

13-15 September 2022 • Paris Le Bourget

GSE EXPO

EUROPE

BY THE GSE COMMUNITY FOR THE GSE COMMUNITY

Exhibition Media Pack

www.gse-expo-europe.com

Presented by:

IAEMA
International Airport Equipment
Manufacturers' Association
A strong voice for the GSE community

ground
handling
INTERNATIONAL

www.gse-expo-europe.com
info@gse-expo-europe.com

A show serving the needs of the GSE community

GHI is delighted to partner with IAEMA to launch a new GSE Expo Europe, at Paris Le Bourget from 13-15 September 2022. The expo will be delivered by the GSE community, focusing on the needs of the GSE community.

GSE Expo Europe will be a dedicated community hub for GSE suppliers and users. A place where companies supplying different types of GSE can pool ideas and share innovations to help operators rise to the challenges of the post-pandemic landscape.

Key focuses of the show will be product innovations and technologies that improve safety, autonomous GSE and hybrid/electrical vehicles and battery technology. This is a dedicated forum for driving stakeholder collaboration and best practice sharing between equipment suppliers and frontline airport users.

This event will take place in the even years in Europe, opposite the US based International GSE Expo which will take place in the odd years.



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Driven by a deep desire to meet the needs of our industry

"It is a rare occurrence when a large group of companies can come together to create an event that will truly enhance the industry. We will now have a dedicated forum where we can showcase the very best of what we offer. The GSE Expo Europe will be dedicated to the GSE industry to serve the best interests of GSE suppliers and our customers."

Michael Bloomfield
IAEMA Chairman



"I am excited that the leaders in the GSE industry are continuing to push forward, despite the global pandemic. A GSE Expo Europe in 2022 will provide a much more focused, customer centric venue that truly supports our global customers as our industry fights our way back to recovery."

Lee Coon
Vice President Sales and Customer Care, JBT.



"This is an incredible opportunity to work with the very best GSE suppliers in the world to shape an event that will make a real difference in helping the supply chain rise to the challenges of a post-COVID world. IAEMA shares our mission to connect, inspire and support the world's aviation community."

Max Gosney
GHI Conference Chairman



"This new show is driven by key members of the GSE community who have a deep desire to create an event that truly meets the needs of our industry. OEMs in coordination with the board of IAEMA got together during COVID to navigate our path as the market recovers. We believe that GSE Expo Europe is an essential step to ensuring that recovery by bringing us closer to our customers and one another as suppliers."

Owen McKenna
IAEMA Director & Sales Director at Mallaghan



"From visibility to credibility, exhibiting at a trade show is part of our commercial activity. This is always a powerful platform for meeting new customers, reaching out to existing clients and friends in the industry. Attending GSE Expo Europe show, organised by GSE key players, for the GSE community is 'the deal'. Leaner in the organisation, cheaper in investment, greater in returns."

Valentin Schmitt
Chief Executive Officer of the TLD Group



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GSE Expo Europe: at-a-glance

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When: 13-15 September 2022

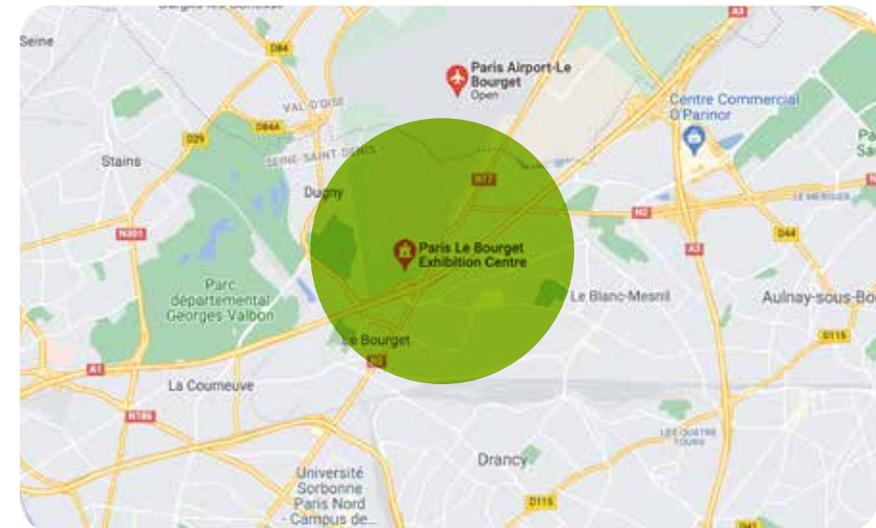
What: A dedicated expo for manufacturers and suppliers of GSE to showcase equipment solutions and collaborate with their customers on profit-boosting innovations post COVID

Key features:

- equipment demos
- product innovations and new technologies, such as alternative fuel use, hybrid and electric vehicles, battery technology, anti-collision systems, autonomous vehicle technology
- dedicated forum for GSE designed by the experts
- view GSE firsthand and gain expert insight on optimising use
- stakeholder collaboration opportunity

Key audience: Ground handling managers, GSE fleet buyers, GSE engineers, airport managers, FBO management and airline ground operations managers

From the very beginning, the history of **Paris Le Bourget** has been closely connected with the history of aviation. It was built by the **French Aeronautic and Aerospace Consortium (GIFAS)** on land belonging to Paris Airport authority. The site's design was inspired by airplane hangers, with vast interior spaces, high ceilings and polished concrete floors.



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Benefits of attending

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Networking



Attend conference sessions



Meet existing suppliers



Find new suppliers



Discover GSE Innovation

Audience profile:



Airlines



Airports



**Contract
Service
Providers**



FBOs



**Ground
Handlers**



**Military
Personnel**

Exhibiting benefits:

- Opportunity to showcase your products or services to key decision makers
- Access to a qualified audience of industry professionals
- Be a part of your community's showpiece event: this is a show designed by the GSE community for the benefit of the community
- Demo your equipment to customers in our live demonstration area
- Maximize your exposure with unique branding opportunities

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Book your stand

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Rates

Type



Outdoor Space only

IAEMA MEMBER

€159

Non-member

€177

Prices are per square metre



Indoor Space only

IAEMA MEMBER

€275

Non-member

€295

Prices are per square metre



Indoor Shell scheme

IAEMA MEMBER

€380

Non-member

€400

Prices are per square metre

[Click here to view floorplan](#)



Not a current IAEMA member? Don't worry - sign up at the point of booking your stand and qualify for our exclusive member's discounted rate

Confirming your stand at the GSE Expo Europe is just the beginning of the journey. If you choose to exhibit, buckle up and enjoy the benefits from an extensive and vibrant industry-wide marketing campaign before, during and after the event. **Are you ready for take off?**

Before event:

- Exhibitor profile on the GSE Expo Europe website
- Opportunity to upload videos, products and press releases to your exhibitor profile
- Social media coverage on GSE Expo Europe's LinkedIn & Twitter platforms
- Inclusion in GSE Expo Europe promotional emails
- Customised media assets to promote your presence at the show

During event:

- Exhibitor profile shown on the event app
- Exhibitor profile in the show guide provided to every visitor. (Additional marketing opportunities also available)
- Capitalise on access to an audience of active and engaged industry professionals
- Showcase your products and services to a receptive, targeted audience
- Generate new sales leads

After event:

- Exhibitor profile to remain on the event website and app for up to 9 months
- Continue conversations post-event with the event app
- Exclusive write up in GHI magazine and promotion via GHI's website and social media platforms
- Priority booking status on your stand position in 2024

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To confirm your booking now
or for further questions

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