



LEADING THE WAY FOR BUSINESS AVIATION

MEBAA SHOW 2022

ORGANISED ON BEHALF OF:



06 - 08 DECEMBER 2022
DWC, DUBAI AIRSHOW SITE


MEBAA.AERO | #MEBAASHOW



BRINGING TOGETHER ONE VOICE AND ONE SHOW FOR THE REGION

The MEBAA Show is the Middle East's **leading business aviation exhibition**. Now in its **9th edition** the show offers you unrivalled access to the business aviation market in a highly focused environment.

The show is organised on behalf of the **Middle East & North Africa Business Aviation Association (MEBAA)** - the official representative of the business aviation industry in the Middle East and North Africa (MENA) region. The MEBAA vision is to be the principal forum for **understanding and communicating the needs and benefits of business aviation to companies, government, and media** within the Middle East & North Africa.

A large Boeing Business Jet is parked on a tarmac during sunset. The aircraft is white with a blue stripe and has "dnata" written on its tail. Ground crew members are visible around the plane, and service vehicles are parked nearby. The sky is a mix of orange and blue.

“ We have a very positive outlook for the region and the continued growth. 29% of all Boeing Business Jets come into this particular region and 52% of our widebody VIP airplanes so this region is very important to us. ”

GREGORY LAXTON, President of Boeing Business Jets

THE MARKET IN FOCUS

- 2021 was marked as the busiest year for global business jet activity. The Middle East region showed some of the strongest growth in business jet demands, notably from the United Arab Emirates which was up by 73% compared to 2019.
- Sustainable aviation fuel will play a large part in business aviation's ability to meet goals calling for net-zero carbon emissions and is set to accomplish a **50%** reduction in CO2 emissions by 2050 relative to 2005.
- Honeywell forecast predicts deliveries of up to 7,400 new business jets valued at **\$238B** over the coming decade, reflecting an average 3% annual growth rate. It also forecasts continued strong demand for used jets.
- Bombardier predicts **350 deliveries** to the Middle East valued at **\$12 billion** over the next 10 years with medium and large category aircraft accounting for about **95%** of these deliveries.
- The longer-range forecast through 2031 projects a **3%** average annual growth rate of deliveries in line with expected worldwide long-term economic growth.



KEY SHOW STATS

It brings together buyers actively looking to find cutting edge solutions, to view stunning aircraft and to benefit from networking opportunities focused on driving businesses and the industry forward.

HIGH LEVEL ATTENDANCE

What our attendees see at the show will heavily influence their purchasing decisions for the year ahead.

68% of our audience comprise of CXO and Senior Executives

KEY INDUSTRIES REPRESENTED

- Air Charter Services
- Aircraft & Executive Jet Management Services
- Aircraft Brokers
- Aircraft Operators
- Government/Military
- HNW
- Leasing Companies
- Regulators



