



## EXHIBITOR & SPONSOR PACKAGE

“FEED YOUR NEED FOR SPEED”












1,270,487

... giving kids a lift ... over  
1.2 million flown through the  
EAA Young Eagles Program



# Fast Facts of EAA Regional Fly-ins



Event	Year Founded	# Days	Attendance	Display Aircraft	Aircraft Attendance	Airshow ?
 EAA AirVenture Oshkosh	1953	7	850,000	2,481	10,000	Yes
 Northwest EAA Fly-in	1973	5	50,000	550	700	Yes
 Copperstate EAA Fly-in	1972	4	16,500	475	450	Yes
 <b>Golden West EAA Fly-in</b>	<b>1998</b>	<b>3</b>	<b>10,000</b>	<b>360</b>	<b>900</b>	<b>Yes</b>
 Rocky Mountain EAA Fly-in	1978	2	10,000	150	350	Yes
 Virginia State EAA Fly-in	1997	2	4,156	225	375	Yes
 East Coast EAA Fly-in	1970	3	4,000	100	200	No
 Southeast EAA Fly-in	?	3	2,000	100	200	Yes
 Southwest EAA Fly-in	1964	2	2,000	100	200	Yes

## PARTICIPANT MARKET PROFILE

*... a multifaceted event ...  
... a multifaceted market ...*



The Fly-in is really three events in one — an airshow, an airplane show, and an aviation trade show. Our participants are also three distinct market segments: The aviation enthusiasts are attending primarily for the airshow and entertainment; those actively participating in aviation as either a vocation or serious avocation attending to learn, compete, network, or shop; and the third group is the aviation product exhibitors attending to market their products.

Their characteristics separate them into highly targeted market segments, yet the shared characteristics combine them into one more general market . . . *Above average income, above average education, technology curious, active lifestyles, motor vehicle and motor sport interests, and early adopters for new products.*

### POINTS USED IN MARKETING THE REGIONAL EVENT:

- ➔ Experience aviation overhead— professional aerobatic pilots perform thrilling routines in a demonstration of extreme flying at its best
- ➔ Experience aviation on the ground. . . Static displays, seminars, workshops, activities
- ➔ Listen to forum speakers who share their knowledge and experiences
- ➔ Talk with aircraft owners and builders about the airplanes they brought to display
- ➔ Learn something about flying or how to be a pilot
- ➔ Try your hand at aircraft construction techniques in the workshops
- ➔ Touch, feel, and purchase exhibitor's products
- ➔ Fly a computer simulator or help build a fuselage
- ➔ Network and just have “plane” fun!



LEGACY FLIGHT AT 2005

## ABOUT THE EXPERIMENTAL AIRCRAFT ASSOCIATION

More than 45 years after its founding, EAA might be best known for its celebration of flight, now known as EAA Air Venture, held annually in Oshkosh, WI. It has become one of the world's major aviation events, a place where government policy makers assemble, industry leaders discuss issues and aviation businesses unveil new products. The event has made the name "Oshkosh" instantly recognizable to anyone interested in flight.

The solid foundation first established by EAA founders in 1953 has grown to represent every facet of sport aviation's dynamic world and there are many programs that open the world of aviation to people other than just its 1,270,000 members worldwide. More than 950 EAA Chapters around the world offer year round aviation programs and activities on a local level.



WARBIRD AIRSHOW 2005

## ABOUT GOLDEN WEST

The annual regional Fly-in is presented by Golden West Aviation Association, Inc. The organization was formed by EAA Chapters throughout California and was incorporated in May 1997 as a nonprofit educational organization. With a mission of the furtherance of aviation technology, education and safety for EAA members and the public and to preserve aviation history,

GWAA has received IRS designation as a 501(c)(3) charitable organization and California Franchise Tax Board approval as a 23701d charitable organization. GWAA's goals are to establish and operate a large West Coast Fly-in convention recognized internationally for its excellence, meeting the standards EAA members have come to expect.



