



The SUN 'n FUN Aerospace Expo is proud to present, as the lead-in to the aviation year via its partnership with the Aero-News Network, the [2023 SUN 'n FUN Innovation Preview](#).

The aviation world is driven by new developments in technology, design, and innovation... And focusing the entire Aero-Verse at the beginning of the year on all that is cool, interesting, innovative, important, and pivotal is the ultimate aim of the 2023 SUN 'n FUN Innovation Preview. The SUN 'n Fun Aerospace Expo, as the aviation world's leadoff event and a history of many decades of service to the aviation industry, is the perfect place to make a stand on focusing the future of news coverage, responsibly and credibly, on the gear and products that will become prominent, even critical, in each coming year.

As the delivery of news and information is ever evolving, the SUN 'n FUN Innovation Preview is looking to set THE standard for exciting, accurate and critical news and information--allowing the aviation world, at-large, to build plans for their year based on the new products and innovations to come. Our partnership with Aero-News Network, and their nearly 2 decades of unparalleled accomplishments in producing LIVE news programs, creates the perfect conduit to deliver the news and information relevant to your customers and the aviation industry.

Synopsis:

Each Innovation presenter will be featured in individual (no more than 5 minute) snippets, one per company, and will feature ONLY SUN 'n FUN exhibitors and vendors with NEW products and programs to announce, or otherwise to be seen for the first time, in 2023.

Event will start with SNF23's own Preview... a short recitation of the highlights expected for this year's event. Each approved preview will entitle the participant to present a LIVE Tease of the most salient details of their new announcement(s) in order to enhance the excitement, newsworthiness and innovation of SUN 'n Fun 2023

The resulting multi-hour program will air 'live' Tuesday afternoon, March 28th, via SNF, Aero-News and other outlets and feature over 20 major companies and organizations with a brief synopsis of what they are showcasing at SUN 'n FUN.

The full program will be made available, free, for re-webcast by interested news organizations, and each of the individual SnFIP presentations, as well, will be logged collectively and individually as a unique

news-story on the ANN, SNF, and other applicable YouTube and associated web channels for easy reference and redistribution. Similar such programs have been conducted by ANN for nearly 2 decades and have won universal acclaim, appreciation and approval from participants, partners, and viewers alike.

After the conclusion of the New Product Introductions, the Aero-News Network will be syndicating our live coverage to dozens of popular e-media and aviation sites, such as YouTube, Vimeo, FaceBook, Instagram, Twitter, Roku, FireTV, and many others. Therefore, it is imperative that your presentation NOT contain any copyright restricted material (primarily music and videos) in order for you to receive the complete promotional value of doing the presentation. IF you did buy rights to protected material, make sure we have a copy of your documentation so that we may send this to YouTube (and any others involved) so that we can avoid any potential interruptions. Failure to work in accordance with copyright and IP protection laws will result in the removal of the offending video from all our presentations, as well as that of all our syndication partners.

Deadlines:

*Note: ALL these dates are 'first come/first served'--As of today, we have more than sufficient reservations to fill all slots and have started a waiting list to sub in possible candidates whenever a primary reservation drops out... and we do expect several of those to occur when material deadlines pass... if you do not have a reservation, write us **now** to get one.*

Requests for Inclusion Deadline: February 15, 2023

Notification (by ANN/SNF) of Inclusion in SnFIP Program: February 25, 2023

Reservation Deadline For ANN-Onsite SnFIP Productions: March 1, 2023

Submission of Completed SnFIP Segments (for prior submission): March 6, 2023

Submission of graphics, audio and other IP prior to: March 6, 2023

Ground Rules:

- SnFIP Participation is offered ONLY to SNF Exhibitors/Sponsors.
- Each SnFIP applicant's submission will be screened by SNF/ANN for suitable, innovative, content and eligibility prior to confirming any specific SnFIP reservation.
- SnFIP segments will only be granted to those entities, companies, programs or products that are announcing previously undisclosed news and information of value to the aviation community. No previously announced/published programs are likely to be approved, though significant updates and substantive progress reports on same are permissible.
- NO competitor bashing (even if it's true... grin)

- Each SnFIP segment must contain between 4-5 minutes of AV content. No more than 5 minutes, total, is allowed. ANN reserves the right to reject or edit materials that fall outside the guidelines.
- Each company/participant MUST request participation no less than 30 days prior to the event.
- SnFIP presenter MUST own or have clear, documented, legal use of copyrighted materials used in PowerPoint, video and/or audio content.
- One presentation will be permitted per innovator, but that presentation may discuss more than one innovative announcement, product, program or unveiling.
- ANN, the producing party, will warrant and preserve a news embargo on all received intellectual content up to the publication date and time agreed to by both parties, tentatively scheduled for TBD.... As usual, though, if information has been otherwise disclosed by a non-ANN news party, however, it becomes fair game as news content for our news programming.
- Participants must submit HD resolution visual programs, with audio, in complete or editable form that includes all or a combination of the following: Video, PowerPoint/Audio, Graphics and Audio.
- Editing assistance for SnFIP segments is available from ANN, by reservation, and at direct cost (if any).

Please note that such assistance is limited by resources already strained by the fact that ANN and SNF have a LOT to do at SNF23 this year... the sooner you tell us what you need, the more likely we are to not only be able to get it done... but to do so in a way that is as satisfactory as possible, to all concerned. In other words, if you want the best possible results, let's get it done early and not be in a last-minute panic/rush.

