



The inaugural edition of the Abu Dhabi Aviation and Aerospace Week (ADAAW) will be held from March 6 to 12, 2016, under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. Abu Dhabi will enjoy a week of aviation and aerospace-focussed leisure, industrial and commercial activities, billed as the largest of their kind in the world.

Initiate and participate

ADAAW aims to underline Abu Dhabi's status as a leading global destination for exhibitions and events and to integrate ideas and activities that have strong touristic, cultural, social and economic impact.

The Executive Committee welcomes all institutions and clubs from both public and private sectors to come forward with ideas and proposals to participate in this major international event. ADAAW invites participatory activities that have strong touristic, cultural and social impact and are compatible with the event's vision to contribute to its global success and reiterate its credentials in the global aviation and tourism industry.

Participate and become a part of this milestone event for Abu Dhabi.

To submit your suggestions and to participate, please visit «involved» on our website www.adaaw.ae

The Opportunities

This event provides stakeholders with many opportunities that will attract international media, institutional, official and public attention. Participating in the event will ensure strong economic, social and touristic value for all, both locally and globally.

The various opportunities and benefits to the partners in the event include:

- Sponsorships**
Provide organisational and financial support to ensure that the level, content and standards of the event are world-class
- Promotion**
Partners can be part of a three-month regional and international promotional campaign at international forums
- Marketing**
Participants will gain strong visibility through event's marketing collateral, advertising, media, publications, electronic activities and other outreach activities
- Logistics**
The committee supports partners by providing logistical and technical facilities that make their participation effective, successful and influential
- Companies**
The event gives partners a chance to establish working relationships and partnerships with local and international delegations and participating institutions
- Awareness**
Partners will have the opportunity to take part in seminars, forums and meetings concerning their business and products
- Benefits**
Partners and their delegations get competitive tourism packages for travel, accommodation and hospitality during the event
- Attendance**
Partners will be part of all opening and closing ceremonies and other social occasions

Requirements

The Commission has set clear standards for the contents of the proposed initiatives in influencing and impacting the event. The most important requirements are:

- Track record**
The party has experience and expertise in organising institutional or public events
- Audience**
That the event secures great public attention and has the power to attract audiences
- Theme**
The event's theme, vision, speciality, leisure and social dimension
- Promotion**
Partners are committed to the official media messaging of the event
- Synchronisation**
The committee will determine the location, date and duration based on context and themes
- Innovation**
The initiative includes a patriotic and innovative dimension that elevates the event's status locally and globally
- Budget**
Must be specific and able to meet the event's needs
- Impact**
Participating in the event should lead to a social, economic, cultural and touristic impact

Facilities available

The Committee will provide logistics and coordination facilities to its partners from both private and public sectors to host the event in the emirate of Abu Dhabi. The emirate has several facilities to host the event such as:

- Hotel halls
- Abu Dhabi National Exhibition Centre
- Sports clubs
- Tourist entertainment facilities
- Main streets
- Gardens and public squares
- Schools and universities
- Theatres
- Beaches and deserts
- Malls

Main Events

ADAAW, to be held in March 2016, is the world's most high-profile, dedicated aerospace and aviation week taking place across multiple locations in the Emirate of Abu Dhabi. The main events include:

Event	Date	Location
Unmanned System Exhibition (UMEX Abu Dhabi)	6-8 March	Abu Dhabi National Exhibition Centre
Simulation Conference and Exhibition	6-8 March	Abu Dhabi National Exhibition Centre
The Global Aerospace Summit	7-8 March	Abu Dhabi National Exhibition Centre
Abu Dhabi Air Expo	8-10 March	Al Bateen Executive Airport
The Middle East Aviation Career Exhibition & Conference	8-10 March	Al Bateen Executive Airport
Red Bull Air Race	11-12 March	Abu Dhabi Corniche

Key Partners

- Abu Dhabi National Exhibitions Company
- Abu Dhabi Tourism & Culture Authority
- Mubadala Development Company
- Abu Dhabi Airports Company
- Abu Dhabi Sports Council
- Etihad Airways

Participate Now

Initiate and participate

and become part of this great national event.

To submit your suggestions and participate in

«Abu Dhabi Aviation Week and Space»

Please visit the page «participate»

on our website www.adaaw.ae

