



Summer 2011 Newsletter

Volume 2, Issue 3



Dear Steve,

Like hot dogs and fireworks, AirVenture is a July Mach 2 tradition. Almost a year's worth of planning culminates on July 25th through the 31st. AirVenture 2011 will be the best one ever for Mach 2 and our clients, especially for the Ford Motor Company who brings more to the party every year. Speaking of parties this year the closing Saturday will be Super Saturday with a special celebration between the afternoon air show and the evening air show with fireworks. Never one to come to a party empty handed, the Ford Hangar will be converted to "THE FORD HANGAR OF BLUES" featuring Da Blooze Bros band complete with sunglasses, ice cream and water for our guests who join us to the rockin' sounds of some vintage Blues Brothers tunes!

Ford opens the week on Monday with the REO Speedwagon concert which is a great way to kick off the AirVenture party. Visitors to the Ford Hangar will have some great opportunities to have fun both inside and out. Outside attractions include: The Cat Launch dual zip lines, The Bungee Burner weightless experience, and the popular Rock Ladder. Inside, activities will include: Slot Cars at the Laguna Seca Speedway, The Electronic Genius Bar, and the Test Your Mettle game against the torque of a Ford 3.7 liter Eco Boost engine. Guests can even check their emails at the FPO station. While all this is going on inside there will be a steady stream of legends and heroes at our Lincoln Legends and Heroes autograph stage in front of the Hangar.

This being the 100th anniversary of Naval Aviation, Ford recognized this great milestone with the creation of "THE BLUE ANGELS MUSTANG". This one off Ford Mustang, taking styling cues from the Blue Angel aircraft and uniforms, will be auctioned off on Thursday night at The Gathering Of Eagles, with all money raised supporting the Young Eagles. Go to fordairventure.com to see some great pictures. In keeping with the Navy theme, while Ford guests are in the hangar, they can fill up their flight plan and redeem it for a Ford Top Gun cap.

2011 is the 110th anniversary of Ford Racing, and to help celebrate this special anniversary the Ford display will feature the vehicles of Trevor Bayne (Daytona 500 winner), and John Force. John Force will also be on site Wednesday to help add to the fun. If you like cars as much as you like planes (or maybe even more) be sure to stop by The Ford Cruisin' Legends lot where every day will feature a different kind of Ford vehicle from hot rods to Mustangs. That will be the place to be! (and by the way both John Force and Jack Roush will have full displays there as well). Keeping with the Mustang theme, the popular

Bucking Bronco has been re-located to the Cruisin' Legends area.

When the sun goes down at AirVenture there is no reason to head home...spend a couple of quiet hours looking at planes then head over to the Fly In Theater, and claim your seat for the best show on turf. This year's feature films will start on Sunday with Flight of The Intruder, Monday - Top Gun, Tuesday - True Grit presented by Producer and Actor (and air show pilot) David Ellison who also promised to bring a sneak of his new film Mission Impossible 4. Fly In Theater regulars Harrison and Edsel Ford take the stage on Wednesday for Clear and Present Danger and rumor has it there will be a some surprise guests joining them. The Iconic film Airplane is being shown on Thursday complete with presenter Robert Hays "Stryker". Friday is a special grand slam with famous film maker George Lucas, screening for the first time anywhere, a trailer for his new film Red Tails which is the story of the Tuskegee Airmen. As soon as George is finished, Apollo 17 Astronaut Gene Cernan takes the stage for an inside look at that night's feature Apollo 13. The week then closes with another iconic aviation film The Dam Busters. So bring your blankets and bug spray, and come and see the stars under the stars, and remember the popcorn is on us.

Our Newslettermeister Steve is going to kill me for rambling on, but while you're at AirVenture, please don't forget to stop by Mach 2's other great clients, like AOPA, Michelin, Pilatus, and Terrafugia. While your stopping by please don't forget to stop by and say hello....I'll be the guy on roller-skates....see you in Oshkosh!

Best Regards,



Other clients at AirVenture 2011:

Michelin Aircraft Tire, Terrafugia, AOPA, Pilatus Aircraft

Michelin will be attending Oshkosh this year with a special appearance by Air Show performer Rob Holland to sign autographs in booth 3053 in Hanger C. Be sure to stop by and talk to the people at Michelin about all of your general aircraft needs.

