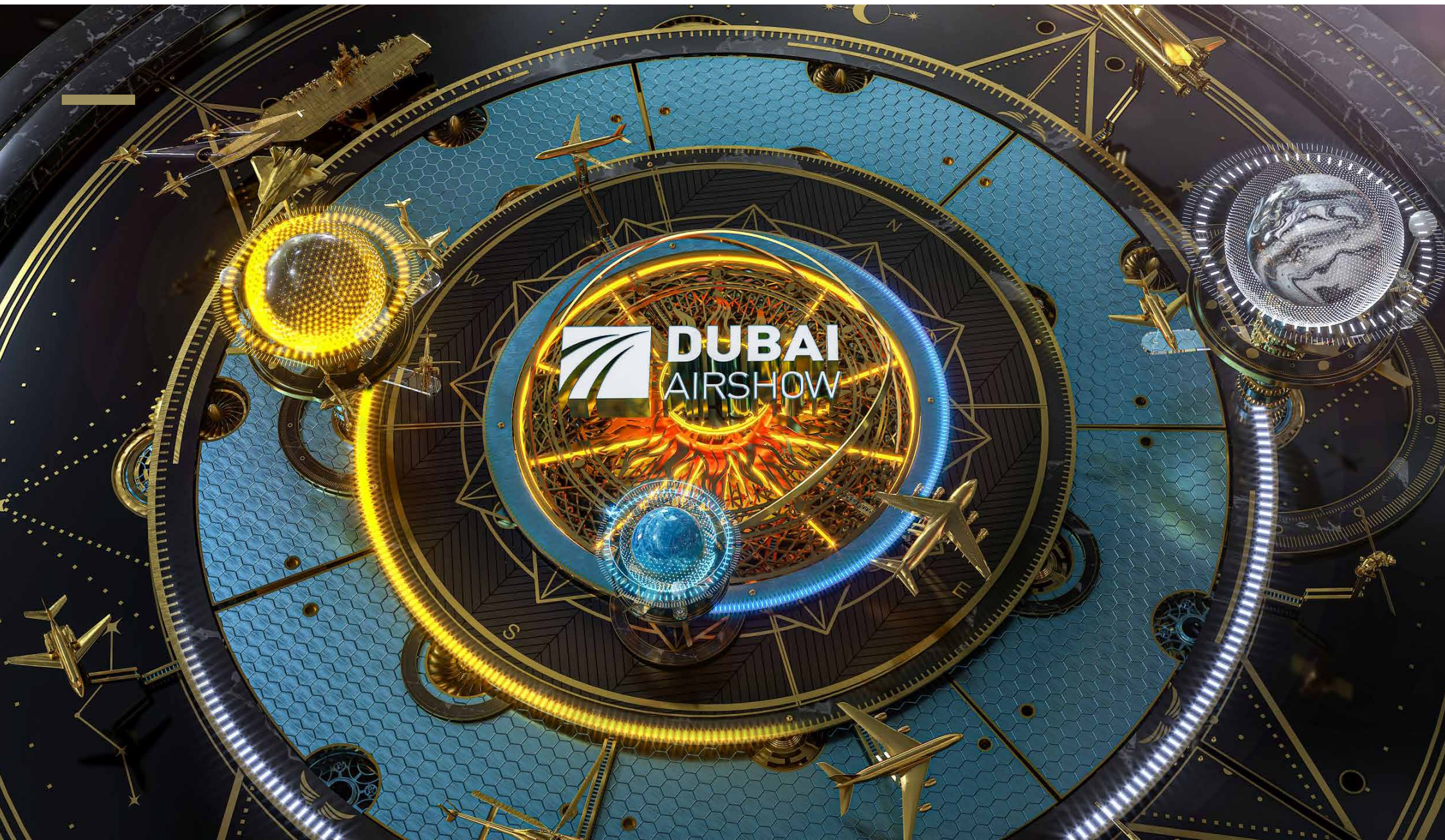


Dubai Airshow 2021

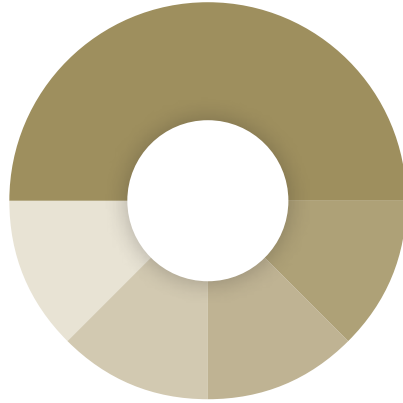
Brand guidelines



Branding System

THE **FUTURE** OF THE
AEROSPACE INDUSTRY

Headline



Colours



Typography



Imagery



Illustration

HEADING
EXAMPLE



Design Architecture



Icons



Video

2021 Campaign Headline

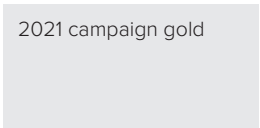
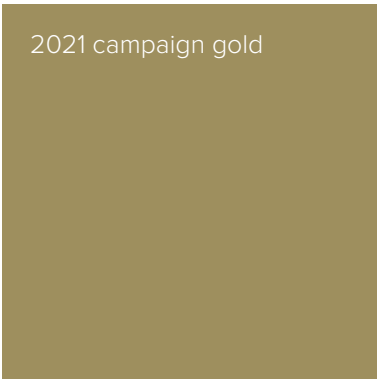
THE **FUTURE** OF THE
AEROSPACE INDUSTRY

THE **FUTURE** OF THE
AEROSPACE INDUSTRY

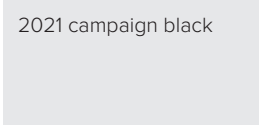
Either version should be used on all adverts and covers
as well as web banners where possible

2021 Campaign Colours

Primary



