

## Aviation Outlook Day Exhibitor Information

Thank you very much for your support of the annual career day at WMU's College of Aviation. We are very excited to welcome you! Below you will find details about the event. If you need anything else, please contact Tom Thinnes as soon as possible.

### Event Address:

Western Michigan University  
College of Aviation  
Aviation Education Center  
237 Helmer Road N  
Battle Creek, MI 49037

This year's event will be held in our Aviation Education Center. When you arrive, please feel free to pull up to the main entrance to unload, and then go park in the lot. Look for the "wing-shaped" overhang and the strobe light on the "wing-tip," this is our main entrance. Ring the doorbell, and one of our Aviation Ambassadors will greet you and take you to your table.

### Exhibitor Social! New This Year

Will you and your team be coming in on Thursday night? If so, how about joining us at the University Roadhouse for heavy hors d'Oeuvres and softdrinks (adult beverages are available – but on your dime. Sorry!). Come hang out with your fellow industry representatives and WMU faculty and staff!

- University Roadhouse
  - 1332 W Michigan, Kalamazoo, MI 49006
  - 6:30 to 8:30 p.m.
  - Please RSVP using the sign up link below

### Back By Popular Demand – BREAKOUT SESSIONS

At this year's Aviation Outlook Day, we are offering you the opportunity to present information about your company throughout the day. These breakout sessions will provide you the chance to connect with students who are interested to learn more about careers within your organization. We will be offering two sessions at designated times throughout the day, between 10 a.m. and 2 p.m.

- [Sign up here!](#)

### Schedule:

#### *Aviation Outlook Day*

#### *Friday, April 5*

- 8:30 – 10 am: Arrive and unload materials. We will have coffee and pastries available for you!
- 10 am: Students begin circulating. Please note, the new area is open, so you may find students approaching you earlier than the official start
- 11:30 – 1 pm: Exhibitor lunch. Please be aware, the event will continue during your lunch, therefore you may want to eat in shifts
- 2 pm: Event concludes

#### *WMU Aviation Fly-In: Hosted by Alpha Eta Rho*

#### *Saturday, April 6*

- If your schedule allows, the Alpha Eta Rho – Theta Chapter will be hosting a Fly-In event on Saturday. You are more than welcome to stay, socialize, and continue making connections with WMU students
- For more information, please contact Brady Noble at [brady.w.noble@wmich.edu](mailto:brady.w.noble@wmich.edu)

**Parking:**

Parking for exhibitors will be available in the lot directly to the north and northeast of the Aviation Education Center. Please feel free to pull up to the front entrance to unload your materials.

**Package Shipping Instructions**

Exhibitors are welcome to send their materials to the College of Aviation prior to the event. Any materials must be sent by FedEx or UPS only, and WMU is not responsible for any shipping costs. WMU will ensure materials are ready and at your booth upon your arrival.

## Shipping Address:

Western Michigan University  
College of Aviation  
Attn: Tom Thinnes  
237 Helmer Road N  
Battle Creek, MI 49037

- FedEx and UPS are the only vendors that can be used for shipping to WMU
- Arrange delivery to WMU so the package will arrive between March 30 and April 4, 2024 to ensure that packages are here before your arrival
- Please record the tracking number for packages shipped to WMU for Aviation Outlook Day
- Return labels MUST BE PRINTED by the employer and attached to the outgoing packages for shipment. Packages cannot be sent without a return label
- WMU will gather return packages after the event, and send them out no later than Tuesday, April 9, 2024
- Questions about shipping and package can be directed to the College of Aviation at (269) 964-6375

**Hotels and Restaurants**

## Hotel Accommodations:

Many area hotels offer discounts for WMU alumni, students, employees and visitors to campus. In most cases, local discounts are not available for rooms reserved online or through national toll-free numbers. Use the local (269) number and ask if you are eligible for a WMU discount when making reservations.

View a list of hotels in Kalamazoo and Portage here:

<https://wmich.edu/visit/hotels>

View a list of hotels in the Battle Creek area:

<https://www.battlecreekvisitors.org/where-to-stay/hotels/>

## Restaurants

Discover Kalamazoo's dining guide:

<https://www.discoverkalamazoo.com/eat/>

Discover Battle Creek's dining options:

<https://www.battlecreekvisitors.org/food-drink/>

Thank you again for your support and engagement with our students! If you have any additional questions or concerns, please contact me at by email at [tom.thinnes@wmich.edu](mailto:tom.thinnes@wmich.edu), or by phone at (269) 964-5768 (office) or (269) 317-0415 (cell).

See you soon!

Tom Thinnes  
Western Michigan University  
College of Aviation  
Director of Recruitment, Marketing and Outreach