



HEXIA

HELI EXPO ASIA

2024

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*THE **BIGGEST** EVENT
FOR HELICOPTER INDUSTRY IN
INDONESIA*

June 26th - 30th, 2024,
Cengkareng Heliport,
Tangerang, Indonesia



HEXIA
HELI EXPO ASIA
2024



++ + CEO Brief

Dear Esteemed Partners,

I hope this message finds you well. I want to express my heartfelt gratitude for your incredible support during Heli Expo Asia 2023. Your collaboration was a key factor in the success of the event.

I'm excited to share our plans for Heli Expo Asia 2024. It's more than just another event; it's a collective journey into the future of vertical aviation—a journey we embark on together.

Your belief in our vision has been a driving force, and we invite you to join us once again for this new chapter. We're not just building on past success; we're evolving, exploring cutting-edge technologies, and pushing the boundaries of what's possible in vertical aviation.

Our sponsorship packages have been carefully crafted to offer you more than just visibility. They provide opportunities for genuine connection, exclusive networking, and a chance to position your brand as a leader in helicopter innovation.

Your continued partnership is not just a commitment; it's a shared commitment to positive change in the vertical aviation landscape. The Heli Expo Asia 2024 aims to be a celebration of our collective leadership and impact.

I encourage you to take a moment to explore the possibilities, envision how your brand can elevate, and consider joining us in shaping the future of vertical aviation in Southeast Asia.

Thank you for being a crucial part of our journey.

Warm regards,

T. Iskandar Muda
CEO, PT Heli Expo Indo Asia



++ + Background

The helicopters market size is projected to grow from an estimated 30.6 billion U.S. dollars in 2022 to 41.2 billion U.S. dollars by 2027, at the Compound annual growth rate (CAGR) of 6.1 percent globally, during the forecast period, according to data obtained from Markets and Markets Research.

The growth of the market is driven by the demand for lightweight helicopters, while the commercialization of Urban Air Mobility (UAM) and Electric Vertical Take-Off and Landing (eVTOL), and increasing scope for helicopter aftermarket, serve as an opportunity for the market growth up to 2027.

In Indonesia, the market share of vertical aviation is larger and larger over time due to a number of factors, mainly because of the geographical situation as the archipelagic country consists of thousands of islands, and has the second longest coastline worldwide, and therefore has many remote areas which can only be reached by air transportations that suitable to operate in very limited infrastructures.

In addition, the high demand of helicopters in Indonesia is increasing in order to succeed the central government and provincial administrations' development projects which are widespread throughout the country. The projects include the acceleration of development in isolated areas, e.g. Papua island which currently has six new provinces, and the development of Indonesia's new capital called Ibu Kota Nusantara (IKN) in East Kalimantan province.

Furthermore, since Indonesia is prone to natural disasters, such as earthquake, tsunami, volcanic eruption, wildfire, and others, helicopters are exceedingly required to cope with such issues.

