaigns, plus conference acknowledgements
- › Display space
- › Complimentary delegate places for the two-day conference
- › Additional delegate places for your company personnel at a discounted rate
- › 1 invitation to the Gala Dinner and VIP Dinner (subject to these taking place)

Delegate folders

Lunch breaks – Day One and Day Two available

Refreshment breaks – Day One and Day Two available

Delegate lanyards

Delegate bags

Internet area

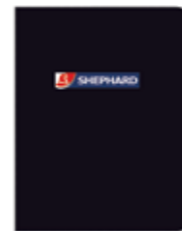
Event guides

Delegate gifts

Event CD-ROM

Signage and Branding Opportunities

The RACV Royal Pines Resort lends itself to excellent branding opportunities. There are various options available to suit your brand, budget and message, including signage inside and outside the exhibition hall, and around the conference area.



Shephard Group

shephard.co.uk

The Shephard Group has provided intelligence to the aerospace and defence communities since 1981 through a range of leading international conferences and exhibitions, and a world-renowned publishing portfolio, including magazines, industry handbooks and online news services.

Rotorhub and Defence Helicopter Magazines

As part of the delegate package, each delegate will receive one copy of *Rotorhub* and *Defence Helicopter* at the event and will also receive a free 12-month subscription to either magazine.

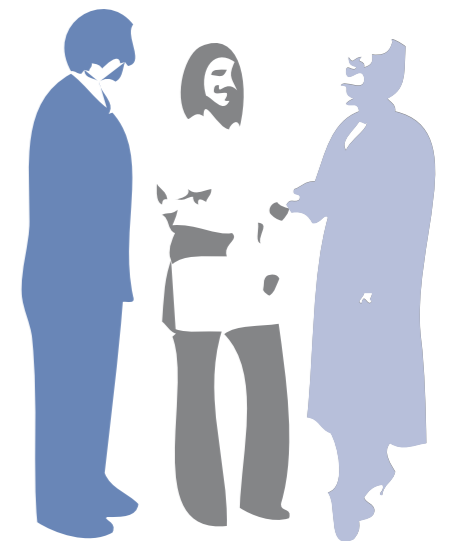
Shephard's Handbook Portfolio

Each delegate attending the event will also receive free copies of Shephard's handbooks.

For advertising opportunities email Jane Smith on js@shephard.co.uk

Special rates are available for exhibitors and sponsors.

Be a part of
this unique
opportunity



HELI & UV Pacific 2012
23 – 24 May
RACV Royal Pines Resort
Gold Coast, Australia



HELICOPTER EXHIBITION BOOKING FORM

Company: _____	Email Address: _____
Full Address: _____	
Country: _____	Post/Zip Code: _____
Telephone: _____	Fax: _____
Contact: _____	Position: _____
Business Development Contact: _____	Email Address: _____

We wish to participate at HELI & UV Pacific 2012 and agree to the terms and conditions.

Please indicate your requirements:

- 3m x 2.4m booth @ AUS\$5,250*
 - 6m x 2.4m booth @ AUS\$10,500*
 - Raw Space (minimum of 24m² upwards) ____m² @ AUS\$790 per m²
- * Please note that rates do not include local tax

Booth No: 1st choice _____ 2nd choice _____

Shell scheme exhibition booth package includes:

- Shell scheme – Velcro compatible hard wall shell
- Fascia ID sign, two spotlights and one electrical socket (per 7.2m²)

Stand Size	Complimentary Delegate Places (access to conference)	Complimentary Stand Manner Places (no access to conference – additional stand manner places charged at AUS\$150 per person per day)
3m x 2.4m	2	1
6m x 2.4m	4	2

Payment: Please invoice us Please find below our payment details

Signature: _____ **Position:** _____

Print Name: _____ **Date:** _____

Method of Payment:

Cheque enclosed payable to Shephard Conferences & Exhibitions Ltd for _____

Bank Transfer to: Shephard Conferences & Exhibitions Ltd, National Westminster Bank plc
63 High Street, Burnham, SL1 7JX. Account No: 47820160 Sort Code 60-04-53