KIDQUEST 2006

## THE YOUNG EAGLES PROGRAM

The Young Eagles Program has introduced young people to aviation by providing them aircraft rides and most were "first flights." The Flying Start Program answers the questions for those interested in learning to fly. The youth academy programs present aviation learning opportunities to youths, ages 12 to 18. The adult academy programs provide a hands-on learning experience in various aircraft construction techniques. Technical Advisor and Flight Advisor programs promote safety in the construction and flying of homebuilt aircraft.



We would like to invite you to come, be one of our featured speakers and share your knowledge and excitement in the field of aviation and flight with the youth of today and the pilots of tomorrow.

Allow us to introduce ourselves, we are the coordinators of the 2007 EAA Golden West Regional Fly-In *Kid Quest*<sup>™</sup> (Youth Education Area) being held June 29, 30, and July 1, 2007, at the Yuba County Airport (MYV). We are trying to combine a variety of activities and involve the regional community in whatever ways they are interested in participating.

As part of the activities at *Kid Quest*<sup>™</sup> we are having an **Aviation Hero Stage**, an area for speakers to come and share their knowledge and experiences in the field of aviation and flight. We are looking for people in all types of areas of interest:

- You
- All types of pilots
- Aviation support personnel, such as people who work in the control tower, with the FAA, and airport ground crew
- Someone who is building their own plane
- People who use aircraft in the jobs, such as police, military, and coast guard
- Air show performers
- People from NASA
- Flight attendants
- People in careers who deal with things that affect aviation, such as the weather
- Anyone else with experience in aviation who would like to share



We will be scheduling speakers throughout the three days of the fly-in for approximately 30 minute long sessions. Each session will feature the speaker telling about his or her experiences followed by a question and answer session. We will not be scheduling anyone on the **Aviation Hero Stage** during the air show, since we realize most people will be out watching the show.

We are working on coordinating our AV needs to accommodate the requirements of the speakers. You will have access to a TV/VCR/DVD, Large TV/Monitor screen, PC/laptop computer interface projector, and white board, so please do not hesitate to ask for what you will need. Please consider this invitation and let us know that you will help make this year a success by speaking on the **Aviation Hero Stage**. A registration form is included for your participation. You can reach Linda Kenney, the *Kid Quest*<sup>™</sup> **Aviation Hero Stage** Speaker Coordinator at (916) 645-7830 or [lkenney@sbcglobal.net](mailto:lkenney@sbcglobal.net). We are looking forward to hearing from you.



For More Information Contact:  
Michelle Kenney & Samantha Kenney, Kid Quest Coordinators  
1424 Hollingsworth Drive → Lincoln, CA 95648  
(916) 645-7830 → cell: (916) 205-7203  
Email: [lkenney@sbcglobal.net](mailto:lkenney@sbcglobal.net)



## FORUMS & WORKSHOPS

Share your knowledge and  
expertise with others!

Participate in the 9<sup>th</sup> Annual Golden West EAA Regional Fly-In  
as a forum or workshop presenter!

You are invited to join us at our permanent home at **Yuba County Airport (MYV), Marysville, CA**, as we continue the tradition of offering excellent educational opportunities at the 2007 Golden West EAA Regional Fly-In on June 29, 30 & July 1, 2007. This year we will again have multiple forums and workshop areas running concurrently throughout the convention providing the setting for you, as a forum or workshop presenter to reach out to others who share your interests in aviation. Last year we presented over 100 forums during the 3-day convention in a hangar area that was half new, clean and comfortable and half that was older and less desirable. This year the forums will all be held in the newer facilities that will be cooler and provide better lighting.

**Forums** begin at 9:00 am and are usually one hour in length with a 10-minute break between sessions. It is possible to combine forum slots should you wish to give a longer presentation. Forums can be repeated on one or more days.

**Workshops** run continuously throughout the day and offer hands-on opportunities for attendees to learn about some aspects of aircraft construction. Contact Peter Requa at (916) 645-7592 or cell (916) 204-7791.

