FLIGHTSIMWEEKEND 2027

3 & 4 April 2027
Expo Houten, Utrecht
The Netherlands

flightsimweekend.com
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Exhibitor Brochure

FSWeekend
UNLOCK THE VIRTUAL SKIES

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QUESTIONS? IDEAS? LET'S CONNECT!

Email us at **info@flightsimweekend.com**

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ABOUT FSWEEKEND



Boasting nearly three decades of history, FlightSimWeekend is **the world's largest flight simulation & aviation event** and the definitive global meeting place for virtual pilots, hardware & software developers, and real-world aviation experts.

2026 BY THE NUMBERS

- **5,000+** In-Person Attendees & Representatives
- **100,000+** Online Views (Live & On-Demand)
- **70+** International Organisations, Media Partners & Content Creators

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OUR AUDIENCE

FlightSimWeekend brings together **thousands of attendees** of all ages, seamlessly bridging the gap between virtual flight and real-world aviation. It is a unique ecosystem where **passionate hobbyists intersect with industry leaders** to shape the future of the skies.



- **Pilots & Professionals:** Certified captains, aerospace executives, and active flight students
- **Simmers & Developers:** Hardcore enthusiasts and innovators pushing technical boundaries
- **The Next Generation:** Newcomers introduced to the industry through our extensive global media outreach

OUR 2027 VENUE

To accommodate the **massive growth** of FlightSimWeekend, our international exhibitors, hardware creators, software developers, and global crowds, we are moving to a larger more modern exhibition center: **Expo Houten,** near Utrecht, in the heart of the Netherlands.

- **More Space:** High ceilings and open carpeted floor plans to house full-scale home cockpits and motion platforms.
- **Better Facilities:** A modern power grid and high-speed network capabilities to ensure flawless software and hardware demos.
- **Easy Logistics:** Ground-level drive-in doors to transport your setup directly to your booth space



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SUSTAINED ENGAGEMENT



FSWeekend drives the narrative through **Sustained Engagement & Strategic Marketing.** We turn a weekend event into a months-long campaign, **Promoting your Brand from the Moment you Sign Up,** making sure your brand doesn't get lost in a big press release where you name gets lost among others.

- **Immediate Visibility:** Your marketing campaign starts the day you sign up.
- **Sustained Buzz:** Every week, the community has a new reason to talk about the event, and about you!
- **Maximum Engagement:** Regular updates yields significantly higher views, clicks, and online traction.

Exposure shouldn't wait until the event. We champion your brand from day one.



Longer Saturday, Shorter Sunday

New for 2027: On Saturday the show runs till 18:00 while on Sunday we close an hour earlier at 16:00

(So you can catch your flight home the same night)

2027 EVENT SCHEDULE

Times & Events Subject to Change

1 APRIL — THURSDAY

08:00 - 17:00	Exhibitor Setup

2 APRIL — FRIDAY

08:00 - 17:00	Exhibitor Setup
19:00 - 23:00	**FlightSimWeekend Captain's Dinner**
20:30 - 22:00	Flight Sim Awards 2027 *@ Captain's Dinner*
	In partnership with FSElite, Threshold & Cruiselevel.de

3 APRIL — SATURDAY

08:00 - 10:00	Exhibitor Setup
10:00 - 18:00	**Exhibit Hall Open**
10:30 - 17:00	Announcements *@ FSElite Stage*
18:00 - 19:00	Exhibitor Reception *@ Exhibitor Lounge*

4 APRIL — SUNDAY

10:00 - 16:00	**Exhibit Hall Open**
10:30 - 15:00	Announcements *@ FSElite Stage*
16:00 - 21:00	Exhibitor Teardown

5 APRIL — MONDAY

08:00 - 15:00	Exhibitor Teardown

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CELEBRATING THE BEST IN FLIGHT SIMULATION

FLIGHT SIM AWARDS

Presented by

THRESHOLD FSELITE cruise level

Presented by leading industry media, the 3rd annual Flight Sim Awards are the ultimate celebration of flight simulation.
Hosted during the **FlightSimWeekend Captain's Dinner**,
we honor the developers & creators that redefine virtual flight.

