



SAR & CSAR

13th Conference & Exhibition
15-16 September 2010

Aberdeen, Scotland

*Includes MRCC & RNLI Lifeboat Tour
on Friday 17 September*



“Great topics and great event.”
Sikorsky Aircraft

Registered visitors
attend the
exhibition for **FREE**

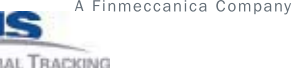
Exhibiting at SAR 2010

Covering global SAR and CSAR over land, air and sea

Supporting Organisations:



Partners:



Official Media:



Official Media Partners:



Media Partners:



Two-day conference & exhibition

The largest international gathering of SAR experts in Europe

SAR has become an essential fixture in the SAR community's annual calendar thanks to its peerless combination of high-quality, thought-provoking presentations and debate, unparalleled networking opportunities, and an exhibition that brings the latest products, technologies and services to a focused audience.

Covering SAR and CSAR in the four environments: aviation, maritime, urban and mountain

Key conference topics for 2010

- Offshore industry
- Fighting fires at sea
- Maritime Incident Response Groups (MIRGs)
- Human factors in SAR
- CSAR - new vessel/aircraft regimes, increased use of UVs
- Simulation and training

The SAR 2010 programme has been organised by **John Astbury**, chief executive of Maritime and Coastguard Agency (Ret'd)

26
countries

Past SAR events have attracted

340
attendees

40
exhibitors

Past partners include:

SARBE[®] GOODRICH



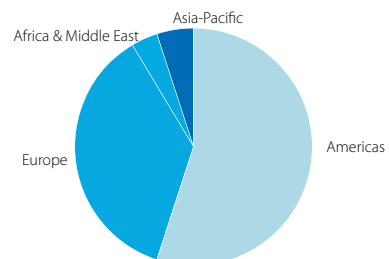
Past events attracted the following:

Manager, Special Mission Applications
Director, Business Development and Sales
SAR Application Manager
Head of Rescue Co-ordination Centre
Senior Communications Specialist
Director of Business Development
CEO/President
Director, Sales
Director, Customer Relations
Aviation Restraint Program Manager
Air Requirements RW SAR
Manager, Special Mission Sales
SAR Doctrine
Squadron Commander
Member, Civil Air Patrol Board of Governors
Flight Safety Officer
Product Manager
Lieutenant Commander - Water Operations
Superintendent Coastal Rescue Service
Rescue Coordinator - Rescue Command Office
Secretary of Foreign Affairs of the General Office
Vice President, Rotorcraft Programs
Program Manager, US Coast Guard
Assistant Defense, Military, Naval and Air Attaché
Director, Marketing
Military Attaché
Defense, Military, Naval and Air Attaché
FMS Program Manager
Account Manager
VP Emergency Management Products
Director, Naval and SAR Market Development
Director, Air Force Programs
General Manager for sensors and Integrated System
Director, Government Relations
Director, Army Programs
SAR Consultant
Associate from Harbour Mastery, Inc.
SO1 STR

SO2 Search and Rescue Helicopters
US Air Force HH-60 Pilot Physician
SAR Fleet Manager
International Maritime and Aviation Consultant
SO Personnel Recovery, Support Helicopters and SOF
RCC Controller
Head of Resilience
Lifesaving Institute Director
Maritime Authority Director
SAR Pilot
Personal Recovery Policy Advisor
Operations Officer, 751 Squadron - EH101
Director of Operation and Training
Air Traffic Controller
SM Winch Operator
Search and Rescue Force Commander
Officer Commanding Royal Air Force Mountain Rescue
Operations Director
Project Manager SAR OPS/SAR Instructor
Government Sales Manager
Head of Advanced Systems and Targeting Campaigns
Director, Radar Programs
Director, Air Force Programs
Manager, Preliminary Design International Products
Program Development Director
Maritime SAR Advisor
OC SARTU
SARTU QHI
Management and Program Analyst
Chief, Search and Rescue
Commanding Officer
Deputy Commander, Congressional Squadron
Program Analyst
Foreign Affairs Officer
Commanding Officer HSM-41
Assistant Chief, Inc Management Branch Commander
Marine Safety Officer
Assistant Chief of the Training Division

Who will attend?

