

Dear _____ (first name)

I hope your preparations for the upcoming Paris Air Show are going well – obviously, if there is anything I or any of the Kallman Worldwide team can do to assist, please don't hesitate to call.

I'm writing today to let you know that for a number of reasons outlined below, this year the U.S. International Pavilion at Paris is “**Going Green**”. After you've read through our plan/ideas below we're going to ask for your input and assistance as well. Attached you will find a very short questionnaire related to your company's green program that will help us present a comprehensive message at Paris. Thank you in advance for taking a minute to reply to us.

Getting back to the U.S. International Pavilion at Paris – our plan is to approach the “Green” theme from four directions: “Look **Green**”, “Be **Green**”, “Promote **Green**” and “Think **Green**”. Not only have we taken a number of steps to minimize our group's impact on the environment, but we've also changed our appearance considerably to drive home the point.

Among the steps we've taken to **LOOK green**:

- Green aisle carpet instead of the traditional red
- Environmentally-themed header (name board) design for the turn-key stands
- Bamboo, green and blue design for the “USA” pylons throughout, and
- “Rain-forest” design for the U.S. Exhibitors' Lounge.

And among the steps we've taken to **BE green**:

- Use of recycled construction material throughout the Exhibitors' Lounge
- Use of recycled paper products throughout the pavilion
- Inclusion of recycle bins (trash bins) throughout the pavilion
- Dedicated “News Stand” for show daily publications and other

magazines that traditionally are scattered throughout the pavilion*

- Paperless Exhibitor Guide: the “*Buyer’s Guide to U.S. Exhibitors at the Paris Air Show*”, a publication that Kallman Worldwide has been producing for more than a decade, has now gone paperless. The “Guide” is being disseminated worldwide to several thousand buyers and leaders in the aviation industry via a simple to read, easy to navigate, pda-friendly internet link and will also be available on the Kallman Worldwide website. This will cut down on Kallman’s own contribution to the paper waste at Paris; however, we will distribute a “*U.S. Visitors Guide*” (one-third the size of our old printed Guides) to visitors to the pavilion. The *Visitors Guide*, coupled with kiosks placed at key entry points to the pavilion, will effectively direct key visitors to the U.S. suppliers they are eager to meet.

** Kallman Worldwide will be writing to the three primary “Show Daily” producers requesting that they limit their distribution of magazines throughout the pavilion. On any given trade day we can find two or three copies of up to five different magazines “dropped” on every stand in the pavilion. We appreciate that the publications are merely trying to do their job of disseminating information, but TONS of magazines end up in the trash without being read.*

Among the steps we’ve taken to **PROMOTE green**:

Located immediately adjacent to the Pavilion Welcome Center, the U.S. International Pavilion will feature a “U.S. Aerospace Going Green” multi-media display of the ways and means by which U.S. companies are working to protect the environment and reduce the carbon footprint of our entire industry. This area serves to promote those companies in the pavilion and key supporters and innovators outside of the pavilion that are making a difference in how we think and operate.

The specific topical areas we envision addressing within the Green Aviation Showcase will cover the entire life cycle of an

aircraft, including:

- Sustainable manufacturing and delivery processes
- Environmentally-friendly supply chain management and office operation for manufacturers and aircraft operators.
- Products and services designed to deliver improved flight performance including increased fuel efficiency and decreased carbon emissions and noise levels.
- Aircraft 'end of life' disposal and recycling ideas

In the middle of the U.S. Pavilion a small "Park" area has been set up which offers visitors a place to sit, but more importantly, message boards and video displays will amplify the U.S. Aerospace Going Green message.

We will be working closely with the leading dedicated trade publication "*Green Sky – Aviation and the Environment*" to publicize and promote the environmental features within the U.S. Pavilion as well as the individual companies who are using this initiative to draw attention to their own environmental initiatives. *Green Sky* plans to release a special supplement at the Paris Air Show which will highlight the US Pavilion environmental program.

Finally, every U.S. Pavilion exhibitor involved in environment programs will be featured and promoted in a special section in the "*Buyer's Guide to U.S. Exhibitors*". The Guide will be forwarded to more than 2000 journalists in advance of the show along with special invitation to visit with and learn more about the green initiatives on display at Paris.

And finally, we've even taken measures to **THINK green**:

We are constructing and equipping a 50sqm+ briefing area has also been established in the U.S. International Pavilion where keynote presenters will address the most pertinent topics related to green aviation. This facility will be available at times throughout the week for individual companies to invite trade visitors, clients,

and journalists to hear about their green programs.

Please [click here](#) to go to an illustrated brochure that explains our program in depth.

I hope you will agree that our plans to alert the media and key industry leaders, to bring focus on the U.S. industry in general, and to impress our pavilion visitors with a comprehensive **Green** message will positively impact on all the companies working with Kallman Worldwide. In a time when all show participants MUST maximize their return on investment, know that we're doing all we can to help U.S. companies stay ahead of the game!

Again, we need your assistance in order to effectively promote your company and our (yours and Kallman's) pavilion to a global audience of visitors planning to attend this June's Paris Air Show. The information we need is:

- 1) Does your company manufacture a product or service specifically designed to lessen the environmental impact of some element of the aerospace industry?**
- 2) Is your company taking proactive steps to reduce, recycle and reuse within your manufacturing or office operations?**
- 3) Will you be promoting or launching any product or service with connections the environment or implications for aerospace sustainability at this year's Paris Air Show?**

We are attaching a quick reply form you can use, or, if you prefer you can simply reply to this message with the answers. Please note: Even if none of the above apply, can you please let us know that, so we know this message was received? (Thanks!)

Even if none of the above apply, please reply so we know the message was received. Please send us this information no later than April 17, 2009. We are working to release an announcement on April 22, 2009

in coordination with Earth Day activities taking place around the world.

Thank you for your continued support and good luck with all your pre-show preparation!

Friendly regards,
□ Tom Kallman
President & CEO
Kallman Worldwide