8,500
Attendees



450+
Exhibitors



95
Countries



40
Aircraft

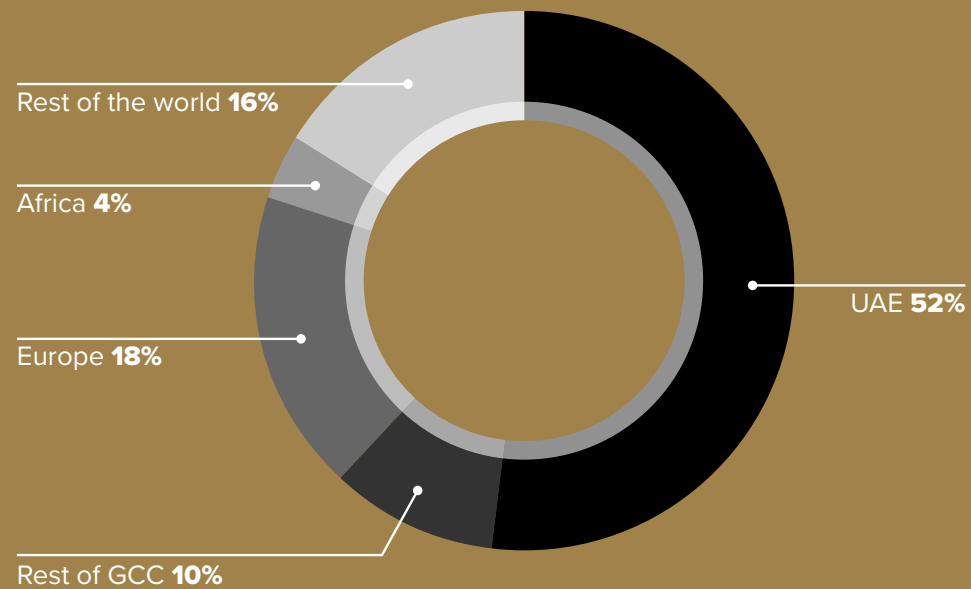


181
Media

AUDIENCE PROFILE

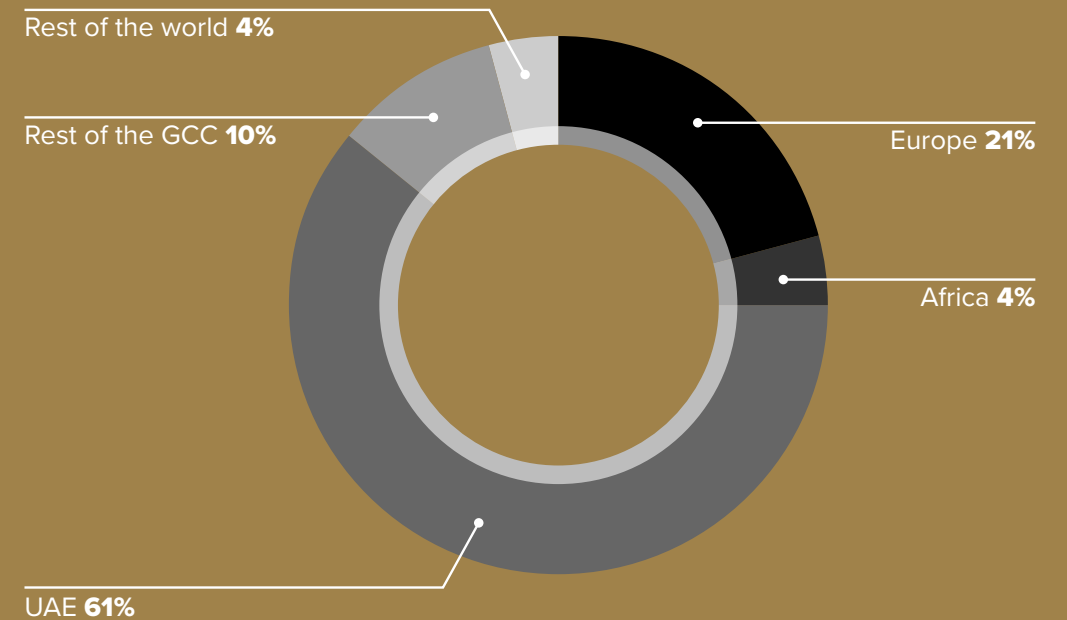
A STRATEGIC LOCATION

MEBAA attracts a host of regional and global visitors – a testament of the show's importance to aerospace professionals from around the world.



