

VERT:CON

Atlanta 2026 | POWERED BY VAI

**WORLD'S LARGEST VERTICAL AVIATION
CONFERENCE & TRADE SHOW**

EXHIBITOR & SPONSOR PROSPECTUS



March 9–12, 2026
Exhibits Open
March 10–12
Atlanta

verticon.org





THE WHAT

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ABOUT VERTICON

The world's largest vertical aviation conference and trade show.

VERTICON is the must-participate event of the year for the international vertical aviation industry. Consistently ranked as VAI's No. 1 member benefit and the industry's premier networking opportunity, VERTICON is enthusiastically described by professionals and exhibitors as "can't miss" and "must attend." Join us and find out why!!

2025 ATTENDANCE NUMBERS



About Vertical Aviation International. VAI is the world's leading membership association dedicated to the vertical aviation industry. By fueling industry growth through connection, advocacy, safety, education, and support for members' success, VAI strives to leverage the power of vertical flight to strengthen communities worldwide. We welcome all facets of the vertical aviation industry as members: manufacturers, operators, suppliers and vendors, pilots, aviation maintenance technicians and engineers, students, and other industry professionals.



THE WHO

VERTICON ATTENDANCE

Smart vertical aviation industry marketers invest in VERTICON.

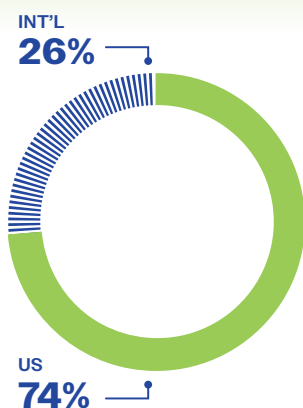
Attention all vertical aviation OEMs, distributors, suppliers, and trainers: you need to be at VERTICON! For four days, attendees gather in this exclusive universe dedicated to vertical-capable aircraft to touch, test, and envision their future. Where else will you have the opportunity to put your unique value proposition in front of so many vertical aviation professionals, decision-makers, and influencers?

“We're meeting previous customers at VERTICON and seeing new faces and our partners.”

—Isabella Presnal,
Customer
Experience &
Marketing Manager,
CopterSafety

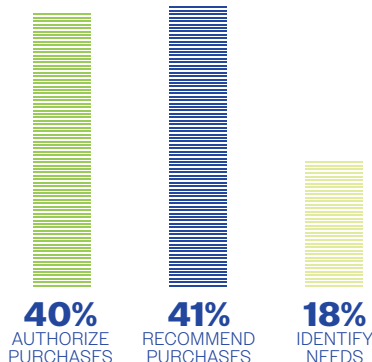
ATTENDEE PROFILE

INTERNATIONAL DISTRIBUTION

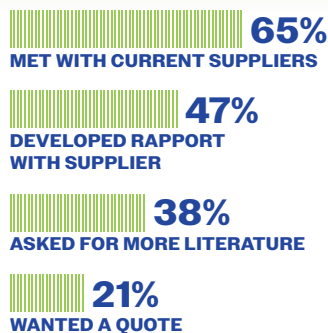


INVOLVEMENT IN BUYING DECISIONS

70% of attendees are involved in the decision-making process.



ACTIONS TAKEN AT THE SHOW





THE WHY

EXHIBIT RATES

Member Rates	
Standard Display	\$3,550 for each 10'x10' unit
Static Display	\$4,200 for each 20'x40' unit
Static Display with Standard Display	\$3,200 for each 20'x40' unit
Pod—Full Occupancy (3 days)	\$3,550
Pod—Daily Occupancy	\$1,550
Nonmember Rates	
Standard Display	\$5,050 for each 10'x10' unit
Static Display	\$5,700 for each 20'x40' unit
Pod—Full Occupancy (3 days)	\$5,050
Pod—Daily Occupancy	\$2,200

EXHIBIT AT VERTICON 2026

As the world's largest trade show and conference dedicated to vertical aviation, VERTICON is the must-participate event of the year for the international vertical flight industry.

