

NOVEMBER 2023

DUBAI AIRSHOW

SOCIAL MEDIA TOOLKIT



INTRODUCTION

DUBAI AIRSHOW SOCIAL MEDIA TOOLKIT

Welcome to the International Dubai Airshow Social Media Toolkit by the Aerospace Industries Association (AIA). This toolkit provides you with valuable resources and guidelines to effectively promote and engage on social media platforms during the airshow. Together, let's showcase the strength, innovation, and excellence of the U.S. aerospace and defense industry.

ABOUT AIA

For over 100 years, the American aerospace and defense industry has shaped the world around us. From the first flight to the moon landing, the impact of A&D is immeasurable. And the next great aerospace achievement is on the horizon. We are critical to the health of the U.S. economy and serve as a seamless, fundamental part of daily life. Now more than ever, it's vital that our collective industry has a strong voice speaking on its behalf.

ABOUT THE DUBAI AIRSHOW

The Dubai Airshow is one of the world's premier aviation and aerospace events, held every two years in Dubai, United Arab Emirates. It is a global showcase of the latest and greatest in aviation technology, featuring over 1,400 exhibitors from 95 countries, 180+ aircraft on display, and nine enlightening industry conference tracks led by 300+ global visionaries.

The show brings together industry leaders from all over the world to discuss the challenges and opportunities facing the aerospace industry.



KEY MESSAGES

State of the Industry.

- The A&D industry is vital for national security and economic growth.
- The U.S. presence at the Dubai Airshow highlights the industry's commitment to opportunities.
- Challenges facing the industry include inflation, workforce shortages, and disrupted supply chains.

Defense Industrial Base.

- The A&D industry is pivotal to the U.S.'s national defense strategy.
- The industry is actively addressing current security needs and preparing for future challenges.

Alliances and Partnerships.

- Global partnerships are the cornerstone of the United States' security strategy, and the A&D industry strengthens those partnerships.
- Global relationships are a source of strength, and these partnerships support U.S. access to global markets and supply chains.

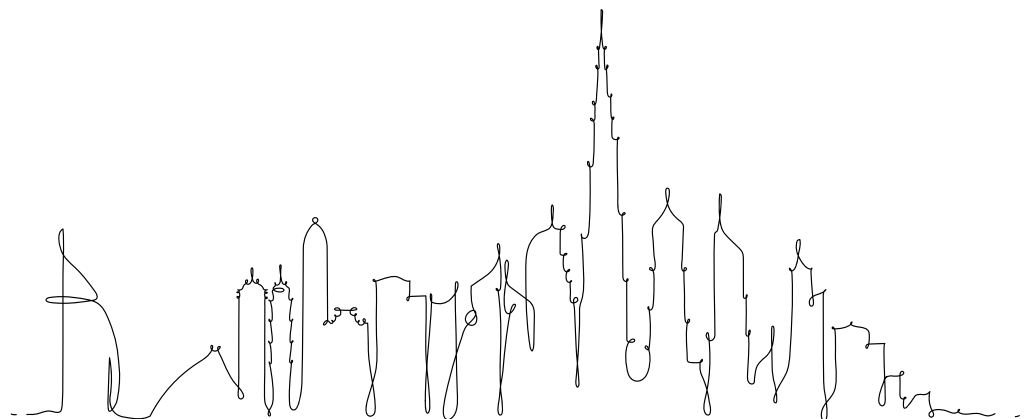
Innovation and Sustainability.

- The A&D industry is poised to innovate and create a brighter future for the next generation through artificial intelligence (AI), unmanned systems, and quantum computing.
- The industry is committed to a sustainable future, including sustainable aviation fuels compatibility, net-zero by 2050, and efficiency improvements.
- Space activities are essential to modern life and national security.