32% OF ATTENDEES ARE OPERATORS

Operators Breakdown



STATIC AIRCRAFT DISPLAY

The MEBAA Show is unique in that it offers very close proximity between the exhibition hall, the hospitality chalets and the static park. Aircraft shown during last edition of MEBAA Show included:

Airbus.....	A319, H145 (Mock Up)
AMAC Aerospace.....	PILATUS PC12NG
Avjet Global.....	B757-200
Bell.....	Bell 429, Bell 505
Boeing.....	Business Jets B787-8
Bombardier.....	Challenger 650, Global 5000, Global 7500 (Mock Up)
Citadel.....	A340-500
Comlux.....	A319, SSJ 100
Dassault Aviation.....	Falcon 8X
Diamond Aircraft Industries.....	DA-40 NG, DA 62
Falcon Aviation.....	A109SP
Gulfstream.....	G280, G500, G550, G600, G650ER
Honda Aircraft Company.....	HA420





HOSPITALITY CHALETS

The Hospitality Chalets at the MEBA Show provide an exclusive opportunity to host your clients and conduct high-level meetings in a private environment.

The chalets are fully customisable and are positioned in proximity to the static aircraft display providing your guests with unrivaled and breath-taking views of the aircraft.

MEBAA Show is a very interesting and convenient venue because of the proximity of the booths, the chalet and the airplanes. Networking is very important for this business and MEBAA offers the perfect platform for that.

BENOIT DEFFORGE, President Airbus Corporate Jets.

KEY ATTENDING ORGANISATIONS

As the Middle East's leading business aviation event, the MEBAA Show is the key event which brings the industry's leading players together. Here are some of our key clients that are helping shape the future of business aviation and we're looking to welcome even more global organisations this edition.



MEDIA REPRESENTATION FROM ACROSS THE GLOBE

The MEBAA Show continues to attract some of the most prominent business aviation publications and national media, providing the perfect opportunity to gain extensive coverage at the event via press releases, social media and live broadcast.





NEW FOR

2022





SHOW FEATURES & ACTIVATIONS

Join us at the MEBA A Show 2022 where we will launch new features and activations across the show floor to ensure your time at the event is maximised for the highest return.

From facilitated networking to interactive features and engaging discussions, the MEBA A Show 2022 will be host to a range of opportunities aimed at bringing the region's business and general aviation community together again.

MEBA A helps to successfully link the operators and government authorities and provides critical industry information.

RENAUD CLOÂTRE, Regional Sales and Marketing Director, Dassault Aviation



MEBAA CONNECT

New to MEBA Show 2022, the MEBA Connect App has been introduced with the aim of facilitating business connections between exhibitors and visitors. This AI-powered matchmaking platform will serve as a vital tool to increase visitor engagement, lead generation, pre-schedule meeting agendas and much more before arriving at the show.



NETWORKING

The app will establish key contacts using AI and machine learning technologies - helping to match you with the right individual to truly engage and build meaningful connections.



MEETING & SCHEDULING

Pre-schedule one-on-one meetings ahead of the show with fellow industry peers in the dedicated meetings lounge or exhibitor's booth.



LEAD GENERATION

Generate leads by interacting with other attendees on the platform. Enhance your company profile, create a great brand experience, organise meetings and other networking opportunities.



BIZAV TALKS

The newly introduced content hub at the MEBAV Show is the perfect platform to elevate your brand and demonstrate your expertise to a highly engaged business aviation community.

The interactive sessions on the show floor are designed to provide practical insights and advice on how the private aviation supply chain can overcome challenges and meet the demands of the future.