EXHIBITING AT VERTICON

provides an opportunity to:

- **ATTRACT NEW QUALIFIED BUYERS** from an international audience
- **BOLSTER RELATIONSHIPS** with existing customers
- **FOSTER STRATEGIC PARTNERSHIPS** with industry professionals
- **LAUNCH NEW PRODUCTS AND SERVICES** with global industry press coverage
- **DELIVER HANDS-ON DEMONSTRATIONS** of new products and services
- **EXTEND BRAND AWARENESS** and stand out from your competition
- **GAIN POWERFUL RESULTS** from exposure to your customer base and prospects before, during, and after the show.

DON'T MISS THIS SHOW IF YOU:

MANUFACTURE OR OPERATE helicopters, powered-lift aircraft, or unmanned aircraft systems

PRODUCE OR DISTRIBUTE aviation products or services

PROVIDE AVIATION TRAINING via simulation, schools, or other learning spaces

REPRESENT REGULATORS OR GOVERNMENT AGENCIES, or are part of any other aspect of the vertical aviation industry.

YOU NEED TO BE PART OF
VERTICON 2026!

Apply to
exhibit at
[verticon.org/
exhibit](https://verticon.org/exhibit)

THE HOW

EXHIBITING

An anchor and lottery system determines booth placement.

NEW THIS YEAR — MEMBERS WILL BE PLACED FIRST IN EACH STAGE, BEFORE NONMEMBERS

THE ANCHORS

Three large anchor exhibitors—Airbus, Bell, and Leonardo, are placed first on the exhibit floor, on a yearly rotation schedule. To qualify for future anchor designation, a company must exceed 10,000 sq. ft. of exhibit space for a minimum of two consecutive years.

THE LOTTERIES

Most other booth assignments are determined by two separate lotteries (see chart at right). Each lottery stage will be split into member and nonmember categories. In each stage, VAI members will be placed first.

Lottery 1

Lottery 1 is open to all companies that exhibited at VERTICON 2025 in Dallas, Texas. To be considered for Lottery 1 (Stages 1–4), companies must

submit their application, with 50% payment, by Jun. 13, 2025.

Lottery 2

Lottery 2 (Stages 1–3) is open to any company that wishes to exhibit and submits its application, with 50% payment, by Aug. 13, 2025.

Applications received after Aug. 13, 2025, will be considered after all Lottery 2 exhibitors have been placed. After lottery placements are made, space will be assigned in the order in which applications are received.

2026 PROGRAM & EXHIBIT GUIDE DEADLINE

Applications must be received by Dec. 19, 2025, for exhibitors to be listed in the program guide.

LOTTERIES & STAGES

Each lottery stage will be split into member and nonmember categories, with VAI member companies being placed first in each stage.

LOTTERY 1

Stage 1

- ▶ Exhibitors with a minimum of 2,500 sq. ft. AND/OR
- ▶ Companies that secure a minimum of \$40,000 in sponsorships and/or advertising (electronic or print) between Jul. 1, 2024, and Jun. 13, 2025.

Stage 2

- ▶ Exhibitors with a minimum of 1,200 sq. ft. AND/OR
- ▶ Companies that secure a minimum of \$10,000 in sponsorships and/or advertising (electronic or print) between Jul. 1, 2024, and Jun. 13, 2025.

Stage 3

Exhibitors with less than 1,200 sq. ft.

Stage 4

Exhibitors with static displays
(visit verticon.org/booth-types to learn more)

LOTTERY 2

Stage 1

Exhibitors with a minimum of 1,200 sq. ft.

Stage 2

Exhibitors with less than 1,200 sq. ft.

Stage 3

Exhibitors with static displays
(visit verticon.org/booth-types to learn more)



APPLICATION FOR SPACE FAQs

Answers to questions you may not know you had about exhibiting at VERTICON.

What is the lottery system for booth assignments?

The International Association of Exhibitions and Events defines a lottery system as “a random system of assigning space.” At VERTICON, every booth assignment is based on a randomized order, after applications are sorted by stage and VAI membership.

How does VAI support its members exhibiting at VERTICON?

VAI members receive a substantial discount on booth pricing, advertising and sponsorships, registration, and education at VERTICON. New in 2026: VAI members will be placed first in each stage of the lottery for booth assignments, followed by nonmember exhibitors.

How do I receive the VAI member rate?

If you have an active VAI membership, use your booking code on your application for space to activate discounted member pricing for booth space. Dues must be paid in full to get the discounted rates.

What is included in the media fee?

The media fee is mandatory and covers a lead retrieval tool through Maritz, digital exhibitor profiles, and printed material in VERTICON publications.