COMPLIMENTARY & PREFERRED-RATE TICKETS AVAILABLE FOR ALL SPONSORS

FRIDAY 2 APRIL

Van Der Valk Hotel Utrecht

19:00 - 19:30
Walk-in & Welcome Drinks

19:30 - 20:30
Opening Remarks & Buffet Open

20:30 - 22:00
The Flight Sim Awards 2027

22:00 - 23:00
Celebrations, Drinks & Networking

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STAGE ANNOUNCEMENTS

SLOTS NOW AVAILABLE

SATURDAY 3 APRIL

Between 10:30 - 16:30 CEST

SUNDAY 4 APRIL

Between 10:30 - 15:30 CEST

FSELITE

Hosted in partnership with **FSElite**, the **FSElite Stage** is the ultimate launchpad for your next big product reveal, software update, or industry announcement.

STARTING FROM

€200

PER 10 MINUTES

- Presented live to a large **in-person crowd** and **worldwide** via livestream
- Capitalize on an online viewership of over **100,000+ viewers** live & on-demand
- **Simulcast** the live broadcast directly **to your own social media channels**

SPONSORSHIPS



















































Maximize your impact with tailored sponsorships that fit your budget.

Join the ranks of top industry brands that have partnered with us in the past.

Your investment directly fuels the event growth and success!

SPONSORSHIP TIERS

Support FlightSimWeekend while enjoying maximum exposure for your brand **before, during and after** the event.

All Sponsorship Tiers Include:

- Complimentary Staff Registrations *(as listed)*
- Complimentary Booth Space *(as listed)*
- **Two (2)** Seats for the Captain's Dinner *
- Additional Seats at Preferred Rates *
- Exclusive Room Rates at Partner Hotels *

STARTING FROM

€1.000

	LIMITED SPOTS	MOST POPULAR		
	TITANIUM	DIAMOND	PLATINUM	GOLD
SPONSORSHIP BENEFITS	€10.000	€5.000	€3.000	€1.000
Complimentary Staff Registrations	5	3	2	1
Branding in Event Media & Website	✓	✓	✓	✓
Branding on Gift Bag & Entrance Carpet	✓	✓	✓	✓
Complimentary Booth Space	36m² *€2400 Value **	18m² *€1200 Value **	9m² *€600 Value **	4m² *€250 Value **
Priority Booth Selection	#1 Choice	#2 Choice	#3 Choice	
Trailer Loop on Venue Screens	60s Trailer *€700 Value **	60s Trailer *€700 Value **	30s Trailer *€350 Value **	
Complimentary Stage Presentation Slot *	Up to 30 min *€600 Value **	Up to 20 min *€400 Value **	Up to 10 min *€200 Value **	
Digital Offer Emailed to Attendees	✓	✓		
Branding on Website Homepage	✓	✓		
Branding on Hall Entrance Banner	✓	✓		
Top-Tier Brand Visibility	✓			
Branding on Outside Banners & Flags	✓			
Emphasized Branding on Floorplan	✓			

* Captain's Dinner Seats are ***subject to availability, based on first come, first served.***
* Exclusive Room Rates are ***subject to availability, based on first come, first served.***
* Stage Presentation Slots are ***subject to availability, based on first come, first served.***
* All Sponsorships are sold as comprehensive, all-inclusive bundles. The individual values listed for components are provided solely for illustrative purposes. In the event that a sponsor chooses not to utilize any included component, the package price remains unchanged. Unused benefits are non-transferable, non-refundable, and hold no cash alternative or credit value.

