

OVERVIEW – DeLand Sport Aviation Showcase 2018

Sunshine and blue skies prevailed as the DeLand City Officials and Airport Staff welcomed the exhibitors, media, volunteers, speakers, and attendees to the 3rd annual DeLand Sport Aviation Showcase, held November 1-3, 2018 at the DeLand Municipal Airport. Following the presentation of the Flag by the DeLand High School JROTC, a Fly-Over by the Spruce Creek Gaggle, and a welcome from Mayor Robert Apgar, the Qatar Military Skydiving Team dazzled the crowd with a 24 member jump featuring a diamond formation with their colored parachutes replicating the American Flag. And for the next three days DeLand fulfilled their commitment to host a show dedicated solely to the sport and recreational aviation communities.

Although only the third annual event, the DeLand Showcase has emerged in the aviation industry as a high quality, extremely well managed show, and Showcase 2018 did not disappoint. Jana Filip, DeLand's Sport Aviation Administrator and long time show director, announced at the Opening Ceremony "in DeLand good things come in threes and I am thrilled to give an update on three of the DeLand Airport initiatives".

1. The Village – the DeLand Sport Aviation Village is a 40-acre commence park being developed specifically for the Recreational Communities, and we are proud to announce the Applications for the Land Leases in the Village for Phase 1A have just rolled out. For sport aviation companies looking to relocate or expand, and wish to be a part of the sport aviation movement taking place at the DeLand Municipal Airport, Applications can be obtained on the Showcase Website at www.sportaviationshowcase.com, on the Village Page. The Applications for Phase 1A are due to the Airport Office by December 15, 2018.

2. An Airport Administration Building has been built at 1000 Flightline Blvd. and the Airport Staff will be moving in just before the holidays. Named after DeLand's long time Vice Mayor Leigh Matusick, the Matusick Airport Management Center will be home to the Airport Staff, provide a 24-hour locker room for travelling pilots, and meeting facilities to support the many airport tenants.

3. The 3rd annual DeLand Showcase, a 3-day event created to support and enrich the sport and recreational flying communities, again boasted the Who's Who in the industry – from the outdoor exhibits that provided demo flights each day to the Indoor Exhibits showcasing avionics, engines, pilot gear and all the paraphernalia that goes with it, and from the hands on Workshops and Demonstrations hosted by Zenith, PPG, and Plane Clean Detailing to the full line up of industry experts providing Educational Forums (100% of Forums were WINGS/AMT Accredited) and Keynote Speakers ranging from Kit building experts to the aviation weatherman, Showcase 2018 was packed full of interactive activity for all ages to enjoy.

"The goal of the Showcase is to provide a platform of high integrity to connect the sellers and buyers within the sport/recreational communities. We are extremely pleased with the quality and variety of

Showcase 2018. All revenues were up from the prior year, from the Souvenir Shop to the Admission Gates, equating to a steady growth three years in a row. The Saturday of Showcase 2018 was our break-thru day, with perfect weather and more attendees than ever before.”

Jana Filip, Sport Aviation Administrator
DeLand Municipal Airport

There were 119 **Volunteers** credentialed with another 11 walk-ons for a perfect 130 volunteers to orchestrate Showcase 2018. The Showcase Volunteers have quickly created a reputation as the absolute best in the industry, and come to Showcase from Alabama, Florida, Illinois, Massachusetts, North Carolina, New Hampshire, Pennsylvania, South Carolina, and Tennessee.

Exhibitors numbered just over 100 on the Showcase Field. The Indoor Exhibitors were given a new display design this year that was comprised of two clear-span tents side by side with a courtyard in the middle. The reviews from both the Exhibitors and the Attendees was overwhelmingly positive. The quality of the Exhibitors both Indoor and Outdoor was superb. Expanding on each end of the recreational aviation spectrum, some of the new-to-Showcase Exhibitors were Icon, Planet PPG, Velocity, Southeast Aero with the Extra aircraft, Aircraft Spruce, Magnus Aircraft, iFly GPS, and three of the highest quality propeller companies: Sterna, MT-Propeller, and DUC Propellers.

