

How to optimize your communications at Paris Air Show



June 19th-25th 2017



Paris Air Show in figures

- The facts:

- 2 215 exhibitors from 45 countries
- **139 273 professional visitors from 181 countries**
- **285 official delegations**, civilian and military
- 150 aircraft
- 7 000 business meetings
- 1 250 aircraft sales, representing more than 150 billion dollars.
- **3 100 journalists**
- **More than 10.000 Press articles**

Practical info

Business days: **19-22 june 2017**

Students day : June 23rd

Public days: June 23-25th

Open 8-18h30



Exhibitors' preferred air show

This is official: satisfaction polls show that Paris Air Show is preferred by visitors and exhibitors.

SIAE has been organising satisfaction polls since 2007. 90% of visitors are satisfied (30% very satisfied).

Why such a success ? Because Paris Air Show is unique, by its size and its diversity:

- Aerospace actors from all countries are meeting there.
- The flight display is the most important worldwide, and the visibility is excellent.
- Professionals can present their products and know-how in very good conditions, and the general public is well admitted.
- Young people, training and employment are part of the show, so the profession is linked to the students.

In addition to the show, the social events proposed by exhibitors, and the fact that it is so closed to Paris contribute to create
« Le Bourget experience ».

Show Map

- The Press centre (purple), is located at the centre of the exhibition.
- According to where your booth is, you will need 5 to 15 minutes to reach it.

Optimize your time...





Press centre and journalists

- All Press activity is organized within the Press centre, except for the « Show dailies » who have their own offices.
- The Press centre is located on the tarmac, near the Concorde Hall, quite a central place.
- Journalists can access it freely, exhibitors have to pay to get an accreditation for their Press officers.
- The centre offers offices for important press agencies & TVs, and a large terrace for interviews and photos.

FACILITIES FOR EXHIBITORS

The show proposes facilities to exhibitors:

- A pay-for virtual case to display all your documents (Press kit, pictures, communiques..)
- A free intranet service to present your events
- A virtual display platform for your products (you pay for the first product, the others are free of charge).



Start communications now!

BtoB press: June monthlies usually close between April 25th and May 10th, but journalists begin working on Le Bourget issues in February.

Weeklies close later, but they have several special issues and start working early.

Dailies and TVs plan ahead too...

Show dailies have to be addressed in advance, then you need to go and meet the journalists at their chalet as soon as the show opens, as they have offices independent from the Press Centre.

In short: All media prepare their special issues very early. Unless you plan to announce really breaking news during the show, you need to contact them in February or March.

So you will want to:

- Start preparing your press kit, and pictures, videos, as soon as possible.
- If you plan a Press event, plan it now (when/where), let the Show organization know, and send the invitation to the Press.
- Do continuous phoning and mailing !! There are more than 2000 exhibitors, you can't be heard if you are not very noisy!
- **And of course do not forget social networks!**



A dedicated team

- Someone in your team must be dedicated to Press Relations. He or she has to be accredited to the Press Centre.
- He/she will have to go to the Press Centre several times a day, post information, communicate with the show's intranet team, organize interviews for you, bring journalists to you or bring you to them.
- For this you need someone with a lot of energy and good humor, who knows the subject well, fluent in English and if possible French, carrying a bag with press kits, pictures, videos on USB keys. Nice goodies are a plus!



Tips

- If you invite journalists to see you on the show, they have to be accredited online in advance to get in, so that they get a Press badge. This is free of charge. Otherwise you need to send them an invitation, but this is costly.
- Important exhibitors organize their Press events on Monday or Tuesday. Avoid these days, journalists will not be available. Prefer Wednesday or Thursday morning, either in the morning or after 3 pm.
- Wear running shoes, a cap and ride a bicycle... If your booth is in the H4, the Press centre is more than 1 km away...
- Talkie-Walkies are very efficient to communicate with your team: Although the organizers spend a lot of money for communications, the network is usually crowded, and the in-flight presentations are very noisy...
- Send creative and persuasive invitations, stating that there will be food & drinks
- Be available for the Press, nice even if you are exhausted, and above all on time if you have an appointment.
- Your region or your country communicates for you? Good but still, you can do your own PR, organizers allow this.



We can help!

- Our Press database has been built year after year of work at Paris Air Show for different clients of all sizes, and for the Show itself.
- We know each journalist's preferred subjects.
- We have been working on Paris Air Show since 2001. 2017 will be our 9th edition.
- Our fees are low because we mutualize the costs between several clients.
- We can allocate one or more person to each client.



How?

- **Before the show:**

- We build your press kit
- We send it to relevant journalists in our Press database, with pictures and videos
- We phone journalists and organize interviews
- We write articles: several publications will ask for articles already written because they are understaffed. Sending them an article means they gain time and earn money (and then you know exactly what is published about your company).
- We prepare your press event.

- **During the show:**

- We allocate a Press officer who will organize more interviews, manage to attract journalists to your events, do all the follow up (send pictures, information, etc..) take pictures, activate the social networks.

- **After the show:**

- We send you a Press review.

For How Much?

- Before the show:
 - 3000 € + technical expenses if you want us to create and/or print logos, banners, documents... (but you may of course make these documents and send them).
- During the show:
 - Dedicated press officer from June 19 to 22nd: 3000 €
 - Press officer for a maximum of 3 companies: 1200 € /company
- Option: Press review after the show:
 - 1000 €

All personal expenses (transport, food, lodging) included.



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