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FLYING Magazine and AMPT Associates Announce Plans for Parade of Planes 2010

New Locations and Expanded Scope to Benefit Both Consumers and Retailers

November 13, 2009 (Duluth, MN) – Today AMPT Associates, Inc. announced that the aviation marketing firm and *FLYING* Magazine will again team up to continue the innovative series of regional aircraft sales expos in 2010. As Parade of Planes enters its third season, the scope continues to expand to meet the needs of aviation consumers and retailers on various levels.

“When we announced Parade of Planes™ in 2007, the objective was singularly focused,” stated Randy S. Bolinger of AMPT Associates. “We created a series of regional sales events so consumers of owner-flown piston and light turbine aircraft could expedite their purchase process by providing a venue for them to compare and demo aircraft without other distractions. We also wanted to help aircraft retailers shorten the purchase process by having a team of Buyer’s Resources [tax, finance and insurance experts] on-site to answer the common questions that can slow and even derail the purchase process. It worked perfectly!”

However, since it is likely that fewer new aircraft will be sold in the coming year, AMPT is responding to the needs of the marketplace and is expanding the scope of *FLYING* Magazine’s Parade of Planes. In 2010, select companies will be invited to join Parade of Planes to promote products and services to aircraft owners who are interested in upgrading aircraft they already own. “We’re expecting that the Flyer’s Resource group in 2010 will consist of companies that offer noise-attenuating headsets, chart and subscription services, weather services, avionics upgrades, electronic flight bags, flight training and much more,” Bolinger added. “Parade of Planes will still be positioned as a ‘sales event’ so we will still expect to see the same quality of consumer attending as we have in years past.”

(more)

As Parade of Planes enters its third season, the collaboration with *FLYING Magazine* has attracted aircraft ranging in price from \$99,000 sport aircraft to \$6.4M business jets. For 2010, Parade of Planes will visit these locations:

- Southwest (Georgetown Municipal Airport, Georgetown, TX), March 12 & 13, 2010
- East (Gwinnett County Airport/Briscoe Field, Lawrenceville, GA) June 11 & 12, 2010
- West (Hawthorne Municipal Airport, Hawthorne, CA), August 27 & 28, 2010

Any company interested in exhibiting at Parade of Planes should contact AMPT associates at 218.213.4416. More exciting changes are afoot so visit www.ParadeofPlanes.com to remain abreast of the latest news and see the growing exhibitor list posted prior to each event.

AMPT Associates, Inc. is a highly-specialized, full-service strategic planning, marketing, communications, public relations and event management firm serving clients exclusively in Aviation, Marine, Powersports and Transportation. AMPT Associates, Inc. also operates AMPT Expos, a series of innovative demonstration tours, lifestyle events and trade show displays called OEM™ (On-site Experiential Marketing) to help original equipment manufacturers promote premium consumer products. To find out more about AMPT Associates suite of aviation marketing and communications services, call 218.525.6228 today or visit www.AMPTassociates.com and harness the power to get AMPT.



PARADE *of* PLANES

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