NEW TO SHOWCASE

New this year was **ShowcaseLIVE!** A team of four volunteers put in over 100 hours at Showcase 2018. 24 interviews were streamed live throughout the event and made available on both the Showcase Facebook Page and the Showcase YouTube Channel. Within the first week of recording, the video of iFly GPS has been viewed in excess of 6,000 times, with all videos viewed exceeding 18,000. The ShowcaseLIVE! Team was mobile and visited with the Exhibitors at their booths to feature their products and services on the air. The ShowcaseLIVE! feedback and support has been tremendously positive.

An enhanced Social Media plan was drafted for the 2018 show. Results:

Facebook (<<https://www.facebook.com/delandshowcase>>):

- Number of Followers: 77 new this week (up from 43 last year for total of 772 (up from a total of 557 last year)
- Total Page Views up 498% the week of Showcase
- Total Post Engagements up 1,012%
- 34,230 post reach this week
- 17,130 video views this week

Instagram (<<https://www.instagram.com/delandshowcase/>>):

Although Showcase is relatively new in the IG world (first post was July 11, 2018):

- currently have 82 followers

- During the event, Showcase posts received:
- 64 profile visits
- 1,257 impressions

YouTube (<https://www.youtube.com/channel/UCRsWDD_40-ru5doUMYCI5iA>):

- 86 subscribers on YouTube, and will have a custom URL soon
- During the event, we received:
 - 356 minutes of watch time (up 363%)
 - 180 view (up 429%)
 - +25 subscribers
 - 674 impressions
 - 6.1% click-through (to the exhibitor's website)
 - 112 unique viewers
 - Unique to YouTube is the longevity for the Exhibitors and Showcase

Also new to Showcase was an **Attendee Survey**. This was an automated survey, conducted over the course of the 3-day show, right out on the Showcase Field. Some of the results:

- 32% were returning attendees
- 45% came with their family
- 19% were shopping for an aircraft and another 20% were looking to buy aviation gear
- 46% are licensed pilots
- 90% were from the state of Florida
- 24% and 62% ranked Showcase as meeting expectations and needs as exceptionally well and very well, respectively
- 100% answered yes: would you recommend this event to your friends
- “What did you like best?”
 - “The size is great, very comfortable atmosphere.”
 - “More personal and time to talk to vendors.”
 - “Variety of sport aviation offerings: aircraft, avionics, forums.”

The total **Attendee count** for Showcase 2018 was 5500 over the course of the three day event.

Not new, but totally enhanced were the signature **Showcase Flights**. Daily, beginning at 12n and lasting at least an hour, an aircraft would take off every 5-7 minutes. The commentator delivered detailed information on each plane, and each aircraft had their dedicated time to shine.

Exhibitor Critiques revealed the following responses:

“15-20% increase in sales activity over prior year”, John Callison/Innovator Brands

“Very pleased with the traffic in my booth”, Steve McCamey/D-Motors North America

“We made delivery of an aircraft on the Showcase Field Sunday morning”, Shallom Confessor/SEAMAX

The **Flying Musicians Association (FMA)** was on-site daily, entertaining with their music, and also taking time to meet with youth and emphasizing their Solo Scholarship Program. Students from the DeLand JROTC, Aviation Explorers Chapter 737, Eagles Nest Projects, and the DeLand Atlantic High School Aviation Project. The report from Executive Director John Zapp was at least one new Scholarship Application and two new members took place during Showcase 2018. The FMA had more performers on stage this year that they’ve had at prior Showcases to include a Brass Quintet (known as FMA Brass) flew from Brooksville, FL to play on Saturday, Circle Band--a four-piece band performed both Friday and Saturday, and many other solo performances and jam sessions. All enjoyed!

Media Representatives – a total of 68 media comprised of writers, editors, publishers, photographers, and videographers were credentialed for Showcase 2018. This represents the largest number of media on-site since the Showcase began. Notables in attendance: Aero-News Network, AVweb, Dan Johnson Media Corp., EAA, Footflyer.com, Kitplanes Magazine, Powered Sport Flying Magazine, Simoneau Photography, SocialFlight, The Avion Newspaper (ERAU), The West Volusia Beacon, Ultralight News, and Wayne Whitley Videos.

George Karamitis/EAA, Writer shared, “This is a feel good show, the atmosphere is very comfortable, positive, and conducive to doing business. I don’t want to leave, but I’ll be back next year.”