

ICASTODAY



SPECIAL "KNOW BEFORE YOU GO" ISSUE

About ICAS Today

This issue of *ICAS Today* represents a departure from ICAS Convention tradition and is being sent to you to ensure that you have important information related to the 2014 ICAS Convention before you travel to Las Vegas.

Traditionally, *ICAS Today* provides timely updates on convention activities, allowing you to stay well-informed throughout the convention. Normally, we print the newsletter in the wee hours of each morning in Las Vegas. If you are registered as part of the ICAS block of rooms at the Rio Hotel, your Tuesday and Wednesday copies will be delivered right to your hotel sleeping room. You'll also have a digital copy sent to the email address that you used to register for the convention.

This new issue will help you prepare for the trip and make it as productive, efficient and enjoyable as possible.

Now in its twelfth year as an ICAS Convention staple, *ICAS Today* is made possible by the generous support of our newsletter sponsors:

Commemorative Air Force

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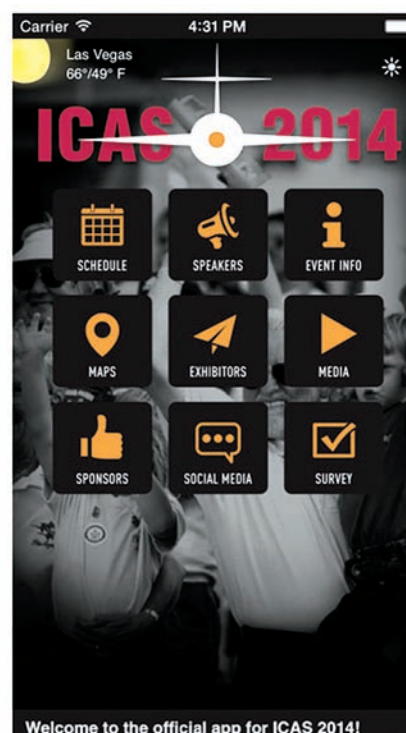
Team Rocket

INTRODUCING THE 2014 ICAS CONVENTION APP



To make your ICAS Convention experience more productive and efficient, ICAS is excited to announce that the mobile app for the 2014 convention is now available for download at the Apple App Store and on Google Play, search ICAS 2014.

Back for a second year, the app will enhance the way you interact with other attendees and experience this year's convention. The mobile app's features allow you to customize and create your own agenda, message and network with fellow attendees, connect with speakers, access social media sites, receive up-to-the-minute conference information, and provide real-time feedback, all at your fingertips.



Download the 2014 ICAS Convention app on your smart phone or tablet to have everything ICAS 2014 at your fingertips!

- Browse session descriptions
- Build a personal schedule
- Get timely event reminders
- Message fellow app users
- Access maps
- Find exhibitors
- And much more!

So forget about trying to keep track of messy folders or having to ask a hotel employee for directions to a meeting room. Just get the app and have all the information you need in your pocket or purse!

To download the official ICAS 2014 mobile app, navigate your smartphone or tablet to:

iOS: <https://itunes.apple.com/us/app/icas-convention-2014/id740890915?mt=8>

Android: <https://play.google.com/store/apps/details?id=com.crowdtorch.icas>

Or, use your device's QR reader to download it now.

iOS



Android



IF YOU ARE ALREADY REGISTERED...

- ▶ You should have already received your registration information and a sample badge. If you have not already done so, please review your registration confirmation information and your badge for accuracy.
- ▶ Contact the ICAS office if there are any discrepancies or if your badge should read differently.
- ▶ Convention registration fees include a one-year subscription to ICAS Air Shows Magazine, Fast Facts and Operations Bulletin (\$30 value). Although this portion of your registration fee is non-refundable, you may opt to NOT receive the quarterly magazine, and e-mailed Fast Facts and Operations Bulletin by notifying the ICAS office at ICAS@airshows.aero or 703-779-8510.
- ▶ Bring your registration confirmation with you to the ICAS Convention registration area. We will use that information to generate your convention credentials.

IF YOU ARE **NOT** ALREADY REGISTERED...

- ▶ You may still register on the ICAS website by visiting:
<http://www.airshows.aero/CMS/ConventionRegistration>
- ▶ If you decide not to pre-register, you can register on-site when you arrive at the Rio Hotel in Las Vegas.

Although you will save time by registering on-line, ICAS has the capacity to get you your credentials right up until the last second in Las Vegas.



