ROSKILDE
AIRSHOW

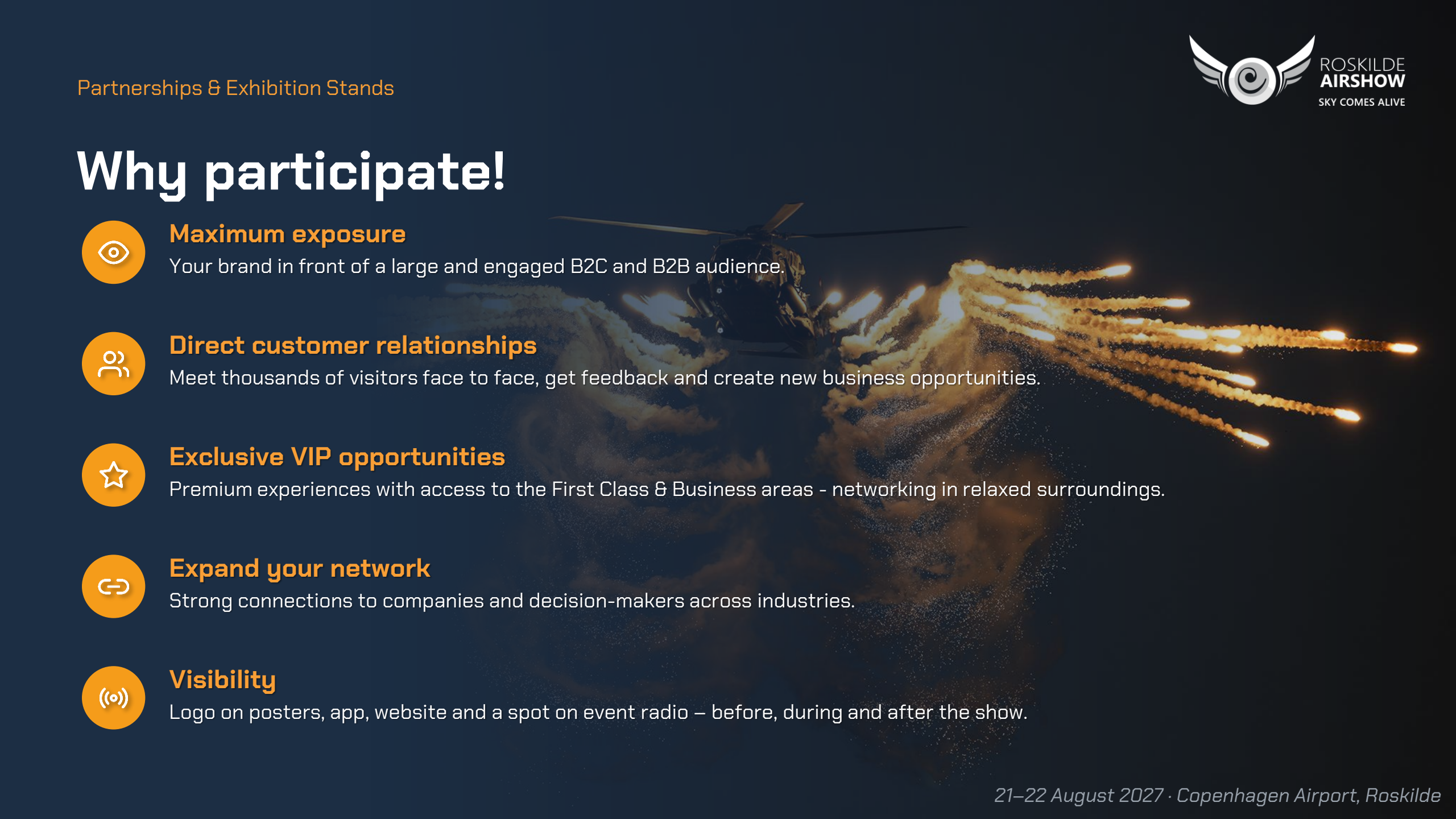
Partnerships & Exhibition Stands

Version 5 – Effective from December 1st 2026

2027

ROSKILDE AIRSHOW
SKY COMES ALIVE

Why participate!



Maximum exposure

Your brand in front of a large and engaged B2C and B2B audience.

Direct customer relationships

Meet thousands of visitors face to face, get feedback and create new business opportunities.

Exclusive VIP opportunities

Premium experiences with access to the First Class & Business areas - networking in relaxed surroundings.

Expand your network

Strong connections to companies and decision-makers across industries.

Visibility

Logo on posters, app, website and a spot on event radio – before, during and after the show.