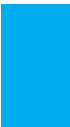
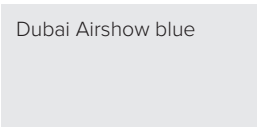
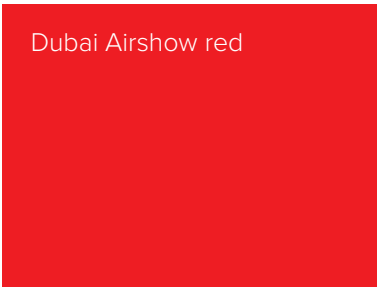
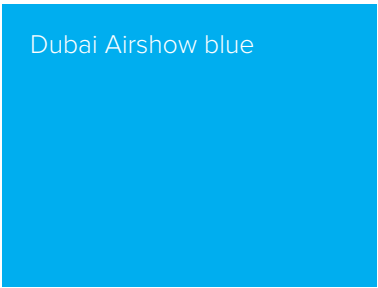
CMKY	32, 32, 68, 14
RGB	170, 150, 91



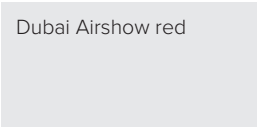
CMKY	32, 32, 68, 14
RGB	170, 150, 91

The core colours of the campaign. Should be used as background colours, main text colours and on any main elements

Supporting



CMKY	100, 0, 0, 0
RGB	0, 59, 227



CMKY	0, 100, 100, 0
RGB	227, 6, 19

These 2 colours should be used as a highlight, on flashes and on CTA's

— Typography

Display font - Abolition

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Should be used on all main headings