Exhibitors: Take Advantage of the Sun-n-Fun Exhibitor Lounge

Rest your feet, catch a break and regroup in a lounge exclusive to exhibitors. With the generous support of Sun-n-Fun Fly-in, ICAS proudly presents its first Exhibitor Lounge, a comfortable seating area just off the exhibit floor for attendees to join you and learn about your product or service. Located inside the exhibit hall on the stage at the far end of the ballroom, the lounge will be a place for exhibitors to meet with their customers beyond the traditional booth setting.

The ICAS Convention is about networking, so be sure to use the exhibitor lounge to take the time to catch up with your colleagues and build relationships with new contacts in a relaxed, low-pressure environment. The lounge will be open each day during exhibit hall hours and an exhibitor badge must be presented to gain access to the lounge area.

MARDI GRAS IS THE THEME OF THE MONDAY NIGHT WELCOME RECEPTION

In recognition of the return of the ICAS Convention to the Rio All-Suites Hotel for the first time since 2008, the traditional Welcome Reception from 6:00 to 7:30 p.m. on Monday, December 8 will have a Mardi Gras theme.

ICAS will provide prizes for masks and costumes, including dinner for two at a Rio Hotel restaurant, two tickets to a Penn & Teller performance at the Rio hotel, and a \$100 gift certificate to the Rio spa.



Kranz to Deliver Keynote Address



Air Force Snowbirds will announce their 2015 air show schedules, and the U.S. Navy Blue Angels will release their 2016 performance schedule.

A former U.S. Air Force fighter pilot, Kranz is best known for his time at NASA, where he worked for 37 years. As dramatically portrayed in the 1995 film, *Apollo 13*, Kranz and his NASA colleagues struggled to devise a plan that would safely bring the ship and its crew of three astronauts home after its oxygen system failed. "Failure is not an option," the motto that carried his team through the Apollo 13 crisis, is a major theme of his motivational message.

After retiring from NASA in 1997, Kranz served as a flight engineer on a B-17 "Flying Fortress," constructed an aerobatic biplane, and published *Failure is Not an Option: Mission Control from Mercury to Apollo 13 and Beyond*, a memoir about his involvement in the space program.

Gene Kranz, leader of the "Tiger Team" of flight directors who brought the Apollo 13 spaceship safely back to Earth in April, 1970, will make the opening keynote presentation for the 2014 ICAS Convention at 8:30 a.m. on Tuesday morning. And following Gene's presentation, the U.S. Air Force Thunderbirds and Royal Canadian

First-Timers Orientation

As the largest air show industry gathering in the world, newcomers can sometimes find the annual ICAS Convention a bit intimidating. So, ICAS has scheduled a First-Timers Orientation on **Monday, December 8 at 2:15 p.m.**

Learn what not to miss, and how to make the most effective use of your time during the convention. Historically one of our most popular sessions among first-time ICAS Convention delegates, this informative session combines a traditional presentation with an innovative round-robin series of discussions with veteran convention delegates to help you better understand and make productive use of the air show community's largest and most important business meeting.



ICAS RE-INTRODUCES SEAT RESERVATION SYSTEM FOR LUNCHEON AND BANQUET

By popular demand, ICAS will once again accept seat reservations for its Pinnacle Awards luncheon on Wednesday, December 10, and its Chairman's Banquet on Thursday, December 11. Specific information on how to access the system and make a seat reservation was sent via email to all members last week.

Please note that, to make a reservation, the individuals must either be registered delegates or guests of registered delegates who have purchased a social event ticket to the lunch and/or banquet.

The system will "seat" you and your guests at the best available table based on the size of your group. Seat reservations will be made on a first-come/first-served basis.



Your 2014 ICAS Convention Badge

All delegates must wear their 2014 ICAS Convention badge at all times so that our staff and security personnel may identify you as a delegate authorized to attend convention events. Badges are not transferable. Badges from past ICAS conventions are not valid.

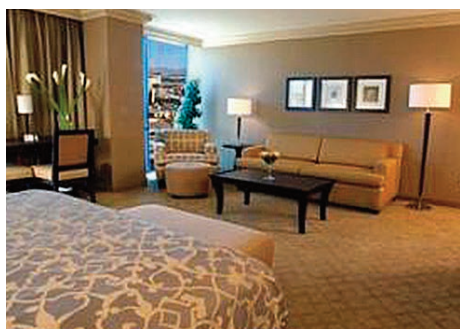
For spouses and guests of delegates attending only social events requiring a meal or drink ticket, you must have your ticket available for collection by hotel wait staff or an ICAS staff member.