How Do You Get Your Submission To ANN?:

There are three primary 'Protocols' by which these requirements might be accomplished and few variations on each theme. Each presentation will be preceded by an ANN-designed graphic intro that identifies the company, the topic and the presenter.

Protocol #1 -- Submission of Complete PowerPoint File with Audio

- **Images for Placing in video:** Submitted images, whether they are JPEG images or a completed PowerPoint presentation, should be a minimum pixel dimension of 1920x1080.
- **A detailed outline** of the script cues for each image should be provided.
- **Attached/Embedded Video files:** Video clips that you would like edited into a presentation on your behalf, should be 1920x1080 or a minimum of 1280x720. If you have a smaller video clip we can discuss on a case to case basis.
- **ProRes Codec** desired but H.264 acceptable.

- **Audio files:** If you choose to submit audio that you record yourself make sure that it is not clipped. The audio should peak at -6db and no higher. Submitting quieter audio is acceptable and easy to fix but clipped audio cannot be made to sound good.

- **Alternately**, a complete PowerPoint presentation may be submitted along with a script that meets the time specs... we can arrange for a Commercial Voiceover performer to read the script for you (no ANN personnel will be used for these, if we can avoid it, since these voices are already so well-exposed). If this is required, voiceover services (see pricing below) will be billed at the prevailing rate plus \$20-\$50 for editing services.

- **Text/Script for narration:** General guideline for length of script

- o 390 words = 3 Minutes - Cost \$160

- o 520 words = 4 Minutes - Cost \$200

- o 650 words = 5 Minutes - Cost \$240

- o *A basic audio recording of your script must be submitted along with the script text.* This recording can just be done with a voice recording app on your phone or laptop and is for the narration talent to make sure they pronounce everything the way you would like it.

- o If there is a specific sound that you would like for the narrator please listen to the samples and pick a voice over talent from the following:

- **Male Narrators**

- **Female Narrators**

Protocol #2 -- Submission of Complete 3"-5" Video

- Videos should be 1920x1080 or a minimum of 1280x720.

- ProRes Codec desired but H.264 acceptable.

- Please leave an extra 5 seconds at the beginning and end of the submitted clip that can be used for transition space.

- **Audio:** Please do not submitted videos with audio that is clipped. The audio should peak at -6db and no higher. Submitting quieter audio is acceptable and easy to fix but clipped audio cannot be fixed to sound good.

- **Alternately;** ANN has very limited resources this close to SnF, we will entertain requests for video assistance but be forewarned that we are unlikely to be able to provide much assistance unless requested as soon as possible.

FAQs:

Q: I'm an SNF exhibitor... but just a little guy with a big announcement (for us, anyway)... am I really eligible?

Simply put, yes... if you're an SnF23 exhibitor with real news, you're eligible. But do not delay in making a claim to a possible slot... we are limiting the program this first year so that we can make sure that all participants get the attention they deserve.

Q: OK... what's 'news?' How can I make sure that my announcement qualifies?

The announcement must contain significant news and innovative content that has otherwise not been disclosed or promoted. If you have a new airplane... that's news. If you have a major update to your software program... that's news. If you have new functionality for your avionics product... that's news. If you put a new coat of paint on your Machbuster Thundercrunch 2000MX or have a new name (no matter how bad the old one was... grin)... that's not. You get the idea... but in all cases, if you have any questions, give us a call, we'll do our best to work through it with you.

Q: OK... this sounds way cool... but I have LOTS of questions and I've never done anything like this before... where can I get more info.

Easy... see the examples of similar segments we have published below... make sure you look at as many of them as you can and then add your questions and call us... we'll do what we can to help.

Q: What's The Cost?

This is an editorial effort. There is no fee for participation.

Q: How do I do this and make it look good? What are the elements of a good segment?

OK... here's a few suggestions... NOTHING beats good graphics and/or video... a SOLID script and some good verbiage and the shorter the better... always leave them wanting more! The less 'talking-head' the better and if you plan to do nothing more than stand in front of a wall and announce something without graphic support, we're going to have to turn you down. We need to make sure this program is engaging on all levels... for Everyone's benefit. Many SnFIP-type presentations are comprised of 6-10 PowerPoint slides, maybe a little music or a video clip or two and a tightly written descriptive script that does a solid job of describing what's NEW, interesting and innovative about your announcement(s). It takes a little time, but it's really not that hard – if ANN's Jim Campbell can do it... anyone can (grin).

Q: Wait a second... doesn't this take the 'surprise' out of my SUN 'n FUN announcements?

Not really. ANN can tell you that there are very few real surprises to be found at Lakeland in this day and age, anyway... and that ALL companies making press announcements are fighting, aggressively, for all the attention they can get. And if you want attention, this is one GREAT way to do it. If you want to be listed as one of the most innovative additions to the SnF23 news roster and to build anticipation and buzz, based on a SHORT bit of early info, that will be disclosed later in greater detail at the event itself, this is the way to do it... and more important, other iterations of such programs have proven to be highly successful for the better part of a decade.

Q: I've got REAL news... but I'm not sure I can get an acceptable presentation done.

Not as big an issue as you might think. Call ANN ASAP and let's walk through through the ways you can get your SnFIP segment completed... believe me, you don't want to miss out on this because you're not that good at PowerPoint. If you get with us ASAP, we can probably help.

Q: What might one of these segments look like?

Take a gander at a few **hundred** of those we've produced in similar programs and via different venues... this is a good place to start...

Contact Info:

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