Please debit my: American Express Visa MasterCard

NB: There is a 2.5% surcharge for exhibition/sponsors credit card payments

Card No: _____

Signature: _____ Expiry Date: ____/____/____

Address of Cardholder if different from above: _____

Post, email or fax this form to Hamish Betteridge, The Shephard Group, 268 Bath Road, Slough, Berkshire, SL1 4DX
Tel: +44 (0)1753 727 015 Fax: +44 (0)1753 727 002 E-mail: hab@shephard.co.uk

Registered visitors attend the exhibition for FREE

TERMS & CONDITIONS FOR SHEPHARD CONFERENCES & EXHIBITIONS

ORGANISERS. In these General Conditions of Exhibition the term "The Organisers" refers to Shephard Conferences & Exhibitions Ltd.

TERMS OF PAYMENT. You will be invoiced on receipt of booking; payment must be made by the terms stated at the bottom of your invoice. **SPACE ALLOCATION.** Exhibition and outdoor display space will be allocated by the organisers to meet considerations of the exhibition and outdoor display layout and any height restrictions. Where possible, but without any obligation on their part, the organisers will endeavour to allocate space and positioning in accordance with early bookings and priority of application. The organisers reserve the right to relocate you from your allocated position should circumstance deem it necessary.

PROHIBITION ON ASSIGNMENT. No part of any space allotted to any exhibitor may be transferred, assigned, sub-let or shared with any other exhibitor or with any other person or corporation without the prior agreement of the organisers.

STANDS AND EXHIBITS

- Exhibitors are required to maintain and staff their stands and exhibits including those presenting their equipment within the exhibition and outdoor display areas, throughout the entire period of the exhibition in accordance with the times published by the organisers.

- Plans for 'raw space' must receive approval from the organisers.

- Drawings to scale must show the ground plan and elevation of the stand and fittings, state materials and colours to be used, describe moving exhibits, projectors and displays and detail measurements, weights and point loadings of all exhibits.

- The organisers reserve the right to order alteration or removal of any stand that does not conform to the exhibition regulations, the cost to be made by the exhibitor.

- Back projectors must be sited so as not to cause inconvenience to other exhibitors or visitors. The organiser reserves the right to remove loudspeakers or other installations that may cause discomfort. Exhibitors must confine exhibits to the area rented by them. Exhibitors must make sure that no exhibit is removed from its agreed position during the period of the exhibition.

- Stands must be set up and broken down in the allocated times given.

- The organisers reserve the right to refuse exhibits which are likely to be dangerous or cause damage, or are in any other way unsuitable and exhibits not produced by the actual exhibitor or an associate company or not as specified in the application for the space. - Repairs or alterations by removal or addition of materials may be carried out only when the exhibition is closed to the event attendees with agreement of the organisers.

REGULATIONS. Exhibition Regulations will be promulgated by the organisers and all exhibitors and their servants, agents and contractors shall be subject to such regulations and bound by them. The organisers may vary such Exhibition Regulations at any time and such amendments will be binding on exhibitors and their servants, agents and contractors. To the extent of any inconsistency between such Exhibition Regulations and these General Conditions of Exhibition, the provisions of these General Conditions shall prevail. **CONTROL.** The control of all aspects of the exhibition is vested in the organisers. The decisions of the organisers and their duly authorised officials shall be binding on all exhibitors, participants and contractors. The organisers shall in their absolute discretion have the right without appeal to resolve any dispute in relation to the exhibition arising from any cause not the subject of an express provision of such Exhibition Regulations or these General Conditions of Exhibition.