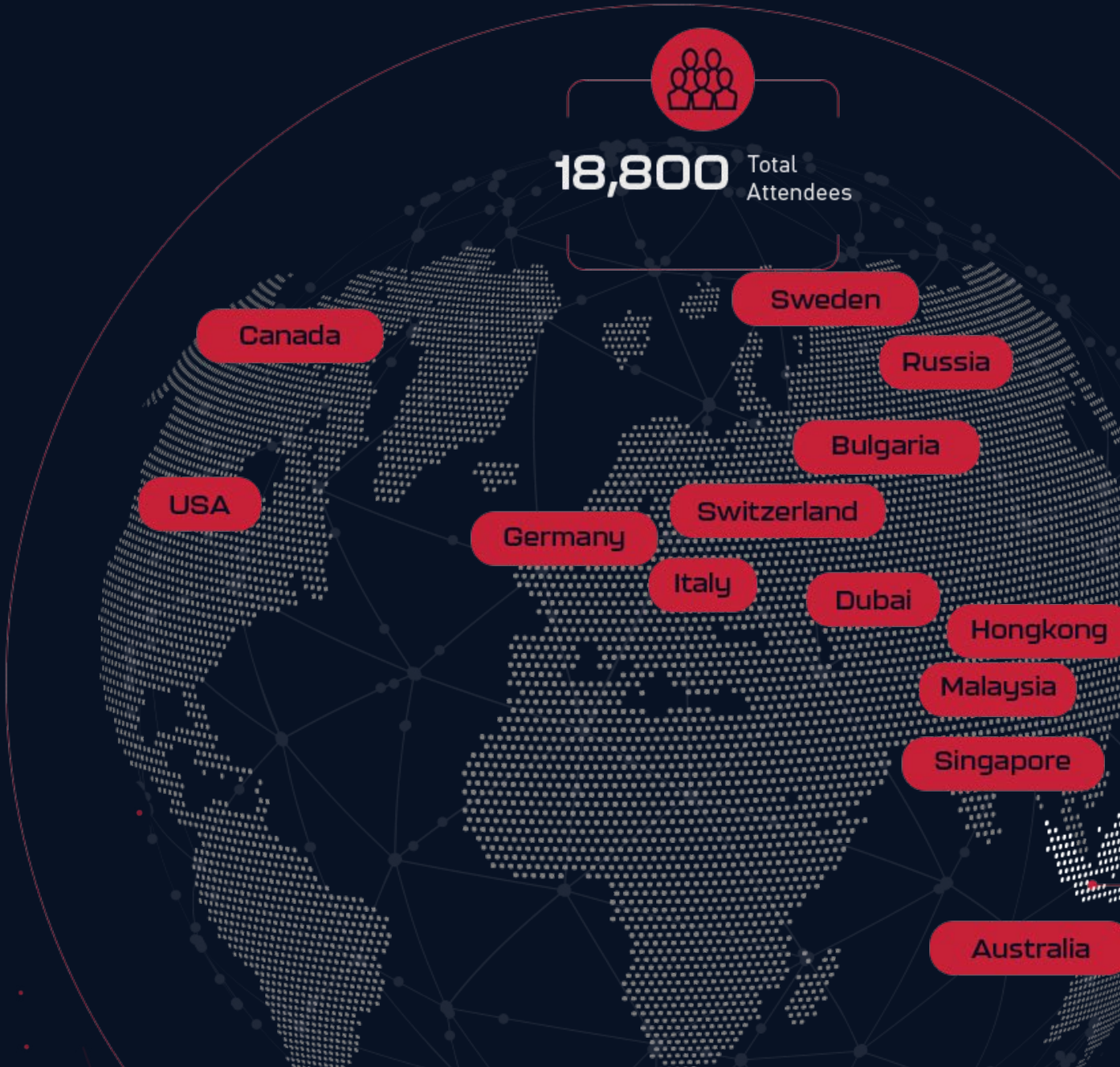
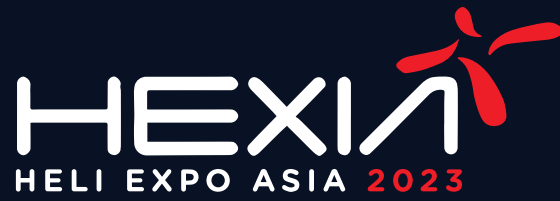
After all, with growing businesses including that of the tourism sector in Indonesia and the increasing demands for the vertical aviation market from the government and the private sector, this would be an opportunity for helicopter companies and their supporting means to show off their flagship products to the Indonesian market, including Heli Expo Asia (HEXIA).

In 2023, HEXIA was successfully conducted on June 15-18. As one of the largest helicopter markets in Southeast Asia, HEXIA was established to develop the Indonesian market with the latest helicopter trends and technologies. HEXIA presents detailed information on the world of vertical aviation along with the latest innovations to provide the best solutions according to the needs of the Indonesian market.

HEXIA is the perfect platform to showcase various vertical aviation products that are currently being sold or about to enter the Indonesian market. We will hold an exhibition of helicopter products from various brands, with the latest technology and services. Not only will we be showcasing helicopter products, but also a variety of other aviation-supporting parts from differing elements including aviation safety, spare parts, and education.

