

CAPITOL CITY FORD  
2012 INDIANAPOLIS  
**AIR SHOW**

June 22-24, 2012

Join us for *EXTREME* family fun at the Indianapolis Regional Airport

2012 INDIANAPOLIS AIR SHOW



## EXHIBITOR SPACE



The Indianapolis Air Show provides a one of a kind opportunity to reach thousands of spectators starting at only \$2.50 per square foot! Acres of open air exhibit space provide unlimited opportunities for Exhibitors to market their product.

**No other event in Central Indiana provides the kind of thrilling backdrop to your company's display!**

Americans have a century-long fascination with flight.

Air shows attract a unique spectator base unlike that at any other motor sport event. Air shows help you reach into some of the most desirable and hard to reach markets—large numbers of well-educated adults with families.\*

The average spectator spends more than 4 hours on the air show grounds

- 75% Have some college
- 40% Are college graduates
- 63% Report household incomes of \$50,000+
- 19% Over \$100,000
- 50% Are adults, between ages 30 – 50
- 65% Are home owners
- 40% Are women
- 80% Own their own computer
- 57% Have made an on-line purchase in the past year

\* Per routine survey of 2,500 air show spectators commissioned by Association Research, Inc.

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16<sup>th</sup> Annual [www.IndyAirShow.com](http://www.IndyAirShow.com)  
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