



Global Urban & Advanced Air Summit

7-8 September 2021



SHAPING THE FUTURE OF AIR TRAVEL

ORGANISED BY

FARNBOROUGH
INTERNATIONAL



SHAPING THE FUTURE OF AIR TRAVEL

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Join the industry leaders shaping the future of air travel as the world of urban and advanced air mobility comes together once again to showcase their unique insight and groundbreaking innovations at the **Global Urban & Advanced Air Summit (GUAAS)**

Taking place at the Farnborough International Exhibition & Conference Centre on the 7th and 8th September 2021, the third edition of GUAAS will welcome an elite international gathering of innovators, regulators, government and investors at a forum for knowledge sharing, networking opportunities and technological demonstrations.

Advanced Air Mobility (AAM) is entering a period of extremely exciting development. New aircraft are at the extensive testing stage, facilities and infrastructure is now at the forefront of

global government conversation and businesses spearheading industry innovation continue to push the boundaries, with technology set to fundamentally revolutionise the future of transport.

Across two days of insight, connection, progressive industry discussion and technology showcases, GUAAS 2021 will play a key role in driving the development of AAM forward. We look forward to welcoming you to the Global Urban & Advanced Air Summit 2021.



A catalyst for industry conversation

Assembling the leading ecosystem of developers, infrastructure providers, regulators, operators and investors, the Global Urban & Advanced Air Summit will create an unrivalled environment for all corners of industry to work collaboratively towards making AAM a global reality.

With Advanced Air Mobility moving beyond city limits into regional and rural areas, GUAAS 2021 will drive the series forward to expand in line with industry progression, demonstrating real technology in operation, concepts becoming reality and establishing how AAM related services are beginning to serve the wider community.

Collaborating to advance

The Global Urban & Advanced Air Summit continues to be the leading event for market-developing collaboration and demonstrating innovation. In an industry requiring partnership to advance, GUAAS provides the platform for meaningful connection; continuing to welcome all innovators, investors and regulators.

The two-day Summit will consist of a plenary conference programme, a new, expanded exhibition area, industry leading keynote speakers, business pitch opportunities, live product demonstrations and dedicated static display areas, all providing the opportunity to learn and network.

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YOUR EXPERIENCE AT GUAAS 2021

Witness vision becoming a reality, with demonstrators and latest technology on display

Discover the latest developments and investment use cases supporting emerging business

Explore the international geography of Advanced Air Mobility solutions and services being developed and delivered

Connect with the key ecosystem stakeholders from industry, city officials, regulatory bodies and civil society partners

Experience a market-leading platform for networking and knowledge sharing

Shape the future of industry growth through collaborative discussion

Speaking at the Summit

GUAAS provides unrivalled opportunities to gain insight in the AAM market.

The Summit enables you and your business to connect with the highly engaged, relevant audience in attendance and be part of conversation shaping the industry.

We are looking for inspiring thought leaders to join our conference programme for the 2021 show. If you have a topic idea that would spark inspiring discussion, this is a strategic opportunity to share it.

To find out more about how you can join our Speaker line up, please contact the team

GUAAS@farnborough.com



The Conference Programme

The Conference programme at GUAAS drives industry forward, shapes future discussion and provides knowledge sharing and educational opportunities unlike any other show.

Our 2021 conference programme is still being shaped but will comprise topics including

Latest OEM developments

Public perception and engagement

Business Generating AAM programmes

Cities & Regions Forum

Regulatory Environment

Regional Connectivity

Infrastructure

UTM / Autonomy development

The 2019 Summit hosted

32
Sessions

58
Speakers

Cities & Regions Forum

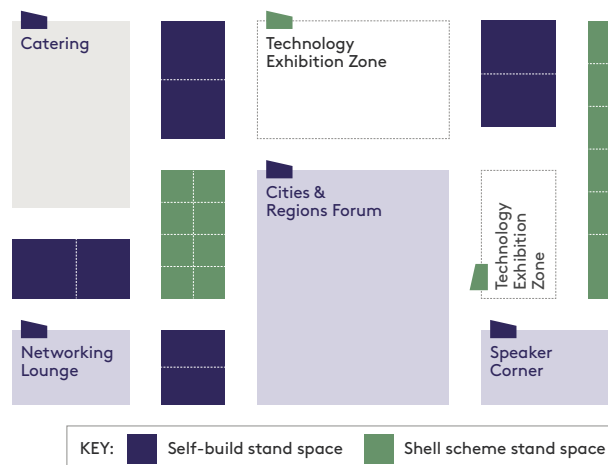
Brand new for GUAAS 2021, the Cities & Regions Forum is a world first opportunity to bring policymakers together from around the world to discuss how to implement efficient and effective mobility in rural, regional and urban areas.

The Cities & Regions Forum will offer delegates an unprecedented platform to engage with city planners, officials and financial institutions, exploring the challenges and opportunities that are experienced in bringing AAM to life in populated areas on a local, regional and national scale. With leading cities having already adopted key initiatives, the Cities & Regions Forum will highlight the successful partnerships in place and provide insights into how efficient strategies and roadmaps can be implemented to deliver AAM.