Secondary font bold - Proxima bold

abcdefghijklmnopqrstuvwxyz 0123456789

Should be used on sub headings and to highlight key information

Secondary font body - Proxima light

abcdefghijklmnopqrstuvwxyz 0123456789

Should be used for all body copy

Imagery

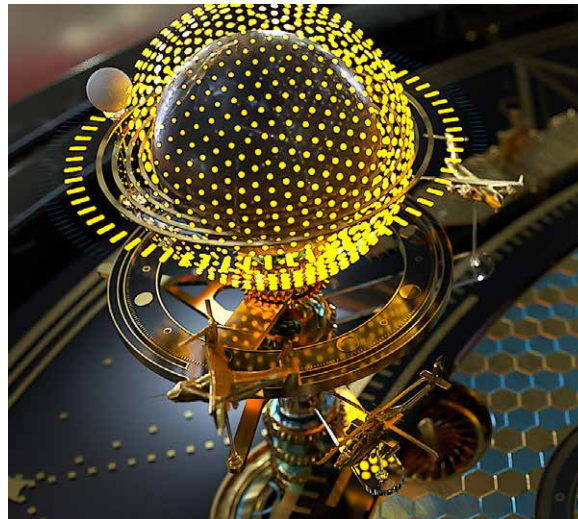
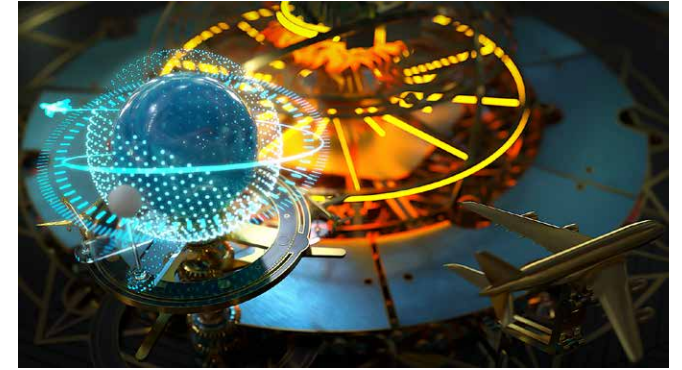


All imagery used in the campaign should be of Dubai Airshow 2019. Where possible they should be used in a grid like the one above. The grid can contain black text boxes to house stats, quotes etc.

Illustration



The above illustrations should be used on all adverts where possible with the other images used to supliment the campaign



Dashed Line

HEADING EXAMPLE

|||||

14-18 NOVEMBER 2021
DWC, DUBAI AIRSHOW SITE

www.dubaiairshow.aero
@dubaiairshow

The dashed line should be used to underline
headings as well as separate text

Icons



COMMERICAL AVIATION



BUSINESS AVIATION



DEFENCE & MILITARY



AIRCRAFT INTERIORS



AIR TRAFFIC MANAGEMENT



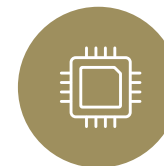
AIR CARGO



MRO



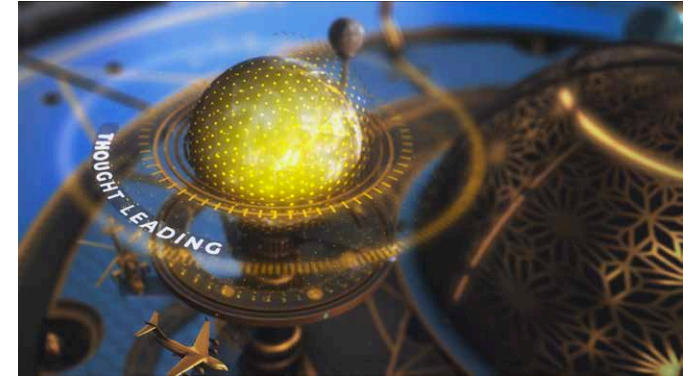
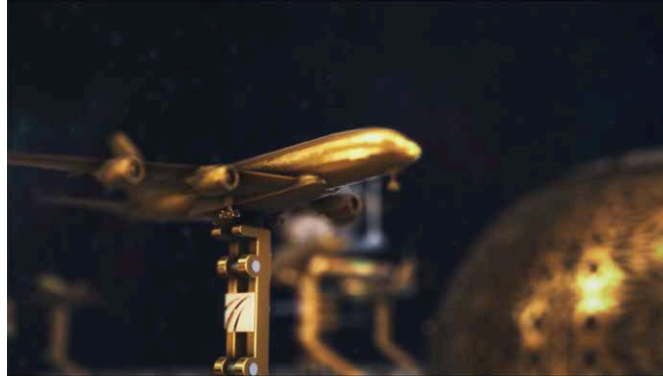
SPACE



**EMERGING TECHNOLOGIES
(NEW)**

Where possible icons should be used to help illustrate topics. They should sit inside circles like the above.
The current icon set can be supplied on request.