KEY MESSAGES

Assets to Amplify

- [2023 Facts & Figures](#)
- [AIA Critical Infrastructure Letter](#)
- [Emerging Advanced Capabilities Global Priorities for A&D Industry](#)
- [Secure and Resilient Supply Chains Require a Whole-of-Government Approach](#)
- [Securing the U.S. Aerospace and Defense Critical Minerals Supply Chain](#)
- [Small Businesses Up and Down the A&D Supply Chain Implore Congress to Restore Vital R&D Tax Deduction](#)
- [Statement of Industry Consensus on AUKUS](#)
- [Workforce Challenges Prove a Headwind to the Growing Aerospace and Defense Industry](#)





CONTENT IDEAS

- Share news articles, press releases, and updates that affect the aerospace and defense industry.
- Behind-the-scenes photos and videos showcasing your company at the airshow.
- Interviews and testimonials from industry leaders, government officials, or others
- Infographics and data highlighting the economic impact, workforce, and global contributions of the aerospace and defense industry.
- Engaging questions, polls, and discussions to encourage audience interaction and participation.
- Quotes, insights, and thought leadership pieces related to key industry topics.

HASHTAGS

- **#DubaiAirshow:** Use this official hashtag in all your social media posts related to the Dubai Airshow.
- **#AIAatDubai:** Use this official hashtag in your social media posts related to the Dubai Airshow and AIA.
- **#AIALeadingtheWay:** Emphasizes the AIA's leadership role in the aerospace and defense industry.
- **#AIAinnovates:** Showcase innovative solutions and new technologies through this hashtag.



SOCIAL MEDIA CONTENT

2023 Facts & Figures Report was published on AIA's website September 13, 2023.

POSTS ABOUT 2023 FACTS & FIGURES REPORT

- The A&D supply chain is the backbone of the industry. In 2022, the supply chain helped power \$952 billion of industry sales revenue #DubaiAirshow
- American aerospace & defense is at the heart of our nation's economic success & national security, with sales exceeding \$952B & supporting over 2.2M US jobs last year #DubaiAirshow
- The A&D industry posted strong annual growth in 2022 with combined industry sales revenue amounting to \$952 billion – a 6.7% increase from 2021 #DubaiAirshow
- The aerospace & defense industry broke the sound barrier, landed humans on the moon, developed GPS, & more through diverse teams that featured the top talent from across our nation #DubaiAirshow
- We're proud to be a part of the industry at the heart of America's economy. The aerospace and defense sector stands strong in its commitment to sustaining over 2.2 million high-paying and innovative jobs across America #DubaiAirshow
- SmallBiz makes A&D innovation happen. Join us in recognizing the small businesses that support the A&D industry and drive America's economy and national security #DubaiAirshow
- In 2022, the Aerospace & Defense industry soared with a remarkable GDP of \$419 billion, underscoring its crucial role in driving economic growth and innovation #DubaiAirshow



NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12	13	14	15	16	17	18
	AIA & U.S. – UAE BUSINESS COUNCIL DUBAI AIRSHOW RECEPTION	FMS MODERNIZATION SIGNATURE SERIES ROUNDTABLE* ARMY SIGNATURE SERIES ROUNDTABLE* SECURITY COOPERATION IN SPACE AIA PRESIDENT'S RECEPTION	NAVY SIGNATURE SERIES ROUNDTABLE*			

*CLOSED TO THE PUBLIC

EVENTS AT DUBAI AIRSHOW

NOVEMBER 13, 2023

AIA & U.S. – UAE BUSINESS COUNCIL DUBAI AIRSHOW RECEPTION

The U.S. Government delegation, visiting U.S. Governors, and senior AIA member company executives will attend the kickoff reception in celebration of the opening of the Dubai International Airshow 2023.

NOVEMBER 14, 2023

AIA PRESIDENT'S RECEPTION

The AIA President's Reception is a distinguished, high-level event, uniting prominent U.S. government officials with executives from AIA member companies. The reception will be held at the Ritz-Carlton Hotel Jumeirah Beach Residence, Dubai – UAE. To RSVP, please contact Monika Nielsen at monika.nielsen@aia-aerospace.org.



DIGITAL ASSETS

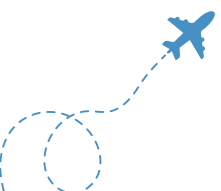
2023 FACTS & FIGURES GRAPHICS



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MEDIA CONTACTS




 630.291.8686

 marta.hernandez@aia-aerospace.org

Marta Hernandez

Senior Director,
Communications




 202.938.6402

 ananda.miles@aia-aerospace.org

Ananda Miles

Senior Manager,
Communications



 319.429.1533

 emily.hayes@aia-aerospace.org

Emily Hayes
Manager,
Media Relations



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