

# THE ELITE

NEW YORK

8TH - 9TH SEPTEMBER 2017

AIRBOUND AVIATION, ESSEX COUNTY AIRPORT, NJ

AIRBOUND  
AVIATION 

*New York's only jet-set lifestyle event*









## *Welcome*

The Elite New York showcases the very best offerings from all key sectors of the luxury lifestyle industries, including the very finest jets, helicopters, aircraft charter specialists and associated leisure & lifestyle brands.

New York will be host to this unique 2017 summer event, where guests will be able to enjoy the ultimate and exclusive luxury lifestyle experience, all in one private location.



# A Unique Lifestyle Experience

*The Elite New York is not simply an event; it is a world of experiences that selectively combines the very best of private jets, turboprop aircraft and helicopters with the very best luxury brands, supercars, powerboats and yachts - all at one location.*

Visitors and guests will be treated to a spectacular experience from the outset. The unique exhibits on display, experiences and features makes The Elite New York the perfect opportunity to entertain and build relationships with clients, customers and colleagues in a luxurious surrounding.

The combination of the Jet-Set Lifestyle, Luxury Brand Show, Supercar Showcase and The Marine Showcase have created a luxury experience and event like no other. The Elite New York will be an opulent experience and an ideal platform offering an indulgence the high-net-worth would come to expect at one, exclusive location.



## OUR EXCLUSIVE VENUE

Air Bound Aviation's facilities at Essex County Airport will play host to The Elite New York in 2017.

Situated just 21 miles to the west of Manhattan, the airport has established itself as a preferred gateway for VIP visitors to the New York metro area. This unique setting is what allows us to bring together an exclusive showcase of aircraft, luxury cars and other premium lifestyle brands all in one location.

Both visitors and exhibitors can fly direct to the event with twin asphalt runways able to accommodate everything from light aircraft up to private jets.





A wide-angle photograph of a private jet's cabin interior. The view is from the rear of the aircraft looking forward. Rows of plush, cream-colored leather seats with dark wood trim are visible on both sides of a central aisle. A laptop is open on a side table attached to one of the seats. The cockpit area with its instrument panels is visible at the far end of the cabin. The ceiling is white with recessed lighting, and the walls feature wood paneling and oval windows.

# JET-SET LIFESTYLE

*Get up close to the latest aircraft  
from leading manufacturers  
and their representatives.*





## JET-SET LIFESTYLE

An opportunity to experience hands-on a wide selection of jets, turboprops and helicopters especially configured for corporate or private use, and to meet the companies who can help you harness the benefits of private aviation for your business or luxury lifestyle.

Jet-Set Lifestyle allows visitors and prospective buyers to compare aircraft models from leading manufacturers. With sales and charter operators offering demo-flights you'll have the ideal opportunity to fly-before-you-buy.

In addition to the range of factory-new aircraft on display, The Elite New York will feature a pre-owned enclosure where private sellers can exhibit their individual aircraft for sale.

And for those looking for alternatives to full ownership, Jet-Set Lifestyle is the place to meet exhibitors offering both aircraft charter and shared ownership options too.

**JET-SET**  
LIFESTYLE



# The Marine Showcase

*Meet the finest in marine brands  
and see the latest in products,  
initiatives and charter.*





## THE MARINE SHOWCASE

The maritime exhibits on display at The Elite New York have been judiciously selected for their outstanding performance, design brilliance and sheer desirability. Whether a visitor to The Elite New York wishes to acquire a luxury boat for entertaining family and privileged guests or have their imagination flared by the prospect of owning a super-high-tech adventure craft, the selection of boats on display are guaranteed to not only inspire but also open the way to a world of unrivalled opportunities afloat.

Some of the greatest brands in boat building will be represented within this special zone of the two-day event, plus a wealth of expertise too - on hand to assist with all the enquiries related to the ownership of any one of these superb products.

## The Marine Showcase





## SUPERCAR SHOWCASE

*Pedigree, performance and prestige are the key components of this luxury automotive showcase.*





## SUPERCAR SHOWCASE

To complement the jet-set theme of the show, the premium car brands on show and for sale are designed to reflect the lifestyles of the visitors who buy, collect, race and love cars. The Supercar Showcase will include premium marques, classic cars, custom cars, 4x4's, track cars and premium pre-owned cars. Brands will therefore be selected that reflect the calibre of visitors that lead a jet-set lifestyle.

