

AAD2014 gears up for the Premier Aerospace and Defence Exhibition in Africa South Africa, 14 February 2014 – Africa Aerospace and Defence 2014 (AAD2014), the premier exhibition of air, land and sea exhibition on the African continent will be the biggest ever in the history of AAD showcasing defence and aviation products. 85% of the indoor space has already been sold and 50% of the outdoor space has been sold, which gives an indication of the high esteem in which the exhibition is held in the industry. This year's show will have many more exhibitors than in the past.

"There is no better time to establish your presence in Africa than to exhibit at AAD2014. The quality of attendees is unparalleled and the networking opportunities are endless. An investment in exhibiting at AAD2014 will pay off in the long run", says

Vhongani Shumba, marketing and PR manager for AAD2014.

The 8th AAD will take place at AFB Waterkloof, Centurion, City of Tshwane, South Africa and is one of the world's premier Aerospace and Defence exhibitions and holds

a prominent position within the Aviation and Defence calendar. AAD2014 will once again bring together various industries from throughout the world so as to showcase the latest technological innovations.

"AAD2014 will host a good mix of first-timers and repeat exhibitors some with increased exhibition space. Confirmed exhibitors include Reutec, Tellumat, MTU South Africa, Wagtail Military, Imperial Armour, Osprey Logistics, BAE Systems, OTT,

Rippel Effect, Turbomeca Africa, Denel, TWA Africa, Barloworld Power, Cassidian Optronics, Paramount and DCD Protected Mobility etc.", says Leona Redelinghuys,

Exhibition Director for AAD2014. Redelinghuys is confident that this year's attendance will break all previous records with nine confirmed country pavilions including: Russia, China, United States, Switzerland, Germany, Italy, France, Jordan and Argentina exhibiting for the first time at AAD.

AAD2014 opens on 17 September 2014 with three trade days followed by two airshow

and defence exhibitions on Saturday 20 and Sunday 21 September comprising of a world class airshow, mobility track demonstrations, parachute drops, aerobatic displays and many other static displays. A Youth Development Programme (YDP) will

be staged in a dedicated hangar together with the DOD where the youth will have interactive activities, such as plastic model building, virtual aviation, simulator, target shooting, first-aid and the intricacies of crime scene investigation.

"AAD is in the process of appointing a service provider for the ticket sales for the airshow days, prepaid tickets will be sold at an affordable price (R60 adults and R50 children under 12 whilst pensioners receive a R10 discount). To encourage attendance there will be lots of entertainment for the whole family, static displays of aircraft, trucks and armoured vehicles and an entertainment park for children, Shumba says.

Africa's largest aerospace and defence exhibition will see sponsors able to engage with over thousands of trade visitors and potential buyers over the five days. AAD is still seeking sponsorship partnerships with companies who want to engage with our sizeable audience. Sponsorship opportunities range from the supply of media backpacks, the media centre, VIP entrance banners, trade registration area, mobility

track area to the flying programme. "There are several different packages to meet varying budgets and we look forward to engaging with potential sponsors to establish the best way for them to benefit from the exhibition," Shumba says.

Companies interested in sponsorship and branding opportunities should contact Ms Vhongani Shumba marketingpr@aadexpo.co.za or call her +27 (0)84 840 3214.

AAD is again offering services designed to increase awareness of the exhibitor's products and services with the two publications Exhibition Catalogue and the Show dail.

AAD2014 Official Exhibition Catalogue

Wavelengths 10 (Pty) Ltd is the official supplier contracted to produce the Exhibition Catalogue for AAD2014. All exhibitors will receive a FREE 100 word listing.

However,

the Exhibition Catalogue allows for various options to advertise your company's message. The Exhibition Catalogue will be delivered FREE to ALL exhibitors, official

dignitaries, the media and important visitors to AAD2014. Please pay a visit

AAD2014's website for more information on terms and prices available:

www.aadexpo.co.za. In order to book space within the Exhibition Catalogue, please contact Willie Bodenstein: willie@africanpilot.co.za.

AAD2014 Show daily

Three editions of the Official Show Daily will be produced and written on-site by IHS Jane's. The Official Show Daily will be the only daily to be distributed FREE to all exhibitors, visitors, media and VIPs during the three trade days; at the event entrances and directly to the exhibition stands. To advertise in Official Show Dailies please contact IHS Jane's directly: Richard West; E-mail: richard.west@janes.com.

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