Hotel Sleeping Room Information

If you have not already done so, you can still make your sleeping room reservation at the Rio All-Suites Hotel, the host hotel for the 2014 ICAS Convention. Reservations may be made by calling 888-746-6955. Please reference Group Code **SRICS4**. You can also make your sleeping room reservation on-line by visiting this website: <https://aws.passkey.com/g/20352146>



Hotel Offers Discount Coupons to Convention Delegates

The Rio All-Suites Hotel is offering discount coupons to ICAS Convention delegates, including restaurants, night clubs and work-out facilities. To take advantage of these significant discounts, get a coupon sheet at the ICAS Convention registration desk and then show the coupon and your ICAS Convention badge at one of six different retail service outlets in the hotel, including the Village Seafood Buffet, Voodoo Steak House, Carnival World Buffet, Martorano's restaurant, Rio Spa, and Voodoo night club.

In addition, show your ICAS Convention delegate badge at the Official ICAS

Bar and you'll receive \$1 off all beers. This discount is not available at other hotel bars.

ICAS Invites You to Participate in Our New "IGNITE" Sessions

ICAS will conduct high-intensity, information-packed "IGNITE" sessions on each day of this year's convention. format developed for our annual "First Timers" session over the last several years, these fast-paced discussions will feature multiple, facilitated group discussions on very specific topics.

"Feedback from members over many years tells us that the convention works best when members have a chance to interact with one another and discuss is-

sues of common interest," says ICAS President John Cudahy. "These new IGNITE sessions will capitalize on that give and take, and focus the discussion on specific topics at different points throughout the convention."

IGNITE sessions will address ticketing/admissions (3:30-4:30 on Monday), Air Force open houses (4:45-5:45 on Monday), expanding air show entertainment options (2:00-3:00 on Tuesday), logistics (3:15-4:15 on Tuesday), performer issues (8:30-9:30 on Wednesday morning), social media (9:45-10:45 on Wednesday), and public relations/marketing (11:00-12:00 noon on Wednesday).



JOIN US FOR THE INAUGURAL PINNACLE AWARDS PROGRAM

During an afternoon lunch on Wednesday, ICAS will recognize its Pinnacle Awards recipients.

More importantly, the awards presentations will be an opportunity for you to hear about the best ideas and most interesting approaches to business challenges in the air show community today.

A new program this year, the Pinnacle Awards recognize outstanding achievement in all areas of air show business management and operations. Conceived and developed as a tool to highlight the top practitioners throughout the air show business, awards will be presented in seven different categories: small civilian air shows, mid-size civilian air shows, large civilian air shows, military air

shows/open houses, civilian performers, military performers, and support service providers.

All entries were judged on the same criteria: the principal purpose of the entry, innovation, feasibility, and project planning and documentation.

Hosted by air show announcers Ric Peterson and Matt Jolley, the awards program will be your opportunity to hear about the newest developments in our business while enjoying the company of your air show colleagues and a good meal.

Mark your calendar: Wednesday, December 10 from 12:30 to 2:00 p.m.



Dress Code for 2014 ICAS Convention

► The recommended attire for the ICAS Convention is business-casual. Representatives from the U.S. and Canadian military often wear civilian shirts embroidered with their unit identification or air show logo.

► Wednesday, December 10 is "Flight Suit Day." Members are encouraged to wear their identifying apparel and accessories.

► Due to the sometimes unpredictable nature of hotel heating and cooling systems, we recommend that you carry a light jacket or sweater with you at all times.

► Formal wear is the custom for the Chairman's Banquet on Thursday night. Although it is black tie optional, the event is particularly special and most

people don tuxes, mess dress for military and formal dresses for the occasion.

You may bring your own formal wear or rent it from our designated tuxedo rental company, Tuxedo Junction. Rented tuxedos will be delivered on Wednesday, December 10 by 4:00 p.m. to the Rio Hotel bell desk. Members are encouraged to drop by and try them on. If adjustments are required, Tuxedo Junction can replace them if they are alerted at once. You can rent your tuxedo from Tuxedo Junction by calling them at 702-873-8830 or by visiting their website at www.TuxedoJunctionLV.com.

If formal wear is not for you, coat and tie are also acceptable. Tuxes should be returned to the front hotel bell desk the morning after the banquet.