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EXHIBITING

Put your brand directly in front of real-world aviators, desktop pilots, and tech-driven hobbyists. **Secure your booth today!**



It's so much larger than I actually ever imagined and we're having a lot of fun!
Jayne Reynolds
Senior Community Manager, Microsoft Flight Simulator

I wouldn't miss it!
Magnus Axholt
CEO, Navigraph

We really enjoy it and there are so many aviation enthusiasts!
Joana Carmen Bracht
Flight Instructor, OSM Aviation Academy

I would say: please come and enjoy this.
This is probably the biggest in Europe if not in the world.
Meo Chan
Representative, WINCTRL

You see hardware & software manufacturers you've never even known existed!
Torsten Liesk
CEO, Toliss Simulation Solutions

I'm gonna be here till I die!
Raphael Maicher
Marketing Manager, Aerosoft

It's getting bigger and bigger and better and better every time we come back!
Jordan Williams
Managing Editor, FSElite

BOOTH OPTIONS

All Regular Booths Include the **Exhibitor Package:**

- Electricity
- Wireless Internet
- 2 Staff Registrations
- Chairs & Tables *(as listed)*
- Pipe & Drape *(location dependent)*
- Branding on Event Website
- Exhibitor Lounge Access

BOOTH TYPE	EXHIBITOR PACKAGE	CHAIRS	TABLES	SPACE PACKAGE	SPACE	TOTAL PRICE	AVAILABLE FOR
2 x 2 m *	€200	2	1	€250 *	4 m²	**€450 ***	ALL EXHIBITORS
3 x 3 m	€200	2	1	€600 *	9 m²	**€800 ***	ALL EXHIBITORS
6 x 3 m	€200	4	2	€1200 *	18 m²	**€1400 ***	ALL EXHIBITORS
6 x 6 m	€200	6	4	€2400 *	36 m²	**€2600 ***	SPONSORS ONLY
9 x 6 m	€200	8	6	€3600 *	54 m²	**€3800 ***	SPONSORS ONLY
12 x 6 m	€200	8	6	€4800 *	72 m²	**€5000 ***	SPONSORS ONLY
15 x 6 m	€200	8	6	€6000 *	90 m²	**€6200 ***	SPONSORS ONLY
18 x 6 m	€200	8	6	€7200 *	108 m²	**€7400 ***	SPONSORS ONLY

MOST POPULAR

LIMITED BOOTHS AVAILABLE

*** 2 x 2 m:** Strictly limited to laptops and roll-up banners. No physical flight simulation hardware or equipment permitted. Hardware exhibits require a minimum 3x3m booth.

*** Space Package & Total Price:** Your final price is determined by your selected Sponsorship Tier (up to 100% complimentary space).

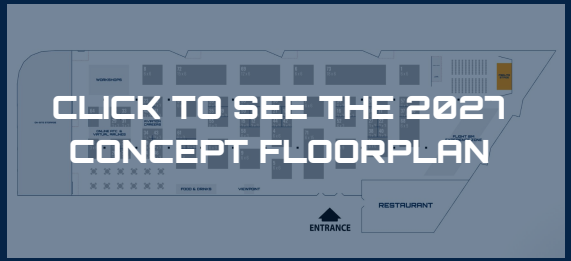
STARTING FROM

€450

APPLY HERE

FLIGHTSIMWEEKEND.COM/APPLY

Exclusive Discounted Rates available for Educational & Non-Profit Exhibitors, see next page.



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DISCOUNTED BOOTHS

APPLY HERE
FLIGHTSIMWEEKEND.COM/APPLY

All Discounted Booths Include the **Exhibitor Package:**

- Electricity
- Wireless Internet
- Staff Registrations *(as listed)*
- Chairs & Tables *(as listed)*
- Pipe & Drape *(location dependent)*
- Branding on Event Website
- Exhibitor Lounge Access

BOOTH TYPE	EXHIBITOR PACKAGE	STAFF	CHAIRS	TABLES	SPACE PACKAGE	SPACE	TOTAL PRICE	AVAILABLE FOR
Educational 2 x 2 m	€200	2	2	1	€0	4 m²	**€200** *€250 Discount*	EDUCATIONAL EXHIBITORS *
Educational 3 x 3 m	€200	2	2	1	€350	9 m²	**€550** *€250 Discount*	EDUCATIONAL EXHIBITORS *
Educational 6 x 3 m	€200	2	4	2	€950	18 m²	**€1150** *€250 Discount*	EDUCATIONAL EXHIBITORS *
Non-Profit All Sizes	€0	*On Request Based on Availability*	*On Request Based on Availability*	*On Request Based on Availability*	€0	*On Request Based on Availability*	**€0**	NON-PROFIT EXHIBITORS *

