

HAC and HELI-EXPO — Why is Delegate Pricing So Different?

February 19, 2015

Exhibitors and operators often compare HAC to HELI-EXPO. The HELI-EXPO trade show is a much larger international show, and delivered using a different show model.

The HAC show is delivered to attract Operators, and put them together with their suppliers. HELI-EXPO can offer delegate registrations at a lower price, because they offer admission-only delegate registrations. Their model contemplates attracting members of the public, as well as operators and suppliers, while the HAC pricing strategy is structured to attract operators and their industry suppliers, exclusively.

HAC offers virtually all meals and many of our social functions on the trade show floor to provide our exhibitors with as much time together with their customers as possible. Our per-delegate food and beverage costs alone, amount to hundreds of dollars. At the same time, we offer informational and professional development programming to keep operators in high numbers at every show, and to return value in the form of education to HAC's operator-members.