



12th Conference & Exhibition
16-18 November 2010
London, UK

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12th Conference & Exhibition
16-18 November 2010
London, UK



“An excellent event with excellent presentations from a very broad spectrum of speakers.”
AgustaWestland

Registered visitors attend the exhibition for **FREE**

Exhibiting at Heli-Power 2010

Showcase your products at the World's leading military rotorcraft event

Organised in association with:

Lead Sponsors:



Sponsors:



Member of:



Supporting Associations:



Official Media:



Media Partners:



For all event updates visit www.shephard.co.uk/events

* Courtesy of T Osborne
** Courtesy of AgustaWestland

The world's leading military helicopter conference and exhibition

Two-day conference & exhibition

The event will bring together experts and key leaders from the international military helicopter community.

Debating the challenges of sustaining and operating battlefield helicopters in demanding situations around the world.

The Heli-Power 2010 programme will progress forums held at the 2009 event, looking at the increased capability needed to dominate the modern battlefield.

30
countries

Past Heli-Power events have attracted

300
attendees

50
exhibitors

Past partners include:



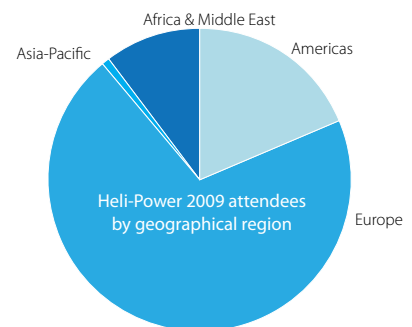
For all event updates visit www.shephard.co.uk/events

Past events attracted the following:

Account Executive	Director, Sikorsky Europe	President
Acquisition Officer	Director, Business Development Helicopter Systems	Procurement Specialist
Air Adviser	Director, Customer Relations	Product Manager, Avionic Upgrade
Air Armament Officer	Director, Germany and Strategy	Programme Director, UK Chinook TLCS
Air Force Strategic Planner	Director, Marketing and Sales Continental Europe	Programme Manager
Aircraft Modernization Expert	Director of the Avionics Systems Development	Project Manager, International Alliances
Aircraft Technical Inspector	Director, Concepts and Requirements	Purchasing Director
Analyst	Editor-in-Chief	Rotary, Wing Business Development Director
Assistant Director, Capability Development	Exhibition Manager	Sales Director, Europe
Business Development Director	Head of Export Department	Sales Director, Bus Dev, Central and Eastern Europe
Commander 299 Squadron	Helicopter Center Director	Senior Director Programs, Helicopters Upgrades Line
CH-47 FMS Tech Chief	Helicopter Project Officer	Senior Manager, Operations Support Systems
Chief of Air Force Department	Helicopter Sales Manager	Senior Manager, Customer Relations
Chief of Staff	Helicopter Squadron Commander	Senior Product Marketing, Dual Use Rotorcraft
Chief Engineer OSS Avionic Systems	Journalist, Head of Office in Prague	Senior Specialist-Instructor Pilot
Chief Executive Officer	Manager, Business Development - Military Programs	Senior Vice President, Flight Simulation
Chief Instructor	Manager, Customer Relations and Exhibits	SkyForce Director
Chief of Staff (Deputy Commander)	Manager, Training and Support Systems	SO1 Wildcat Into Service Officer
Chief Operating Officer	Managing Director, Central and Eastern Europe	Station Commander
Chief Technical Inspector	Military Adviser	Subject Matter Expert
Chief Technologist Survivability	Military and Air Attaché	Technical Consultant
Commander	Military Helicopter Pilot	Training Squadron Commander
Commander 1 Wing Headquarters	NH90 and Tiger Helicopters Programme Manager	University Teacher
Commander NLD Defence Helicopter Command	NH90 Transition Manager	V-22 Government Director, Business Development
Commercial Director	Officer	Vice President, Helicopter Systems
Defence Attaché	Operations Director	Vice President, Aerospace Europe
Deputy Commander	POC for Industry/Co-Chairman HIP HTF SLG	VP, Sales Avionics Upgrade
Deputy Director General	Policy Officer	

Who will attend?