- Air Force
- Army
- Marines
- Navy
- Border Patrol and Immigration
- Flight Training
- EMS, SAR and Fire-fighting
- Coastguard
- Broadcasting
- Heavy Lifting
- Surveying
- Customs and Police
- MRO Organisations
- CEOs, Presidents, Managing Directors
- Purchasing and Technical Directors
- Pilots
- Manufacturers, Suppliers and Operators
- Emergency Management



Past SAR attendees by geographical region

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 + VAT

Booth size 6m x 2m - £5,245 + VAT



Who will exhibit?

Helicopter operators; EMS, SAR and safety equipment; MRO companies; fire-fighting equipment; law enforcement equipment; training and simulation products; night vision equipment; accessories and components; software, IT and communications; headsets; hoists and hoisting equipment; ground support equipment; finance, leasing and insurance.

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

Past exhibitors include:

Aerodata AG
Aerotech UK Ltd
AgustaWestland
AirKnight
Avalax Technologies
BMT Cordah Ltd
Boeing
BreezeEastern
Carson Helicopters
CHC
Clayton Engineering
Cobham Plc
Consolite Technology Limited
Cubic Defense Applications
Cyberflight Limited
EADS North America
Elbit Systems of America
Elisra
EMS Satcom
Escape International/TBM
Eurocopter
FLIR
Gecko Head Gear
General Dynamics
Goodrich Hoist and Winch
Grupo Inaer
Honeywell (Skyforce Avionics Ltd)
HR Smith
IAEM
IMO Publishing
Infinity Gear and Technology
L-3 Wescam
Lite Flite
Ocean Safety
Plath GmbH
Pratt & Whitney Canada
Rhoetha Elektronik GmbH
Saab Aerotech
SARBE/McMurdo
SCOTTY Tele-Transport Corp
Selex Galileo
Signature Industries/McMurdo
Sikorsky Aircraft
Thomas Jacks
UK SAR Force
Ultra Electronics SML Technologies
US Coast Guard Acquisition Directorate
Vitalis/VP Defence
Virtual Marine Technology

Associate your brand with 'the' event for anyone involved in global SAR and CSAR

Partnership Opportunities

- Awards Dinner
- Speakers' Dinner SPONSORED BY **GOODRICH**
- Delegate Bags
- Official Drinks Reception SPONSORED BY **SOTERIA**
SEARCH AND RESCUE
- Registration and Refreshments on Arrival SPONSORED BY **AgustaWestland**
A Finmeccanica Company
- Delegate Folders
- Delegate Lanyards
- Lunch Breaks Day 1 and 2 DAY 1 SPONSORED BY **HR Smith**
Group of Companies
- Refreshment Breaks Day 1 and 2 DAY 1 SPONSORED BY **Technest**
Limited
- Event Internet Area
- Breakfast Briefing
- Event Guides SPONSORED BY **eurocopter**
an EADS Company
- Half-page Advert in Event Guide



Annual SAR Awards Dinner

Shephard will inaugurate an awards dinner at SAR 2010 to acknowledge individuals within the SAR community for their acts of heroism and bravery.

Maximise brand exposure

Event Location - Why Aberdeen?

Aberdeen is the centre of the oil and gas industry in the UK and home to Europe's largest heliport.

The North Sea is one of the most challenging bodies of water for SAR assets to operate in, so sales to organisations operating here are particularly prestigious.



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

SAR 2010
15-16 September 2010
 Aberdeen Exhibition &
 Conference Centre (AECC)
 Aberdeen, Scotland



EXHIBITION APPLICATION FORM

Company	Email Address:

Full Address:	

Country:	Post/Zip Code:
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Telephone:	Fax:
-----	-----
Contact:	Position:
-----	-----
Business Development Contact:	Email Address:

We wish to participate at SAR 2010 and agree to the terms and conditions.

Please indicate your requirements:

- 3m x 2m booth @ £2,690*
 - 6m x 2m booth @ £5,240*
 - Raw Space (minimum of 24m² upwards) _____m² @ £425* 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 6m²)

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

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.