EXHIBIT HALL

The ICAS Convention exhibit hall will be open for four different sessions: from 10:30 a.m. until 1:45 p.m. and then again from 4:15 to 6:00 p.m. on Tuesday, December 9; from 2:00 to 6:00 p.m. on Wednesday, December 10; and then our last exhibit hall session from 10:30 a.m. until 12:30 p.m. on Thursday, December 11.

Lunch for registered convention delegates ONLY will be served in the exhibit hall on Tuesday, December 9.

ICAS Reiterates Exhibit Floor Solicitation Policy

Selling privileges on the ICAS Convention exhibit hall floor are limited to or-

ganizations that have contracted and paid for space assignments. No other persons or organizations will be permitted to sell products or services, solicit contributions, distribute advertising materials, or demonstrate products on the exhibit hall floor. Non-exhibiting personnel observed selling on the exhibit hall floor will be asked to stop such activities. If these non-exhibiting personnel refuse to stop, they will be asked to leave the hall.

A note to our other delegates: if you see somebody involved in this practice, please alert an ICAS staff member. If you are approached by a vendor who is attempting to do business with you on the trade show floor without a booth, please let them know that this practice is against convention policy and that you don't feel comfortable having that conversation on the exhibit hall floor.

No Stalking Allowed

Though the ICAS Convention is first and foremost an opportunity for air shows, air show performers and air show support service providers to do business with one another, we encourage all convention delegates with something to sell to do so judiciously. Monopolizing another delegate's time; delivering long, uninvited sales pitches; or following prospective buyers into the restroom to enlighten them on the benefits of your product or service will only serve to alienate those potential customers.

Social Event Tickets

Individual tickets for social events are available to spouses and guests of regis-

tered delegates who are not themselves registered for the convention. These tickets may be purchased on the ICAS website prior to the convention (www.airshows.aero) or at the ICAS Registration Desk once you're in Las Vegas. Ticket prices per person are: Welcome Reception, \$50; Pinnacle Awards Luncheon, \$50; and Chairman's Banquet, \$75. For the luncheon and banquet, tickets can be purchased at the time that seat reservations for guests are made.

No Smoking Allowed

A new Las Vegas law prohibits smoking in public areas where food or drink is being served. The sole exception to this is that smoking is still permitted in gaming areas. Therefore, attendees are asked to step out to the conveniently located Pavilion Patio to smoke.



MANY THANKS TO OUR 2014 ICAS CONVENTION SPONSORS...

This year, our 2014 ICAS Convention sponsors will pay for approximately 20 percent of the costs associated with conducting our event. On behalf of all the convention delegates who benefit from their generosity and support, ICAS would like to thank:



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We could not hold the event we have scheduled without the support of our ICAS Convention sponsors. Please pass along your thanks when you see them at this year's convention.



Just Cuz We Sold Them a Booth...

The International Council of Air Shows does not endorse any organization, or their products or services. Nor is ICAS responsible for any claims or declarations made by convention exhibitors.



A Word on Cell Phones

If you plan to have your cell phone with you at the convention, please be sure to turn off the ringer while you are participating in education programs. It is considered bad form to interrupt a speaker with a ringing cell phone.

