



SAR & CSAR

14th Exhibition & Conference
13-14 April 2011,
Bournemouth International Centre,
Bournemouth, UK



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Exhibiting and Sponsoring at SAR 2011

The largest international gathering of SAR experts in Europe

shephard.co.uk/events

*1 Courtesy of Rickard Gillberg, Norrlandsflyg
*2 Courtesy of A Osborne
*3 Courtesy of RNLI/Nigel Millard

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Media Partners:





Network with global experts in SAR and CSAR from every region of the world



Shephard's SAR Conference and Exhibition has been an essential fixture in the SAR calendar for over 13 years. SAR has been supported by the RNLI, HM Coastguard, the US Coast Guard and the European Helicopter Association.

Exhibiting at and/or sponsoring this event places your company at the forefront of international SAR experts and decision-makers.

The largest international gathering of SAR experts in Europe

Covering SAR and CSAR in all three domains

The 14th SAR Conference and Exhibition will give a first-hand view of the demanding circumstances of today's search and rescue missions, as civil and combat search and rescue experts and practitioners from around the world gather to share their unique stories of saving lives, and how they cope with their varied and diverse operational missions. From the battlefield to raging seas, from scenes of extreme natural disasters to isolated and desperate lives hanging in the balance.

SAR 2011 will feature an ever expanding exhibition that brings the latest products, technologies and services to a focused audience.

SAR 2011 also features a wide range of branding opportunities, in and around the exhibition hall and conference room.

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

Who will be exhibiting?

Organisations involved in:

- Rotorcraft
- Offshore patrol vessels
- Lifeboats

Specialising in:

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

Who will you meet?

- 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
- Senior Industry Representatives
- Pilots
- Manufacturers, Suppliers and Operators
- Emergency Management



The quality of the conference and the good quality of attendees were the events' strongest features."

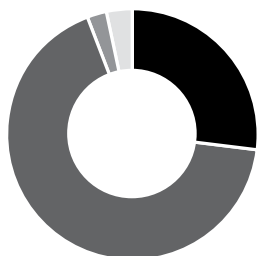
Bruno Budin, Director, Benair

SAR 2010 attendees by:

geographical region

sector

company activity



■ Americas

■ Europe

■ Asia-Pacific

■ Africa & Middle East

■ SAR Operators

■ Military/CSAR Operators

■ Government

■ HEMS/Law Enforcement/
Fire Department

■ Other (Press, Academic)

■ Components

■ Safety & Survival Equipment

■ Contractors/Consultancies

■ Aircraft Manufacturers

■ Maintenance

■ Training & Simulation



Exhibiting at SAR 2011



Past exhibitors include:

- | | | |
|----------------------------|-----------------------------------|--|
| 3M | Elektronik | Radio Telecom Services |
| Aerodata | Elisra | RAF SAR |
| Aerotech UK | Empire Test Pilots School QinetiQ | Rhotheta Elektronik |
| AgustaWestland | EMS Global Tracking | RNLI |
| AirKnight | EMS Satcom | Rotorblades |
| All Maritim | Escape International/TBM | Saab Aerotech |
| APTOMAR | Euroavionics | SARBE/McMurdo |
| Avalex Technologies | Eurocopter | SCOTTY Tele-Transport Corp |
| Axnes Aviation | FLIR Systems | Selex Galileo |
| BMT Cordah | Gecko Head Gear | Signature Industries/McMurdo |
| Boeing | General Dynamics C4 Systems | Sikorsky Aircraft |
| BreezeEastern | Goodrich | Sky Watch Civil Air Patrol |
| Carson Helicopters | Grupo Inaer | Skytrac Systems |
| Centurion RAS | Honeywell (Skyforce Avionics) | SOTERIA |
| CHC | HR Smith | Survival - One |
| Clayton Engineering | IAEM | Techtest/HR Smith |
| Cobham | IMO Publishing | Thomas Jacks |
| Consolite Technology | Infinity Gear and Technology | Trigos UK |
| Cubic Defense Applications | L-3 Wescam | UK SAR Force |
| CUESIM | Lite Flite | Ultra Electronics SML Technologies |
| Cyberflight | Marine Rescue | US Coast Guard Acquisition Directorate |
| Decisions for Heroes | MMC Publications | Vector Aerospace |
| EADS | Ocean Safety | Viking Life Saving Equipment |
| ECT Industries | Plath | Virtualis/VP Defence |
| Elbit Systems | Pratt & Whitney Canada | Virtual Marine Technology |