A registration form is included in this package.



### FORUMS IN PREVIOUS YEARS

The How's & Why's of Flying a Taildragger  
Composite Workshop  
Lightweight Cored Skin & Vacuum Bagging  
Avionics Wiring  
Airtech Coatings & Covering Systems  
Jabaru Sportplanes & Engines  
Digital Situational Awareness  
2<sup>nd</sup> Ownership of Experimental Aircraft  
Sport Pilot Update  
ATC Communications  
The Aging Propeller Fleet  
Flight Sport Aerodynamics for the Transitional Pilot  
Emergency Bailout Procedures for Pilots  
The Dangers of Altitude  
Aircraft Detail Design  
Mountain Flying  
All Metal Kitplanes from Zenith Aircraft  
Sport Pilot Tour – Medical Aspects, Drivers License, etc.  
Unique Qualities of Sportsman 2+2  
History of Jets  
Sport Pilot Tour – Buying a Light Sport Aircraft  
Restoring Old Airplanes

The XP-360 Engine  
All About RVs  
Amateur Built Certifications, Maintenance Records  
Second Owner of a Homebuilt  
Flying Your Airplane to Alaska  
Surviving a Water Ditching – a Real Life Story  
Building and Flying Your Own Velocity  
Gyroplane Design  
Flying the SR-71  
Flying the U-2  
Flying & Building with Disabilities  
Light Sport Aircraft Registration, Certification,  
Inspecting & Maintaining  
Antennas & How to Measure Performance  
Metal-Working Workshop  
Permanent NORDO – Deaf and Hard of Hearing Pilots  
Sport Pilot Instructor Duties & Responsibilities  
Your Medical Exam or “That Little White Ticket”  
The Next Generation Liberty XL-2  
Tuskegee History & Anecdotes  
Airtex Coatings & Covering System

For More Information Contact:

Cary Selden, Forums Coordinator

P. O. Box 681 → Lincoln, CA 95648 → (916) 295-4508

Email: [cary@selden.ws](mailto:cary@selden.ws)



## PARTICIPATE IN THE GOLDEN WEST AERO MALL

You are invited to participate in an opportunity to reach sport aviation's largest market – the West. By participating as an exhibitor, you will find the Golden West EAA Regional a cost-effective way to meet your customers and give them the chance to see your product in person. The aircraft exhibits are on

the ramp in front of the tower. This is closer to the crowd line and should improve your traffic, making exhibiting at Golden West EAA Regional Fly-In an even better value. We will be promoting it all under the name "Golden West Aero Mall" and expect more traffic than in prior years. As space is limited please book early in order to select the best location. Enclosed are materials describing the exhibit spaces that will be available this year in the display areas. Also enclosed is a 2007 Exhibitor Contract for use to reserve your space.



## EXHIBITOR'S SHOWCASE

Nothing shows off an Aircraft like seeing it in flight. We encourage Aircraft Exhibitors to showcase their Aircraft in the Manufactures Showcase Fly-by. Please submit Showcase request to the Exhibitor Coordinator so we can make arrangements and provide you with the necessary information. With the new exhibitor layout and additional announcing staff showcasing will be easier than ever.

## PERMITTED DISPLAYS & GENERAL RULES

Exhibitor may install at their own expense special signs, displays, counters, shelving and similar items not to exceed 8 feet in height along the rear of the booth and 8 feet in height along no more than 1/2 of the side dividers from the rear of the booth. No materials may be hung from the tent structure (i.e., no guy wires, no signs attached to tent walls). Shelving, signs, etc., extending above the side dividers must be approved and have the back side thereof covered to the satisfaction of the Exhibit Coordinator. Noisemakers, disruptive audio, flashing signs and other attention getting devices, so deemed by Golden West officials, are not allowed. No generators, air compressors or other engine or motor driven equipment are allowed to be operated before 6:00 AM or after 9:00 PM. Any use of Exhibitor provided air conditioners in the indoor exhibit buildings is strictly prohibited. Failure to abide by these terms and conditions may result in immediate expulsion from current Golden West event and exclusion from any subsequent or future event.

