

How do you reach an elite group of high net worth individuals with more discretionary income than 99% of the population?

## Vertiport Chicago Heliport



# VERTIPOINT

## CHICAGO



### Only Downtown Heliport

Chicago's only downtown heliport is the preferred helicopter landing location for executives and corporate flight departments

#### Services

- Sightseeing tours
- Private charter
- Special events venue
- EMS landing site for the Illinois Medical District
- Private offices for lease
- Conference room available for short term rental
- Business center
- Ground transportation
- 24/7 operations coverage

	Travel time (minutes) to Vertipoint Chicago	
	Drive	Fly
Midway	18	3
O'Hare	30	6
Gary	41	9
Chicago Executive	41	9
DuPage	58	12
Waukegan	64	16

#### Facility

- FBO office building: 11,700 sqft
- Total site area: 10 acres
- Ramp & landing area: 4.5 acres
- Landing pads: 1 Parking pads: 8
- Fuel: Jet A (current), 100LL (Q4 2015)
- Hangar: 30,000 sqft, with maintenance bay
- Designated tour operations area
- Exclusive entrance, lobby for charter clients
- Crew lounge & flight planning room

	Travel time (minutes) from Vertipoint Chicago	
	Drive	
United Center	6	
Willis Tower	8	
Mercantile Exchange	10	
Merchandise Mart	12	
McCormick Place	12	
Trump Tower	14	

**Vertipoint Chicago**  
1339 S. Wood Street  
Chicago IL 60608

877.902.9292

[www.vertipointchicago.com](http://www.vertipointchicago.com)

#### Services offered:

- Private and shared luxury helicopter tours
- Charter services
- FBO
- Hangar storage
- Refueling
- Meeting and conference space
- Event venue



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### The Brand Opportunity

#### Offering a big brand presence to a hard to reach affluent audience

- Unique brand presence to high net worth individuals in an uncluttered, coveted business travel space
- Unique outdoor advertising opportunity with large scale, specialty branding platform that won't be overlooked
- High-net-worth individuals spend the most on luxury items, transportation, travel, private banking, and more...
- Also reach upwards of 40,000 tourists annually who take helicopter sight seeing tours and affluent corporate users of this event space....read more

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### Primary Target Audience

Target Groups served by Vertipoint Chicago:

- Ultra high-net-worth individuals (UHNWI) who use charter aviation as a regular means of business travel or for for leisure

Note: UHNWI's are defined as having a net worth of at least US\$30 million dollars (after accounting for shares in public and private companies, residential and passion investments such as art, planes and real estate).

**Reach: 9,000 to 10,000 charter users annually**

- Affluent SkyShare users with approx \$1 to \$3 million net worth who book flights using subsidized SkyShare web and mobile apps. This affluent group breaks down into the following subgroups:
  - Sport enthusiasts who live in surrounding Chicagoland area looking to get downtown to attend major sporting events, just blocks away from the heliport
  - Theatre enthusiasts who live in Chicagoland looking to attend cultural arts, concerts and plays in the loop
  - Attendees of major Chicago-based events where helicopters can land, such as Arlington Race Track
  - Leisure travel to and from nearby resorts and destinations in Lake Geneva and Michigan City
  - Executive travelers who previously could not afford to charter a helicopter full price

**Reach: 20,000 to 30,000 SkyShare users annually**

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### Secondary Target Audience

Target Groups served by Vertipoint Chicago:

- **Tourists and Chicago residents with discretionary income to spend in the city and average income of \$85,000.**
  - 46,000,000 tourists a year come to Chicago
  - 9 million tourists alone to Navy Pier
  - Boat tours in summer do approx. 7,000 people a day
  - Includes local residents who want a first class experience of beautiful Chicago

**Reach: 30,000 to 40,000 individuals tourists annually**

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### Tertiary Target Audience

Other target groups of Vertipoint Chicago:

- The allure of this unique space is quickly making Vertipoint Chicago a go-to destination for a variety of philanthropic events, corporate parties, product launches and luxury vehicle unveils, celebrity photo shoots and more. Vertipoint currently partners with Revel, a Chicago-based event marketing agency who sells and manages these events and special functions. Additional information can be viewed at: <http://revelspace.com/vertipoint/specs/>

**Reach: 5,000 to 10,000 attendees annually**

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### Tarmac Advertising

- Advertising positioning available on tarmac
- Eight helicopter parking spots
- Each space is 40' x 40'
- Visible from helicopters and high end clientele coming in and out of Vertipoint Chicago
- Visible from airspace on flight paths in and out of Chicago

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### Tarmac Usage Examples

- Audemars Piguet - 34<sup>th</sup> Street Heliport, New York



- Audemars Piguet – Hong Kong Heliport



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### Hangar Door Advertising

- Advertising positioning available on hangar doors
- Three hangar doors available
- 65' wide x 25' tall MegaDoors
- Visible to high end clientele coming in and out of Vertipoint Chicago from ground and air
- Prominent brand advertising to owners and operators of helicopters that land, park, fuel and store their aircraft

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## In the News

### [Vertipoint Chicago adds a new twist to the city's air transport facilities](#)

*Chicago Business Journal by Lewis Lazare, May 1, 2015*

Chicago already has two busy commercial airports. Now it's got a third air transport facility of a somewhat different kind: Vertipoint Chicago is said to be the largest vertical aircraft takeoff and landing facility of its kind in North America.

Situated on an 11-acre site in the Illinois Medical District on the city's near southwest side, Vertipoint Chicago is a \$11-million, privately-funded project that is designed to serve both helicopter and next-generation tiltrotor aircraft. The opening of Vertipoint Chicago brings direct helicopter access to downtown Chicago for the first time since the closure of Meigs Field in 2003. [Read more](#)

### [The Venture to Bring Helicopters Back to Downtown Chicago](#)

*New York Times by Dave McKinney, June 1, 2015*

The only complaint Mike Conklin ever received from his time helicoptering President Bill Clinton around in Marine One came from the White House chief usher, who politely asked if there were some way to quit strafing the flowers with wind from the rotors. That negligible complaint notwithstanding, Mr. Conklin is using the expertise he gained in piloting Mr. Clinton 192 times over more than four years to pitch Chicago's corporate community on a new, potentially lucrative business concept: getting downtown mostly by helicopter, avoiding the city's clogged expressways. [Read more](#)

### [Helicopter airport on edge of downtown is set for takeoff](#)

*Chicago Tribune by Jon Hilkevitch, April 30, 2015*

A plot of land on Chicago's Near West Side once polluted with arsenic and asbestos will get a clean start Thursday as a helicopter airport that investors say fills a void in air service to the downtown area that has existed since the city bulldozed Meigs Field 12 years ago.

The \$11 million Vertipoint Chicago, in the Illinois Medical District near the Eisenhower Expressway, is aiming to attract a customer base of corporate CEOs and board chairmen who need to get from Chicago-area airports to the city's commercial center in just a few minutes and are willing to pay a premium to do it. [Read more](#)

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