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+ **Show at a Glance**

From Our Previous Event





30,000 Sq m
Exhibition
Space



\$ 30 Mio Potential
Transaction



4 Exhibiting
Countries

US FR MY AU



20 Official
Delegations
Countries



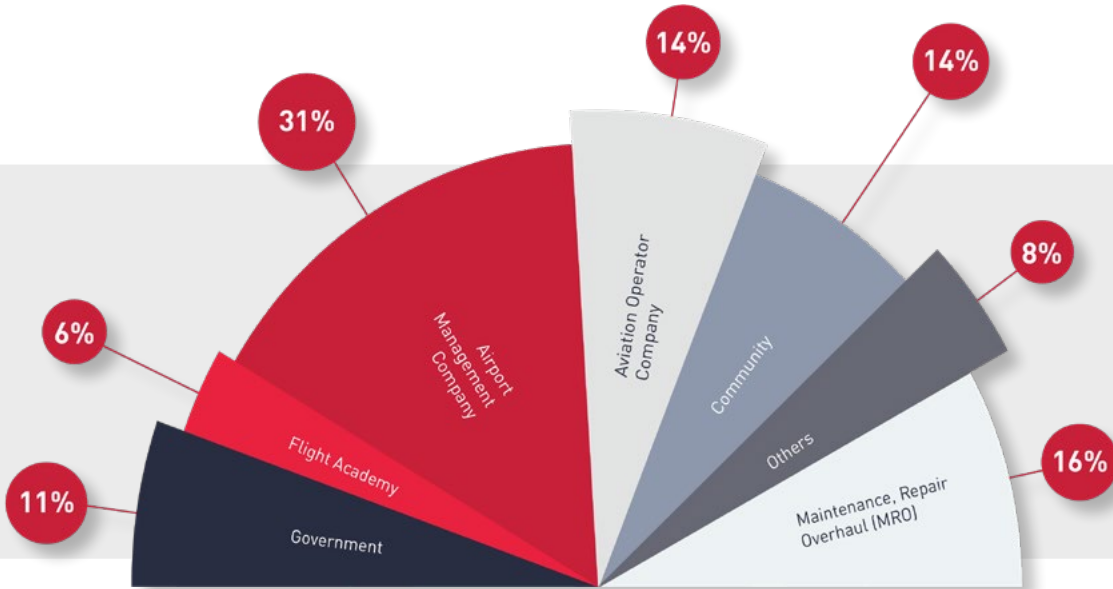
33 Exhibiting
Companies



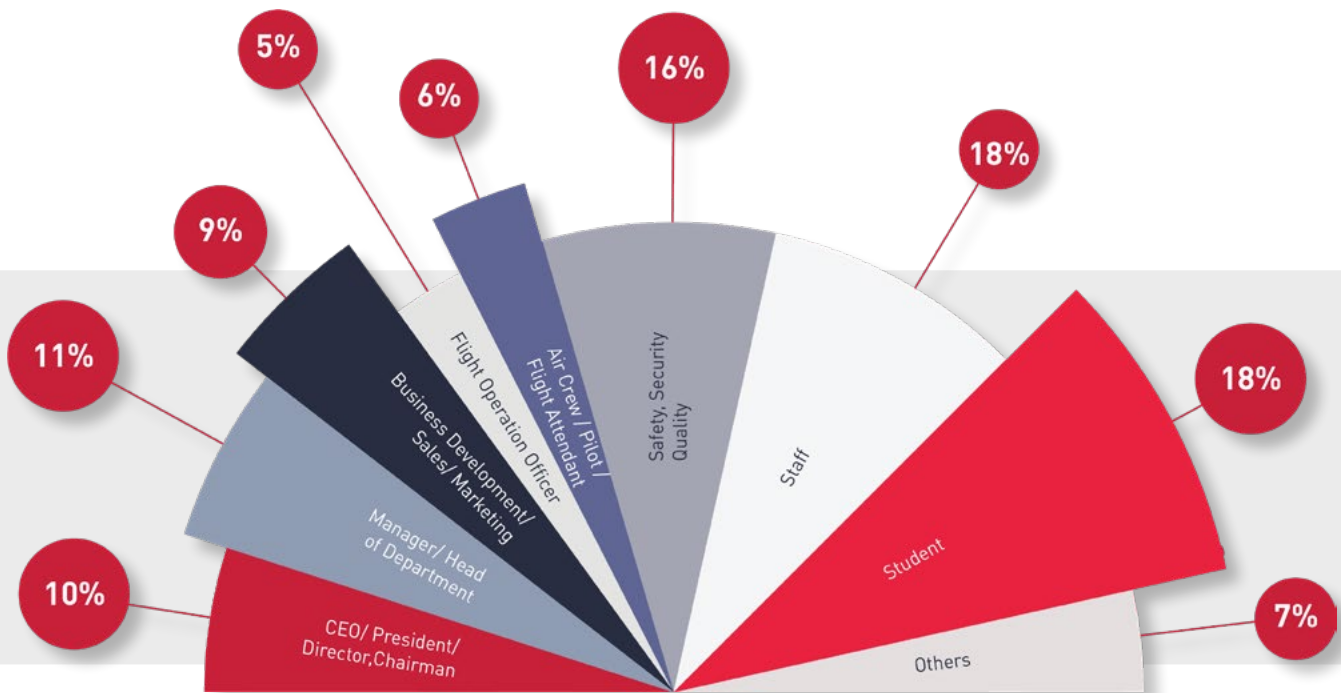
CHP Cengkareng Heliport,
Tangerang, Indonesia

