

17-19 September 2024 • FIL, Lisbon, Portugal

GSE EXPO EUROPE

BY THE GSE COMMUNITY FOR THE GSE COMMUNITY

EXHIBITOR 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



A show serving the needs of the GSE community

GSE Expo Europe is an event purpose built by leading GSE suppliers to drive quality engagement with customers and showcase equipment advances towards a more sustainable and autonomous age.

The show was launched in 2022 by world leading manufacturers at IAEMA – in partnership with GHI – with a vision to create a value adding event, expertly designed by the GSE community for the GSE Community.

Our show will offer you:

- **Targeted networking with a qualified audience** of senior leaders at airports, airlines and handlers who procure, operate and maintain GSE fleets globally
- **Lead generation:** 80% of exhibitors discovered a new business lead
- **Outstanding marketing/PR opportunities:** showcase your products across e-marketing, social media, GHI Magazine plus live demo and display opportunities at the show
- **Quantity and quality visitors:** more than 3,500 visitors in 2022 with 97% of attendees citing the Show as influential to their business strategy
- **The chance to shape the industry agenda** on sustainability, automation and equipment innovation

If you are passionate about advancing the GSE industry and want a cost-effective way to connect with quality customers at scale then join us in Lisbon...

“Technology is best when it brings people together. Coming together is the beginning, keeping together is progress and working together is success. IAEMA invites all stakeholders in the GSE industry to get behind the GSE Expo Europe 2024 in Lisbon. Let’s unite to advance the interests of our industry and engage with customers on the technological advances like autonomous GSE and sustainably powered kit that will be crucial to helping them deliver future success”



Jennifer Matasy,
IAEMA Chair,
IAEMA

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Proven ROI



95%

of exhibitors were satisfied with the quality and quantity of visitors at GSE Expo Europe



92%

of exhibitors would personally recommend attendance to an industry peer



80%

of exhibitors said GSE Expo Europe was important to their business

“The GSE Expo is an excellent way to catch-up with our customers on latest innovations and support that we offer within our community”

Duncan Holman, Director,
DUNCAN HOLMAN SERVICES

“High quality exhibition with excellent display of industry equipment well attended by key people.”

Jonathan Attfield,
Sales Director,
TBD OWEN HOLLAND

Proven ROI

An event that drives new business...

€1.8 million

average value of exhibitor sales
made across the 3 days at GSE Expo Europe



“Great opportunity to meet many supplies in one place. I really appreciate this fantastic event and I am looking forward to attending again”



80%

of exhibitors
discovered a new
business lead



95%+

exhibitor satisfaction
rating with quantity and
quality of visitors



Audience profile



A fully qualified audience of GSE operators. Visitor job functions include:

- Maintenance/Engineering
- Operations
- Station Management
- Sales/Marketing
- GSE Fleet Management
- Training
- GSE Procurement
- Project Management
- IT Procurement
- Ground Service Provider
- Safety