- 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
- Government officials
- Defence department policy makers and procurement decision makers
- Unit and forces commanders and key decision makers
- Aircrew, vessel and vehicle crews, maintainers
- Heads of training organisations
- Directors of Equipment capability (DEC)
- Defence Attaches
- CEO's, presidents and MD's in industry
- Business development and purchasing directors



Exhibitors package

The event offers its valued exhibitors a number of benefits that will provide both your company and your exhibitions team with the quality customer service they deserve.

Exhibition booth package includes:

- Shell scheme (3m x 2m)
- Fascia ID sign
- One electrical socket and two spotlights
- Technical advice and support
- Two complimentary delegate places
- Discounted rate for additional delegates



Booth size 3m x 2m - £2,690

Booth size 3m x 3m - £2,950

Booth size 6m x 2m - £5,245

Who will exhibit?

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.

Past exhibitors include:

Aerodata AG	Helicomb International
AeroSimulators	HeliMedia
AgustaWestland	Honeywell
Air Covers	ITT Night Vision/SIA Avionic Hardware
AkzoNobel Aerospace Coatings	L-3 Wescam
Atlantic Inertial Systems	LOM Praha
Avalex Technologies	Magellan Aerospace
Aviation Training International	Masco
BAE Systems	MBDA LFK GmbH
Boeing	Pall Corporation
Breeze-Eastern Corporation	Police Aviation Services
CAE Simulation & Training	Rolls-Royce Turbomeca Ltd
Česká letecká servisní as	Rotor Blades Ltd
CGear Australia	RUAG Aerospace
Chemring Countermeasures Ltd	SELEX Galileo
cueSim Ltd	Sikorsky Aircraft
Cyberflight Limited	Symetrics/ATK
EDO MBM Technology Ltd/ ITT	Terma A/S
Enterprise Control Systems	Transcon Electronic Systems, sro
Eurocopter	Vector Aerospace Ltd
Fenn Night Vision Ltd	Virtualis Defence Systems
Goodrich Corporation	Virtual Reality Media, as

See the **updated exhibitor list** and **floorplan** for Heli-Power 2010 - visit www.shephard.co.uk/events



Lead Sponsorship and Sponsorship Opportunities

Lead Sponsorship Opportunities

All partnership opportunities also include the following (unless stated otherwise):

- Official partnership recognition, including company logo on associated promotional literature, website, and targeted email campaigns plus conference acknowledgements
- 12 m² display space (3m x 4m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional exhibitor visitor passes to give to your top existing/potential clients
- Additional delegate places for your company personnel at a discounted rate
- 2 complimentary stand manner places for the two-day exhibition

Gala Dinner – at the end of Day One

£29,500

The Gala Dinner is one of the event's main social occasions and is a prime opportunity to present your company's message to all of the guests. It will take place on 4 November and will start at approximately 19.30 and finish at 22.30. All speakers & VIPs will be invited to attend on a complimentary basis. All conference delegates & exhibitors will be given the opportunity to attend the dinner for a nominal amount. Representatives from The Shephard Group will also attend to help you host your guests.

Partnership also includes:

- 24 m² exhibition booth space (6m x 4m) in a prime location
- 8 complimentary delegate places for the two-day conference
- 4 complimentary stand manner places for the two-day exhibition
- 10 Invitations to the Gala Dinner
- Opportunity to give out company gifts at Gala Dinner
- Opportunity to make speech at Gala Dinner

Speakers' Dinner – at the end of Day One

Sponsored by AgustaWestland

The Speakers' Dinner is a prime opportunity to present your company's message to all of the guests. It is a private dinner (invite only) and will take place either at the end of Day One or the Day before the Conference, following the Speakers' Briefing (dependent on whether a Gala Dinner is held) and will start at approximately 19.30 and finish at 22.30. All speakers & one representative from each conference sponsoring company will be invited to attend on a complimentary basis. The dinner sponsoring company will have the opportunity to invite one company representative to host each table. Representatives from The Shephard Group will also attend to help you host your guests.