## EXHIBITORS THAT HAVE PREVIOUSLY PARTICIPATED

Acro Flights.com (Aerobatic Rides in Pitts)  
Aero Shell c/o Ramos Oil Company  
Aerocraft Parts and Supplies (Lancair)  
Aircraft Designs, Inc.  
Aircraft Spruce and Specialty Co.  
Alpine Aviation  
Ameritech Industries, Inc.  
Apollo Sprayers International, Inc.  
Aviat Husky  
Bridgeford Flying Service (Cessna)  
California Pilots Association  
Central Valley Squadron  
Cirrus  
Cluster Research  
Computer Science Corporation  
Contact! Auto Conversion Magazine  
Concorde Battery Corporation  
Diamond DA40  
Dynon Avionics

Electronics International, Inc.  
Embry Riddle Aeronautical University  
Engine Components, Inc.  
Evergreen  
Flight Design West  
Franklin Engine Company  
Freedom Field Air Park  
Gallery 1  
Great Lakes Distributors  
Harbor Products, Inc.  
Hexatron Engine Engineering Co. Inc.  
Hyampom Airport Resort  
J.P. Instruments, Inc.  
Jabiru Pacific LLC  
Jasmine Enterprises  
Kitplanes  
Lancair International (Neico Aviation)  
Lightning Aircraft (Arion)  
Lincoln Skyways Interiors

Mooney Bravo  
Nulite Instrument Lighting  
Pacific Aerosystem, Inc.  
PCAvionics  
Pflueger's  
Placer County Sheriff's Air Operations  
Quality Sport Planes LLC (Zenith)  
Sacramento Valley Chapter 500 of  
Vietnam Veterans of America  
Spinmaster Toys (Airhog)  
Sport Planes West  
Stewarts Hangar 21  
Sun Shine Gear  
Sutter Buttes 99s  
Van's Aircraft, Inc.  
VK Support (Safari Helicopter)  
Valley Forge and Welding  
Velocity, Inc.

*For More Information Contact:*

Peter Requa, Exhibitor Coordinator

1364 Sky Harbor Drive → Marysville, CA 95901 → (916) 645-7592 → cell: (916) 204-7791

Email: [peterrequa@goldenwestflyin.org](mailto:peterrequa@goldenwestflyin.org)



John Parker and the Blue Thunder Air Racing Team will once again attempt to set a new National and International record speed over a 100 km closed circuit course without payload in the C1-c category.

At Golden West in 2004, the team set two new world speed records for 3 km at 374 mph and 15 km at 376 mph.



# EVENT PROGRAM ADVERTISING

Another opportunity to showcase your product and your experience at Golden West is the souvenir event program. A program ad can give you more mileage from your exhibit space. The deadline for submitting artwork is May 1, 2007. A contract for advertising is included in this exhibitor package for your convenience in reserving a spot today.

## AD SIZES AND RATES

Black & White		4 Color	
		Inside front cover	\$900
1/8 page	\$200	Inside back cover	\$900
1/4 page	\$300	Back cover	\$950
1/2 page	\$450	1/2 page	\$550
Full page	\$650	Full page	\$750

Half page ad (horizontal) 8.0" x 5.25"	
1/4 page ad (vertical) 5.0" x 3.75"	1/8 page ad 2.5" x 3.75"

Full page ad – 8.0" x 10.5"

1/4 page ad (horizontal) 8.0" x 2.5"	
Half page ad (vertical) 3.75" x 10.5"	

For more information on submitting artwork, please contact Mary Hansen (530) 741-6463 or email [mhansen@syix.com](mailto:mhansen@syix.com)



## AIRSHOW PERFORMERS

Airshows are scheduled for all three days. Performers include:

