

AVALON

AUSTRALIAN INTERNATIONAL AIRSHOW

EXHIBITION PROSPECTUS

25-30 MARCH 2025 | AVALON AIRPORT, VICTORIA, AUSTRALIA

airshow.com.au

Organiser



Principal Sponsor



OVERVIEW

The biennial Avalon Australian International Airshow & Aerospace and Defence Exposition is the largest event of its type in the Southern Hemisphere and the premier gateway to the civil and defence aviation, aerospace and space markets of Australia and the Indo Pacific region.

With strong commitment from the Royal Australian Air Force and a substantial Asian, European and United States industry presence, Avalon provides an interface between Australian, regional and international industry on every level, from Defence Force customers to prime contractors, small to medium enterprises and start-up companies.

Every Avalon includes:

- An international industry exhibition (794 companies in 2023)
- A topical relevant conference program
- Structured networking events and functions
- Formal industry and delegation meeting request systems
- An Innovation Awards program
- STEM and Skilling programs

WHO ATTENDS AVALON

Avalon comprises three industry-only days, followed by a combined industry/public day and a two-day weekend public airshow.

91.1%
AUSTRALIA
8.9%
INTERNATIONAL

MORE THAN
248,000
ATTENDANCES
ACROSS THE
SIX-DAY EVENT

MORE THAN
48,000
ATTENDANCES
ACROSS
INDUSTRY DAYS

*Statistics from
2023 event.

TRADE VISITOR INDUSTRY CATEGORY

26.25% Other*

1.76% Space

1.95% Unmanned and Autonomous Systems

2.73% Communication and Electronics

5.64% Government

7.46% Engineering Services and MRO

25.61% Defence

11.99% Commercial /
General / Business Aviation

8.84% Training and Education

7.86% Manufacturing

*Other includes industry categories such as:
Emergency Services, Airports and Infrastructure, Intelligence, Surveillance and Reconnaissance, and Simulation



281

Official Delegations
from 38 nations



22

Chiefs and 14
Representatives
including Australian
Chief of Air Force



11

US Dignitaries,
including US
Ambassador to
Australia



6

National
Armament
Directors



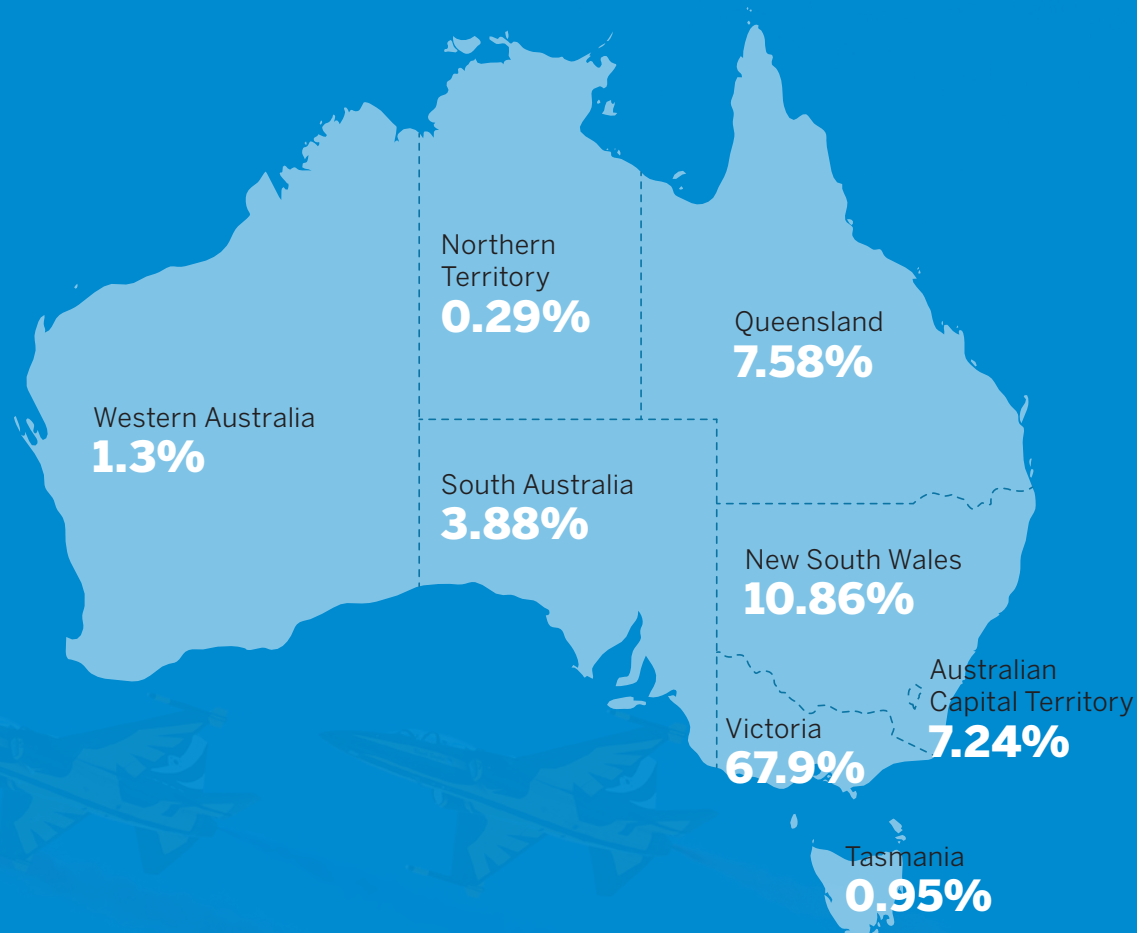
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Space
Commanders