* **Educational Exhibitors:** Reserved for (publicly funded) educational institutions and initiatives focusing on education or research. **For-profit and private schools or commercial training partners are not eligible for a discounted booth.**

* **Non-Profit Exhibitors:** Reserved for enthusiast groups or individuals, non-profit organisations and charities (e.g., virtual airlines, freeware software & services, flight sim clubs, DIY builders, etc). **Presence must be strictly non-commercial.**

BOOTH SOLUTIONS



THE BEST ADD-ONS FOR YOUR BOOTH

Maximize your presentation impact with **top-tier hardware** and furniture without the transport headache.

We help to provide the gear so you can focus entirely on your audience.

BOOTH SOLUTIONS

We offer a comprehensive range of **professional equipment, furniture & fully customizable booth setups**, available to order directly during your exhibitor registration.

- **Hassle-Free:** From extra tables and chairs to high-quality monitors and PCs, all add-ons are delivered directly to your booth, ready for the show.
- **Exhibition-Grade Quality:** Ensure a flawless demonstration with reliable, high-performance equipment provided by our trusted suppliers.
- **Tailored Flexibility:** Easily customize your space with options ranging from simple add-ons to complete workstation setups or flight controls. Or take things to the next level with fully branded walls and displays.

Flight Simulation Gear Available

High-End Flight Controls from Leading Brands such as MOZA & Honeycomb Aeronautical

(more to be confirmed)

(direct on-site delivery to your booth)

Select During Registration

Flexible Add-ons & High-Performance PCs Arrive, Power Up, and Start Exhibiting

(tailor your booth to your needs)



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BOOTH LOGISTICS



Streamlined Freight Management
Advanced Storage & Customs Support Available
Direct On-Site Delivery to Your Stand
(the hassle-free way to ship your gear)

Streamline your shipping and **simplify your arrival.** Our logistics partner Mainfreight ensures your booth materials are managed professionally from transit to setup.

- **Customs & ATA Carnet Support:** Seamlessly navigate international borders with expert assistance with customs clearance, temporary import regulations, and ATA Carnet handling.
- **Advanced Storage & Warehousing:** Ship your materials ahead of time to our secure warehouse, completely bypassing courier hassle, strict venue delivery windows, or customs delays.
- **Direct-to-Booth Delivery:** Avoid the stress of heavy lifting. All your consolidated equipment will be delivered directly to your booth at the venue before setup begins.
- **Full Return Logistics:** Focus entirely on your showcase. Mainfreight handles transport and return shipping after the weekend concludes.

UNIQUE OPPORTUNITIES



MORE THAN JUST A BOOTH

Become a driving force of the event. Partner with FlightSimWeekend to elevate the weekend experience of all attendees and claim your place as an **industry leader** in front of **thousands of dedicated fans.**

TRAILER LOOP ON VENUE SCREENS

Put your brand directly in front of **all attendees** throughout the entire weekend. Our high-definition floor displays are positioned at prime dwell-time locations **all across the venue.**

- **Full-Weekend Exposure:** Your trailer plays on continuous high-frequency loop across all official 4K venue displays with **up to 2000 total playbacks during the weekend.**

- **Prime Attention:** Reaches visitors during registration, coffee breaks, and between booth visits.

Perfect for brands seeking more physical presence on the show floor or who want to be present without the logistics and cost of a manned booth.

Opportunity open to multiple partners
Price per 30 seconds of video duration
(upgrades available for 60s / 90s)

FROM
€350



PAST PARTNERS INCLUDE

iniBuilds

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STAGE LOGO PLACEMENT

Take center stage and **reach a global audience.** Your brand will connect with **100.000+** highly engaged flight simulation enthusiasts watching the **FSElite Stage** live and on-demand worldwide.

