



CBAACAA 2025 Highlights & Engagement Metrics

CBAACAA 2025

CBAA 2025 HIGHLIGHTS

Business aviation came together, and it showed

- ✅ 3 Days of Networking, Innovation & Insights
- 👥 680+ Attendees
- 🤝 21 Sponsors
- 📌 57 Booths – Sold Out
- ✈️ 13 Aircraft on Display – Sold Out
- 💙 \$25,247 Raised for Hope Air

WHO
ATTENDED?

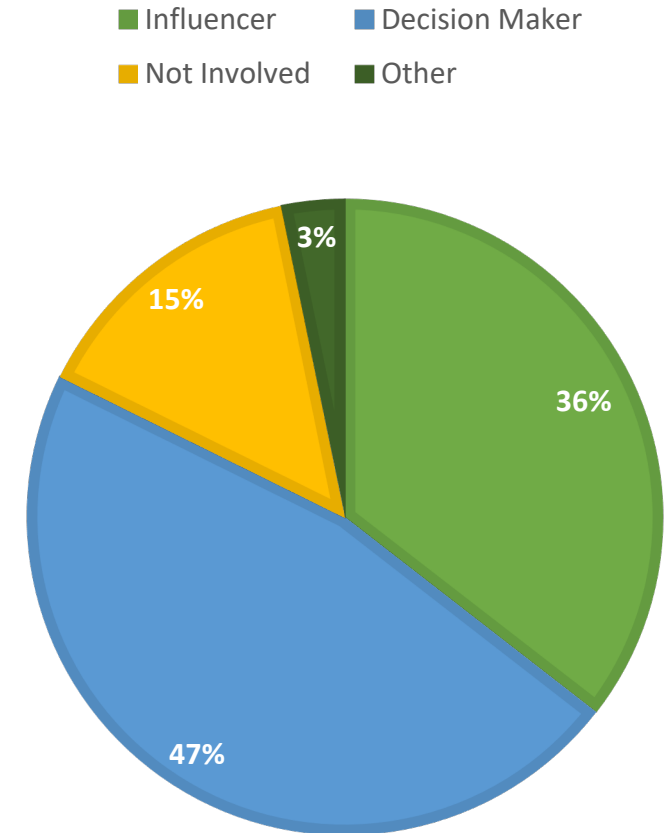
A Cross-Section of Business Aviation

- Flight Operations & Pilots
- Executive Leadership
- Sales and Business Development
- Marketing, Communications & Events
- Maintenance, Engineering & Technical
- Operations and Administration
- Training and Education
- Legal, Finance & Consulting

DECISION MAKING ROLE

- **83%** of attendees are involved in purchasing decisions (either as Decision Makers or Influencers).
- **Decision Makers alone** represent over one-third of responses, a strong signal for lead generation and deal closing potential.
- A minimal percentage are not involved or fall outside the buying process.

ROLES



ATTENDEE SATISFACTION RATING

Networking

Strongly valued across responses — attendees appreciated the opportunity to connect with peers, customers, suppliers, and industry leaders through both formal and informal events.

Static Display & Exhibits

The aircraft showcase and exhibition floor were major highlights, offering direct engagement with OEMs and product displays.

Panel Discussions & Education Sessions

Sessions were seen as informative, relevant, and well-delivered, with standout topics including technology in business aviation, international operations, and customer experience.

Professional Organization & Atmosphere

The event was widely praised for being well-run, efficiently laid out, and welcoming, with several mentions of excellent staff support and the benefits of a smaller, more focused venue.



EVENT APP ENGAGEMENT HIGHLIGHTS



80% of Attendees Loved Using Whova

Our event app kept attendees informed, engaged, and connected throughout the show.



Key Engagement Metrics:

- Sponsor Impressions: 70,373
- Attendee Profile Views: 2,709
- Sponsor Webpage Views: 579
- Exhibitor Webpage Views: 947



Community Interaction:

- Private 1:1 Messages: 1,099
- Attendees Engaged in 1:1 Messaging: 569
- Meetups Created by Attendees: 8
- Community Board Messages: 301
- Photos Shared: 164
- Recommended Attendee Matches: 411



Announcements:

- 19 Sent
- 65% Open Rate