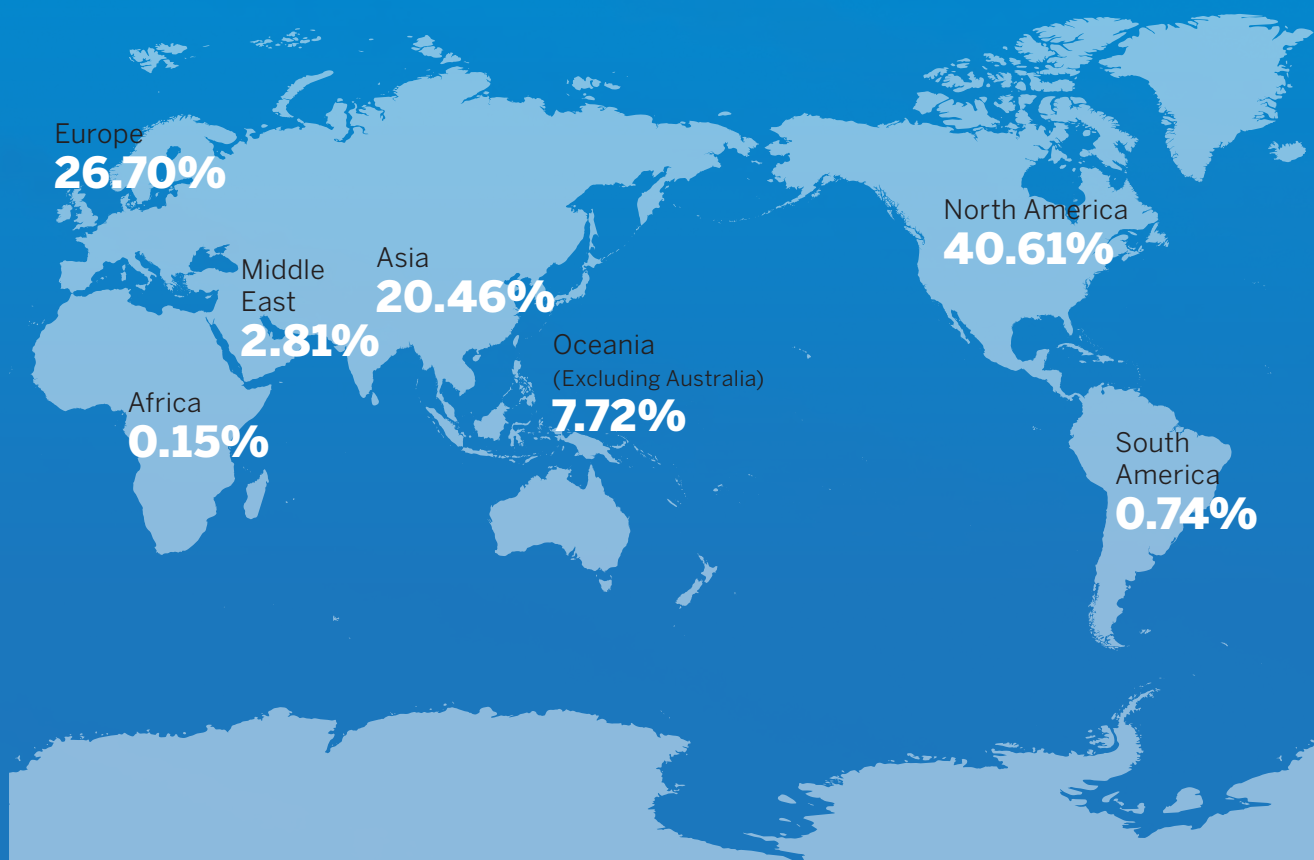



Australian Minister
for Defence and
Minister for Defence
Industry

AUSTRALIAN INDUSTRY PARTICIPATION



INDUSTRY PARTICIPATION FROM 45 NATIONS



A photograph of Air Marshal Robert Chipman, AM, CSC, speaking at a podium. He is wearing a dark blue military uniform with a name tag that reads "ROB CHIPMAN CHIEF OF AIR FORCE". The podium has a microphone and a banner that reads "AVALON AUSTRALIAN INTERNATIONAL AEROSPACE AND DEFENCE 28 FEBRUARY - 5 MARCH, AVALON AIRPORT".

“International relations are built on trust and it’s the personal connections that you make at events such as Avalon that allow you to pick up a phone and resolve an issue before it becomes a crisis.”

Air Marshal Robert Chipman, AM, CSC
Chief of Air Force
Royal Australian Air Force

WHO EXHIBITED

794

PARTICIPATING
COMPANIES FROM
28 COUNTRIES

23

INDUSTRY
SPONSORS

2023 PRINCIPAL
SPONSOR



2023 MAJOR INDUSTRY
SPONSORS



CONFERENCES

59

CONFERENCES,
SYMPOSIA AND
PRESENTATIONS
FROM CONVENORS
INCLUDING:



MEDIA ATTENDANCE

11

MEDIA PARTNERS

MORE THAN **2700**

