



EXHIBITORS PACKAGE

CANADIAN INTERNATIONAL AIRSHOW
September 2, 3, 4, 2017 • Toronto



BE PART OF CANADA'S AIR SHOW

The Canadian International Air Show (CIAS) is Canada's largest and longest running aviation spectacle and the third largest air show in North America. It has been thrilling crowds since its dramatic debut in the skies over Lake Ontario in 1949, showcasing the latest aircraft and aerial maneuvers of that post World War II era. Now, many decades later, the Canadian International Air Show continues to dazzle and delight hundreds of thousands of fans each year who flock to the Canadian National Exhibition and surrounding area on Labour Day Weekend to enjoy the event.

An awe inspiring mix of world-class civilian, vintage and military airplane choreography, the Canadian International Air Show draws spectators from near and far. It is the official culmination of both the CNE and summer itself!

Don't miss the opportunity to be part of this spectacular event!

**SEPTEMBER 2 TO 4, 2017,
FROM 12 NOON TO 3 PM EACH DAY.**



AT A GLANCE

About our spectators:

- Approximately 520,000 spectators are CNE Visitors
- 15,000 people view the show from our exclusive Air Show VIP Zone at the waterfront
- 200,000 people view the show from parks, residences etc. in the surrounding area

About our City:

Toronto is Canada's largest city and the fourth largest metropolis in North America. It is heralded as one of the most multicultural cities in the world, a place where 140 languages and dialects are spoken.

With a population of 2.79 million in Toronto itself and 5.5 million people in the Greater Toronto Area, Toronto is conveniently located on the northern shore of Lake Ontario, just a short distance away from New York State. This central location allows us to showcase amazing international aeronautic performances from around the world.

About the Canadian National Exhibition:

Founded in 1879, the CNE is Canada's largest community celebration and the fifth largest fair in North America. Taking place over the 18 days leading up to Labour Day, it is affectionately embraced as an "end of summer" ritual by more than 1.5 million visitors each year.

The CNE's rich variety of entertainment including concerts, shows, rides, games and food experiences culminates on Labour Day Weekend with the Canadian International Air Show.



BEING IN MERCH VILLAGE ALSO MEANS

- Same-day access to the Canadian International Air Show VIP Zone, white zone seating
- Same-day admission to the Canadian National Exhibition (CNE)
- Ad space in our CIAS Insiders newsletter, reaching 30,000+ subscribers
- Corporate logo hot-link on CIAS website
- Cross-promotional use of CIAS logo and 'Exhibitor' title



>>> CLICK THIS LINK TO REGISTER ONLINE! <<<

CANADIAN INTERNATIONAL AIRSHOW
CANADA'S LARGEST & LONGEST-RUNNING AIR SHOW

416-263-3650 • exhibitors@cias.org • www.cias.org