Exhibiting at the Summit

Assembling the pioneers and innovators from across this unique industry, the expanded exhibition area at GUAAS will form the central hub for networking and business development opportunities at this unmissable event. Meet face-to-face with the leading figures and decision makers shaping the future of AAM around the world.



For the 2021 edition, there are more ways than ever before to exhibit at GUAAS, with a range of options available to cater for businesses from across the advanced air mobility sector:



Shell Scheme

Shell scheme stands are available in 9sqm, 12sqm and 15sqm solutions and are a great method of participating at the show.



Self build

Self build space enables a business to shape their own exhibition with a high-impact bespoke stand.



Turnkey packages

New to GUAAS 2021, turnkey stand packages can provide a one-stop shop for exhibitors looking for a cost effective all-inclusive exhibiting option.

For pricing and further information please contact the team

GUAAS@farnborough.com

Demonstrating at the Summit

Taking place at the Farnborough International Exhibition & Conference Centre, home of the Farnborough International Airshow, the expanded 2021 edition of GUAAS will provide market-leading opportunities for exhibitors to truly showcase their capabilities to the international AAM audience in attendance.

For over a century, Farnborough has been synonymous with pioneering triumphs across aviation. At GUAAS 2021, we celebrate the boundary-pushing tradition of our home by showcasing the innovative vehicles and groundbreaking designs shaping the future of air travel in our live product demonstrations and static display areas.



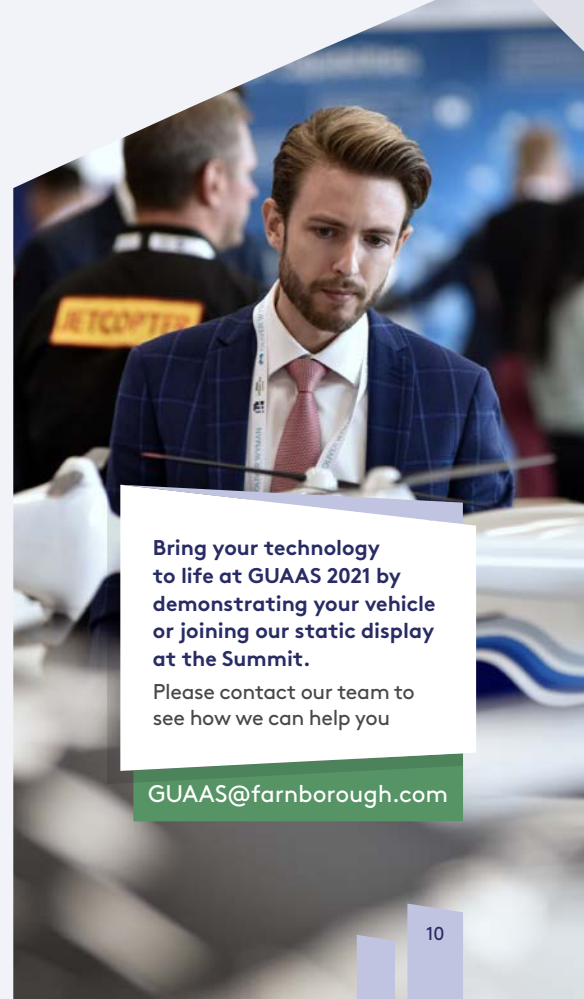
Static displays

With a dedicated static display area at the heart of the exhibition, GUAAS is the perfect opportunity for you to present your latest aircraft, prototype or innovation.