Why am I required to select six booth preferences?

VERTICON uses a lottery system for most booth assignments. Once you are ranked by the lottery, your booth preference requests and other details of location preference are given full consideration, subject to your position in the lottery. Submitting six booth preferences helps VERTICON show management assign your booth.

What is included in booth space?

Standard/linear booths come with 8 ft. of pipe and drape and an identification sign with your company name. Exhibitors are responsible for all additional costs, including but not limited to carpeting, furniture, material handling, and electrical.

How many booth personnel badges do I receive?

Exhibitors receive four complimentary booth personnel badges for every 100 sq. ft. of standard booth space and two complimentary booth personnel badges for every 800 sq. ft. of static space, up to a maximum of 60 complimentary badges. Once you exceed your complimentary allotment, you may purchase additional exhibitor badges.



EXHIBITOR TOOLS FOR SUCCESS

Exhibiting at VERTICON is the perfect way to meet in person with current and future customers.

When your company exhibits at VERTICON, your purchase of booth space includes two tools to maximize your networking and connection with attendees.

LEAD RETRIEVAL TOOL: SWAP

SWAP, a lead retrieval tool provided by Maritz, is part of the media fee. Exhibitors can activate SWAP on three different devices to scan badges, take notes, rate engagement, and ask qualifying questions.

SWAP Best Practices

- Get familiar with your on-site lead capture tool early
- Plan the questions you want to ask
- Brief event staff about what to capture from leads
- Download lead reports and follow up

VAI EVENTS APP: SWAPCARD

Exhibitors can use Swapcard to promote their presence and stand out from other exhibitors. VAI's show app is one of the best ways to connect with attendees before VERTICON. Networking tools include messaging and chat, meeting requests, and AI matchmaking.

Exhibitors receive a company profile that includes:

- Exhibitor listing
- Logo on exhibitor page
- 5 product listings with photos
- 1 giveaway listing
- Virtual booth QR code

Swapcard Best Practices

- Complete your company profile two to three weeks before the show opens (many leads are generated through preshow connections)
- Add product photos and information relevant to customers and prospects
- Build a personalized agenda with a schedule of your meetings to manage your time better at the show
- To increase likelihood that customers and prospects will connect, have at least one team member complete a personal profile.



BECOME A VERTICON 2026 SPONSOR

Strengthen your brand with the international vertical aviation industry.

VERTICON sponsors get added benefits! Your company will be prominently featured in front of VAI's audience before, during, and after the show. Recognition levels vary according to your sponsorship spend (see table, p. 9).

Brand visibility. Your brand will be in front of thousands of vertical aviation professionals from around the world attending the show.

Added coverage. Beyond the show, you'll benefit from the multiple ways we promote sponsors to our audience of approximately 100,000 individuals in 75 countries before, during, and after the show, including on verticon.org, through the VERTICON 2026 Program & Exhibit Guide, the March 2026 issue of POWER UP magazine and VAI Daily e-news.

Read more about all your sponsorship options on the following pages.

VAI MEMBER DISCOUNT

The VAI member discount is available to exhibitors and sponsors who have paid their 2024-25 membership dues in full before or at time of application for space or sponsorship.

All sponsor advertising and promotional spends in the VAI fiscal year count toward your placement in the recognition levels!



SPONSORSHIP LEVELS

RECOGNITION LEVEL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
<i>Qualifying Sponsorship Amount</i>	\$100,000+	\$75,000 – \$99,999	\$40,000 – \$74,999	\$15,000 – \$39,999	\$7,500 – \$14,999	\$1,000 – \$7,499
Recognition by sponsor level on prominent signage at VERTICON	✓	✓	✓	✓	✓	✓
Recognition by sponsor level in official VERTICON Program & Exhibit Guide	✓	✓	✓	✓	✓	✓
Recognition by sponsor level in June 2026 issue of POWER UP magazine	✓	✓	✓	✓	✓	✓
Logo on VERTICON website	✓	✓	✓	✓	✓	✓
Recognition by sponsor level in VERTICON mobile app	✓	✓	✓	✓	✓	–
Booth at VAI Industry Career Fair	✓	✓	✓	–	–	–
Ad in March 2026/VERTICON issue of POWER UP magazine.	Full Page	Full Page	½ Page	½ Page	¼ Page	–
Promotional eblast pre- or postconference	2	1	1	–	–	–
Tickets to VAI-hosted VIP event at VERTICON	3	2	1	–	–	–

Please note: There are no sponsor benefit substitutions or price reductions if the sponsor elects not to take advantage of a benefit and/or if any production deadlines have already passed.