MEDIA REPORTS AND ARTICLES

AUDIENCE REACH OF **47.7m** PEOPLE

EQUIVALENT ADVERTISING VALUE OF
\$15.64m



PROMOTIONAL CHANNELS

Organiser AMDA Foundation Limited's mission is to promote Australian industry via its suite of events.

We extend these activities via our online platforms, website, industry e-newsletters, social media, with a primary focus on exhibitor industry news.

WEBSITE

WWW.AIRSHOW.COM.AU

1.05m

PAGE VIEWS

**EVENT PROMOTION
PERIOD**

November 2022 –
31 March 2023

588,000

WEBSITE USERS FROM
TOP FIVE COUNTRIES:

1. AUSTRALIA
2. UNITED STATES
3. UNITED KINGDOM
4. GERMANY
5. NEW ZEALAND



310,565
IMPRESSIONS

EXHIBIT AT AVALON 2025

CUSTOM STAND (RAW SPACE)

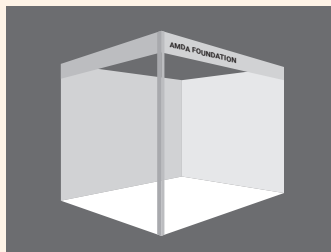


REGULAR RATE
A\$1,365 per m²

Raw Space allows the exhibitor to design and build their stand to their own specifications.

Please note: A\$1,100 (inc GST) non-refundable registration fee will apply when booking Raw Space.*

SHELL SCHEME STAND



REGULAR RATE
A\$12,350 each

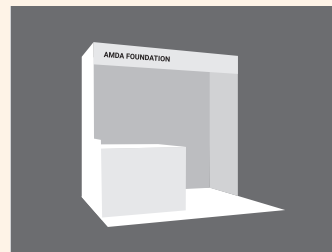
Available in units of 3m x 3m (9m²).