- **Stage & On-Screen Branding:** Alternating logo placement, featured on live overlays, transitions, pre-rolls and breaks all weekend long.

- **Extended Post-Event Reach:** Keep driving impressions long after the weekend concludes, with your branding embedded in all on-demand recordings.

Opportunity open to multiple partners
Exclusivity is available, please inquire via **info@flightsimweekend.com**

100.000+ Global Views
Digital Overlays & Stage Mentions
Permanent Exposure on Post-Event Video
(the ultimate digital footprint for your brand)



PAST PARTNERS INCLUDE

HONEYCOMB AERONAUTICAL

FROM
€1.500

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NAME BADGES



Guaranteed eye contact with your brand on every badge. **Worn by every exhibitor, partner, and attendee.** Premium real estate that guarantees thousands of views.

- **Ultimate Focus:** Direct visibility during every single introduction, conversation, and networking moment.
- **Total Coverage:** Constant exposure across thousands of community members and industry insiders.
- **Media Impact:** Placed front and center, ensuring your brand appears in all event photos and videos.

Exclusive opportunity
Limited to one partner only!

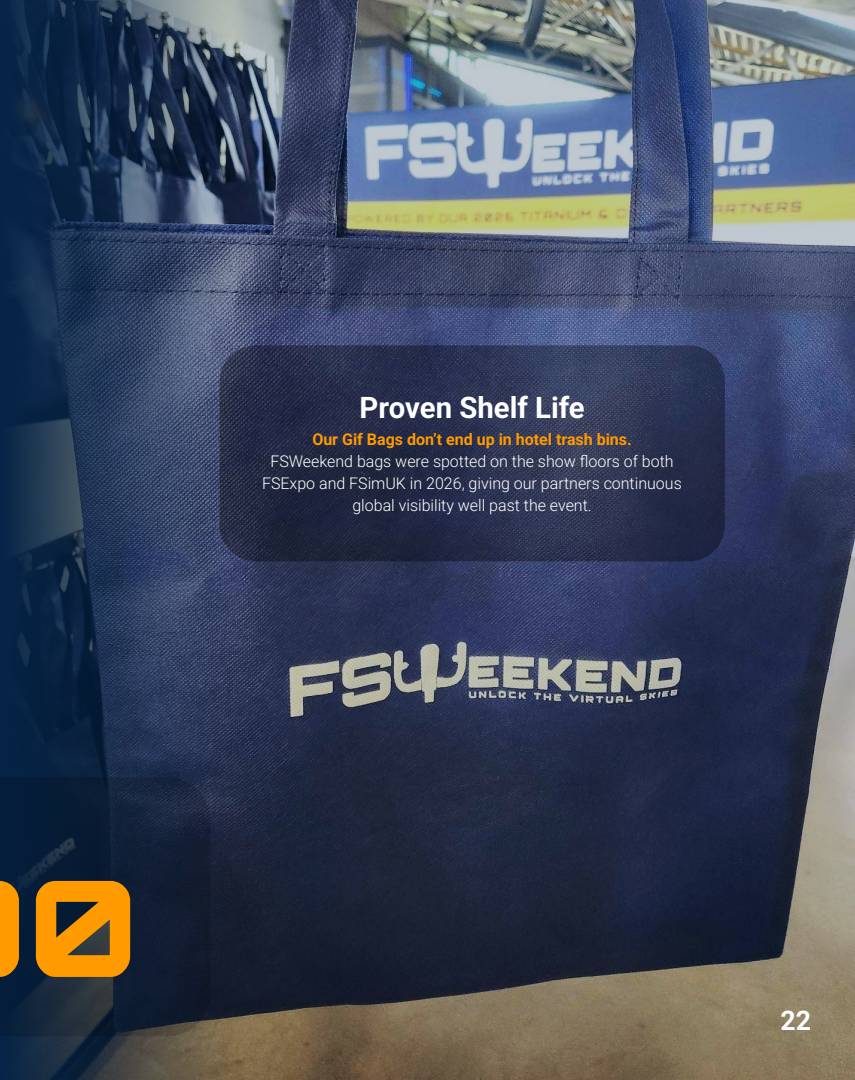
FROM
€4.000

GIFT BAGS

Become a **walking billboard** across the exhibition floor. Your branding will feature prominently on **one side** of all gift bags distributed directly at the entrance to our all attendees.