Nearly
80%
of visitors had direct purchasing power for GSE

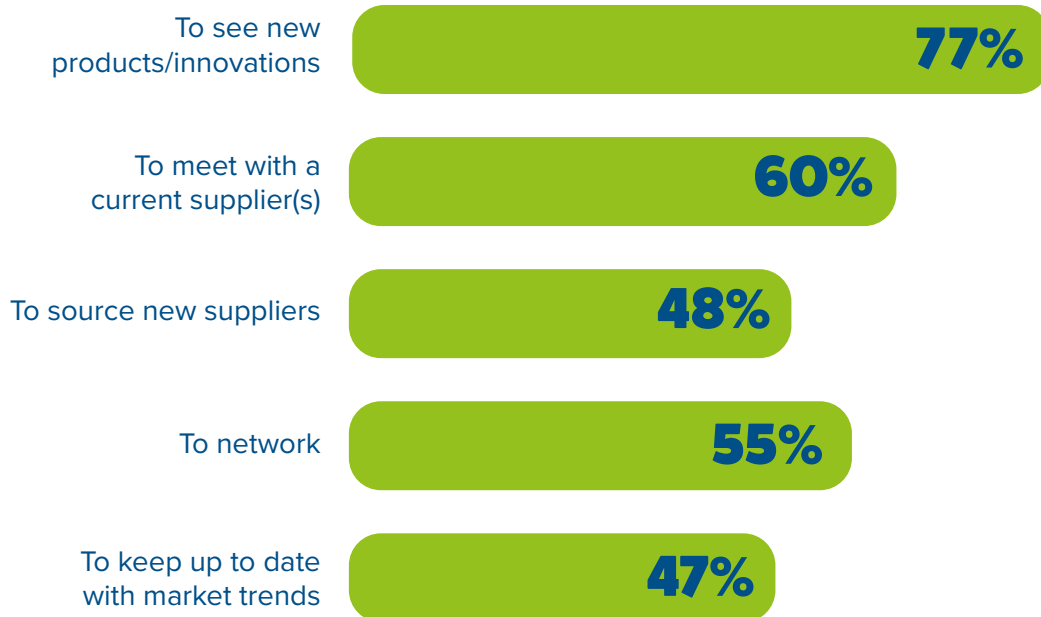


Audience profile

“It’s an excellent forum to meet existing suppliers, learn about innovative products and solutions and to build new business relationships.”

A marketplace for GSE operators to discover innovation and product solutions

Main reasons why visitors attended GSE Expo Europe:



97%

of visitors said attendance was influential to their business



61%

said they met new suppliers they wouldn't otherwise have met



Book your stand

Standard Rates

Type



Outdoor Space only

IAEMA MEMBER

€167

Non-member

€189

Prices are per square metre



Indoor Space only

IAEMA MEMBER

€289

Non-member

€316

Prices are per square metre



Indoor Shell scheme

IAEMA MEMBER

€399

Non-member

€427

Prices are per square metre

Confirming your stand at 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?**

Pre 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

Post 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 2026



INNOVATION ZONE

The Innovation Zone is a dedicated area to explore how advances like autonomous vehicles, hydrogen power, robotics and new battery technologies could revolutionise the ramp. The Zone features technology displays and educational talks from tech experts.



DEMO ZONE

Our outdoor display area allows visitors to see the latest GSE being put through its paces live. Displays are led by exhibitors and tie in with the Expo's themes of sustainable equipment, automation and safety advances in GSE. Do you have a product feature to promote?



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Don't miss out



Contact the GHI Sales Team



George Lydon
Global Exhibition Sales Manager
George@groundhandling.com
+44 7522 946 092

“I was extremely impressed by the wide range of equipment and contacts within the industry all under one roof. A definite must for new people to the industry and industry veterans.”

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info@gse-expo-europe.com



GSE Expo Europe: at-a-glance

When: 17-19 September 2024

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:

- Free visitor attendance
- 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.

A prestige venue in one of the world's most beautiful cities

The FIL offers a premium exhibition centre in one of the world's most beautiful cities. Situated just a 15 min taxi ride from Lisbon Airport and walking distance from top-end restaurants, bars and hotels – the FIL combines quality venue facilities with a prime location. The venue features an open air Sony Square for outside exhibits, which has been exclusively redeveloped for GSE Expo Europe 2024. Our indoor exhibition area will be held in 10,000 square metre pavilions that have been designed as one of a kind spaces for the realisation of world-class events.

Outside of show hours: the FIL offers a superb base to entertain customers in a city that is synonymous with beauty, sunshine, tantalising local cuisine and world beating wines. Lisbon has been influenced by many different far-off cultures over time, there is still a village feel in each historic neighbourhood. Stroll through the Pombaline grid of streets in the Baixa district that opens on to the Tagus in Praça do Comércio, then follow the river to discover some of the city's most beautiful parts: the monumental area of Belém with its World Heritage monuments, the mediaeval quarters and the latest contemporary leisure spaces, such as the Parque das Nações.

Showcasing product innovations and new technologies including:



Alternative fuel use



Battery technology



Hybrid and electric vehicles



Anti-collision systems



Autonomous vehicle technology