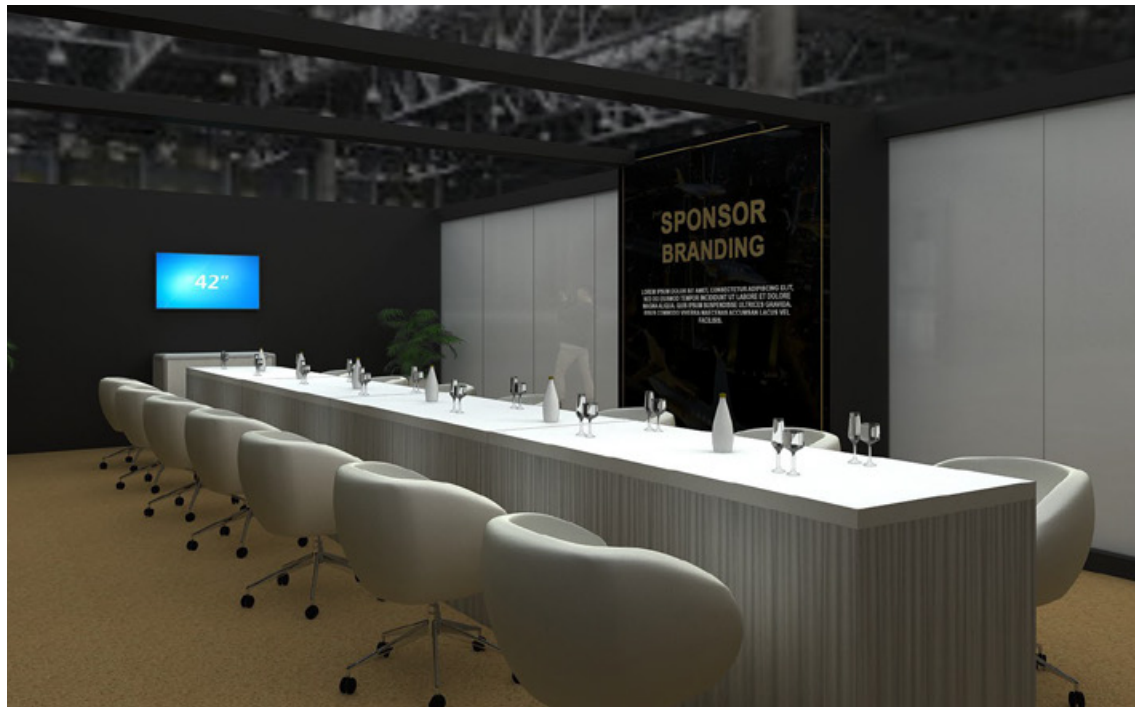


MEETING ROOM SUITE

The meeting room suite enables you to host private meetings whilst remaining in the heart of the action on the show floor.

Bookable on a half day basis or exclusively for the duration of the show.

*Prices and specs on request



MEETINGS ON THE RUNWAY

Taking luxury networking to the next level with private, air conditioned meeting rooms set amongst the aircraft on the static display.

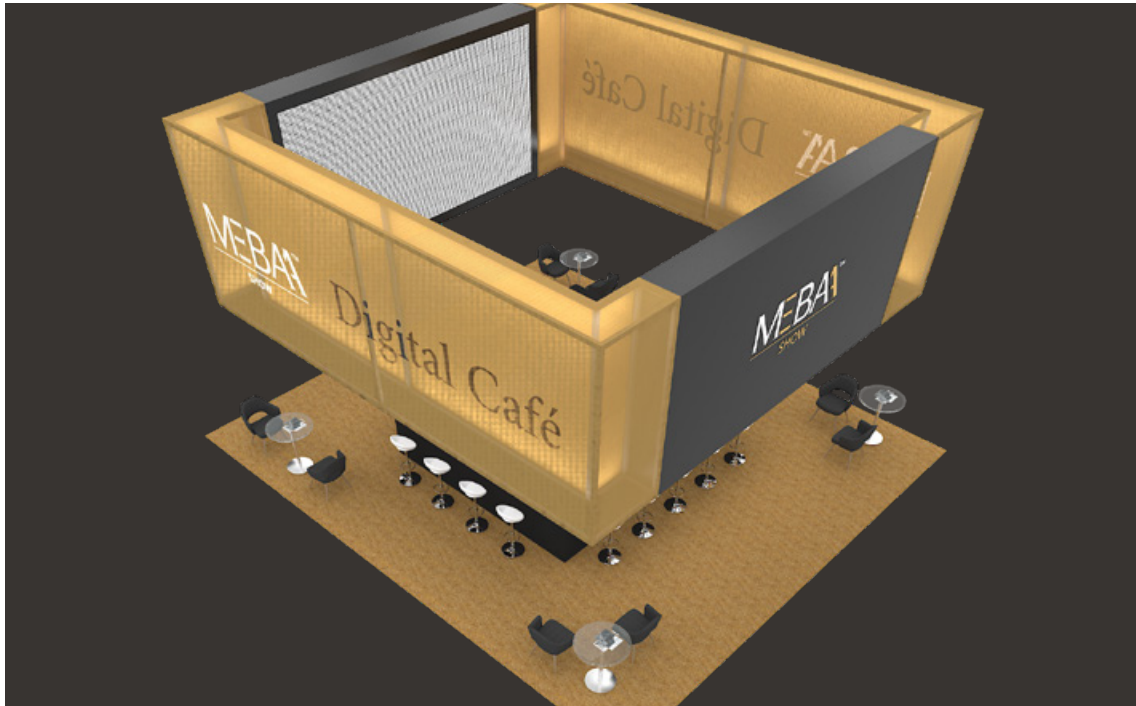
Bookable on a daily basis or exclusively for the duration of the show.

