2023 Australian International Airshow and Aerospace & Defence Exposition (AVALON 2023)

Taking place on 28 February - 05 March 2023 at Avalon Airport in Geelong, Victoria, AVALON 2023 is a global business event, attracting senior civil aviation, air transport, aerospace and defence industry, military and government decision-makers from around the world.

AVALON 2023 is supported by the Royal Australian Air Force (RAAF), Airservices Australia, the Civil Aviation Safety Authority, Defence’s Capability Acquisition and Sustainment Group, the Defence Science and Technology Group, and the Departments of Industry, Innovation & Science and of Infrastructure & Regional Development.

Regional economies are growing at a dramatic rate and demand for commercial and defence-related aviation and aerospace technology has never been greater.

As the world's only island continent, Australia bridges both the Pacific and Indian Oceans.

It is strategically located on the south-east Asian rim and is a large and technologically-advanced market in its own right and a major economic and military power within the region.

For more than a century, Australia has helped play a leading and influential role in the development of the region’s aviation and aerospace community. Its vast distances have driven the development of sophisticated national and international airline networks, along with extensive regional and business aviation services.

To promote Western Australian defence industry capability to national and international audiences, Defence West, through the Department of Jobs, Tourism, Science and Innovation (JTSI), has reserved floor space to support up to 24 local defence-related organisations to co-exhibit on its stand.

Defence West’s role at AVALON 2023 is to support and grow the defence enterprise in Western Australia, to advance the diversification and growth of the State’s economy.

Please complete the following Expression of Interest (EOI) in full, and return to defencewest@jtsi.wa.gov.au before 5pm AWST on Monday, 25 November 2022.

The Defence West Industry Engagement team will be in touch once submission selection is finalised.

**Part 1 – Organisation Details**

**Trading Name:** Click or tap here to enter text.

**ABN**: Click or tap here to enter text.

**WA Office Address:** Click or tap here to enter text.

**Additional Offices locations:** Click or tap here to enter text.

**Office Phone No:** Click or tap here to enter text.

**Website:** Click or tap here to enter text.

**How many staff does your organisation employ in WA?**

Click or tap here to enter text.

**Select option(s) that best represents your organisations current capability.**

* Products / Services [ ]
* Commercially available [ ]
* Developed, on the path to commercialisation [ ]
* Prototype [ ]
* Concept [ ]

**Select option(s) that best represents your organisations Defence experience.**

* Defence experience [ ]
* Strong [ ]
* Emerging [ ]
* To be established [ ]

**Select option(s) that best represents your organisation translatability of product and or services to the defence industry or space industry.**

* Direct [ ]
* Adaptable [ ]
* Improbable [ ]

**Primary Point of contact for AVALON 2023**

**Name:** Click or tap here to enter text.

**Title:** Click or tap here to enter text.

**Email:** Click or tap here to enter text.

**Direct Phone Number:** Click or tap here to enter text.

*Please note that this point of contact will be used for all the Defence West communication relating to the event (pre and post attendance): administrative information, attendance forms, marketing collateral, and ad hoc requirements.*

**Attendees 1**

**Name:** Click or tap here to enter text.

**Title:** Click or tap here to enter text.

**Email:** Click or tap here to enter text.

**Direct Phone Number**: Click or tap here to enter text.

**Attendees 2**

**Name:** Click or tap here to enter text.

**Title:** Click or tap here to enter text.

**Email:** Click or tap here to enter text.

**Direct Phone Number:** Click or tap here to enter text.

**Attendees 3**

**Name:** Click or tap here to enter text.

**Title:** Click or tap here to enter text.

**Email:** Click or tap here to enter text.

**Direct Phone Number:** Click or tap here to enter text.

**Attendees 4**

**Name:** Click or tap here to enter text.

**Title:** Click or tap here to enter text.

**Email:** Click or tap here to enter text.

**Direct Phone Number:** Click or tap here to enter text.

*Please note that Defence West recommended a minimum of two attendees for the duration of the event, and can host a maximum of four attendees per co-exhibitor.*

**Is your organisation engaged with Defence West or JTSI? Please provide details.**

**YES** Click or tap here to enter text.

**NO** Click or tap here to enter text.

**Is your organisation registered on the WA Defence Industry Capability Directory?**

**YES** [ ]

**NO** [ ]

**Is your organisation currently engaged with the Office of Defence Industry Support (ODIS) previously known previously as the Centre for Defence Industry Capability? Please provide details.**

**YES** Click or tap here to enter text.

**NO** Click or tap here to enter text.

**Is your organisation a member of any industry associations? Please provide details.**

**YES** Click or tap here to enter text.

**NO** Click or tap here to enter text.

**Part 2 –Organisation Capabilities**

**Please attached your organisation’s quad chart and logo; or provide details of why this is not applicable.**

**YES** [ ]

**NO** Click or tap here to enter text.

**Briefly summaries your organisation.**

Click or tap here to enter text.