Partnership also includes:

- Invitations to the Speakers' Dinner – one person per table – 4 - 5 invitations in total
- Opportunity to give out company gifts at Speakers' Dinner
- Opportunity to make speech at Speakers' Dinner

Official Drinks Reception – at the end of Day One

£18,500

The Official Drinks Reception is a prime opportunity to present your company's message to all of the participants. It will take place in the conference refreshment area at the end of day one. It will start at approximately 17.30 and run for an hour and a half and is one of the event's important social occasions.

Partnership also includes:

- 4 invitations to the Gala Dinner

Registration and Refreshments on Arrival on Day One

Sponsored by
Vector Aerospace

Partnership also includes:

- Opportunity to distribute your company's literature at the Registration Desk
- 4 invitation to the Gala Dinner

Pre-Conference Workshop

Sponsored by
L-3 Communications

The workshop would take place on the day before the two day conference programme. There would be a buffet lunch served at 13.00 and the workshop would start at 14.00 and run until 17.00. There would be approximately 2 1/2 hours presentation time allowing for food and a refreshment break. Delegates will be invited to attend and use the workshop as a discussion forum with a panel of up to four eminent speakers drawn from industry and operator/end users chosen by the partner.

Partnership also includes:

- 6 m² display space (2m x 3m)
- 4 complimentary delegate places for the two-day conference
- Workshop Room hire, food and beverage
- AV consisting of screen, LCD projector and two microphones
- Administration and staffing for workshop
- Opportunity to distribute your company's literature during the workshop only
- 1 invitation to the Gala Dinner (subject to Gala Dinner taking place)

Sponsorship Opportunities

All sponsorship opportunities also include the following (unless stated otherwise):

- Official partnership recognition, including company logo on associated promotional literature, website, and targeted email campaigns plus conference acknowledgements
- 6 m² display space (3m x 2m)
- 3 complimentary delegate places for the two-day conference (unless stated otherwise)
- Additional exhibitor visitor passes to give to your top existing/potential clients
- Additional delegate places for your company personnel at a discounted rate
- 1 invitation to Gala Dinner (subject to Gala Dinner taking place)

Parallel Conference Theatre 4 Half Days Available

£11,000

A unique opportunity to partner a parallel niche series of presentations at the event, which offers the perfect platform to reiterate your presence in the market place and highlight your products and services to a captive audience of key decision makers. All conference delegates will be offered the opportunity to attend on a complimentary basis.

Each half day presentation will provide the opportunity to present and debate niche areas of interest to an informed audience to generate debate and discussion sessions.

Delegates will be invited to attend and use the presentation as a discussion forum with a panel of up to four eminent speakers drawn from industry and operator/end users chosen by the partner.

- Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 2 complimentary delegate places for the two-day conference
- Workshop Room hire, food and beverage
- AV consisting of screen, LCD projector and two microphones
- Opportunity to distribute you company's literature during the Side bar only

Delegate Lanyards

£10,000

- Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Delegate Folders**£12,000**

- Official "Delegate Folder" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- Opportunity to include company brochure in conference folders

Delegate Bags**Sponsored by Goodrich**

- Official "Delegate Bag" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- Opportunity to include company brochure in delegate bags

Lunch Breaks – Day Two available**£10,000 per day
Day One Sponsored by
Boeing**

- Official "Lunch Break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Refreshment Breaks – Day One & Day Two available**£10,000 per day
Day Two Sponsored by
Proxitronic**

- Official "refreshment break" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Internet Area**Sponsored by
Lockheed Martin**

- Official "Internet Area" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 2 complementary delegate places for the two-day conference
- Opportunity to distribute branded mouse mats/pens by the internet area (provided by partner)