A VAI MEMBERSHIP ADDS VALUE YEAR ROUND

The benefits continue beyond VERTICON.

JOINING VAI

gives your company more ways to grow:

- **INCREASE BRAND VISIBILITY** through your listing in VAI's Member Directory, where your company will be in front of VAI's 16,000+ international members.
- **BUILD CONNECTIONS** all year—when you join VAI, you increase your company's ability to strengthen relationships throughout the year.
- **FIND SUPPORT** through VAI's business-oriented benefits that are designed to optimize your operations.
- **GET SOMEONE IN YOUR CORNER** advocating on your behalf and looking out for vertical aviation industry's interests.
- **KEEP YOUR STAFF CURRENT ON TRAINING** through VAI's Online Academy courses and in-person trainings at VAI events.
- **SAVE MONEY** through discounts on VAI education and training, advertising, exhibiting / sponsorship / attendance, and more.

*And best of all: every employee
of your company receives
VAI member benefits!*



Join your peers: operators, OEMs & suppliers comprise over 50% of VAI members.

Member companies and their employees have access to company-exclusive benefits in addition to all the other benefits VAI offers. Check out all the benefits available to you at verticalavi.org/benefits.



CONVENTION CENTER & SPECIALTY BRANDING OPTIONS

Put your brand in front of thousands.

Stand out in the hustle and bustle of the convention center with high-visibility options in the exhibit hall or in common areas, including the convention center lobby, educational session hallways, and escalators leading from the exhibit hall to the sessions.

Specialty branding makes your company name visible through more than just ads and marketing materials. placement on take-home items such as tote bags and lanyards, your brand will live in attendees' minds long after VERTICON is over. And during the show, maps, safety kits, the VAI Events mobile app, and more will keep your company name at hand throughout the event.

ON-SITE OPTIONS

	Member Pricing	Nonmember Pricing
Exhibit Hall		
Logo on all show aisle signs	\$21,000	\$24,150
Column wraps	Pricing based on specs	
Single-slot publication bin	\$2,500	\$3,000
Lobbies, Hallways, Escalators		
Banners, Decals, Clings	Pricing based on specs	

Prices include production/installation; production deadlines must be met to guarantee published rates.

SPECIALTY BRANDING OPTIONS

	Member Pricing	Nonmember Pricing
Tote Bags	\$60,000	\$75,000
Sponsor name and logo printed on tote bags distributed in the registration area		
Lanyards	\$36,000	\$45,500
Sponsor logo on lanyards and sponsor recognition on lanyard kiosks		
VAI Events Mobile App	\$21,000	\$24,500
Multiple points of sponsor recognition in the app via banner ads and push notifications		



HOTEL AND TRANSPORTATION BRANDING

Raise your profile outside the convention center.

Looking for high-impact ways to stay in front of attendees when they're not at the convention center? Key cards and room drops are impossible-to-miss ways to make an impression, and the VERTICON hotels have a number of creative ways to raise your profile.

Prices below include production/installation; production deadlines must be met to guarantee published rates.

BRANDING OPTIONS		Member Pricing	Nonmember Pricing
Shuttle Bus Wraps (side of bus and headrests)		Contact Sales@verticalavi.org	
17-22 buses			
Room Drops	\$13,500	\$15,750	
▶ One / night, Mon., Mar. 10; Tue., Mar. 11 (peak); or Wed., Mar. 12 ▶ Number of rooms varies by hotel ▶ Hotels included: see list at right.			
Hotel Key Card Package A	\$15,000	\$17,250	
Hyatt Regency Dallas, Sheraton Dallas, Magnolia Hotel Dallas Downtown, The Adolphus Hotel, Hilton Garden Inn Downtown Dallas, The Kimpton Pittman Hotel			
Hotel Key Card Package B	\$16,000	\$18,500	
Omni Dallas Hotel, Dallas Marriott Downtown, Lorenzo Hotel, Aloft Dallas Downtown, Fairmont Dallas, The Westin Dallas Downtown, JW Marriott Dallas Arts District, Renaissance Saint Elm Dallas Downtown Hotel, Hotel Indigo Dallas Downtown, an IHG Hotel			
Lobby, Bar, and Other Hotel Branding		Contact Sales@verticalavi.org	
Create visibility for your company at the official VERTICON hotels via banners and other fun options or make an even bigger impression by converting a hotel lobby bar into your branded space. Contact a VERTICON representative at Sales@verticalavi.org or +1 352 388 7031, and let's brainstorm together!			