All Shell Scheme units include:

- Fascia including company name and stand number
- 2.5m high with aluminium wall framing
- 1 x 10-amp power outlet
- Standard colour carpet
- Lighting

Please note: A\$550 (Inc GST) non-refundable registration fee will apply when booking Shell Scheme Stands.*

SME SHOWCASE POD



REGULAR RATE
A\$3,400 per pod

SME Showcase Pods Limited to Qty 1 per company

SME Showcase Pods are available in units of 2.5m x 1.5m (3.75m²).

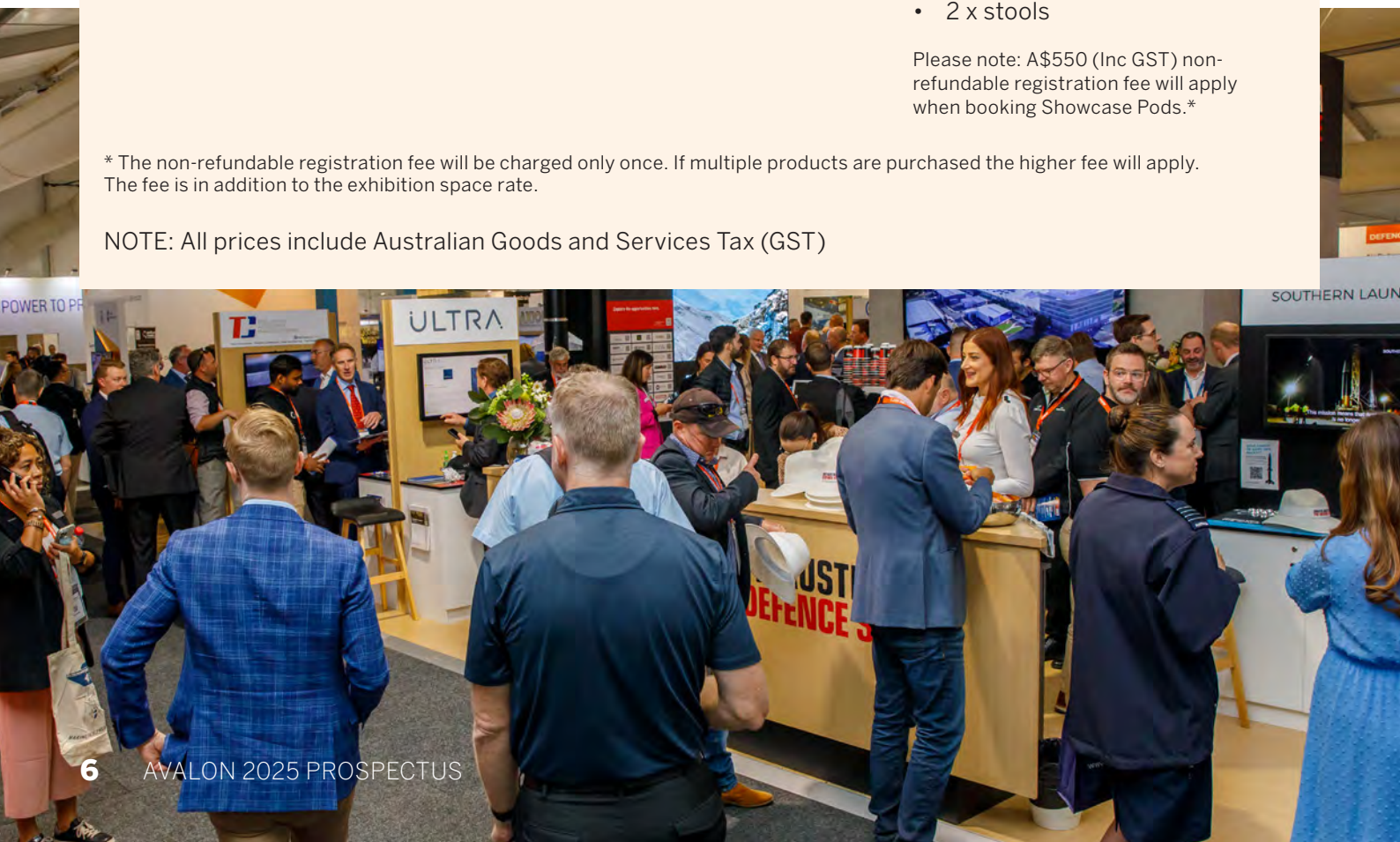
All SME Showcase Pods include:

