

The following are the key points on the Alberta International Airshow (formerly the Edmonton Airshow):

1. The Alberta International Airshow (AIA) is an **EXTERNAL market investment attraction** initiative with a festival component. Its primary objective is to attract industry to Alberta by giving investors and tourists a reason to see what we offer.
2. The AIA exists and is a proven draw. At 40,000 patrons in August 2017 the Show was the second largest ticketed show in Canada, has a young audience, and garners international attention. All collateral available by clicking [THIS LINK](#).
3. The AIA is designed to bring investors to Alberta and be coupled with a Premier's Investors Forum, like Stampede.
4. The AIA is aligned to the Province's stated development of a strategy for the Aerospace and Defence Sector under Minister Schweitzer for the Alberta Recovery Plan.
5. The AIA is an active member and driver of the Villeneuve Landing Network, an economic development initiative led by Sturgeon County to attract businesses to the Villeneuve Airport.
6. Villeneuve Airport is excellent due to the lack of residential restraints/complaints, open skies, open land for air racing and airport for expansion, a secure operator, NAV Canada control tower, adjacency to a major international city for services, a supportive local municipality, and central to the province. No other Alberta, nor Canadian airport has these advantages.
7. Awards:
 - [2019 RCAF Association's J.A.D. McCurdy Award](#) in recognition of outstanding and praiseworthy achievement by a Canadian in the field of civil aviation.
 - 2018 Edmonton Event Awards for Best Live Event - over 10,000 Attendee
8. Current Alberta Partners:
 - Funding and Advisory Board – Edmonton Airports and Sturgeon County
 - Advisory Board – Edmonton Global, Explore Edmonton, Alberta Aviation Council
9. The AIA has been able to partner with one of the largest aviation draws in the world, the [Reno National Air Races](#), in order to expand the air racing sports circuit.
10. The AIA's partnerships with industry allow the extension of Alberta's message and brand to global investment markets as the show participates in international events:
 - Invited as a keynote speaker at the Nevada Institute of Autonomous Systems' global conference (Las Vegas) until was cancelled due to COVID in March 2020. This exploits Alberta's 2013 / 2018 memorandum of understanding between Alberta and Nevada.
 - Our branded equipment from the air racing event in Alberta will be travelling throughout North America. Alberta's brand has the potential to be seen across the continent.
 - Routinely field calls from Japan, the United States, and Canadian investors and competitors.
 - All current and proposed partners have extensive programs in STEM, jobs and skills training, maintenance, repair and overhaul (MRO), defence, advanced education, and tourism.

AIA Partners and Comparisons:

Site	Ec. Impact	Audience	Latency	Attendance (patrons only)
Reno, NV	\$94M USD y/y	~70% external	5.5 day stays	125,000 + 200 BizJets
AirVenture Oshkosh, WI	\$124M USD y/y	>80% external	3.3 days	600,000 + 10,000 fly in
Farnborough, UK	\$190B USD sales	>80% external	5 days	80,000 + Int'l Trade Delegates
Edmonton	\$3.2M USD	Goal 70% ext.	3 days	40,000, can scale to 100,000