

NBAA BUSINESS AVIATION CONVENTION & EXHIBITION (NBAA-BACE)

OCT. 20-22, 2026 ♦ LAS VEGAS, NV



2026 NBAA-BACE - Press Release Guide

You're exhibiting at NBAA-BACE – that's big news! Let your audience know you're ready to connect and will be showcasing your cutting-edge systems to game-changing solutions at the world's most powerful business aviation event. Use the following tips to help craft your announcement and this exciting news shared across your socials.

WHERE TO SHARE YOUR PRESS RELEASE

Company website, blog or company news

Company email or newsletter

Company social media channels or LinkedIn article

Paid Advertising with Industry-Specific Media Outlets & Publications

TIPS ON WHAT TO INCLUDE

Why Your Company is Excited to Exhibit

- Highlighting your excitement shows passion and purpose – it helps humanize your brand and can attract both attendees and media interest. It also gives context: Are you launching a new product? Entering a new market? Attending for the first time? Also mention how the event aligns with your company's mission or growth goals. This also helps industry media understand the importance of your presence.

Tease Any Sneak Previews, Demos, or New Announcements

- Seeing "firsts" and exclusives are engaging. Teasing a launch, hands-on demo, or never-before-seen feature creates anticipation and increases foot traffic to your booth. If you're unveiling something new, make it clear. Use phrases like "first look at..."; "exclusive reveal..."; or "be among the first to experience...". Just be careful not to give everything away – a tease is better than a spoiler.

Use High-Quality Visuals (Product Shots, Logos, Videos)

- High-resolution visuals make your press release content more engaging and easy to follow. Visual content plays a vital

role in your marketing strategy. Make sure to include videos, product shots and purposeful imagery whenever possible.

Include a Quote From a Company Leadership

- Including a quote from a company executive adds a personal voice to your announcement. It provides context, showcases leadership, and offers a perspective that makes your release more engaging. The quote should offer insight, not just hype. Focus on the “why” – why this product matters, why you’re attending the show, and the industry impact.

Mention Your Booth Number

- One of the main goals of a tradeshow press release is to drive foot traffic to your booth. Including your booth number makes it easy for attendees, media, and potential partners to locate you on the show floor. If you don’t include your booth number, you’re missing out on a core CTA (call to action).

Add Your Company Contact Details

- Make it easy for media, partners, and interested attendees to follow up. Include a company contact name, email, phone number (if possible), and website link. You might also want to include your company social handles for attendees to stay connected.

Amplify Your Message

- To increase the scope & impact of the message, upload your press release to your company listing in the [Exhibitor Resource Center](#) so that they are searchable in the NBAA-BACE event planner and mobile app.

INCLUDE THE FOLLOWING INFO	
Hashtag	#NBAA2026
Event Name	NBAA Business Aviation Convention & Exhibition
Abbreviation	2026 NBAA-BACE
Date	Oct. 20-22, 2026
Location	Las Vegas, NV
Website Link	nbaabace.org