Partnership Prepares for Robust Trade Show Season

By Emily Barnwell

The Partnership's strategic priority of Jobs is gearing up for a busy trade show season. With approximately 12 major trade shows on the calendar for the first and second quarters of 2025, the team is prepared to highlight the 10-county, south-central Kansas region's strengths on the global stage and attract new investments to the area.

These trade shows provide an unparalleled opportunity to connect with decision-makers from aerospace, advanced manufacturing, cybersecurity, space and other industries critical to Wichita's economic growth as outlined in the Regional Growth Plan.

Over the past five years, the Partnership has recorded 40 new prospect projects opened as a direct result of attending various tradeshows. Notably, four successful projects have landed in Wichita through these connections, resulting in 70 new jobs and $13 million in capital investment. Bloc Digital and C&L Aviation Group are among the companies that have expanded in Wichita, underscoring the value of trade show engagement in driving economic development.

Upcoming Tradeshows

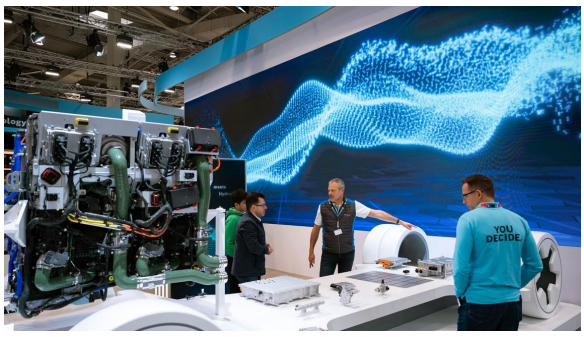
Here's a snapshot of the trade shows and conferences the economic development team will either exhibit at or attend in the coming months.

VERTICON (March 10-13): As the world's largest vertical aviation conference and trade show, VERTICON offers the chance to connect with 15,000 industry professionals in rotorcraft manufacturing and innovation.

Industrial Asset Management Council (IAMC) (March 22-26): Attending this forum in Sacramento will allow the Partnership to engage with leading industrial real estate professionals.

Avalon Airshow (March 25-30): The team will represent the Air Capital of the World at the Southern Hemisphere's largest airshow and aerospace and defense exposition, where they will network with suppliers and prospects.

Hannover Messe (March 31-April 4): Known as the world's leading industrial tradeshow, Hannover Messe provides a platform to showcase Wichita's advanced manufacturing capabilities.



Space Symposium (April 7-10): Bringing together leaders from commercial, government and military space from around

the world, the Space Symposium provides a forum to discuss, address and plan for future achievements in space as well as exclusive networking and engagement opportunities.

MRO Americas (April 8-10): Bringing together more than 17,000 industry professionals, MRO Americas is the leading maintenance, repair and overhaul event in the industry and a world-renowned opportunity to connect with the aviation aftermarket.

RSAC (April 28-May 1): RSAConference is an opportunity to showcase Wichita's cybersecurity growth and unique expertise to various cybersecurity companies and security specialists.

Paris Air Show (June 16-22): This iconic event is a cornerstone of Wichita's aerospace strategy. It offers high-level meetings with global industry leaders and booth partners. The Air Capital of the World reception, which traditionally occurs the day before the show begins, has become one of the most influential events of the show.