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FOR IMMEDIATE RELEASE  
December 22, 2008

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### ***Vectren Dayton Air Show Wins Awards Selected as Academy Show Site***

*Dayton, Ohio* – The Vectren Dayton Air Show presented by Kroger has won two first-place awards for the marketing of the 2008 event, which was held at the Dayton International Airport on July 19<sup>th</sup> and 20<sup>th</sup>. The awards were announced earlier this month at the International Council of Air Shows Marketing Luncheon in Las Vegas, Nevada. The show was also selected as the site for the 2009 ICAS Academy. Selection as a host site is considered an honor and a sign of excellence within the air show industry.

For the first time in the show's history, it took two first-place awards for the Newspaper Advertisement and the Poster. The only large show to be nominated in five categories, the Vectren Dayton Air Show presented by Kroger also captured two second-place wins for the Brochure and Radio Advertisement and one third-place victory for its Website. The win marks the third consecutive year the Air Show has won a first-place award at the prestigious ICAS Marketing Competition.

The Vectren Dayton Air Show's annual marketing program consists of partnerships with media and other parties throughout the southern Ohio region. In total, a program with a value of 1.4 million dollars and 64 million impressions is developed to promote the show. Marketing is also a key element of a successful sponsorship program, which helps offset the cost to produce the self-sustaining, non-profit event. The Herb Gillen Agency, of Columbus, Ohio is the professional advertising firm supporting the show's management team. "Herb plays a key role in our program's success," commented Brenda Kerfoot, the show's General Manager who oversees the event's marketing and PR efforts.

The ICAS Academy is a professional development program that provides an opportunity for representatives from other air shows throughout North America to visit a recognized host show to learn first-hand how to produce a well-run event. "Dayton was asked to host next year's program because it conducts one of the most-organized and successful air shows in the country," stated John Cudahy, ICAS President. Academy participants are provided a manual, attend briefings, and have behind-the-scenes access to the management team and volunteers of the host event. Representatives from approximately 25 other cities are expected to travel to Dayton to attend the Academy.

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*Founded in 1975, the Vectren Dayton Air Show Presented by Kroger is one of America's premier air shows. The Air Show showcases world-class aerobatic champions, military jet demonstrations and entertainment for the whole family celebrating Dayton's aviation heritage as home of the Wright Brothers, National Museum of the US Air Force and Wright Patterson AFB. For more information, visit [www.daytonairshow.com](http://www.daytonairshow.com).*