Small Airports Air Service Conference Agenda and Registration

Myrtle Beach, South Carolina
Wednesday, October 6th – Friday, October 8th, 2010

Photo courtesy **Myrtle Beach Area CVB**

Event Coordinator / Host:

Sixel Consulting Group, Inc.
Air Transportation and Airport Consulting Services

Conference Details

After a very successful and fully attended western U.S. Small Airports Development Conference in Denver in June, the Agenda has been set for the eastern version of our **Small Airports Air Service Development Conference**, scheduled for **October 6-8 in Myrtle Beach**. Sixel Consulting Group plans a full agenda, with plenty of opportunities to network and meet with top airline planners. Already booked to attend are planners from **Delta, ExpressJet, Gulfstream, Republic and Vision Air**. Invited airlines include **Cape Air, Pinnacle/Colgan, Branson Air Express and Direct Air**. Airline planners will make individual presentations and will be available for social networking at scheduled cocktail parties, dinners and golf outings. One-to-one airport-airline meetings may be scheduled. In addition, Sixel Consulting Group staff will present information pertinent to air service development at smaller airports, such as enlisting the aid of your community, marketing your service within a restricted budget and applying for various grants / programs.

The networking opportunity begins on October 6th, a Wednesday afternoon, with a golf outing coordinated with Myrtle Beach Golf Holiday. An evening "conference kick-off" cocktail reception will follow at the host hotel – the **Myrtle Beach Marriott Resort & Spa at Grande Dunes** . Business associates, spouses and/or kids are welcome to play golf and all adults are invited to the reception that evening. For those who cannot make it Wednesday for golf, some may stay for a round on Saturday. The cost for golf is free of charge on Wednesday and $75 per person on Saturday which is separate from the conference registration fee.

Thursday morning is scheduled to begin with continental breakfast and presentations by airlines in attendance. The morning sessions will include presentations by our large network airline guests, headlined by Delta Air Lines. The mid-morning and early afternoon sessions will include presentations from less than daily / leisure airlines and low cost carriers, including Republic (Frontier) and Vision. The afternoon will be given over to discussions by smaller daily operators such as Cape Air, ExpressJet, Gulfstream and Colgan/Pinnacle. These presentations and question and answer sessions will be interspersed by presentations and lunch with Sixel Consulting Group. Topics of discussion from Sixel include "The Essential Air Service Program, **Larger Airplanes in Smaller Markets**", "**'I am not ready to retire'** and other quotes from a 50-seat regional jet" and the "Small Community Air Service Development Grant Program – **'We got the money, now what'**".

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After a few presentations Friday morning, airlines will be available for smaller, more focused meetings with airports throughout the morning and afternoon. These meetings will allow you more focused discussions regarding existing or future service at your airport. Some one-to-one meetings may also be available. Please call Mark Sixel, Jack Penning, Mike Lum, Mike Mooney or Kris Nichter to find out more about the scheduling and availability of these meetings.

We have decided to offer this event **at cost - $795 per person**. This includes all of the meeting rooms, meals, catering and the audio/visual needed for this event. This does not include the cost of the golf event(s), or the rooms at the hotel, which you will have to book yourself. We will send you information regarding booking a special rate at the **Myrtle Beach Marriott Resort & Spa at Grande Dunes** once you register. Rates are expected to be between $84 (government rate) and $139 (standard rate).

Registration

Simply fill out the form below with the names of each person attending the conference. In addition, please let us know the total number of attendees for the golf event(s), including any spouses, friends and/or kids attending. Also, feel free to bring your spouse or partner to any of the cocktail receptions or dinners. When ready, fax this form to Sixel Consulting Group at **541-341-1603 no later than August 13th, 2010**. We will then send out invoices to be paid no later than **September 10th, 2010**. As a benefit of booking early, registrations made by August 13th will be eligible for a drawing in which **a $200 gift card** will be awarded.

Airport Name		
Attendee name and e-mail 1		
Attendee name and e-mail 2		
Attendee name and e-mail 3		
		Circle below number of attendees
Wednesday Golf	Wednesday October 6th, 2010	1 2 3 4 (no charge)
Cocktail Reception	Wednesday October 6th, 2010	1 2 3 4
Breakfast	Thursday October 7th, 2010	1 2 3 4
Lunch	Thursday October 7th, 2010	1 2 3 4
Cocktail Reception	Thursday October 7th, 2010	1 2 3 4
Dinner	Thursday October 7th, 2010	1 2 3 4
Breakfast	Friday October 8th, 2010	1 2 3 4
Lunch	Friday October 8th, 2010	1 2 3 4
Saturday Golf	Saturday October 9th, 2010	1 2 3 4 ($75 extra)

Total Conference Attendees	$795 per Attendee (plus golf)	Total to Invoice