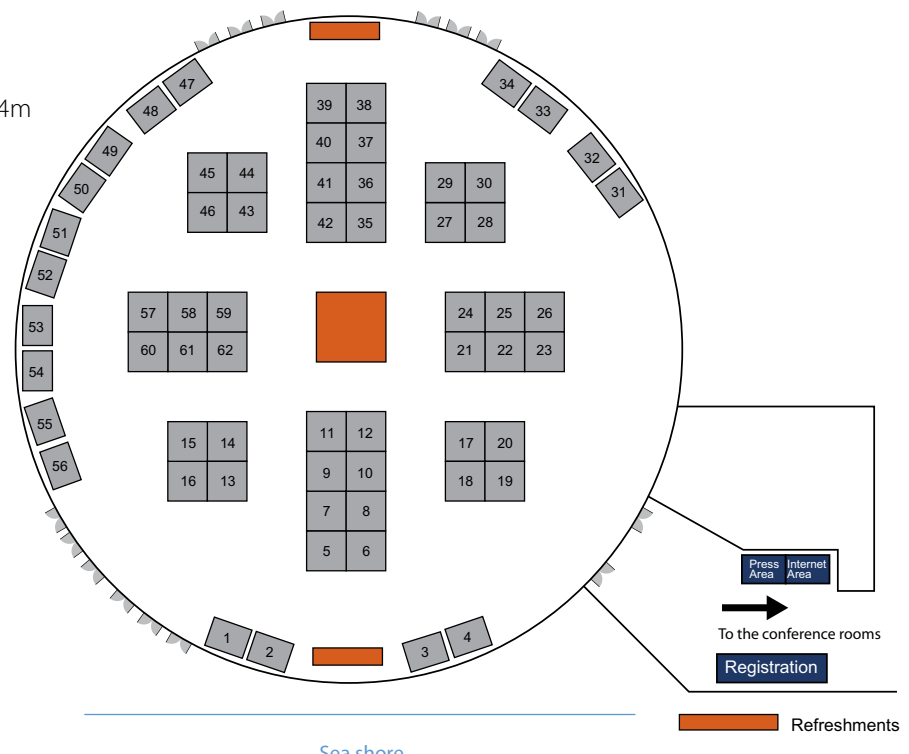
Exhibitor package

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

Exhibition stand package includes:

- Shell scheme ranging from 3m x 2m to 6m x 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, Sponsorship and Branding Opportunities

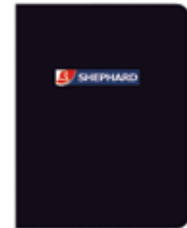
Lead Sponsorship Opportunities

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	SOLD
Official Drinks Reception – at the end of Day One	
Registration and Refreshments on Arrival on Day One	SOLD
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

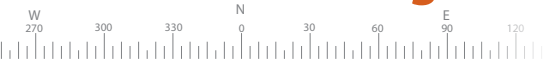


Delegate Folders	
Lunch Breaks – Day Two available	DAY 1 SOLD
Refreshment Breaks	DAY 1 & 2 SOLD
Delegate Lanyards	
Internet Area	
Delegate Bags	
Internet Area	
Event Guides	SOLD
Delegate Gifts	
Event CD ROM	

Branding Opportunities

The Bournemouth International Centre (BIC) 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 exhibition area.

About the Organiser



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 Magazine

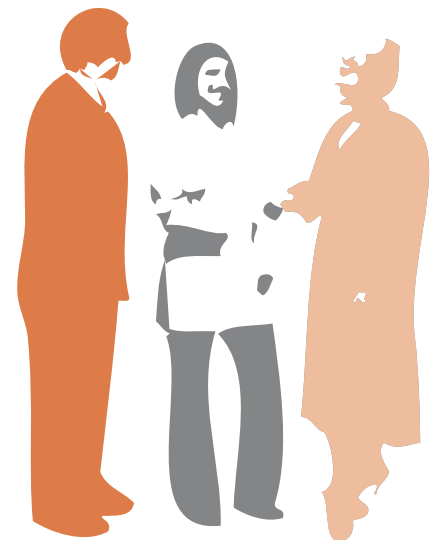
As part of the delegate package, each delegate will receive one copy of *Rotorhub* at the event and will also receive a 12-month free subscription to either *Rotorhub* or *Defence Helicopter*.

Rotorhub Handbook

Each delegate attending the event will also receive a free copy of the Rotorhub Handbook.

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

Be a part of
this unique
opportunity



SAR 2011
13 -14 April
Bournemouth International Centre
Bournemouth, UK



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 2011 and agree to the terms and conditions.

Please indicate your requirements:

- 3m x 2m Stand @ £2,690*
- 3m x 3m Stand @ 2,950*
- 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	-
3m x 3m	2	2
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.