



# AVALON2009

## AUSTRALIAN INTERNATIONAL AIRSHOW AND AEROSPACE & DEFENCE EXPOSITION

10-15 MARCH 2009 GEELONG VICTORIA

# INDUSTRY UPDATE

## DATE CHANGE - 10 TO 15 MARCH 2009

The highly acclaimed Australian International Airshow and Aerospace & Defence Exposition will be staged two weeks earlier than its long published dates. This change follows an unexpected clash with the 2009 Australian Grand Prix.

The new dates for **AVALON2009** are Tuesday 10 March to Sunday 15 March.

The exclusive industry trade-only sessions will be from Tuesday 10 March until 2pm on Friday 13 March, with entry to the site restricted to those with a professional or operational interest in aviation, aerospace or defence matters.

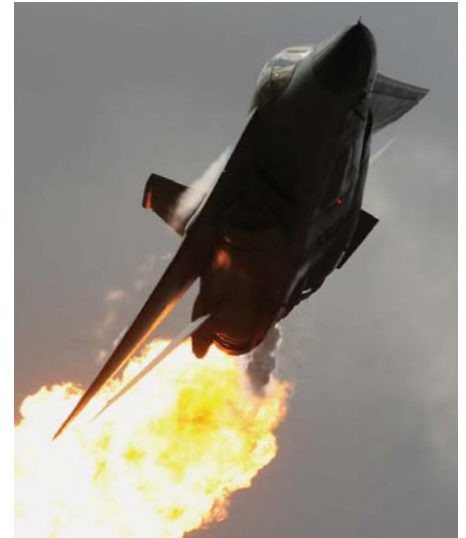
From 2pm on Friday 13 March, the gates will open to the general public. The 'Night Alight' air spectacular on Friday evening is just one of many highlights on the

program, with the public sessions continuing over the weekend on Saturday and Sunday, 14 and 15 March.

Airshow Chief Executive Ian Honnery says the level of cooperation from exhibitors and aviation participants has been outstanding.

"I would like to extend my thanks to all our participants for their understanding about the change of dates. This is one of the most significant aerospace and defence industry events in the Asia/Pacific region and the support shown by our exhibitors has been invaluable", Mr Honnery says.

In its new pole position at the forefront of Victoria's major events next March, **AVALON2009** will be the essential place to do business.



## SALES SOAR

The 2007 Australian International Airshow and Defence & Aerospace Exposition celebrated the 50th anniversary of breaking the sound barrier.

The aim for **AVALON2009** is to break records in terms of participation and attendance.

Executive Manager for Sales Bob Wouda says the response has been overwhelming

with a significant number of regular exhibitors increasing the size of their space.

"In particular the overseas pavilion groups have taken up more space for next year's event," Mr Wouda says. He's urging potential exhibitors to secure their space now to avoid disappointment.

70 per cent of exhibition space has already been taken and approximately 80 per cent

of custom stands have been allocated.

This purely professional environment is the perfect forum for doing business at **AVALON2009**.

"Our aim is to deliver a world class and innovative exposition which will meet all the business needs and expectations of our exhibitors", Mr Wouda says.

## EXHIBITION EXPANSION

**AVALON** has become the place to be seen for the aviation, aerospace and defence industries.

As a result of its outstanding success, organisers have increased available exhibition space. The exhibition building for

the 2009 event will be larger than in 2007.

Additional structures have been procured, increasing the footprint of the exhibition building by 13 per cent. In addition, there will be more dedicated café and lounge areas inside the exhibition building for the

comfort of exhibitors and visitors.

Group Manager Exhibition Services, Don Fraser, says the exhibition structure is now more uniform and better presented. "It's the largest temporary exhibition structure for any event in Australia", Mr Fraser says.





## TOWARDS TOMORROW

2009 marks the 40th anniversary of the first manned mission to land on the moon. The Australian International Airshow and Defence & Aerospace Exposition will pay tribute to that momentous achievement.

At **AVALON2009**, visitors will be able to see the giant leaps mankind has made in the aeronautical and aerospace industries. The show's 'Towards Tomorrow' theme will celebrate the race through space which has long captured the world's imagination.

## EXHIBITOR ENTERTAINING



**AVALON2009** offers a unique opportunity for exhibitors looking to entertain clients or conduct business in a five star environment.

A new luxury 'Super Yacht' is available for charter at either Melbourne's stylish Docklands precinct, or the beautiful surrounds of Geelong's Corio Bay.

'Platinum Charters Super Yacht' is a five cabin luxury cruiser, equipped with the latest audio visual technology suitable for presentations and small conferences.

Exhibitors can do business and take in the spectacular Geelong region amid timeless elegance.

For more information go to [www.platinumcharters.com.au](http://www.platinumcharters.com.au)

## AVIATION ICON

Australian based general aviation manufacturer Gippsland Aeronautics is set to bring back an Aussie aviation icon, the Nomad, at **AVALON2009**.

The prototype of the Australian designed Nomad first flew in the early 1970's, but production ceased in 1984. Gippsland Aeronautics has recently bought the certification authority for the aircraft from Boeing Australia Limited and plans to relaunch the icon as the 'Next Generation Nomad'.



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### AVALON 2009 - ORGANISERS

The 2009 Australian International Aerospace and Defence Exposition (and *LandDef 2009*) are projects of Aerospace Australia Limited (ABN 63 091 147 787) and the Australian International Airshow 2009 is a project of Aviation Development Australia Limited (ABN 54 114 966 175). They are presented in the interests of promoting the development of aviation and Australian industrial, manufacturing and information/communications technology resources in the aviation, aerospace and defence sectors.



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