



**FRANCE  
AIR EXPO**

**INTERNATIONAL EXHIBITION OF GENERAL AVIATION**

**9-10-11 JUNE 2022 | LYON BRON AIRPORT - LFLY | FRANCE**



[www.franceairexpo.com](http://www.franceairexpo.com)



# WELCOME TO FRANCE AIR EXPO 2022 !

France Air Expo, the only general aviation exhibition in France, will be held from 9<sup>th</sup> to 11<sup>th</sup> June 2022 at Lyon Bron airport, for its 15<sup>th</sup> edition.

The event brings together the major players in general and business aviation enabling a demanding clientele to discover the industry's latest developments and innovations : from ultralights to business jets, helicopters, services, equipment, insurance, avionics, and training...

France Air Expo has become one of the major event of general aviation in Europe!

15 000  
**Visitors**

300  
**Exhibitors**  
and represented brands

+80  
**Aircraft displayed**  
New and second hand



# LYON BRON AIRPORT - LFLY

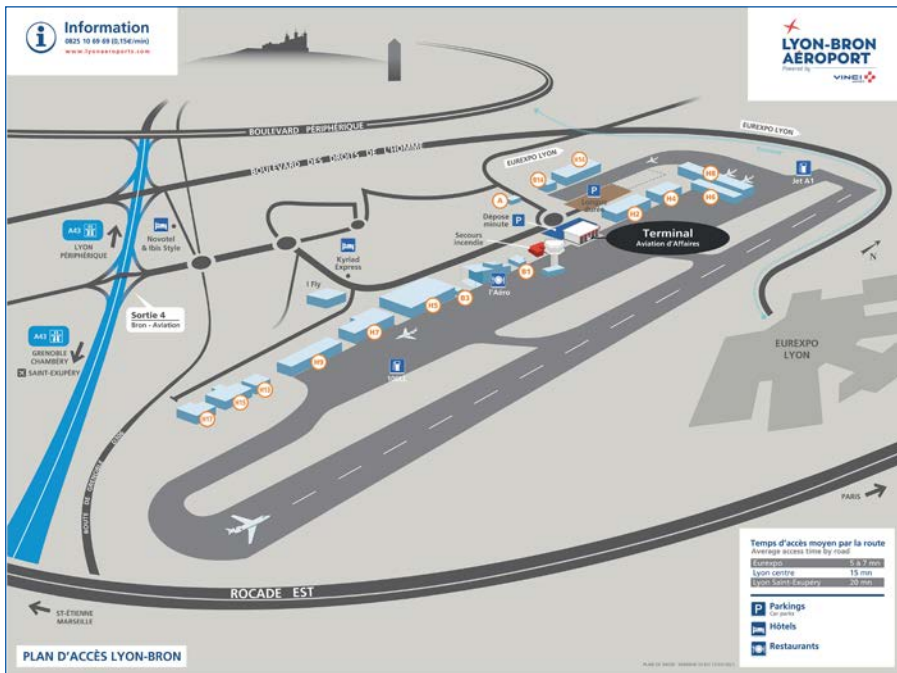
## A STRATEGIC CHOICE

Lyon's attractiveness is no longer to be seen, the city has been chosen as the "Best European Weekend destination" at the last World Travel Awards.

Lyon is France's second largest city and one of the largest conurbations with Greater Lyon. It has two airports and a high-speed train station less than ten minutes from the city centre.

The facilities at Lyon-Bron are well recognized within the aviation community. The 1,820-metre runway makes it possible for many aircraft to land without weight restrictions.

The aim is to increase the number of exhibitors and to extend the range of aircraft on display, towards both lighter and heavier aircraft.





# YOUR SPACE

- Garden tent  
(Several tent sizes available)
- Exhibitor badges
- Carpet
- Fascia
- Inclusion in the catalogue  
and website
- Invitations for your  
customers/prospects

**Starting from 850 €** (VAT excl.)



25 sqm



50 sqm

# AIRCRAFT AREA

## AIRCRAFT AREA

Enjoy the static display to exhibit  
your aircraft !

*A booth is compulsory  
to exhibit an aircraft.*





# WHY

## ATTEND FRANCE AIR EXPO ?

- 1 Prospect** : the exhibition offers the ideal platform to network, create and maintain relationships between the company and its visitors. The company can identify and meet prospects and build a contact database.
- 2 Increase sales** : the exhibition allows the company to promote and sell its products and services on site. This can be achieved through displays and demonstrations at the exhibitors stand, as well as special exhibition offers. Order intake is especially useful for companies whose sales force do not typically cover a certain territory.
- 3 Improve customer relationships** : at the exhibition, the company is able to create a direct link with the customer, thus promoting and establishing reputation and loyalty. This is achieved by inviting its target clientele to visit the company stand and organize various activities.
- 4 Present new products** : with high visibility at the show, the company can position itself to a new target market and introduce new products and services through displays and demonstrations at its stand.
- 5 Develop partnerships** : during the exhibition, the company has the opportunity to meet other exhibitors and industry players. This is an opportunity to energize existing partnerships and seek new ones.
- 6 Developing the image and the reputation of the company** : An exhibition allows a company to develop its image and reputation through specific communication. This includes its presence in exhibition media coverage, organizing a VIP area, its choice in booth design and any other forms of exposure throughout the exhibition.
- 7 Learn about the market** : an exhibition presents a real market place, whereby professionals within the industry are offered the opportunity to gather information, discuss issues of the future, and discover the latest innovations, strategies and services. The exhibition is the ideal place to find a market and its developments and to ensure competitive intelligence.
- 8 Mobilize its team** : the exhibition offers an opportunity for the company to mobilize its staff, including its sales force around a unifying event.

# IN PARTNERSHIP

## WITH



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