HOTEL NAME		Distance from GWCC
1	AC Hotel by Marriott Atlanta Downtown	0.56 mi.
2	Atlanta Marriott Marquis	0.88 mi.
3	Embassy Suites Atlanta at Centennial Olympic Park	0.20 mi.
4	Glenn Hotel, Autograph Collection	0.48 mi.
5	Hilton Atlanta	0.91 mi.
6	Hilton Garden Inn Atlanta Downtown	0.18 mi.
7	Hotel Indigo Atlanta Downtown	0.75 mi.
8	Hyatt Regency Atlanta	0.75 mi.
9	Omni Atlanta Hotel at Centennial Park	0.36 mi.
10	Signia by Hilton Atlanta GWCC (HEADQUARTERS HOTEL)	Connected to the GWCC
11	SpringHill Suites Atlanta Downtown	0.47 mi.
12	The Ritz-Carlton, Atlanta	0.82 mi.
13	The Westin Peachtree Plaza, Atlanta	0.75 mi.

VERTICON 2026 HOTELS



2026 VERTICON MAP

#	Name	Grid
1	AC Hotel by Marriott Atlanta Downtown.....	B-2
2	Atlanta Marriott Marquis.....	C-2
3	Embassy Suites Atlanta at Centennial Olympic Park.....	B-2
4	Glenn Hotel, Autograph Collection.....	B-3
5	Hilton Atlanta.....	C-2
6	Hilton Garden Inn Atlanta Downtown.....	B-2
7	Hotel Indigo Atlanta Downtown.....	C-2
8	Hyatt Regency Atlanta.....	C-2
9	Omni Atlanta Hotel at Centennial Park.....	B-2
10	Signia by Hilton Atlanta Georgia World Congress Center.....	A-2
11	SpringHill Suites Atlanta Downtown.....	B-1
12	The Ritz-Carlton, Atlanta.....	C-2
13	The Westin Peachtree Plaza, Atlanta.....	C-2

LEGEND

● Hotels	MARTA Red Line
● Convention Centers	--- MARTA Gold Line
● Point of Interest	--- MARTA Blue Line
--- Recommended Walking Paths	--- MARTA Green Line
	--- Atlanta Streetcar



until all rotors have come to a complete stop. If movement under rotor arc is required notify VERTICON ground and wait for LSO signal to continue.

WARNING

Do not approach or exit aircraft until all rotors have come to a complete stop.



GENERAL EDUCATION SPONSORSHIP

Reach professionals across the vertical aviation spectrum.

VERTICON's Elevations courses cover a range of topics, including aeronautical decision-making, mountain flying, accident investigation, unmanned aircraft systems, safety, and more. More than 600 people across multiple sectors typically register for VAI's professional education courses each year.

This sponsorship is general education sponsorship.

	Member Pricing	Nonmember Pricing
General Education Sponsorship	\$5,000	\$5,750
► Recognition on the VERTICON website education page ► Recognition in the VERTICON 2026 Program & Exhibit Guide ► Recognition on signage outside of room.		

“The education courses at VERTICON really helped me to get a better understanding of safety, why it’s important, and how to make that work for the business I’m with.”

—Kristin McDaniels,
Director of Safety, Air
Center Helicopters





FOUNDATIONS ROOM SPONSORSHIP

Proudly show your commitment to excellence in vertical aviation.

VERTICON’s Foundations sessions offer registered attendees and exhibitors opportunities to learn new skills and industry best practices to improve safety performance and prepare for safety challenges facing different industry segments and engage on small-business issues and solutions. To complete the VAI Safety Challenge, attendees go to six safety-track Foundations sessions. These 50+ free sessions typically attract 2,000+ participants. Some sessions are eligible for FAA WINGS and AMT continuing education credits.