Japan

++ + Visitors Profile



VISITOR BY NATURE OF BUSINESS



VISITOR BY JOB OF FUNCTION

++ Exhibitors Profile



Vertical Aviation
Manufacturer



Ground Supporting
Aviation Equipment



Aviation Software
Product



Aviation Sensor
Product



Supporting
Aviation Safety

+++ Visitors Feedback



Family Visitor

"It's definitely very comfortable when you're with your family, especially on weekends when kids are on holiday. The registration process is very easy, and getting into the venue is also quite straight forward with ample parking space. There are also many different types of helicopters, so my family and I can take various photos with each helicopter. It's a great way to educate the kids about the aviation industry."



Vicky & Nelly

MRO of Aero PB, Bulgaria

"Well we are really impressed because there a lot of companies that are coming here, there is a lot of socializing and there are a lot of entertaining things in the event. And also it's really interesting that you put the helicopters here so they can be seen by the visitor, its really interesting. And we appreciate the fact that we could meet many client, many operator to understand more about their business, their nature of the bussiness, it's very well organized. and all this helicopters companies in one place this gives the opportunity to exchange more information together and make good plans for a good business in the future.."



Aviation Enthusiast

"It's good that this HEXIA event is called the first time in Indonesia. I saw enthusiasm the people was also very good and there were lots of visitors, many of whom brought their children to see various kinds of helicopters."



Aviation Enthusiast

"I think it's really cool because this is also an educational tool for me, who has never previously understood about helicopters"

" It was really exciting because it was the first had seen a helicopter so close. Usually we can see the helicopters only on TV or phone. But this time you can see helicopters directly with this Heli Expo Asia 2023 event.

++ Exhibitors Feedback



Mark McGregor

Managing Director at Hammock Helicopters

"I think it's been very good, we were undecided at the beginning you know what it would be like but we made the decision, let's go down and be part of the first one ever. We're very glad that we did we've met a lot of interesting folks and a lot of people we know anyway we've been helping put aircraft in Indonesia for many years, so it's just nice to catch up with the people we know from the industry. I think it's been a great forum to bring a lot of people together over these two days and good steady flow of people it's been very positive."



Sussy Kusumawardhani

Sales Manager Corporate at AIRBUS

"We do hope that this event will be bigger and then it will attract more people from the industry and especially from the target market from the mining the plantation and of course like the people. I also need to thank HEXIA for this, because like now from yesterday and then today also there are a lot of people from the public like the family coming here and then they introduce to the kids for about the helicopters and about everything. So I do hope more and more bigger and more showroom for the newest helicopters not the only like the current helicopters but the newest"



Capt. M. Mauludin

Direktur Kelaikudaraan dan Pengoperasian Pesawat Udara (DKPPU)

"In my opinion, helicopters are a better option compared to wide-bodied aircraft that require a runway. This is particularly advantageous for growth. I believe that helicopters will become increasingly popular in the future, especially in Indonesia. Indonesia is made up of numerous islands and remote cities, with many mountains and volcanoes that can cause emergencies if airports are damaged or inaccessible. Helicopters are one of the most effective means of air transportation in such situations."