Video



A video has been created for the campaign and can be viewed here ([insert link](#)). It can be seen on the Dubai Airshow website which links to YouTube. It can be used on email campaigns and social media. The video can be edited so if you required one shorter version for an email or multiple edits for a social media campaign please contact the design team

Show guide cover mockup



Tarsus Group - Overview

Overview

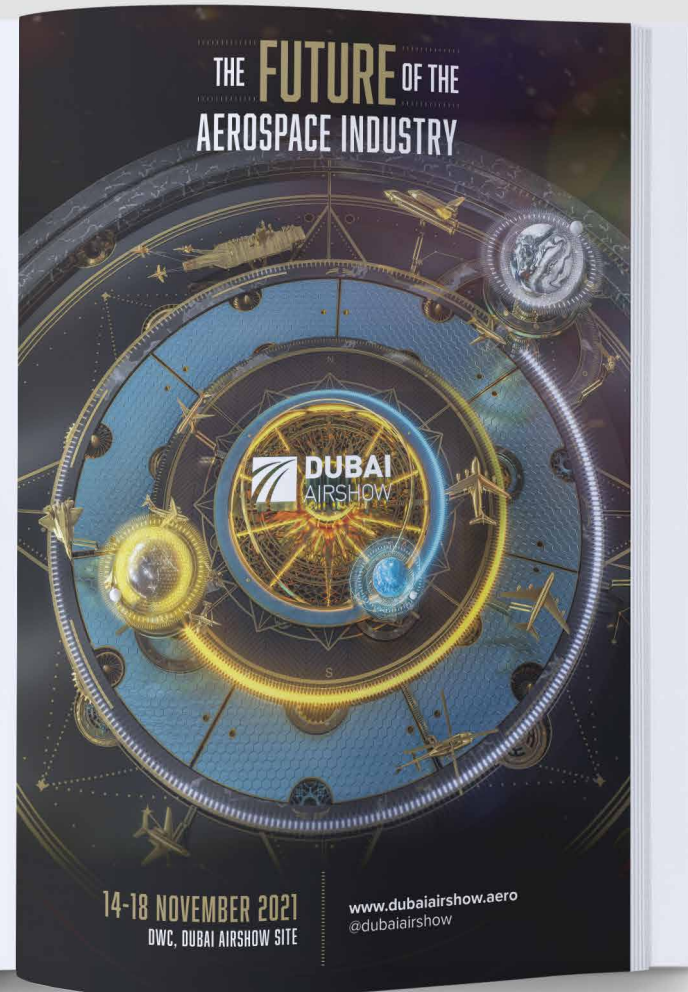
Tarsus Group is an international business-to-business (B2B) media company which owns and manages a portfolio of leading trade exhibitions across a range of sectors in the Americas, Asia and EMEA. Tarsus supports its trade shows through the provision of online media, publications and conferences. Leading sector exhibitions are a vital B2B sales channel to facilitate the development of relationships between buyers and sellers in their respective markets. The Group's key brands include the Dubai Airshow, Labelexpo, Connect, OFFPRICE, Zuchex, AAITF, SIUF and Hometex.

Since its inception in 1998, Tarsus has developed its portfolio by both geography and business sector through a combination of organic growth and acquisitions. Its businesses are managed strongly at a local level with a focus on growing buyers and the Group is increasingly replicating its brands into new territories to deliver organic growth. Acquisitions have been identified in faster growing markets or industries undergoing fundamental change - collectively "markets in transition" - adding to the Group's growth dynamic.

A key differentiator is a culture that welcomes and encourages entrepreneurs to join the Tarsus team and develop their business in partnership.

With a diverse portfolio of leading brands that span a wide range of industries and geographies, Tarsus has built a robust international customer base whilst forging a strong presence in local markets and nurturing a loyal team with exceptional market knowledge.

PB



Tarsus Group - Regions

The Americas Office Locations



The United States

The United States remains the world's biggest single market for exhibitions where few sectors are not represented. Overall the market continues to show impressive growth and exposure to this dynamic geography is a must for any serious exhibition operator.

Key Facts:

Tarsus has been active in the US exhibition and publishing field since 1998. Starting with the Labelexpo brand, Tarsus bought OFFPRICE in 1999, before acquiring TSNN in 2000 followed by its core medical business in 2006. In 2016 the Group acquired Connect Meetings which serves the business travel and meetings sector through events and an integrated media offering.