Product demonstration

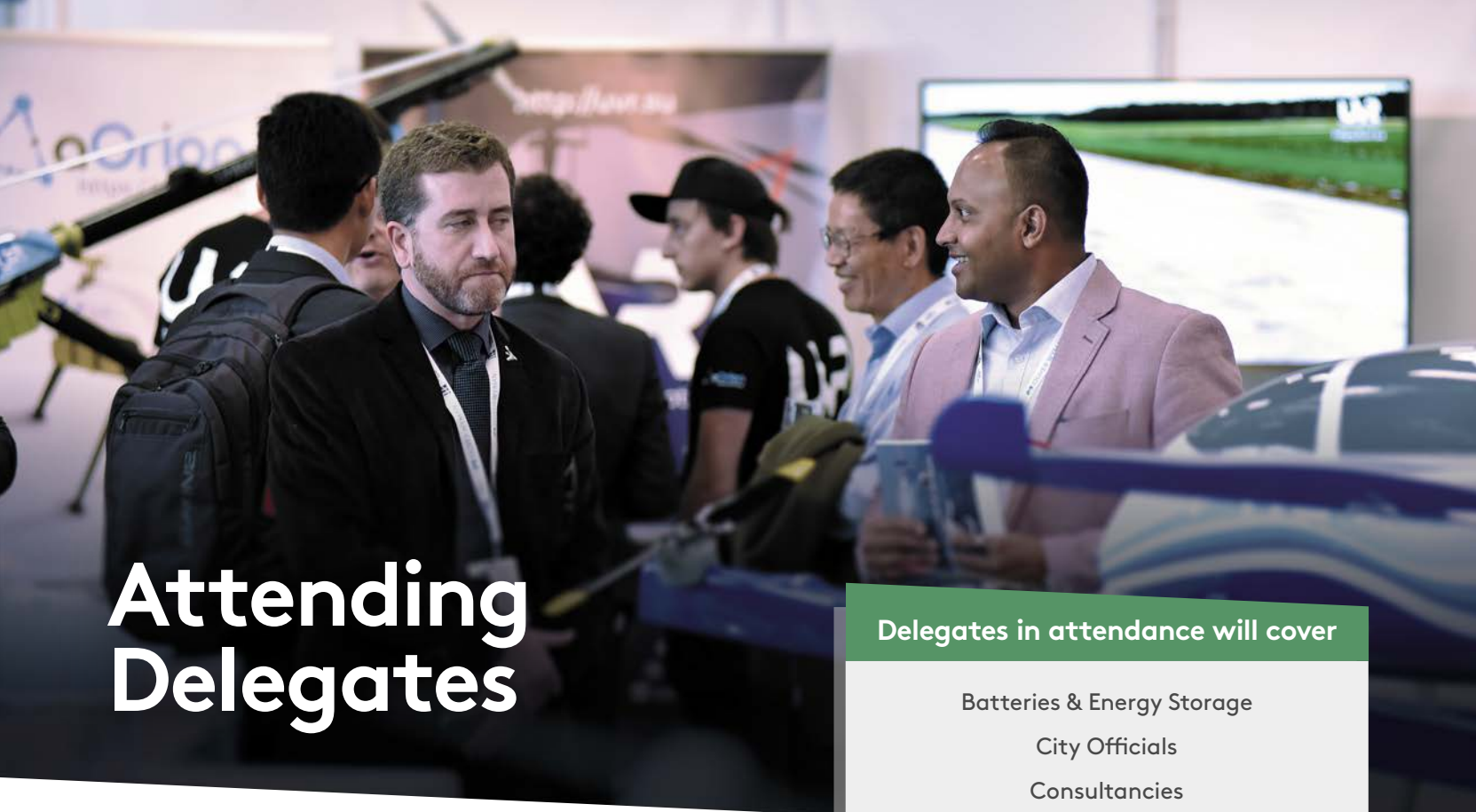
Take to the skies at the birthplace of British aviation and demonstrate the full capability of your vehicles in front of the world's AAM community.



Bring your technology to life at GUAAS 2021 by demonstrating your vehicle or joining our static display at the Summit.

Please contact our team to see how we can help you

GUAAS@farnborough.com



Attending Delegates

The 2019 edition of GUAAS attracted more than 250 visitors from 20 countries to create an international summit that moved industry conversation forward. We look forward to hosting delegates and reconnecting colleagues from across the AAM industry again at GUAAS 2021.

Delegates in attendance will cover

- Batteries & Energy Storage
- City Officials
- Consultancies
- eVTOL & Avionics
- Global Media
- Government & Regulators
- Insurance & Legal
- Investors & Finance
- Original Equipment Manufacturers
- Universities & Academia
- Research & Development and Catalysts
- Software
- Start Ups, SMEs & Industry Innovators
- Trade Associations

Delegate Pass Options

Summit Pass

- Two day Summit access
- Attend all conference sessions
- Explore the Exhibition Hall
- Take part in our Cities & Regions Forum
- Join the Speakers Corner discussion
- View the Technology Exhibition Zone
- Welcome Reception access on Tuesday 7th September
- Live demonstrations
- All event networking opportunities
- Includes food and beverages across both days

£595 +VAT

Exhibition Pass

- Explore the Exhibition Hall
- Take part in our Cities & Regions Forum
- Join the Speakers Corner discussion
- View the Technology Exhibition Zone

£40 +VAT

INNOV
IS
GREA
BRITAIN & NORTHERN IRE

OLIVER
WYMA

ride variance in scale but seen as
large
variance in timing – shown to be
generally optimistic



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Brand Enhancement

Position your business alongside an event at the forefront of industry insight and development.

On-site branding, visitor takeaways and tailored digital options are available, as well as opportunities to partner your brand with high-level discussion influencing industry growth.

The GUAAS team are on hand to work closely with you and tailor a sponsorship or brand enhancement package catered to suit your objectives and budget.

Contact

GUAAS@farnborough.com

The home of pioneering spirit

The Global Urban & Advanced Air Summit is organised by Farnborough International, organisers of the world-famous Farnborough International Airshow and leading aerospace events.

The 2021 Summit will return to the Farnborough International Exhibition & Conference Centre, the Home of Pioneering Spirit, and the birthplace of British aviation. Situated alongside Europe's leading business airport, it is the ideal setting for the Global Urban & Advanced Air Summit.



By car:

10 minutes from Junction 4a of the M3, with free parking located onsite



By train:

35 minutes direct from London Waterloo to Farnborough Main



By plane:

30 minutes drive from London Heathrow Airport and 50 minutes drive from London Gatwick Airport





Want to be involved in the 2021 Global Urban & Advanced Air Summit?

Register your interest today [HERE](#) and a member of the GUAAS team will be in touch.



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ORGANISED BY



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