Sponsorship covers all Foundations sessions in the sponsored room. Each room is dedicated to a specific session track.

	Member Pricing	Nonmember Pricing
Foundations Room Sponsorship	\$5,000	\$5,750
► Recognition on slides for sessions scheduled in the sponsored room ► Recognition on the VERTICON website education page ► Recognition in the VERTICON 2026 Program & Exhibit Guide ► Recognition on signage outside the room ► Option to introduce speaker at up to 4 Foundations sessions scheduled in the sponsored room.		





SALUTE TO EXCELLENCE AWARDS

Honor professional achievement by sponsoring an award.

For more than 50 years, VAI has celebrated outstanding achievement in the vertical aviation community through its Salute to Excellence Awards. By sponsoring an award, you'll lend your company's name to one of the industry's most prestigious honors while helping recognize the highest standards of professionalism in aviation.

Your sponsorship reflects your company's support of one of the industry's most prestigious honors.

	Member Pricing	Nonmember Pricing
Awards Sponsorship	\$9,100/award	\$10,500/award
▶ Sponsor name on the award ▶ 2 invitations to President's Salute to Excellence Reception honoring award winners.		
Sponsor Recognition on Award Winner Promotional Materials		
▶ Sponsor logo on show signage announcing the award winner ▶ Sponsorship recognition included in press announcements about the award winner ▶ Sponsor logo included on website announcements about the award winner ▶ Sponsor recognition in POWER UP (formerly ROTOR) magazine article about the award winner.		

Salute to Excellence Awards
Communications Award
W.A. "Dub" Blessing Flight Instructor of the Year Award
Matthew S. Zuccaro Land & LIVE Award*
Humanitarian Service Award
Law Enforcement Award
Golden Hour Award
Safety Award
Maintenance Award
Pilot of the Year Award
Harold Summers Legacy Award*
Lifetime Achievement Award

**Awards with asterisk not open for sponsorship.*

ADVERTISE IN THE VERTICON 2026 PROGRAM & EXHIBIT GUIDE

The on-site guide to the world's largest VTOL trade show.

2026 Publication Calendar	
Reserve space	Feb. 3, 2026
Artwork due	Feb. 10, 2026

The Program & Exhibit Guide is distributed to all VERTICON attendees. Promote your presence so current and prospective customers can easily find you at the largest vertical aviation conference and trade show on Earth.

2026 Ad Rates and Sizes		
VAI members enjoy discounted advertising rates. Visit verticalavi.org/join to learn more.		
Center Spread† 8W × 9H \$7,720 members \$8,095 nonmembers	Back Cover† 4W × 9H \$7,720 members \$8,095 nonmembers	Inside Front Cover† Inside Back Cover† 4W × 9H \$7,130 members \$7,475 nonmembers
Premium Position† 4W × 9H \$4,705 members \$4,940 nonmembers	Full Page† 4W × 9H \$3,035 members \$3,185 nonmembers	1/2 Page 3.5W × 4.25H \$1,560 members \$1,630 nonmembers
All sizes are in inches, and all ads must be 4-color. †For all ads requiring a bleed, add 0.125 inches to image size on all sides and keep live matter 0.375 inches from the trim line. Offset crop marks outside the bleed.		



AD SPECIFICATIONS

- The VERTICON Program & Exhibit Guide is a four-color saddle-stitched publication. Trim size is 4W × 9H.
- Submit ads as press-quality PDFs, 300 dpi minimum, with all fonts embedded. Submit line art in a vector format. Spot colors will be converted to process equivalents.

1/2 Page



3.5W x 4.25H

Full Page/
Premium Position



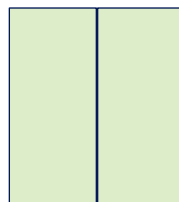
4W x 9H

Back Cover/Inside Front Cover/
Inside Back Cover



4W x 9H

Center Spread



8W x 9H





ADVERTISE IN POWER UP MAGAZINE

Written by and for the vertical aviation industry.

VAI's POWER UP magazine not only reaches all VAI members, it is also distributed to key vertical aviation regulatory and government agencies and organizations in the United States and internationally, making it a formidable venue for your advertising.

The first issue of the year, the VERTICON edition of POWER UP, is distributed to all show attendees in addition to the regular subscriber mailing list. This issue is the most highly anticipated, widely read of the year.