Dr. Ir. Muhammad Awaluddin MBA

Direktur Utama (CEO) PT Angkasa Pura II (Persero)

"I appreciate the Heli Expo Asia 2023 event, which was held in the Cengkareng Heliport area today this is something extraordinary for the first time in Indonesia and is very popular with many visitors and also presents all the ecosystems of the aviation industry and aviation industry. I think this must continue to be maintained and increased so that if the scale is maybe still 7 aprons like this, what will happen in the future or maybe next year we can make it broader with the ecosystem involved, manufacturing that involved customers, and also service users including the business sector which is also very open to the utilization and use of helicopter services in Indonesia. Congratulations on continued success HEXIA!"



Indonesia's famous automotive YouTuber, Om Mobi, visiting one of our tenant's booth while making videos for his YouTube channel.



MOU Signing



Product Presentation



16 MOU & LOI signings during event from various company



Crowded ambience during talkshow at our main stage





Live Demo



B2B Matchmaking Services



Long queue situation entering the main gate on the d-day



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++ + *The Venue*

June 26th - 30th, 2024

Cengkareng Heliport, Tangerang, Indonesia

Cengkareng Heliport is the first commercial licensed Heliport in Indonesia which integrated with Soekarno Hatta International Airport and fully comply to International Standard for Business Aircraft Operations (IS-BAO) stage 2. Surrounded by 4 & 5 star hotels.



Jl. Soekarno-Hatta South
Perimeter, RT.003/RW.008,
Pajang, Kec. Benda, Kota
Tangerang, Banten 15126





Don't miss the opportunity to showcase your wide range of products to more than 80.000 expected visitors from the industry

- Government & Provincial Government

- Ministry of Transportation
- Ministry of Foreign Affairs
- Ministry of Investment
- Ministry of Trade
- Ministry of State Owned Enterprises

- Military & Police
- Oil Energy & Gas Company
- Retails Company
- Hospital, Health & Emergency Services
- Logistic Company
- Non-Government Organization
- Mining Company

FOR PARKING

++ + The Layout

Located in Cengkareng Heliport, HEXIA 2024 will not only showing the helicopters tradeshow, but we also offers the audience a tons of immersive experience of future aviation technology both for kids and adults, digital fun games, photography experience, and also culinary food festival.

- Trade Show
- Seemulacra Photo Experience
- Helicopter Exhibition
- Drone Exhibition
- Drone Soccer
- Digital Oasis
- Sky Explorer
- Taste Trail

and many more

FOOD COURT

"TASTE TRAIL"

"SKY EXPLORER"

"DIGITAL OASIS"

PARKING B (VIP)

SHOOTING POINT

DRONE SOCCER ARENA

MAIN ENTRANCE

HELI EXHIBITION

DRONE EXHIBITION

TRADE SHOW

"SEEMULACRA"
PHOTO EXPERIENCE

EAST ENTRANCE

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++ ++ ++ What's On HEXIA 2024?

Seminar

Provide valuable insights into the latest trends, innovations, and best practices shaping the Helicopter led by industry experts.