- Fascia displaying the exhibiting company name
- Counter with lockable cupboard
- 1 x 10-amp power outlet
- Standard colour carpet
- 2.5m high with aluminum wall framing
- Brochure Stand
- 2 x stools

Please note: A\$550 (Inc GST) non-refundable registration fee will apply when booking Showcase Pods.*

* The non-refundable registration fee will be charged only once. If multiple products are purchased the higher fee will apply. The fee is in addition to the exhibition space rate.

NOTE: All prices include Australian Goods and Services Tax (GST)



EXTERNAL PRODUCTS

HOSPITALITY & BUSINESS UNITS

BUSINESS UNIT

A\$83,000 PER UNIT

A new offering for Avalon 2025, the Business Units are designed with business engagement in mind, providing a facility fit for formal meetings and casual networking alike. Located in close proximity to the exhibition halls, the units allow for seamless connection between engagements.

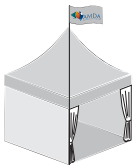
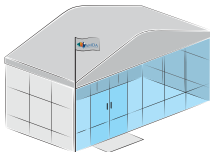
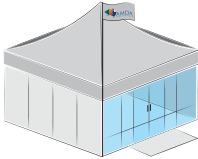
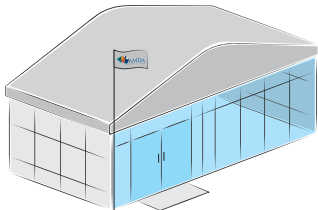
- 10m x 5m structure
- 5m x 5m outdoor area
- Located near Exhibition Halls
- Basic Air Conditioning and Power

NOTE: All prices include Australian Goods and Services Tax (GST)



EXHIBIT AT AVALON 2025

EXTERNAL STRUCTURES*

	GAZEBO	DOUBLE GAZEBO	DISPLAY UNIT	DISPLAY STUDIO
Investment	A\$5,500	A\$15,950	A\$23,550	A\$38,550
				
Size	3m x 3m	6m x 3m	5m x 5m	10m x 5m
Walls	Back and 2 sides	Back and 2 sides	Back and 2 sides	
Flooring	Carpet	Carpet	Carpet	Carpet
Power**	✓	✓	✓	✓
AC	✓	✓	✓	✓
Lighting	✓	✓	✓	✓
Fascia Sign	✓	✓	✓	✓
Note	Only sold with Static Displays	-	-	-

* NOTE: All prices include Australian Goods and Services Tax (GST). These units have no fit out included, any design/installation/dismantle is at the discretion of the exhibitor, at their expense and subject to the approval of the Organisers.

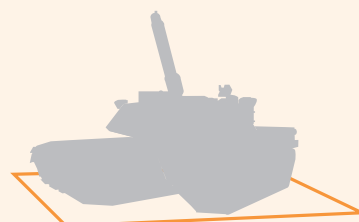
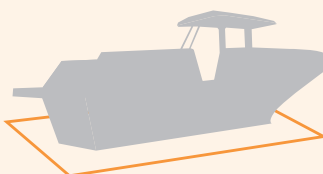
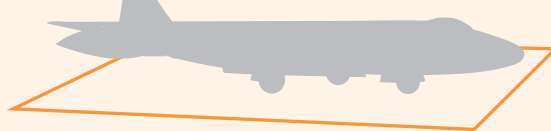
**Products include power, further details will be available closer to the event based on specific requirements.

STATIC DISPLAYS

Outdoor exhibition space, allowing display of free-standing equipment and aircraft. The allocated space may be located on grass, tarmac or a combination. Power via generator may be available at an additional cost.

AIRCRAFT

Up to ½ tonne	A\$1,250 per sqm
½ to 3 tonnes	A\$2,100 per sqm
3 to 10 tonnes	A\$4,200 per sqm
10–25 tonnes	A\$8,350 per sqm
25 to 60 tonnes	A\$12,650 per sqm
Over 60 tonnes	A\$22,000 per sqm



NON-AIRCRAFT

Outdoor Static	A\$660 per sqm
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For more information and to register your interest, please contact the Sales team at expo@amda.com.au

SPONSORSHIP

Enhance your presence at Avalon 2025 by securing a sponsorship product which helps ensure your brand is maximised across the event.