POWER UP's second issue of the year, the VERTICON postshow issue, offers extensive coverage of the event, including highlights and photos.

Advertise in POWER UP to keep your company brand and message in front of the thousands of readers who attended the show and visited your booth, extending the impact and return on investment from your participation at VERTICON 2026.

AD SPECIFICATIONS

- POWER UP magazine is a quarterly four-color publication.
- Trim size is 8.5W × 10.875H.
- Submit ads as press-quality PDFs, 300 dpi minimum, with all fonts embedded. Submit line art in a vector format. Spot colors will be converted to process equivalents.

2026 Publication Calendar

	March 2026/VERTICON Issue	June 2026	September 2026	December 2026
Reserve By	Jan. 21, 2026	Apr. 30, 2026	Jul. 31, 2026	Oct. 29, 2026
Artwork Due	Jan. 28, 2026	May 12, 2026	Aug. 12, 2026	Nov. 10, 2026

2025–26 Ad Rates and Sizes

VAI members receive discounted advertising rates. To learn more about benefits of membership, visit verticalavi.org/join.

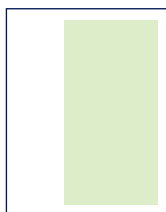
All ad sizes are in inches, and ads must be 4-color.	Back Cover* 8.5W × 10.875H \$9,360 members \$10,290 nonmembers	Inside Front Cover* 8.5W × 10.875H \$6,800 members \$7,490 nonmembers	Inside Back Cover* 8.5W × 10.875H \$6,215 members \$6,845 nonmembers	Premium Position* 8.5W × 10.875H \$5,870 members \$6,460 nonmembers
Full Page* 8.5W × 10.875H \$5,110 members \$5,615 nonmembers	2/3-Page Vertical 4.875W × 9.5H \$4,090 members \$4,495 nonmembers	1/2-Page Horizontal 7.5W × 4.75H \$3,235 members \$3,560 nonmembers	1/2-Page Island 4.875W × 7H \$3,235 members \$3,560 nonmembers	1/3-Page Square 4.875W × 4.75H \$2,550 members \$2,810 nonmembers
1/4-Page Vertical 3W × 4H \$1,750 members \$2,000 nonmembers	Marketplace 2.25W × 2.25H \$250 members \$325 nonmembers	Post-it® Note‡ 3W × 3H \$2,550 members \$2,810 nonmembers	*For ads requiring a bleed, add 0.125 inches to image size on all sides and keep live matter 0.375 inches from the trim line. Offset crop marks outside the bleed. ‡Affixed to front cover of magazine.	

**All Covers*
Premium Position*/
Full Page***



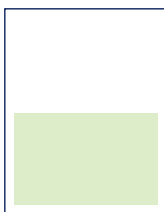
8.5W × 10.875H

**2/3-Page
Vertical**



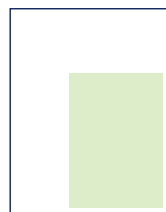
4.875W × 9.5H

**1/2-Page
Horizontal**



7.5W × 4.75H

1/2-Page Island



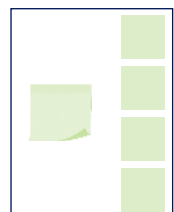
4.875W × 7H

**1/3-Page Square/
1/4-Page Vertical**



4.875W × 4.75H
3W × 4H

**Marketplace/
Post-It Note‡**



2.25W × 2.25H
3W × 3H



TODAY'S VERTICAL AVIATION NEWS



Today's Photo

A Bell 407 rests on the snow at sunset in the Arctic Circle. Its crew, from Maritime Helicopters in Homer, Alaska, was conducting a wildlife survey.
Courtesy Steve Slade

[Submit Your Photo >](#)

ADVERTISE IN VAI DAILY

A roundup of the day's most compelling vertical flight news.

VAI's popular e-newsletter, VAI Daily, features the news vertical aviation professionals care about most. During VERTICON, VAI Daily publishes twice a day to provide the very latest news and announcements from the show.

2025-26 PUBLICATION CALENDAR

VAI Daily is delivered to more than 38,000 subscribers Monday through Friday (excluding holidays).

Reserve space: Available on a first-come, first-served basis. Advertising in VAI Daily is sold by the month.

Materials due: The 15th of the month prior to publication.