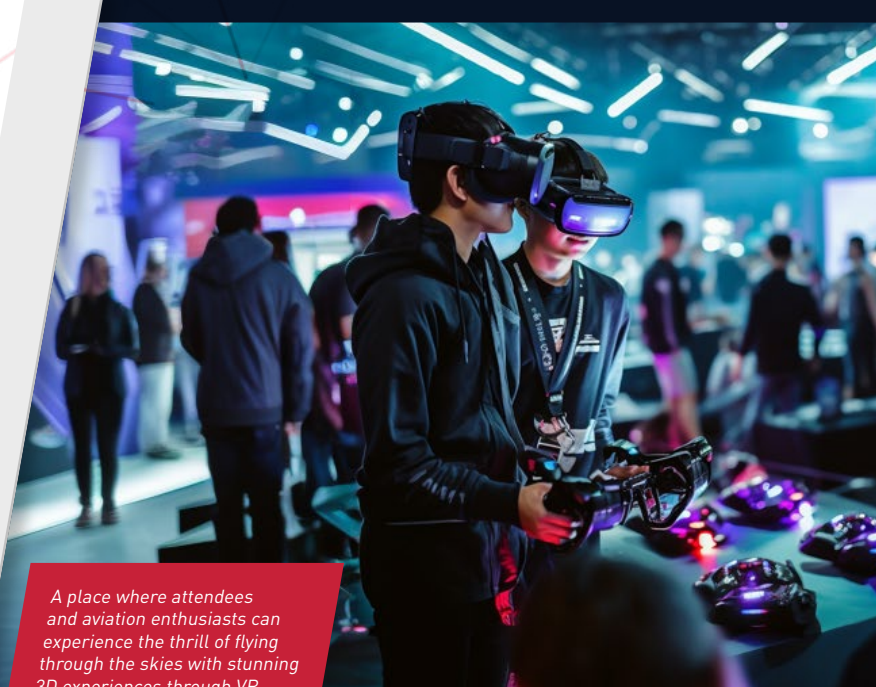
Business Matching

Provides an opportunity for aviation industry professionals to network and market themselves to land on business deals

Product Presentation

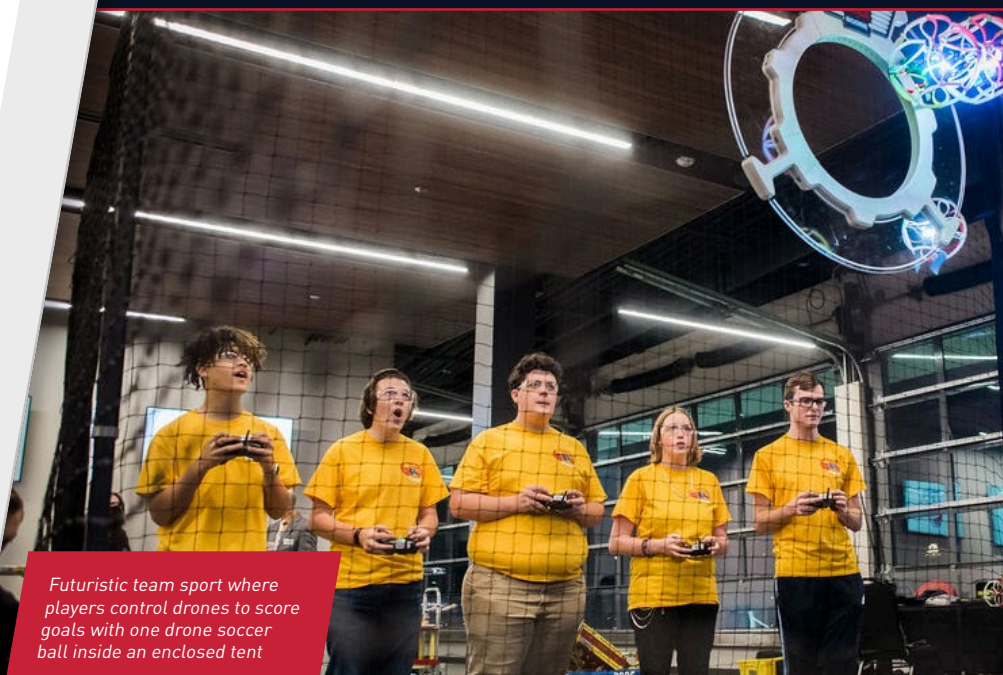
Giving a chance for aviation industry to presents their product advancements in technology in the field of helicopters and drones.

Perfect for aviation enthusiasts who want to learn more about the latest developments in the industry



A place where attendees and aviation enthusiasts can experience the thrill of flying through the skies with stunning 3D experiences through VR

Digital Oasis



Futuristic team sport where players control drones to score goals with one drone soccer ball inside an enclosed tent

Drone Soccer



Exploration area for kids that offers aviation-related games that make learning about flight and aviation enjoyable

Sky Explorer



Platform for aviation companies to showcase their product allowing the attendees to see the latest products and technologies up close.