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Target Audience in Numbers

Based on a user survey with +2,000 responses

+25,000
guests over two days

4.1 / 5
would recommend the show to friends, family and colleagues

93%
living in Region Zealand or the Capital Region

80%
of guests are 40 years or older

Distribution of Airshow visits



Overall satisfaction: **3.9** / 5

Gender distribution: **73 %** men / **27%** women

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Partner Packages 2027

BUSINESS CLASS Partner

8,000 DKK

- Logo in Business lounge
- 25 m² stand in Business Class lounge
- 10% discount on Business Class tickets

FIRST CLASS Partner

12,000 DKK

- Logo in First Class lounge
- 50 m² stand in First Class lounge
- 10% discount on First Class tickets

BRONZE Partner

20,000 DKK

- Mention on social media
- 25 m² stand
- 25 single-day tickets
- 10% discount on First Class tickets

SILVER Partner

36,000 DKK

- Mention on social media, logo on website
- 50 m² stand
- 50 single-day tickets
- Give-aways at Groundshow
- Access to B2B events

GOLD Partner

52,000 DKK

- Mention on social media, app, logo on website
- 100 m² stand
- 75 single-day tickets
- Give-aways at the entrance
- Advertising spot on event radio
- 15% discount on First Class tickets

PLATINUM Partner

Agreed separately

- Individual package – "almost" anything is possible
- Best stand location
- Unlimited tickets and access
- Full flexibility

All prices above are excl. VAT

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Exhibitor Stand Overview

Sector	Price DKK per stand (Association prices)	Location
A	4,000 (2,400)	Landside
B	4,000 (2,400)	Landside
D	6,000	Dining area
E	6,800	MIL area / APRON Northwest
F	6,000	Terminal area
G	4,800 (2,800)	Flightline area West
H	6,000 (3,600)	Flightline area West/Tribune
I	8,000	Exhibitors with aircraft display (ECHO)
J	10,000	APRON Southwest
K	6,000	Flightline / APRON South
L	6,800	MIL / HJV Area

All prices above are excl. VAT

Included with all stands

- 25 m² stand area (excl. tent, electricity, water, etc.)
- Free access before/after the Airshow
- 5 daily staff passes during the Airshow
- 1 exhibitor parking space per day
- Exposure to a live audience for 2 days

.... add-ons, see next page

Add-ons

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Type	Unit	Description	Price ex. VAT
Tent packages			
Tent package 1 - 3 x 3 m, asphalt	Rental	Tent package 1 - 3 x 3	2,780.00 DKK
Tent package 2 - 3 x 6 m, asphalt	Rental	Tent package 2 - 3 x 6	3,820.00 DKK
Tent package 3 - 3 x 9 m, asphalt	Rental	Tent package 3 - 3 x 9	5,200.00 DKK
Tent package 4 - 3 x 3 m, grass	Rental	Tent package 4 - 3 x 3	2,180.00 DKK
Tent package 5 - 3 x 6 m, grass	Rental	Tent package 5 - 3 x 6	3,220.00 DKK
Tent package 6 - 3 x 9 m, grass	Rental	Tent package 6 - 3 x 9	4,600.00 DKK
Groundshow main tent	Rental	Groundshow main tent	1,200.00 DKK
Tent package accessories			
Round table (café table)	Per item	Round table, café table	95.00 DKK
Table 80x120	Per item	Table 80x120	85.00 DKK
Chair (white plastic garden chair)	Per item	Chair, white plastic	35.00 DKK
Chair, black folding	Per item	Chair, black folding	25.00 DKK
Power packages:			
Power – 10A/230V (2.3 kW)	Rental	Power – 10A/230V (2.3 kW)	575.00 DKK
Power – 13A/230V (3.0 kW)	Rental	Power – 13A/230V (3.0 kW)	750.00 DKK
Power – 16A/230V (3.7 kW)	Rental	Power – 16A/230V (3.7 kW)	925.00 DKK
Power – 16A/400V (6.4 kW)	Rental	Power – 16A/400V (6.4 kW)	1,600.00 DKK
Power – 32A/400V (12.8 kW)	Rental	Power – 32A/400V (12.8 kW)	3,200.00 DKK
Power – 64A/400V (25.6 kW)	Rental	Power – 64A/400V (25.6 kW)	6,400.00 DKK
CEE adapter	Purchase	CEE adapter	150.00 DKK
Extension cable, short	Purchase	15 metres	250.00 DKK
Extension cable, long	Purchase	30 metres	500.00 DKK

Type	Unit	Description	Price ex. VAT
Meal tickets			
Breakfast Saturday (Hangar)	Per person	Breakfast Saturday (Hangar)	90.00 DKK
Breakfast Sunday (Hangar)	Per person	Breakfast Sunday (Hangar)	90.00 DKK
Lunch Saturday (Hangar)	Per person	Lunch Saturday (Hangar)	140.00 DKK
Lunch Sunday (Hangar)	Per person	Lunch Sunday (Hangar)	140.00 DKK
Dinner Saturday (Hangar)	Per person	Dinner Saturday (Hangar)	185.00 DKK
Sandwich delivery/pick-up	Per item	Sandwich delivery/pick-up	60.00 DKK
Sandwich delivery/pick-up	Per item	Sandwich delivery/pick-up	60.00 DKK
Extra access & parking			
Extra exhibitor access	Per item	Extra wristband, access all days	300.00 DKK
Extra association access	Per item	Extra wristband, access all days	200.00 DKK
Exhibitor parking	Per item	Exhibitor car park, all days	120.00 DKK
Association parking	Per item	Exhibitor car park, all days	60.00 DKK
Business parking Saturday	Per item	Business parking Saturday	160.00 DKK
Business parking Sunday	Per item	Business parking Sunday	160.00 DKK
Miscellaneous add-ons			
20-sec. spot on event radio			600.00 DKK
Advertising flag, each		Bring your own (printing at extra cost)	600.00 DKK
Advertising in app		Push notification, any time	600.00 DKK
Banner on crowd barrier		Bring your own (printing at extra cost)	600.00 DKK
Banner on grandstand		Bring your own (printing at extra cost)	1,500.00 DKK
Order fee			50 DKK/order
Fee per stand/partner package			50.00 DKK