To increase pre-show connections with visitors, the additional feature of the Test Drive Paddock will allow visitors to pre-book test drives from a stunning collection of the finest luxury marques and supercar brands. Visitors will have the option to have a short test drive or if the test drive is on the Friday, the option exists to extend the experience taking the car for an overnight stay perhaps in a luxury hotel and returning the next day.

SUPERCAR SHOWCASE



## LUXURY BRAND SHOW

*Some of the world's most desirable brands emanating from New York, one of the world's most desirable cities.*







### *Homes of Distinction*

Property, investment and suppliers to the finest homes in the world.

### *Diamond & Watch Gallery*

Fine jewels, featuring the most desirable watch brands.

### *Art Galleries*

Submerge yourself in stunning artworks and sculptures.

### *Finance*

Wealth management, investment, planning and insurance.

## LUXURY BRAND SHOW

New York represents history, style, culture and class and is home to many of the world's most respected companies and sought-after brands.

The Luxury Brand Show, a spectacular feature within The Elite New York, will celebrate the luxury industry at an event like no other.

For the first time in America, this event will showcase the world's finest homes, luxury goods, fashion, art, travel and private wealth companies. The combination of such an eclectic luxury lifestyle mix will generate attention on a larger scale and deliver a show that exudes a true world-class status.

An opulent design theme will be prevalent throughout the show to deliver a stunning five star experience, encouraging visitors to see, try and buy the most desirable products and engage with service providers who are linked by their positioning high-end brands serving affluent – UHNW consumers.

**LUXURY BRAND SHOW**



# YOUR SUCCESS GUARANTEED

The collaboration between event organisers AvBuyer and Exclusively Events offers a combined marketing resource like no other for The Elite New York. Together the event organisers will mount a powerful and comprehensive online and offline marketing, communications and PR campaign to ensure success for all exhibitors.



The Elite New York is founded by the AvBuyer Group, one of the World’s leading business and private aviation publishers and event organisers. As experts in aviation, the group co-ordinates the Jet-Set Lifestyle experience at the show.

The Elite New York has been built upon the highly successful The Elite London event, now in its fourth year.

The AvBuyer Group includes AvBuyer.com - the leading website for the buying & selling of aircraft, AvBuyer Magazine - the World’s leading publication for business and private aviation, and GA Buyer Europe and Heli Buyer Europe Magazines. It also organises the UK’s leading annual exhibitions for general aviation - AeroExpo UK and Heli UK Expo.



Exclusively Events, organisers of the Supercar Showcase and the Luxury Brand Show, will promote the shows at other consumer events, direct to over 400 luxury brands and to an affluent consumer database. A key media partner for this section is Runwild Media Group, one of the UK’s leading independent publishing houses. Runwild set the standard for luxury lifestyle magazines across London with a monthly distribution in excess of 350,000 magazines.

# DESIGNED TO BE DIFFERENT

It takes fresh thinking to create a specialist show for premium and luxury lifestyle brands that breaks the traditional exhibitor stand build format. With a unique location and range of exhibiting options, The Elite New York has been designed to offer new opportunities to meet consumers and suppliers and effectively demonstrate the benefits of your products.

## INDOOR BUILT ENVIRONMENT

High quality, fully built environment with walls finished in black laminate and carpeted floor.

10ft x 10ft space = \$3,000  
10ft x 20ft space = \$5,400  
10ft x 30ft space = \$7,400

*Electrical sockets are purchased directly from contractor*

Our indoor built environment exhibiting packages include a number of **free show passes** for you to share with your clients.

## FREE TICKET ALLOCATION

All our exhibiting packages include a number of **free show passes** for you to share with your clients. Additional tickets are supplied at a 50% discount.

## OUTDOOR DISPLAY SPACE

**Aircraft:** Space is calculated based on 10ft x 10ft increments - **\$215 per 100 sq ft** reserved.

**Cars:** Sold at **\$2,000 per car outside**. For indoor spaces cars are charged with an extra \$700 premium per car.

**Boats:** Space is calculated based on 10ft x 10ft increments - **\$250 per 100 sq ft** reserved.

**Other:** Mobile service units, RVs, and other equipment will be charged at the rate of an indoor booth space of \$3,000.

Space up to 100 sq ft - **10 tickets**  
Space over 100 sq ft - **20 tickets**  
Space over 25m<sup>2</sup> - **40 tickets**



# SECURE YOUR PLACE

For more information about The Elite New York 2017,  
exhibiting or sponsorship opportunities contact:

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