- **First & Last Impression:** Handed out immediately at registration, making your brand the very first thing attendees see and a high-value keepsake they take home.
- **Continuous Visibility:** A moving advertisement carried through all halls and booths all weekend long, generating thousands of passive impressions.

Exclusive opportunity
Limited to one partner only!



FROM
€5.000

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EVENT GUIDE

100% Attendee Reach
Exclusive Cover & Full-Page Feature
The Official Floor Navigation Companion
(Guaranteed visibility from the moment they enter)

Guide every attendee across the show floor from the moment they arrive.

- **Premium Cover & Inside Feature:** Exclusive branded cover page, plus a full-page feature ad inside the event guide.
- **Show-Floor Utility:** Carried, opened, and referenced non-stop as visitors navigate exhibitor booths, workshop schedules, and stage timings throughout the weekend.

Put your brand directly into the hands of every visitor the second they step onto the exhibition floor.

Exclusive opportunity
Limited to one partner only!



FROM
€4.000

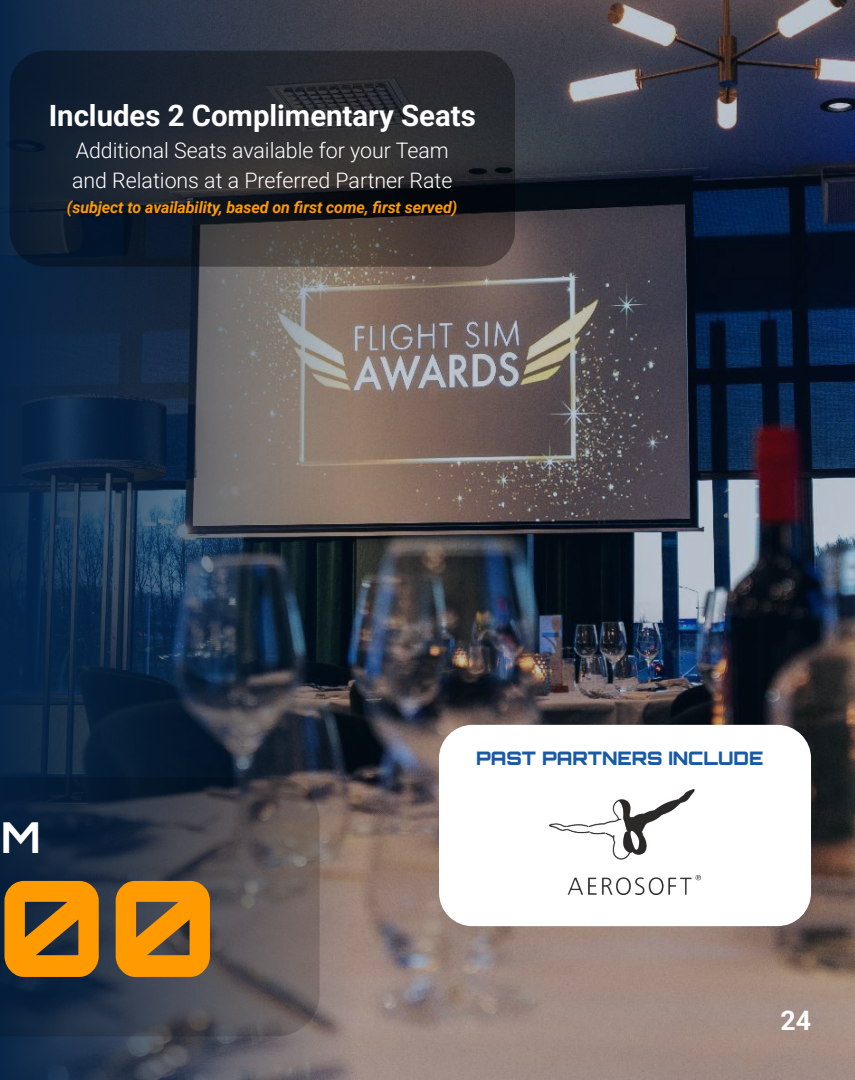
CAPTAIN'S DINNER

Own the room where the industry meets. Align your brand with excellence at the weekend's **premier community event**, and the official home of the **Flight Sim Awards 2027**.

- **Elite Networking:** Help us host major exhibitors, creators, and industry leaders in a unique setting.
- **High-Profile Branding:** Logo placement around the dinner venue and live-stream during the evening.
- **Unmatched Prestige:** Position your brand as partner of the community's biggest and most celebrated night of the year.

Opportunity open to multiple partners
Exclusivity is available, please inquire via **info@flightsimweekend.com**

Includes 2 Complimentary Seats
Additional Seats available for your Team and Relations at a Preferred Partner Rate
(subject to availability, based on first come, first served)



FROM
€1.500

PAST PARTNERS INCLUDE
AEROSOFT®

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LANYARDS

Put your brand around every neck. Your logo will feature on **all event lanyards**, worn all weekend by everyone on the floor.

- **Unmatched Visibility:** Constant presence across all halls, booths, official photos, and videos.
- **Maximum Reach:** Prominently displayed by thousands of attendees and industry insiders.
- **Smart Contrast:** Different lanyard colors will distinguish groups (exhibitors vs. visitors), keeping your logo front and center on both.