All prices above are excl. VAT



Exhibition Sectors

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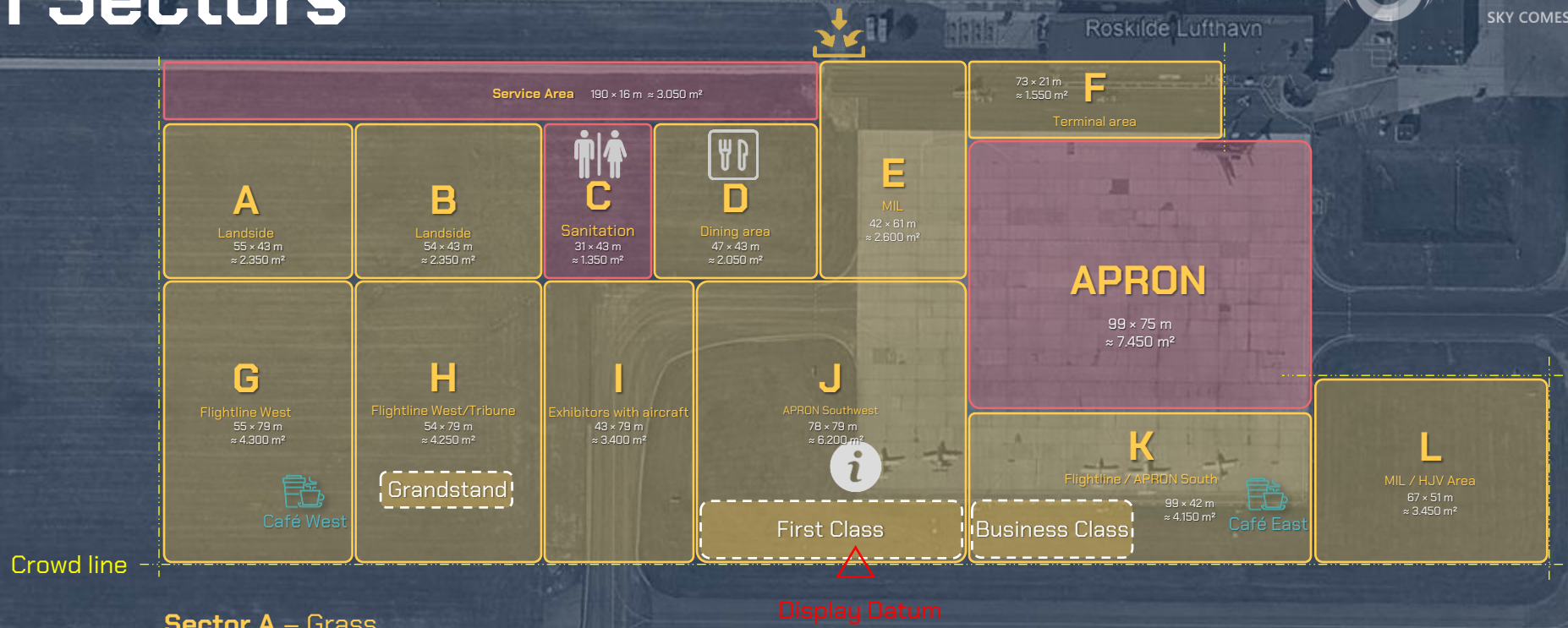

Sector A – Grass
Sector B – Grass
Sector C – Grass (Reserved for sanitary installations)
Sector D – Grass
Sector E – Hard surface
Sector F – Hard surface
Sector G – Grass
Sector H – Grass
Sector I – Grass/Hard surface
Sector J – Grass/Hard surface
Sector K – Grass/Hard surface
Sector L – Grass
APRON – Hard surface (Reserved for aircraft parking)

0 50 100 m
Approx. scale · dimensions are approximate (±5%)

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UNIQUE AIRSHOW EVENT

Easy registration
Register via the website https://www.airshow.dk/praktisk-info/udstillere-partnere/

www.airshow.dk
Read more about partnerships and the show

Tel. 7020 2160
The Roskilde Airshow Association · c/o Roskilde Flying Club · Lufthavnsvej 30, 4000 Roskilde, Denmark

udstillere@airshow.dk
Inquiries and further information

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