- LIBERTY PARACHUTE TEAM
- EDDIE ANDREINI
- BILL CORNICK
- ROB HARRISON
- CRAIG TEFT
- TIM DECKER
- MILITARY FLYBYS – to be announced
- WARBIRDS & *more warbirds!*
- STEVE STAVRAKAKIS, Airshow Announcer
- FRED ZEALOR, Airshow Announcer
- WILLIE TURNER, Air Boss



## WHERE TO STAY

### COMFORT SUITES

1034 North Beale Road  
Marysville, CA 95901  
530/741-3388

[www.comfortsuites.com](http://www.comfortsuites.com)

Close to Yuba County Airport  
High Speed Internet  
In-room microwave & refrigerator  
Continental breakfast  
Indoor pool & jacuzzi

### AMERIHOST INN – MARYSVILLE

1111 North Beale Road  
Marysville, CA 95901  
530/742-2700 or 800/434-5800

[www.amerihostinn.com](http://www.amerihostinn.com)

Close to Yuba County Airport  
Continental breakfast  
Indoor pool & jacuzzi

### SUPER 8 MOTEL

1078 North Beale Road  
Marysville, CA 95901  
530/742-7989 or 800/800-8000

[www.super8.com](http://www.super8.com)

Close to Yuba County Airport  
In-room microwave & refrigerator  
Super Start Breakfast

### HOLIDAY INN EXPRESS

894 Onstott Road  
Yuba City, CA 95991  
530/674-1650

[www.hiexpress.com/yubacityca](http://www.hiexpress.com/yubacityca)

High Speed Internet  
In-room microwave & refrigerator  
Express Start Breakfast  
Pool, spa, and sauna

### BEST WESTERN BONANZA INN

1001 Clark Avenue  
Yuba City, CA 95991  
530/674-8824

[www.bestwestern.com](http://www.bestwestern.com)

High Speed Internet  
In-room microwave & refrigerator  
Restaurant & lounge

### PALISADE HOTEL



965 Gray Avenue  
Yuba City, CA 95991  
530/790-7066

## PAST SPONSORS



AMERIHOST INNS  
BEST WESTERN BONANZA INN  
ENERGETIC COMPANIES, INC.  
PACKAGING SPECIALISTS, INC.  
PEPSI COLA BOTTLING COMPANY  
SACRAMENTO AREA EAA CHAPTER 52  
SUTTER BUTTES COMMUNICATIONS  
YUBA SUTTER DISPOSAL  
BALDWIN CONTRACTING  
MURRY & LAURA BARIA  
BEELER TRACTOR COMPANY  
BFS PRINTING  
BROWN'S GAS  
ROBERT RUSSELL  
HERTZ RENTAL EQUIPMENT  
IN FLIGHT USA  
ED MARKIE  
QUALITY SPORT PLANES  
PORT OF SUBS  
WAL-MART (LINDA)  
KRUEGER AVIATION  
APPEAL-DEMOCRAT  
BEN TOILET RENTALS, INC.  
DOW LEWIS  
EQUITHOTICS ("Sneakers for Horses")  
KITPLANES  
PACIFIC FLYER  
JEANNE'S CATERING  
BOB STINEMAN  
UNITED RENTALS  
THE HOME DEPOT  
YOLO SPORTSMEN'S ASSOCIATION  
AA SELF STORAGE  
A & P HELICOPTERS  
CALIFORNIA ENGINEERING COMPANY  
COSCO – ROSEVILLE  
D & D SIGNS  
FRAZEE PAINT  
GRAY EAGLES  
LAUGHLIN AND SPENCE ENGINEERING  
POINTS WEST ARGO, INC.  
SACRAMENTO VALLEY GOLF CARTS  
SYLVAN TRAILER & SUPPLY  
VALLEY TRUCK & TRACTOR COMPANY  
WOODLAND ELKS LODGE BPOE 1299  
YUBA-SUTTER AVIATION, INC.  
ANDY & MARCEL BINK  
DUKE'S DINER  
GLEN T. VANDERFORD  
WHEELER CHEVROLET  
FOOD MAXX  
HILLTOP DONUT SHOP  
LAWRENCE POUNDSTONE  
VIETNAM VETERANS OF AMERICA CHAP. 500  
AMERICAN HOME SALES – MFG. HOMES