Terrafugia will be in Outdoor Booth 23 this year, and will have their first production prototype under the tent for all to see. Wing folding demonstrations may be available throughout the day on the Transition Roadable Aircraft...just look for the tent with the infamous Aerocar parked outside of it! When there, be sure to say "Hi" to Carl and Anna and get signed up for their newsletter. They just announced that the Transition "flying car" has received exemptions from the National Highway Traffic Safety Administration for public road use and the coverage has been great ([Click Here](#) for a recent CNN story)...Progress continues towards a 2012 first-delivery date!

We will once again be supplying some staffing to AOPA this year while at AirVenture, as they always need just a little help building up a terrific presence at the show. AOPA is the global leader in general aviation, and with over 400,000 members, they use every event (especially this one) to further their mission around the world. You cannot miss them at AirVenture, so be sure to check in on what they have to offer.

Whether at air shows, conferences, seminars or air travel exhibitions, there are many opportunities to meet up with Pilatus in a given year. AirVenture is just one of SIXTEEN official shows Pilatus will be at in the remainder of this year. Come and talk to the makers of the incredible PC-12 NG, and take a really close-up look at the rest of their aircraft.



Mach 2 Management is an Event Marketing firm specialized in industry events and trade shows throughout the country. We use our years of experience to successfully complete your project. We will work alongside your team as a partner, to add value and enhance the impact of your marketing program.

Let us help with your next event!

- Strategy
- Staffing
- Experiential
- Fulfillment
- Event/Trade Shows
- Sponsorships
- Air Shows
- Ride and Drives
- Consulting

No job is too large or too small!

From start to finish, or anywhere in between:

Past Quarter Highlights



The 2010-2011 Auto Show season wrapped up in New York this past April, and Jaguar/Land Rover spared no expense in celebrating the phenomenal lineup that they have out right now! The all new Range Rover Evoque was a huge hit, as were the 2012 models of the Jaguar XFR and XKR - both unveiled at the show.

Click the picture below to watch the NY unveiling.



The latest North American event stop for Michelin Aircraft Tire was in May at the Regional Airline Association (RAA) Convention in Nashville, TN. As always, Mach 2 handled all pre-show logistics, freight and warehousing needs, and other event support services which led to an outstanding show for the brand.



Mach 2 was recently onsite at RMMA (Rocky Mountain Metropolitan Airport) to provide support and coordinate entertainment for the POPA (Pilatus Owners and Pilots Associations) 15th Annual Convention. The event included a phenomenal performance by the 3 Painters, a live auction, and a surprise night air show consisting of three of the biggest names in the business; Bob Davis, Matt Younkin, and Bob Carlton. Mach 2 worked closely with RMMA, Denver Air Center, and the FAA to pull off one of the most exciting private air shows of the summer.

Let us handle the details, so you can handle the business.

RAPID RELIEF Incentive

With the economy the way it is, the unprecedented need to conserve has reached businesses everywhere. Within many companies the events department has been cut altogether. While this circumstance is only temporary, we understand the difficult situation many businesses find themselves in today. As a result, Mach 2 is offering special pricing for businesses in this unfortunate dilemma.

Click on the Rapid Relief Incentive icon above to get more information!

Mach 2 Management Sponsors Local Arts and Theater



Merry-Go-Round Playhouse



Internal News

Mach 2 Sponsored Program Gains National Recognition

The Rochester Broadway Theatre League was proud to announce that local Wayne County High School actress Shauni Ruez was the WINNER of the 3rd annual NHSTMA award in NYC last month -- beating out Fifty talented young performers from across the country. Contestants took the stage Monday, June 27, 2011, at the Minskoff Theatre on Broadway for a dynamic live performance, where they were scored by a panel of judges. As a result, Shauni will receive a \$10,000 prize with the opportunity to apply for a scholarship at the Tisch School of the Arts at NYU. Shauni won the opportunity to perform in New York by winning the Lead Actress category of this year's RBTL Stars of Tomorrow education program, which Mach 2 Management sponsors. Check out the "Jimmy" Award winner on YouTube: Congratulations Shauni!