Event Guides**Sponsored by CAE**

- Official "Event Guide" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
- 1 complimentary delegate place for the two-day conference

Delegate Gifts**£7,000**

- Delegate gifts including business card holders, drinking bottles, memory sticks, T-shirts, torches, aluminium bottles can be printed with your company logo/strap line. The gift will be given to every delegate attending the two day conference.
- 1 complimentary delegate place for the two-day conference

Quarter Page Advert in Event Guide**£1,000**

- Quarter A4 page full colour company advert in the Event Guide (to be sent to The Shephard Group on signature of the contract)

Please note that the other sponsorship opportunities listed on the previous page are not available for this option.

To discuss exhibition and partnership opportunities contact Hamish Betteridge on:
+44 (0)1753 727015 or hab@shephard.co.uk

Branding opportunities at Heli-Power 2010

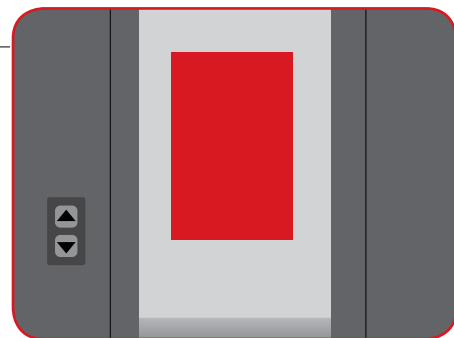
A range of additional branding opportunities are available both before and during the event.

Each of the opportunities listed can be ordered as part of our sponsorship/exhibitor packages.

Exclusive Lift Poster

£500

An A3 poster positioned inside the lift used by all attendees to access Heli-Power 2010 is an ideal medium to reach your target audience in an otherwise "advert-free zone" giving you undivided attention.



Foyer Posters

£600 each

Can be positioned within the main reception area of Olympia venue and opposite lift access to Heli-Power.



A-frame

from £1,000 per side

Positioned on the pavements outside the venue - clearly visible to all attendees entering and leaving the event. Companies can book one side for £1,000 or both sides for £1,500.

One side
Both sides

£1,000
£1,500



Expose your brand to its full potential

Ceiling Banners

from £1,000

Be visible from across the exhibition hall or catch attendees' attention by the stairwells to the conference auditorium.

1 site (one double-sided banner)

£1,000

2 sites (2 double-sided banners)

£1,500



Online Booking

from £1,000

This offers a unique opportunity for a company to clearly position their logo and company profile, along with hyperlink, on the booking page within the event website. All bookings are driven through this area.

Logo and strap line

£1,000

Exclusivity

£4,000



Floor Tiles

from £2,500

Exhibitors can have a selection of floor tiles located in key positions within the registration area and the exhibition hall, encouraging attendees to their stand. Getting around the show is key to all attendees, so make it as easy as possible and drive traffic straight to you before they find your competitors.

Footprint tiles from registration area to conference room

£2,500

Floor tiles within exhibition hall to your stand

£5,000



Registration Desk Fascia Branding

£3,000

Ensure your company name and message is the first and last thing attendees see at Heli-Power 2010.



To discuss increasing your company's exposure at Heli-Power 2010 contact:
Hamish Betteridge on +44 (0)1753 727015, email hab@shephard.co.uk

Heli-Power 2010
16 – 18 November
Olympia Conference Centre
London, UK



EXHIBITION APPLICATION 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-Power 2010 and agree to the General Conditions of Exhibition

Please indicate your requirements:

- 3m x 2m @ £2,690
- 3m x 3m @ £2,950
- 6m x 2m / 4m by 3m @ £5,240
- 9m by 2m @ £7,930

- Raw Space only (minimum 24m²) @ £425 per m²

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 6m²)

Stand Size	Complimentary Delegate Places (access to conference)	Complimentary Standmanner Places (no access to conference – additional standmanner places charged at £60 per person per day)
3m x 2m	1	-
3m x 3m	2	1
6m x 2m	2	2
9m x 2m	2	4

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: _____

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.