



Dear Exhibitor

LAA Sywell Rally 2021

Welcome to the 2021 LAA Rally in this our 75th Anniversary year and many thanks for considering the Rally as a means of promoting your organisation. The Light Aircraft Association, with some 7,800 members and more than 2,800 aircraft currently flying on LAA Permits in the UK (plus another 1,500 projects in progress) is the largest powered sport flying organisation in the UK, and the Rally is the highlight of our Anniversary year.

Despite the enforced break last year due to COVID the LAA Rally goes from strength to strength attracting exhibitors, builders, flyers and enthusiasts from around the world. The 2019 event saw almost 800 aircraft and some 5000 people visit over the three days, making it the pre-eminent fly-in event in Europe and receiving positive feedback from exhibitors, members and visitors alike - 'one of the best yet'.

Our plans for 2021 are taking shape, in partnership with Sywell Aerodrome and in full compliance with UK Government COVID-19 guidelines. The Government's announcement of a roadmap out of lockdown enables us to plan for as near normal a Rally as possible. However, to ensure that we can offer exhibitors and visitors a Covid-safe environment it has been necessary to adapt our layout plans to include more open public spaces and the avoidance of fully enclosed exhibition marquees. We will also adhere to any prevailing guidelines at the time of the Rally to ensure a COVID safe event. Addendum's to the Exhibitor pack will be issued as necessary advising of any further layout and operational changes required in order to comply with prevailing guidelines.

This year in an expanded programme to celebrate 75 years of the Association and 'Flying for Fun' we aim to feature some of the iconic aircraft, events and people that have shaped our past as well as showcasing all that is best in current and future sport and recreational flying. In addition to exhibitors' stands, Speaker's Corner aims to provide a wide programme of informative talks and presentations and offers an ideal opportunity to get your message directly to your audience. So, do you want a slot? We also have a number of exciting sponsorship packages to promote further your business presence and we would welcome the opportunity to discuss these with you.

The 2021 LAA Anniversary Rally provides the perfect opportunity to showcase new products and ideas to a core market of flyers, aircraft builders and restorers, together

with the opportunity to network with fellow exhibitors, industry regulators and in recent years, visiting ministerial delegations, all conducted in a relaxed and friendly atmosphere.Â

Our exhibition space rates for 2021 remain unchanged and represent excellent value for money so whether you are a longstanding exhibitor at the LAA Rally or considering exhibiting for the first time I look forward to welcoming you at the 2021 Rally!

I know that after a gap of some 18 months without major sport and recreational aviation events there will be considerable interest amongst our members to attend the Rally to celebrate our 75th year. I very much hope that you will be able to join us at Sywell too. If you require any further information regarding exhibiting at the Rally, please don't hesitate to contact Penny Sharpe (penny.sharpe@laa.uk.com) who will be pleased to assist.

Very best regards

A handwritten signature in black ink, appearing to read 'Eryl Smith', with a long horizontal flourish extending to the right.

Eryl Smith
LAA Rally Chairman