*Prices and specs on request



DIGITAL CAFÉ

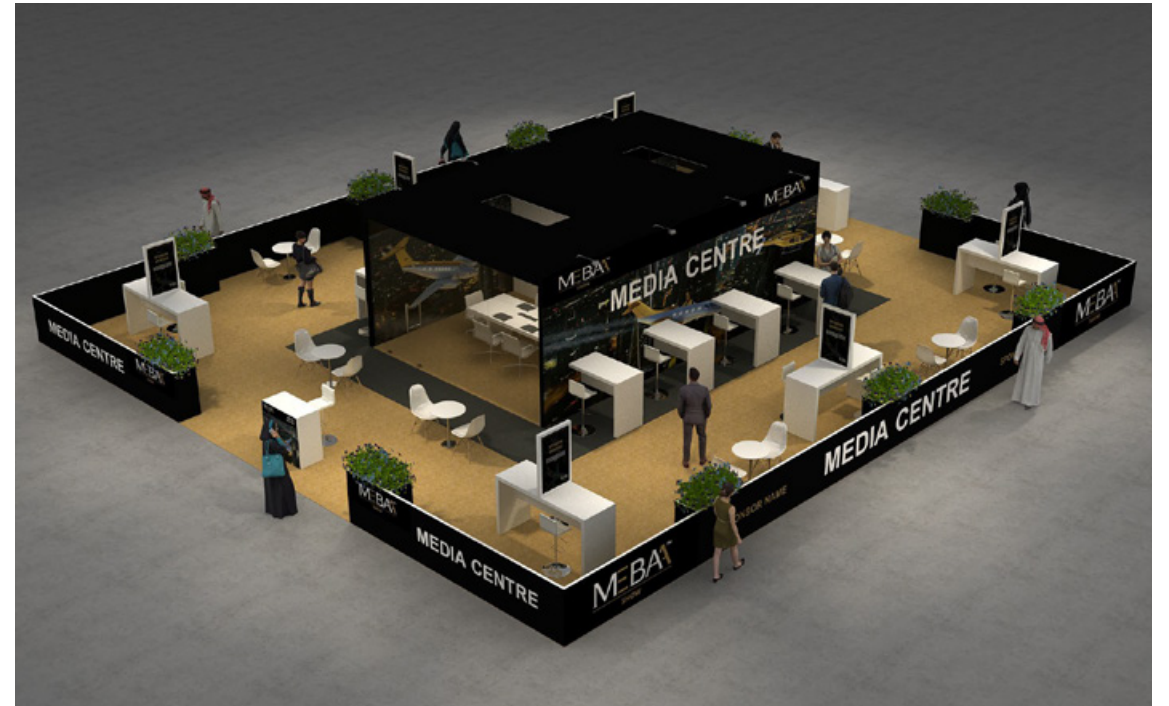
The digital cafe will be a central focus on the exhibition floor, providing realtime social media feeds and updates, news and opinion. It will provide an inviting and open atmosphere to allow visitors to congregate and engage with each other at the event over a cup of fresh coffee.