The NHSMTA brings national attention on the importance of theater arts education and heighten the profile of communities and school districts around the United States that provide musical theater study in their curriculum and offer student productions as part of their school activities programming.

Upcoming Events

JAGUAR

Auto Shows may not begin again until Fall, but that doesn't mean we haven't been working hard for our passionate friends at Jaguar...Mach 2 has also been tasked with managing the presence of Jaguar at three special Vintage Racing Events across the country. The first one recently took place outside Birmingham, AL, at Barber Motorsports Park, where attendees got to see some great Jaguars in action, as well as the brand new, limited edition XKR-S on display. Information on the next two events is below:

Road America - Elkhart Lake, WI: July 14th - 17th

The Kohler International Challenge with Brian Redman is an annual tradition where vintage cars come back to race on the open track once again. Spectators will see priceless limited production models and historical race cars of decades past. This year will feature a North American E-Type Challenge, a Jaguar display of current productions cars and a contest for a lucky winner to take hot laps with LeMans and Indy car driver Davey Jones.

Lime Rock Park - Lakeville, CT: September 2nd - 5th

At Historic Festival 29, Jaguar will have a large presence, as it celebrates the 50th anniversary of the E-Type and the 60th of Jag's first win at Le Mans. The Honored Collector is Philadelphia neurosurgeon Dr. Frederick Simeone, who has a fantastic stable of beautiful, significant cars ready for the Sunday Concours. Do not miss Historic Festival 29 and its companion "Sunday in the Park" Concours!

Rochester Broadway
Theatre League



Victor Marching Blue
Devils

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Tip of the Month

The tip of the month
for July is to never be
afraid to ask for help.

We at Mach 2
Management not only
"take care of the
details," we take care
of each other as well.

We strive on
teamwork to get the
job done with the
most efficiency,



For those that cannot attend Airventure this year, stop by the AOPA Summit in Hartford, CT in late September to see the latest tire offerings for your aircraft and learn about the benefits of using a quality tire. In addition, for those business jet owner operators out there, Michelin will also have a special 2-story display at the NBAA Conference in Las Vegas this fall. The Michelin staff will be on hand to discuss all your questions on tire service and maintenance at both events, while Mach 2 will be behind the scenes making it all happen!



After AirVenture, Terrafugia will have a presence at AOPA Summit, September 22 - 24, in Hartford, CT, to show off even more progress on the Transition Roadable Aircraft. Terrafugia has been part of this event for quite some time and we know many people are looking forward to seeing what the new production prototype looks like. So, do not be surprised to see more than 1 vehicle at this show!



Our good friends from Pilatus having had a very successful event at the HITS horse show in Palm Springs, and are spreading their wings to the Hampton Classic Horse Show in Bridgehampton NY. Mach 2 has been an active player at the Hampton Classic for almost two decades, representing clients such as Jaguar, Land Rover, and others. The Hampton Classic is one of the most famous and prestigious events in the Hamptons, attracting a star studded group of attendees it has been compared to the "Oscars of the East". The Hampton Classic runs from August 28th to September 4th.



AIRCRAFT OWNERS AND PILOTS ASSOCIATION

Not only will we have a few clients attending AOPA Summit in September, but Mach 2's services will also be used by AOPA themselves for assistance in running, staffing and planning their annual convention - this year in Hartford, CT. Mach 2 has partnered with AOPA on a number of projects and this is something we are really looking forward to contributing towards.

especially when preparing for a large event. Our group knowledge and skill is greater than any one person's - even Skip's!

-Melissa Stroyer
Event Manager



Mach 2's involvement with the Rocky Mountain Air Show is in full swing. Working closely with show volunteers, press releases, advertising schedules, posters, sponsorship opportunities, advance sale tickets and social media connections are all well underway for the August 26th through 28th air show that will have all eyes in the Denver area looking up.

Highlights for the show this year include a fly-by from the jet black B-2 Stealth Bomber and the spectacular show put on by the Tora, Tora, Tora Pearl Harbor re-enactment group. For more information on the air show with the most beautiful back drop in the country, go to cosportaviation.org.