What is AirVenture?

AirVenture is an annual gathering of aviation enthusiasts held at Whitman Field, Oshkosh, WI. AirVenture accommodates both hobbyists and professionals, in aviation and aerospace and the companies, agencies, organizations that support those fields.

**Attendance:** Approximately 650,000 attendees

**Total aircraft:** More than 10,000 aircraft arriving at Wittman Regional Airport in Oshkosh and other airports in east-central Wisconsin.

**Total showplanes:** 3,226: including 1,156 homebuilt aircraft, 1,375 vintage airplanes, 369 warbirds, 137 ultralights and light-sport aircraft, 87 seaplanes, 77 aerobatic aircraft, and 25 rotorcraft.

**Commercial exhibitors:** 803

**Forums and Workshops:** A total of 1,400 sessions throughout the week.

**Social Media, Internet and Mobile:** More than 10.6 million people were reached by EAA’s social media channels during AirVenture with 1.1 million engagements; More than 83,000 hours of viewing EAA video clips online also occurred during the event.

**Guests registered at International Visitors Tent:** International visitors returned in a big way in 2022, with attendees from 92 countries outside the U.S., just one behind the record total from 2019.

**Media:** 797 media representatives on-site, from four continents

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### IEEE is Going to AirVenture 2023!

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**Daily AirShows**

**AirShows on Wednesday and Saturday**

**Aviation-themed Flea Market**

**International Food Court**

**Flight Line Static Displays**

**Four Large Hangars of Exhibits**

**Dozens of Free Standing Exhibits**

**Workshops**

**Technical Presentations**

**Nightly Entertainment**

**KidVenture**

**GirlVenture**

**Daily activity themes**

**Flyins and flyovers**

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**IEEE Region 4**

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AirVenture
Whitman Field, Oshkosh, WI
July 24-30, 2023
Why Exhibit at AirVenture?

The Number of Visitors: Almost 750,000 are anticipated this year as we are fully out of pandemic restrictions. This is the largest activity of its kind in North America. The number of visitors is more than double that of the Paris Air Show.

The Exhibitors: Many manufacturers of equipment supporting the aviation or aerospace industries will be represented in the four main exhibit hangars or dozens of free standing pop-up buildings. With over one million square feet of display space, AirVenture offers roughly 800 different commercial exhibitors. There are also technical presentations in addition to the static exhibits.

The Agencies: Federal agencies with responsibility for aviation and aerospace regulation and promotion will be either exhibiting, presenting seminars, or both. Agencies from some allies will also be presenting/exhibiting.

The STEM Activities: STEM is a major part of AirVenture and KidVenture draws children who are interested in aviation, aerospace and the related technologies who might be interested in TryEngineering.org.

The numbers justify it-

650,000 attendees
5,000 Volunteers
1,400 Forums & Workshops
803 Exhibitors
10.6 Million Social Media Views

Www.airventure.org for more information.

New Member Recruitment
There are many former IEEE Student Branch members who thought of IEEE as a student organization. Professional membership may not have been promoted at their school and that membership after graduation was not stressed as important to their advancement. Some professional members became busy with other activities such as young families and let their membership lapse. Some professionals are aware of IEEE Standards activity but have never pursued membership. Some academics are aware of the research capabilities afforded by their institutions of higher learning but never pursued personal membership.

Society Recruitment
Less than half of IEEE members are members of an IEEE Society. This is an opportunity to interact with current members and promote the benefits of society membership.

IEEE Publications
IEEE produces over 30% of the world’s literature in the electrical, electronics, and computer engineering fields with approximately 200 peer-reviewed journals and magazines. IEEE also publishes more than 1,200 conference proceedings every year.

IEEE Standards
IEEE has a portfolio of over 1,000 published standards and as many standards in process. IEEE is the premier developer of standards in Electronics, Communications, Computers, and emerging technologies covering both hardware and software. Knowledge of standards is critical to design and implementation of new systems.

IEEE Digital Content
The IEEE Xplore Digital Library contains over five million documents. This includes standards, conference proceedings, research materials, ebooks, and transactions. Access to this material is invaluable to product developers, product implementers, and researchers alike. Access to IEEE Digital content can greatly reduce the amount of time necessary to develop needed information for product development, academic research, or even sales strategies.

So what are the next steps

1. The Booth
   A. Assemble attractive visuals to draw attendees to the IEEE Exhibit.
   B. Obtain short videos on IEEE which can be played on a video monitors so that there is material to explain who we are even when booth staff are occupied.
   C. Determine a way to collect information on attendees who visit the booth for future recruitment efforts and to determine future participation.

2. The Handouts
   A. Assemble handouts which attendees can take with for future review. Due to the sheer volume of attendees, business cards with IEEE information might be the best solution.
   B. Obtain IEEE Branded giveaways which can be distributed to persons who show an interest in IEEE.
   C. Create a contest which would have a desirable prize.

2. The Staff
   A. Knowledgeable IEEE Members who like explaining The program will be needed daily from 9 to 5 (the building hours). It is not necessary to commit to the entire week or even to multiple days. Since AirVenture is only an hour north of Milwaukee (2.5 from Chicago) and one hour east of Madison, and one hour south of Green Bay; it would be possible to drive in for he day.
   B. If you are already planning on being at AirVenture, sign up for one or more shifts.
   C. Since this is a family-friendly activity, bringing children who receive free admission is encouraged.
   D. If you were not planning on attending, but are interested in participating, let us know.

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