All sponsors of Avalon 2025 receive the following benefits in addition to their specific sponsorship product entitlements:

- Sponsor listing in the official Event Guide and Event App
- Logo and company bio on event website
- Logo on Sponsors boards in prominent locations throughout the exposition
- Sponsorship announcement via AMDA social media and EDMs

OPPORTUNITIES

MAJOR INDUSTRY SPONSORSHIP

An opportunity reserved for major exhibiting companies, this level of sponsorship provides maximum exposure across the event. Your participation in this exclusive program gives you VIP access to official events and the highest profile branding on event collateral.

Benefits include but are not limited to:

- Maximum branding and signage opportunities
- VIP badging
- Official Function Invitations including major stakeholder and principal sponsor events.
- Significant exposure through AMDA social media and EDMs
- Increased access to key delegations

OFFICIAL EVENT & HOSPITALITY SPONSORSHIPS

- Defence and Industry Dinner, Platinum opportunities available
- Corporate Hospitality
- Networking Functions

EXCLUSIVE PRODUCT & FACILITY SPONSORSHIPS

- Delegation Lounge
- Conference Centre
- Registration
- Lanyards
- Event App
- Event Guide
- Event Tote Bag



HOW TO BOOK

- 1 CONTACT THE SALES TEAM
EXPO@AMDA.COM.AU
- 2 ADVISE US OF YOUR PREFERRED STAND SIZE /
TYPE AND ANY DETAILS TO BE CONSIDERED
- 3 THE TEAM WILL ADVISE OPTIONS, SIZES
AND COSTS
- 4 ON CONFIRMATION, SUBMIT THE
EXHIBITOR ORDER FORM
- 5 THE SALES TEAM WILL PROCESS AND
CONFIRM YOUR ORDER

Email the Sales Team for more information or to book your space today: expo@amda.com.au





AMDA Foundation Limited is an Australian not-for-profit corporation established to promote the development of aviation and Australia's industrial, manufacturing and information/communications technology resources in the fields of aviation, aerospace, maritime, defence and security.

It achieves these goals by delivering Australia's most prominent and respected world-class biennial industry expositions as platforms for interaction between industry, defence, government and academia.

The major events conducted by AMDA include:

- **Avalon** Australian International Airshow and Aerospace & Defence Exposition
- **Indian Ocean** Defence & Security
- **Indo Pacific** International Maritime Exposition
- **Land Forces** International Land Defence Exposition
- **RAAA** Convention
- **RotorTech** Helicopter and Uncrewed Flight Exposition

The expositions are collaboratively conducted with a wide range of strategic stakeholders including the Australian Department of Defence, Australian Defence Force, Australian State and Federal governments and aviation, aerospace, maritime and defence industries and industry associations.

Each event incorporates:

- **Specialist conferences and symposia**, including conferences of major government and defence agencies, industry associations and international organisations;
- **An industry exhibition** featuring Australian and international companies, with formal business to business and business to government networking programs;
- **Australian and international delegations** from defence, industry, government and academic outlets with formal delegation access programs;
- **Small business and export development programs**;
- A prestigious **innovation awards program**;
- Programs promoting **STEM, careers and skilling**.

AMDA's mission is to take Australia to the world by bringing the world to Australia.

www.amda.com.au

AVALON
AUSTRALIAN INTERNATIONAL AIRSHOW

www.airshow.com.au

**INDIAN OCEAN
DEFENCE & SECURITY**

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**ROTOR
TECH**
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AMDA FOUNDATION DELIVERS THE INDO PACIFIC REGION'S PREMIER INDUSTRY EXPOSITIONS:



airshow.com.au



iods.com.au



indopacificexpo.com.au



landforces.com.au



raaconvention.com.au



rotortech.com.au

Each exposition is conducted in collaboration with relevant Defence, Government and industry, including:

- Australian Department of Defence
- Australian Defence Force
- State and Federal governments
- Aviation, aerospace, maritime and defence industries
- Industry associations



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