Mexico

The world's 12th largest economy, Mexico is perfectly placed for cross border trade with the US to the North and Latin America to the south. As its economy continues to grow its increasing middle class makes Mexico an attractive place to do business.

Key Facts:

Tarsus ran its first Label Summit event in Mexico back in 2004. Since 2013, a strategic joint venture partnership with E. J. Krause & Associates (EJK) has opened up the Mexico market with events serving the education, infrastructure, label printing and manufacturing sectors.

Colombia

The third largest country in Latin America, after Brazil and Mexico, Colombia has a population of 47 million. Large and diverse, Colombia is one of Latin America's most promising markets for foreign investment and exhibitions.

Key Facts:

Tarsus has been trading in Colombia since 2014 with Label Summit Latin America being held in Medellin. Labelexpo's largest conference-based event, it alternates each year between other countries in South America.

PB

Americas

"The US remains the world's biggest single market for exhibitions and continues to show impressive growth. Recognising this Tarsus has been active in the North American exhibition and media industry since being founded in 1998."

Starting with the Labelexpo brand which was launched in 1989, Tarsus increased its interests there by acquiring OFFPRICE in 1999 with additional acquisitions of TSNN in 2000 and its initial preventative Medical business in 2006. Recently Tarsus has expanded its preventative medicine portfolio to include CMHC and SBS in 2014 and PAINweek in 2015. The most recent acquisition was the Connect business travel and meetings event portfolio in 2016.

A joint venture partnership with E.J. Krause in 2013 opened up the Mexican market and gave access to the lucrative Industrial and Manufacturing sector through its Expomanufactura and Plastimagen events. In 2015 the collaboration facilitated the replication of GESS in Mexico with Airport Solutions Mexico launched in 2017.

Top brands by revenue



The Dubai Airshow 2021

DWC, Dubai Airshow Site

14-18 November 2021

THE #1 MEETING PLACE FOR AEROSPACE

The Dubai Airshow, now in its 17th edition, has become the most important point of convergence for aerospace professionals to witness the most innovative products and solutions alongside a host of exciting features and thought-leadership conferences.

Based on a study conducted by an external research firm, **90%** of visitors strongly agreed that Dubai Airshow was the **most important show** for them amongst all other aerospace events.

By participating in the Dubai Airshow, you're joining a global community of trailblazers, market disruptors and industry experts pushing the boundaries of aviation.

“The Dubai Airshow has been phenomenal, we've had great traffic and a lot of people have been very interested in our product. The event shows the best of all our different allies and friends coming together and working together to find solutions that promote commercial activity between countries.”

MICHAEL DISHMAN, Senior Regional Director, Middle East, Africa & South Asia OshKosh Defense

www.dubaiairshow.aero

#dubaiairshow | info@dubaiairshow.aero | +971 (0) 4 603 3300



The Dubai Airshow 2021

DWC, Dubai Airshow Site

14-18 November 2021

WHO EXHIBITS

.....

91%

OF EXHIBITORS RATE THE DUBAI AIRSHOW AS VERY IMPORTANT FOR THEIR BUSINESS

“ We have done more than we expected, we have met and had discussions with a lot of companies and we have seen a lot of customers and shown our aircraft to many people as well, so we are very happy with what has taken place. We are a new company, so relationships matter a lot. Communication matters as well, and Dubai Airshow is one of the best communicators. ”

YAHYA HOMOUD ALGHORAIBI, CEO, The Helicopter Company, KSA



COMMERCIAL AVIATION



BUSINESS AVIATION



DEFENCE & MILITARY



AIRCRAFT INTERIORS



AIR TRAFFIC MANAGEMENT



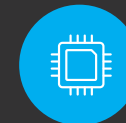
AIR CARGO



MRO



SPACE



EMERGING TECHNOLOGIES
[NEW]

www.dubaiairshow.aero

#dubaiairshow | info@dubaiairshow.aero | +971 (0) 4 603 3300

Signage Mockup One



Signage mockup Two



THE **FUTURE** OF THE
AEROSPACE INDUSTRY

14-18 NOVEMBER 2021
DWC, DUBAI AIRSHOW SITE

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@dubaiairshow