Exclusive opportunity
Limited to one partner only!

NO LONGER AVAILABLE

SOLD



PAST PARTNERS INCLUDE

Navigraph

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EXHIBITOR LOUNGE



Full Weekend Catering & Drinks
Open Bar and Buffet Access
Throughout Saturday & Sunday
(the ultimate fuel station for exhibitors & partners)

Fuel the community and drive connections. Your brand anchors the space where exhibitors & partners meet, mingle, and build lasting relationships on Saturday & Sunday.

- **Ultimate Hub:** Host the conversations that matter, from casual chats to spontaneous business meetings.
- **Hospitality with Impact:** Create a welcoming, fully branded environment that showcases your identity while providing a comfortable setting to relax.
- **Continuous Exposure:** Place your brand at the heart of the event's backstage, staying top-of-mind as industry leaders drop in throughout the weekend.

Exclusive opportunity
Limited to one partner only!

PAST PARTNERS INCLUDE

Microsoft Flight Simulator

NO LONGER AVAILABLE

SOLD

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BOOKING SYSTEM



High-Utility Digital Sponsorship
Exclusive Interface & Email Branding
Web, Print & Pre-Event Comms Included
(own the most used tool of the weekend)

Power the attendee experience and let your brand drive the essential digital tool **used by thousands of attendees** to reserve their simulator slots all weekend.

- **Digital Branding:** Logo and "Presented by" placement on the booking interface and every email confirmation.
- **Cross-Channel Reach:** Extended exposure across pre-event emails, website guides, and the Printed Event Programme.
- **Community Goodwill:** Earn maximum appreciation by aligning your brand directly with a smooth, stress-free visitor experience.

Exclusive opportunity
Limited to one partner only!

PAST PARTNERS INCLUDE

HOMESIM

NO LONGER AVAILABLE

SOLD

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OTHER OPPORTUNITIES



HAVE OTHER IDEAS?

Some of our most unique partnerships and sponsorships have come from exhibitors like you.

Do you have an idea that goes beyond the options listed in this brochure?

Reach out today and **let's start the conversation!**

Contact us via **info@flightsimweekend.com**

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+31 (0)6 24 66 03 19

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Exhibitor Brochure

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