Heli & Drone Exhibition



Experience an alternate reality and take photos to create memorable and interactive experience

"Seemulacra" Photo Experience



Dining space with food stalls that offers a range of dishes, from street food to gourmet cuisine

Taste Trail

++ + Participation Cost

Raw Space

Rp. 3.138.400 /sqm (\$200 /sqm)

Space Only



The Raw Space option is available from minimum of 36 sqm. Make a great first impression and distinguish yourself from competitors by designing your own booth or pavilion!

Shell Scheme

Rp. 3.452.240 / sqm (\$220 /sqm)



Our Shell Scheme packages are available in a variety of sizes, starting from a minimum of 9 sqm and include the following:

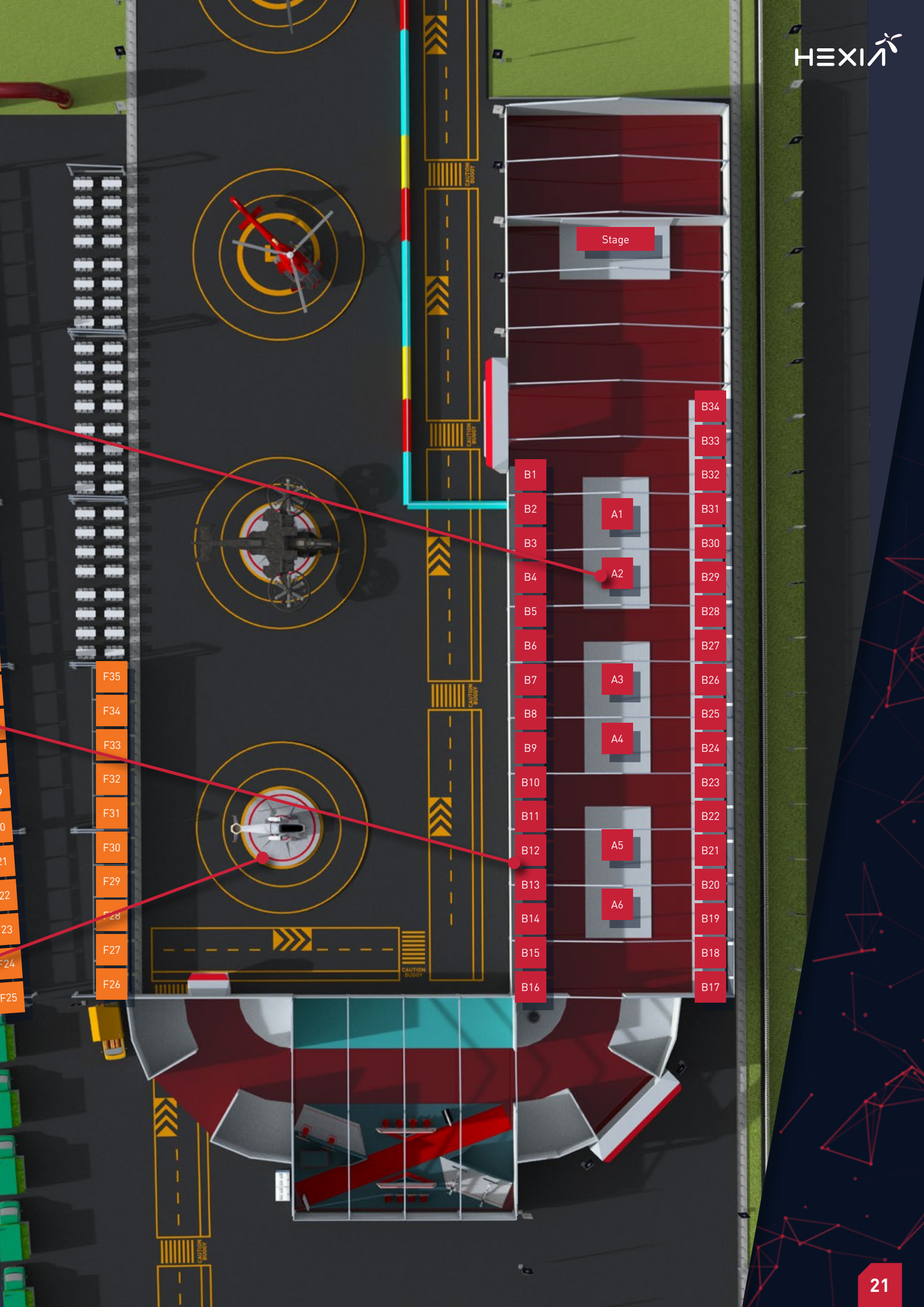
- Company Name On Fascia
- Side Walls And Back Walls
- Needle-Punch Carpet
- One Information Counter
- One Dealing Table
- Four Folding Chairs
- Two Fluorescent Lights
- One Power Point 4 Amp
- One Paper Basket

