

Invitation to participate in Networking Event, Heli Expo, Las Vegas, March 2013

Response by Thursday 20 December.

New Zealand Trade and Enterprise (NZTE), in partnership with Aviation New Zealand, is seeking registrations from New Zealand companies interested in participating in a strategic networking event to be held during Heli Expo 2013. This event is open to both New Zealand companies who are exhibiting at, and those who have plans to visit the expo.

What is Heli Expo?

Heli Expo is the most important helicopter event in the US, and globally. For some companies, attendance at this event can be the linchpin in their marketing and outreach programmes and is where a large percentage of business is conducted with suppliers and OEM's.

When: 4 - 7 March 2013

Where: Las Vegas Convention Centre, Nevada (exhibits open March 5 – 7)

Who: Event Organisers Helicopter Association International

What: 1.5 million square feet

The benefits of attending include:

- international press exposure
- unlimited sponsorship opportunities
- 20,000 industry professionals
- 650+ competitive exhibitors
- 60+ helicopters on display
- 50+ education opportunities including education courses, seminars, workshops, and forums
- international attendees from all over the world including helicopter manufacturers, pilots, owners, operators and students, aviation maintenance technicians and students, distributors of products and services for the helicopter industry, training schools and education institutions, U.S. and international government, military, and regulatory agencies.

The NZ Event

Working with NZTE, space has been secured at the Las Vegas Convention Centre to host a networking event. This will be by invitation only and will offer an informal place for companies to make strategic connections.

The event will occur between 4:30 and 7:00 pm on Wednesday 6 March 2013 – this has been chosen to ensure we have the maximum number and quality of attendees. Guests

will then go on to the HAL dinner. Further details will be finalised once we have a firm commitment of participation from New Zealand companies. NZTE will provide a guest list and New Zealand company participants will also be asked for their suggestions.

Costs

There may be a small cost to attend the networking function. This will be determined once sufficient interest to attend has been confirmed.

Next Steps

If you are interested, please complete the attached **registration form** and **return it to NZTE, with a copy to admin1@aia.org.nz by COB Thursday 20 December 2012**. As noted above, a level of commitment from New Zealand companies is essential for us to proceed.

Please note that NZTE will also be canvassing companies. You may receive information regarding this opportunity from them too.