LIABILITIES AND INDEMNITIES. Exhibitors and their employees, servants, contractors and/or agents participate in the exhibition at their own risk. Neither the organisers nor any of their members, servants, agents or officials will accept liability for loss of, or damage to any exhibits, or other equipment at any time. (It is recommended that exhibitors insure their exhibits, or other equipment against such loss or damage, including risk of theft, flood and tempest). Neither the organisers or their members, servants, agents, or officials will accept any liability or be under any liability to exhibitors or their employees, servants, contractors and/or agents in respect of any direct or indirect damage, loss or injury to person or property arising out of or in any way connected with the exhibition, outdoor displays, customer demonstration or any other aspect of the exhibition. Each exhibitor will release and indemnify the organisers and their members, servants, agents and officials from and against all claims of whatsoever nature which may be made against the organisers, or their members, servants, agents and officials arising out of, or in any way connected with, such exhibitors' participation in the exhibition.

INSURANCE Exhibitors must take out insurance policies to cover themselves against liabilities stated in these rules and regulations. They must also hold a general policy to cover possible legal liability for negligence. The organisers may demand to inspect these insurance policies. The organisers or their agents reserve the right to exercise a general lien over any property of the exhibitor on the exhibition premises in respect of all moneys of whatsoever nature (including claims for damage) which may at any time be due or payable by the exhibitor to the organisers/contractors in connection with the exhibition.

SAFETY In the event of an 'Act of Terrorism' taking place, we the exhibitors cannot be held responsible for any loss of life or goods while the exhibition is setting up, breaking down and during the exhibition. We will, however, do everything in our power to apprehend this situation happening.

DAMAGE Each exhibitor shall be fully liable for any loss or damage caused by any act or omission of the exhibitor, his servants or agents, and will pay the costs of making good any damage caused to the premises by margin board, floor coverings, etc., or by paint or any other substance.

OBSERVANCE OF RULES Every exhibitor and every person employed directly or indirectly by him shall be bound by and must observe these rules and regulations in all respects. The exhibitor must bring them to the attention of all his agents and contractors.

POSTPONEMENT. In the event of postponement of the exhibition for any reason whatsoever, the organisers shall not be under any liability whatsoever in respect of any expenditure, loss or liability incurred by exhibitors, but shall refund all sums paid by exhibitors on account of their participation in the exhibition unless the exhibitor agrees to such sums being held on account of their participation in the exhibition on the occasion to which it is postponed.

CANCELLATION OF EXHIBITION BY THE ORGANISER. In the event of cancellation of the exhibition or any part thereof for any reason whatsoever, the organisers shall not be under any liability whatsoever for any expenditure, loss or liability incurred by exhibitors, but shall refund all sponsorship and exhibition fees paid by exhibitors on account of their participation.

The organisers reserve the right to cancel an exhibitors participation in the exhibition at any stage during the installation period or during the exhibition itself if, in their reasonable opinion, the exhibitors may endanger public order, safety or security of the exhibition, its exhibitors its visitors, or may breach the rules and regulations, or may act in a way which may be disruptive, offensive, undesirable, harmful or obscene to any aspect of the event. Should this be the case the organisers reserve the right to clear all or part at the exhibitor's expense. Any payment made in respect of space will be forfeited. The organisers will not be liable for any loss of any kind suffered by the exhibitor or his agents as a result of such cancellation.

EXHIBITOR CANCELLATION. Cancellation of your booking will incur a charge of 50% of the total cost of your booth up to one month prior to the event. Cancellation from one calendar month prior to the event will result in the full amount being forfeited and the organisers shall have the absolute right to claim any balance of rental charges for which the exhibitor has become liable for. A £300 / \$500 admin fee will be charged to the exhibitor. Request for cancellation must be IN WRITING and liquidated damages will be determined as follows:

APPLICABLE LAW. The interpretation, construction, performance and adjudication of all legal relationships between the exhibitor and the organisers shall be subject in all respects to the laws applicable in the United Kingdom. All exhibitors submit themselves exclusively to the jurisdiction of the Courts of the UK. Any dispute shall be subject in all respects to the laws applicable in the UK, and shall be solely subject to adjudication by the Courts of the UK.

INTERPRETATION. In these General Conditions of Exhibition:-

a. Words importing the singular number or plural number shall include the plural number and singular number respectively and words importing any gender shall include each other gender.

b. Where any exhibitor consists of more than one person or corporation the liability of such persons or corporation shall be joint and several.