March 2026 issues: Contact Sales@verticalavi.org for March 2026/VERTICON 2026 VAI Daily pricing.

VAI DAILY

Horizontal Banner 1	Rectangle Position 1
Horizontal Banner 2	Rectangle Position 2
Horizontal Banner 3	Rectangle Position 3
Horizontal Banner 4	Rectangle Position 5
Horizontal Banner 5	Rectangle Position 6

2025-26 AD RATES AND SIZES

VAI members enjoy discounted advertising rates. Visit verticalavi.org/join to learn more.

Horizontal Banners*

Horizontal Banner 1 530 pixels W × 120 pixels H \$2,185 members \$2,510 nonmembers	Horizontal Banner 2 530 pixels W × 120 pixels H \$1,995 members \$2,295 nonmembers	Horizontal Banner 3 530 pixels W × 120 pixels H \$1,910 members \$2,195 nonmembers
Horizontal Banner 4 530 pixels W × 120 pixels H \$1,850 members \$2,125 nonmembers	Horizontal Banner 5 530 pixels W × 120 pixels H \$1,800 members \$2,070 nonmembers	

Rectangle Positions

Rectangle Position 1 300 pixels W × 250 pixels H \$1,819 members \$2,090 nonmembers	Rectangle Position 2 300 pixels W × 250 pixels H \$1,639 members \$1,885 nonmembers	Rectangle Position 3 300 pixels W × 250 pixels H \$1,429 members \$1,645 nonmembers
Rectangle Position 4 300 pixels W × 250 pixels H \$1,209 members \$1,390 nonmembers	Rectangle Position 5 300 pixels W × 250 pixels H \$999 members \$1,135 nonmembers	Rectangle Position 6 300 pixels W × 250 pixels H \$799 members \$920 nonmembers

*Contact Sales@verticalavi.org for March 2026/VERTICON VAI Daily pricing.

AD SPECIFICATIONS

- Submit ads in PNG, JPEG, or GIF (animated and static GIFs accepted).
- File size must be no larger than 50 kb.

POWERED BY VAI

VERTICON

IMPORTANT DATES

2025	
APR. 21	Application for space and floor plan online
APR. 30	June 2025 POWER UP ad reservations due Atlanta site visit for exhibitors (Day 1)
MAY 1	Atlanta site visit for exhibitors (Day 2)
MAY 2	June 2025 POWER UP ad materials due
JUN. 2	Housing opens
JUN. 13	Lottery 1 (stages 1-4) application for space and payment deadline
JUL. 30	Lottery 1 booth confirmations sent
AUG. 1	September 2025 POWER UP ad reservations due
AUG. 13	Lottery 2 (stages 1-3) application for space and payment deadline September 2025 POWER UP ad materials due
SEP. 17	Lottery 2 booth confirmations sent
OCT. 28	Attendee registration opens
OCT. 29	December 2025 POWER UP ad reservations due
NOV. 10	December 2025 POWER UP ad materials due
NOV. 14	Last day to cancel or reduce exhibit space and receive partial refund minus 25% admin fee
NOV. 20	Join the VERTICON 2026 exhibitor information webinar
DEC. 5	Last day to cancel or reduce exhibit space and receive partial refund minus 50% admin fee
DEC. 19	Last day to become a sponsor and receive recognition on signage

2026	
JAN. 16	Early-bird attendee registration discount deadline
JAN. 21	March 2026 POWER UP ad reservations due
JAN. 28	March 2026 POWER UP ad materials due
JAN. 30	Exhibitor-appointed contractor authorization form deadline Exhibitor-appointed contractor insurance deadline Aircraft display and insurance documents due to VAI Operations
FEB. 3	Program guide ad reservations deadline
FEB. 6	Deadline to submit VAI forms from Exhibitor Services Kit Hotel reservation deadline for individuals and groups
FEB. 10	Program guide ad materials due
FEB. 12	Official vendor discount deadline
MAR. 6-7	Aircraft fly-in
MAR. 9	VERTICON 2026 begins
MAR. 10	Exhibit hall open 10:00 am – 5:00 pm
MAR. 11	Exhibit hall open 10:00 am – 5:00 pm
MAR. 12	Exhibit hall open 10:00 am – 4:00 pm
MAR. 12-13	Aircraft fly-out

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