2014 ICAS CONVENTION SCHEDULE AT A GLANCE

| MONDAY, DECEMBER 8TH | | WEDNESDAY, DECEMBER 10TH | |
|------------------------|---|--------------------------|---|
| 8:30 a.m. - 4:30 p.m. | Air Shows 101: Air/Ground Operations Training | 7:00 a.m. - 9:00 a.m. | Morning Continental Breakfast Service |
| 9:00 a.m. - 6:00 p.m. | Exhibitor Set-Up | 7:30 a.m. - 12:00 p.m. | Air Boss 201: Advanced Air Boss Workshop |
| 1:00 p.m. - 5:30 p.m. | Sponsorship for Events Workshop | 8:30 a.m. - 9:30 a.m. | Concurrent Education Session #6 |
| 1:15 p.m. - 4:45 p.m. | Aerobatic Competency Evaluator Training Seminar | | ► Contracting with the Government and Getting Paid: A Beginner's Guide to SAM and WAWF |
| 2:15 p.m. - 3:15 p.m. | Concurrent Education Session #1 | | ► IGNITE: Performer Issues |
| | ► First-Timers Orientation | | ► Interactive Discussion on Sequestration: Its Impact and Strategies/Tactics for Minimizing Future Problems |
| 3:30 p.m. - 4:30 p.m. | Concurrent Education Session #2 | | ► U.S. Air Force ACC Forum |
| | ► Golden Knights Forum | 9:45 a.m. - 12:00 p.m. | Air Show Performer Safety Stand-Down |
| | ► IGNITE: Admissions/Ticketing | 9:45 a.m. - 10:45 a.m. | Concurrent Education Session #7 |
| | ► The Swiss Connection: Learning from our Air Show Colleagues in Helvetia | | ► Air Force Roundtable Discussion |
| 4:45 p.m. - 5:45 p.m. | Concurrent Education Session #3 | | ► IGNITE: Social Media |
| | ► FAA Forum | | ► Get Your Air Show Spectator Experience Firing on All Cylinders (Part 1) |
| | ► IGNITE: Air Force Open Houses/Air Shows | | ► Royal Canadian Air Force Forum |
| | ► The Quickest Way to Get Inside Your Air Show Customer's Buying Brain | 11:00 a.m. - 12:00 p.m. | Concurrent Education Session #8 |
| 6:00 p.m. - 7:30 p.m. | Welcome Reception | | ► Get Your Air Show Spectator Experience Firing on All Cylinders (Part 2) |
| 7:30 p.m. - 9:00 p.m. | Regional Meetings | | ► IGNITE: Air Show Marketing and Public Relations |
| TUESDAY, DECEMBER 9TH | | | ► The Unique Environment of Air Show Emergency Response: When Seconds Matter |
| 7:00 a.m. - 9:00 a.m. | Morning Continental Breakfast Service | | ► U.S. Navy/Marine Corps Forum |
| 8:30 a.m. - 10:30 a.m. | Opening General Session with Keynote Presentation by Gene Kranz | 12:30 p.m. - 2:00 p.m. | Pinnacle Awards Luncheon |
| 10:30 a.m. - 1:45 p.m. | Exhibit Session A (<i>ICAS Convention delegates only</i> - <i>Lunch served in exhibit hall</i>) | 2:00 p.m. - 6:00 p.m. | Exhibit Session C (<i>ICAS Convention delegates only</i>) |
| 11:30 a.m. - 1:00 p.m. | Exhibit Hall Lunch | 6:15 p.m. - 7:15 p.m. | 2015 Exhibit Space Draw |
| 2:00 p.m. - 4:15 p.m. | Air Boss Safety Stand-Down | | |
| 2:00 p.m. - 3:00 p.m. | Concurrent Education Session #4 | | |
| | ► Air Show Marketing for Performers: You Always Get What You Deserve | | |
| | ► IGNITE: Expanding Entertainment Options | | |
| | ► Simple Tools and Comparisons to Establish the Right Ticket Price For Your Event | | |
| | ► U.S. Navy Blue Angels Forum | | |
| 3:15 p.m. - 4:15 p.m. | Concurrent Education Session #5 | | |
| | ► IGNITE: Logistics | | |
| | ► Panel Discussion on Performer Sponsorships: A Practical Guide and Insider's Perspective | | |
| | ► Trends, New Developments and Emerging Challenges in the Events Industry | | |
| | ► U.S. Air Force Thunderbirds Forum | | |
| 4:15 p.m. - 6:00 p.m. | Exhibit Session B (<i>ICAS Convention delegates only</i>) | | |
| | | THURSDAY, DECEMBER 11TH | |
| | | 7:30 a.m. - 9:30 a.m. | Morning Continental Breakfast Service |
| | | 8:00 a.m. - 9:00 a.m. | ICAS Foundation General Membership Meeting |
| | | 9:00 a.m. - 10:00 a.m. | ICAS General Membership Meeting |
| | | 10:30 a.m. - 12:30 p.m. | Exhibit Session D (<i>Open to guests of registered delegates</i>) |
| | | 12:30 p.m. - 1:30 p.m. | Concurrent Education Session #9 |
| | | | ► Parking and Shuttle Services: Addressing and Solving the Two Most Common Problems in the Air Show Business |
| | | | ► Results of the 2014 ICAS Air Show Spectator Survey: Putting Demographic Statistics to Work for Your Air Show Business |
| | | 1:45 p.m. - 2:45 p.m. | Concurrent Education Session #10 |
| | | | ► IGNITE: Putting Your Convention Experience to Most Effective Use |
| | | 5:30 p.m. - 6:30 p.m. | Chairman's Banquet Reception |
| | | 6:30 p.m. - 9:30 p.m. | Chairman's Banquet |
| | | 9:30 p.m. - 11:00 p.m. | Survivor Party |