2007 Golden West EAA Regional Flyin & Airshow  
**SPONSOR PACKAGES**

PLATINUM \$10,000*	GOLD \$5,000*	EAGLE \$2,500*	ACE \$1,000*
Logo on advertising materials & posters	Logo on advertising materials & posters	Logo on advertising materials	Name on advertising materials
Additional benefits at the Platinum and Gold levels, including tickets at this level are provided based on negotiated sponsorship package		Right to place (2) banners	Right to place (1) banner
		Sponsor name and logo on event website and link provided	Sponsor name on event website and link provided
		1/2 page ad in program	1/4 page ad in program
		Name on sponsor board	Name on sponsor board
		(4) event t-shirts & pins	(2) event t-shirts & pins
		(6) 3-day event bands And (20) daily passes	(4) 3-day event bands And (10) daily passes
		Framed sponsor certificate	Framed sponsor certificate
		(2) parking passes	(2) parking passes
		Scenic tour flight	

AIRMAN \$500*	FLIGHT \$250	SPORT \$100	WINGTIP \$50
Advertised as Airman Sponsor	Advertised as Flight Sponsor	Advertised as Sport Sponsor	Advertised as Wingtip Sponsor
Sponsor name on event website and link provided	Sponsor name on website	Sponsor name on website	Sponsor name on website
Business card size ad	Name listed in program	Name listed in program	Name listed in program
One (1) event t-shirt and (1) \$10 savings voucher towards event t-shirt	Two (2) \$10 savings vouchers towards event t-shirt		
(2) event pins	(2) event pins	(2) event pins	(2) event pins
(2) 3-day event bands And (6) daily passes	(12) daily passes	(8) daily passes	(4) daily passes
(1) parking pass			

\*sponsor level includes access to Sponsor area for catered lunch on Saturday and deli lunch on Sunday

# Golden West EAA Regional Fly-in California's Largest Fly-in

## 2007 SCHEDULE OF EVENTS

(subject to change; full schedule on line)

### Daily

0600 Marysville Tower opens for business  
0600 – 1100 Pancake breakfast by Linda Lions Club  
0700 – 1700 Aircraft arrivals and parking  
0800 Gates officially open to the public  
0900 – 1700 Exhibits, displays, food booths open

### Thursday, June 28

0700 – until? Aircraft arrivals and parking; exhibits setup  
1200 Marysville Tower officially opens for prearrivals  
1730 – 1900 Early Bird Dinner on the field

### Friday, June 29

0800 – 1700 Young Eagle flights throughout the day  
0900 – 1000 Airshow & Showcase briefings  
1130 - 1200 Showcase aircraft  
1100 – 1500 Concurrent workshops & forums (beginning every hour)  
**1500 – 1700 AIRSPACE CLOSED FOR AIRSHOW**  
1730 – 1900 Dinner on the field

### Saturday, June 30

0900 – 1700 Concurrent workshops & forums (none during airshow time)  
0900 – 1000 Airshow & Showcase briefings  
1030 – 1200 Showcase aircraft  
**1300 – 1530 AIRSPACE CLOSED FOR AIRSHOW**  
1530 – 1700 Airspace opened  
1730 – 1900 Dinner on the field

### Sunday, July 1

0900 – 1700 Concurrent workshops & forums (none during airshow time)  
0900 – 1000 Airshow & Showcase briefings  
1030 – 1200 Showcase aircraft all categories  
**1300 – 1530 AIRSPACE CLOSED FOR AIRSHOW**  
1530 – 1700 Airspace opened

\*military flybys & scheduled demonstration teams TBA

GOLDEN WEST AVIATION ASSOCIATION - c/o YUBA COUNTY AIRPORT  
1364 Sky Harbor Drive, Marysville, CA 95901  
530/742-6248 www.goldenwestflyin.org