Static Aircraft Display



The Static Aircraft Display Area is dedicated to the display of helicopters and larger exhibits. Only contracted exhibitors have the exclusive opportunity to display their aircraft at the static aircraft display area.

Less than 3 T	Rp. 125.536.000 (\$8,000)
3,1 T - 10 T	Rp. 141.228.000 (\$9,000)
10,1 T - 25 T	Rp. 156.920.000 (\$10,000)
more than 25 T	Rp. 188.304.000 (\$12,000)



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Stage

++ + Sponsorship Benefit

PLATINUM SPONSOR

Rp. 941.520.000
(\$60,000)

Exclusive for 1 company

Platinum Sponsor offers the opportunity to take the highest marketing profile as the event's main partner.

Booth Benefits :

- 72 sqm raw space (area only) on prime location
- 20 Ampere electricity
- Static aircraft display area for more than 25T
- 20 ID Card

Convention Benefits:

- 1 (one) speaker slot in plenary session.
- Corp. Brochures/souvenirs place inside the memento bag
- 10 (ten) Opening ceremony invitations
- Sponsor's name on press releases
- Personalized press release distribution at the show's press center

Logo placement :

(share logo, proportional)

- Banners strategically placed around Cengkareng Heliport Area
 - 10 (ten) Vertical Banners
 - 5 (five) Horizontal Banners
- Registration Counter
- Information Counter
- Directional Signage
- Gate Entrance
- Main Stage
- Giant Map
- Photo Wall
- Press Conferences Backdrop
- Website
- T-shirt Crew
- Participants Lanyard and badges
- e-invitation

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++ + Sponsorship Benefit

GOLD SPONSOR

Rp. 737.524.000
(\$47,000)

Exclusive for 2 company

Booth Benefits :

- 36 sqm raw space (area only) on prime location
- 10 Ampere electricity
- Static aircraft display area for more than 25T
- 10 ID Card

Convention Benefits:

- 1 (one) speaker slot in plenary session.
- Corp. Brochures/souvenirs place inside the memento bag
- 8 (eight) Opening ceremony invitations
- Sponsor's name on press releases
- Personalized press release distribution at the show's press center

Logo placement :

(share logo, proportional)

- Banners strategically placed around Cengkareng Heliport Area
 - 7 (ten) Vertical Banners
 - 3 (five) Horizontal Banners
- Registration Counter
- Information Counter
- Directional Signage
- Gate Entrance
- Main Stage
- Giant Map
- Photo Wall
- Website
- e-invitation



SILVER SPONSOR

Rp. 360.916.000
(\$23,000)

Exclusive for 4 company

Booth Benefits :

- 18 sqm raw space (area only) on prime location
- 6 Ampere electricity
- 6 ID Card

Convention Benefits:

- Corp. Brochures/souvenirs place inside the memento bag
- 5 (five) Opening ceremony invitations
- Sponsor's name on press releases

Logo placement :

(share logo, proportional)

- 5 (five) Vertical Banners strategically placed around Cengkareng Heliport Area
- Registration Counter
- Directional Signage
- Giant Map
- Website



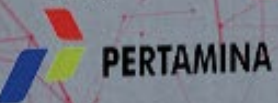


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Sponsored By



Thank you and see you at

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2024



PT HELI EXPO INDO ASIA

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