**Explain how your organisation supports the defence industry and or aligned sector(s).**

Click or tap here to enter text.

**Select your organisation’s predominate domains.**

* Land:[ ]
* Air: [ ]
* Maritime: [ ]
* Cyber: [ ]
* Space: [ ]
* Information: [ ]
* Services and Training: [ ]
* Home Affairs: [ ]
* Law Enforcement: [ ]
* Asset Security: [ ]

**List your organisation current Defence contracts, programs and or projects.**

Click or tap here to enter text.

**List your organisation’s aspirational Defence contracts, programs and or projects**

Click or tap here to enter text.

**Detail anticipated Defence contacts your organisation could generate by attending AVALON 2023.**

Click or tap here to enter text.

**Part 3 – Co-exhibitor Participation**

**One Attendee is required to ‘bump-in’ your organisation’s co-exhibiting pod on Sunday, 27 February 2023, between the hours of 1300 – 1500 hours. Please confirm and or provide advice.**

**YES** [ ]

**NO** Click or tap here to enter text.

**Do Attendees plan to attend any of AVALON 2023 aligned conferences and or seminars?**

**YES** Click or tap here to enter text.

**NO** Click or tap here to enter text.

**Does your organisation plan to transport product displays to AVALON 2023? Please attached image and provide details such as dimensions, weight, interactive elements, power, internet, plinths, packing requirements, and set-up time.**

**YES** Click or tap here to enter text.

**NO** [ ]

**Does your organisation intent to display marketing material, or would you prefer a QR code be printed on your pod?**

**YES** Click or tap here to enter text.

**NO** [ ]

**Is organisation intending to display weapons?**

**YES** [ ]

**NO** [ ]

**Part 4 – The Outcomes**

**What are you organisation’s objectives of attending AVAON 2023? Please provide specific details.**

Click or tap here to enter text.

**Rank in order of importance, the following attendance aims.**

* + **Generate leads**: Select
	+ **Generate sales:** Select
	+ **Engage with sector**: Select
	+ **Increase organisation visibility** Select

**Does your organisation anticipate sales opportunities following AVALON 2023?**

**YES** [ ]

**NO** [ ]

**Does your organisation anticipate export opportunities following AVALON 2023?**

**YES** [ ]

**NO** [ ]

**Does your organisation anticipate making any announcements at AVALON 2023?**

**YES** [ ]

**NO** [ ]

**If YES, please provide further details of A$ value of contract/the announcement**.

Click or tap here to enter text.

**How much does your organisation anticipating investing to attend AVALON 2023? And how will with expenditure be measured again return value of attendance?**

Click or tap here to enter text.

**Has your organisation attended any AMDA hosted events previously? If so, please complete the following:**

* **Which events?**
* Click or tap here to enter text.
* **How many contacts did your organisation secure from attending?**
* Click or tap here to enter text.
* **How many of these contacts were solid leads [follow up meeting, program/project discussions, tender submission, contract negotiations]?**

Click or tap here to enter text.

**How did you hear about this EOI?:**

Click or tap here to enter text.

**EOI application is authorised by:**

**Name:** Click or tap here to enter text.

**Position:** Click or tap here to enter text.

**Organisation:** Click or tap here to enter text.

**Signature:** 

**Date:** Click or tap to enter a date.

**Additional Information**

* The opportunity to be co-exhibit on the Defence West stand at the 2023 Australian International Airshow and Aerospace & Defence Exposition (AVALON 2023) is reserved for Western Australian based organisations.
* Applications are reserved for Western Australian organisation that will not have their own stand at AVALON 2023.
* Applications will be evaluated and weighted against each other to produce a score for the outcome of this Expression of Interest (EOI).
* EOI selection will be final, and formal feedback is available for this event.
* Defence West will undertake this assessment following the closing date, and will advise all applicants following the assessment. Further information may be requested.
* Selected co-exhibitors agree to adhere to guidelines of the conference organisers, conference hosts, and event venue.
* Selected co-exhibitors are responsible for liability insurance documents and other required forms of the conference organisers, conference hosts, and event venue.
* Successful co-exhibitors stand entitlements include the follow, at no cost:
* Pod, with personalised company graphics and monitor on the Defence West stand
* power access, bar stool, lockable cupboard on the Defence West stand
* Defence West will provide a pre-departure briefing for all WA organisations attending AVALON 2023.
* Defence West will assist in arranging delegation visits, industry introductions and networking.
* Defence West will provide post-attendance feedback and ongoing engagement support.
* Successful co-exhibitors general expenses are (but not limited to):
* Flights
* Accommodation
* transfers
* Meals
* personal incidentals
* freight of items (noting that SCHENKER is the event’s exclusive supplier)
* promotional and marketing collateral

*COVID & Force Majeure*

* AVALON 2023 will be planned with flexibility to reshape or withdraw in accordance with COVID requirements, or matters outside of Defence West’s control.