

AVALON 2023

CALIFORNIA PAVILION

Avalon Airport, Geelong, Victoria, Australia
February 28 – March 5, 2023

CALLING CALIFORNIA SMALL BUSINESS EXPORTERS



Join the California Pavilion @ Avalon 2023! The California Governor's Office of Business and Economic Development (GO-Biz) invites interested California small businesses to exhibit under the California Pavilion within the USA Pavilion at Avalon 2023. California small businesses who qualify for STEP funding are eligible to participate at a significantly reduced cost.

Avalon 2023 provides significant sales opportunities for California businesses seeking to enter the Australian aerospace and defense market. It is supported by the Australian Defense Force, the Royal Australian Air Force, and the Defense Material Organization of the Department of Defense.

CALIFORNIA PAVILION BENEFITS INCLUDE:

- Group interaction with government agencies and industry experts
- On-the-ground support during your meetings with potential agents, distributors, and partners
- California branded turn-key shared booth with individual kiosks
- Access to the fully staffed U.S. International Pavilion Meeting Point/Lounge with tables for business meetings
- Use of additional private conference room (available by appointment)
- Listing in the official digital guide for USA Companies
- Company entry in the Official Avalon Show Catalogue
- Company name on fascia signage on the stand
- Name recognition on printed materials
- Company listing under the U.S. International Pavilion list of exhibitors
- One Exhibitor Badge (additional may be purchased separately)
- Company Registration Fee
- Company Poster
- Marketing/literature racks, kiosk amenities
- Participation in U.S. International Pavilion events (opening ceremonies, VIP Reception)

APPLICATION PROCESS:

- Interested companies must first confirm space availability with Kallman Worldwide.
- Once exhibition space has been secured, a CA company will need to submit an event application via step.business.ca.gov/. (Select "Event Application" and then select "Avalon Australia" from the list of activities).
- The California STEP team will review applications and notify eligible applicants of selection.
- Selected companies will return to Kallman to sign an exhibitor contract and submit payment to Kallman Worldwide directly.

CALIFORNIA STEP PROGRAM:

Click [HERE](#) to review STEP eligibility. This opportunity is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



CALIFORNIA PAVILION FEE:

\$3,995 USD

Space is limited to 8 CA businesses and will be filled on a first come first served basis.

CA Pavilion Registration Deadline:

December 1, 2022

CA Pavilion Registration Link:

step.business.ca.gov

- Select "STEP Event" as application type
- Select "Avalon Australia" from the event selection drop down menu

AVALON 2023 Airshow Info:

bit.ly/3CHQASn

CA Pavilion/CA STEP Program:

Diana Dominguez, California GO Biz
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Australian Market Intelligence:

Jason Sproule, US Commercial Service
Jason.Sproule@trade.gov

Exhibitor Registration:

Mike Petrassi, Kallman Worldwide
MikeP@kallman.com

Organized by:



In partnership with:



Supported by:



U.S. Small Business
Administration

Contact or follow us to learn more [#GOBizInternational](#)

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