MEDIA CENTRE

This year we are bringing the news closer to the action with a brand new Media Centre on the show floor, fully equipped with WiFi, work desks and a lounge.

The Media Centre will be dedicated to live broadcasts bringing regional and international agencies to undertake live interviews and coverage of the biggest announcements and highlights for the show and our exhibitors.





OPERATORS LOUNGE

Created specifically to facilitate business matchmaking at the show, our Operators Lounge is an unrivalled opportunity to network with hand-selected regional and international operators.

THE GEODOME

The MEBAA Show Geodome offers an alternative venue for hire on a daily basis or for the duration of the show. Located conveniently on the static park with direct access to the aircraft on display, the Geodome is the ideal facility for private networking events, cocktail receptions or product launches.



THE WHITE BAR

The White Bar at MEBAA Show 2022 will bring an exclusive opportunity to host your clients in style. An invitation only area that will see the industry's elite meet, connect and do business whilst enjoying VIP hospitality.





OUTDOOR ENTERTAINMENT AND FEATURE AREAS

Creating the ultimate festival feel and nothing but good vibes, the static park at the MEBAA Show 2022 will feature a range of F&B outlets with entertainment to create the perfect place for the business aviation community to meet, network and enjoy.

WHY EXHIBIT?



GENERATE

new business leads to help buy, sell or lease your aircraft.



NETWORK

face-to-face with key industry professionals, build new relationships and enhance existing ones.



ELEVATE

your company's position as an industry leader and enhance brand awareness with a global audience.



DISCOVER

cutting edge technology and the latest products and services available from leading companies in the industry.



UTILISE

Dubai's strategic location as a geographic gateway to the unique group of industry professionals who attend.

“ The show's obviously grown every year and the last time we exhibited here, we really did increase our presence just because of the growth that we're seeing in this region for our company and also just the amount of operators that are here. ”

ANDY GEIST, Senior Vice President,
Gogo Business Aviation



EXHIBITING OPPORTUNITIES

	Standard Rate	Minimum Space
Space only	US\$520	20sqm
Shell scheme	US\$620	12sqm
Chalet	US\$48,500	
Outdoor space	US\$350	25sqm
Aircraft display	US\$2,200	



GO BEYOND YOUR STAND

The MEBA Show has a variety of platforms that can help elevate your brand and boost your business opportunities before, during and after the event.

Based on your objectives, we can design tailored packages that incorporate a variety of mediums such as content, branding and digital to maximise your presence throughout the show lifecycle and across the industry.

Please contact our team to find out how we can help your company succeed.

The highlight was bringing the customer and seeing his eyes light up when he got to go sit in the aircraft he is buying. That's the joy of this job and one of the great things about this show...MEBAA is the place to be, if you're in the business, you're at MEBAA.

SCOTT GLENN, Director of Sales, Empire Aviation Group

BRAND ENHANCEMENT OPPORTUNITIES

SOME OF OUR BRANDING OPTIONS INCLUDE:



AIR TRAFFIC CONTROL TOWER

Situated at the heart of the MEBA A Show site, this is your opportunity to put your brand at the centre of the action

\$38,100



CHALET WALKWAY BANNERS (5 POLES)

Your branding will be seen by all visitors to the chalet line and static park

\$9,400



RECEPTION PACKAGE

Dominate the main entrance with a branding take over. Cover the 7 entrance pillars and the entrance glass

\$65,100



SET OF 5 ENTRANCE TOBLERONES

With the majority of show attendees crossing this area to access the entrance, this freestanding, multi dimensional branding solution puts your message in front of almost every visitor.

\$18,200



MEBAATM

SHOW

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CONTACT OUR TEAM

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