EUROPEAN ROTORS | THE VTOL SHOW AND SAFETY CONFERENCE

Lyon, France
30 Nov – 3 Dec 2026
Exhibits Open 1–3 Dec
europeanrotors.eu

EUROPEAN ROTORS MEDIA KIT

EHA European Helicopter Association
EASA European Union Aviation Safety Agency
VAI Vertical Aviation International
Union Française de l'Hélicoptère

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1. About EUROPEAN ROTORS

EUROPEAN ROTORS is Europe's leading vertical aviation trade show and safety conference for rotorcraft and VTOL aircraft, bringing together operators, regulators, manufacturers, suppliers, innovators, and the next generation to advance the future of vertical flight.

The show is owned by the European Helicopter Association (EHA), endorsed by European Union Aviation Safety Agency (EASA), and powered by Vertical Aviation International (VAI) and the EUROPEAN ROTORS team.

Attracting over 5,000 attendees each year, the show features a major exhibition with more than 260 exhibitors, aircraft on display, a comprehensive technical and educational programme, safety demonstrations, and dedicated networking and business opportunities — all designed to foster collaboration, operational excellence, sustainability, and innovation across the industry.

In 2026, EUROPEAN ROTORS will take place in Lyon, France, for the first time, hosted by the French Helicopter Association (Union Française de l'Hélicoptère).

EUROPEAN ROTORS 2025 by the Numbers

5400+ Attendees | **260+** Exhibitors | **70+** Participating Countries | **20+** Aircraft on Display

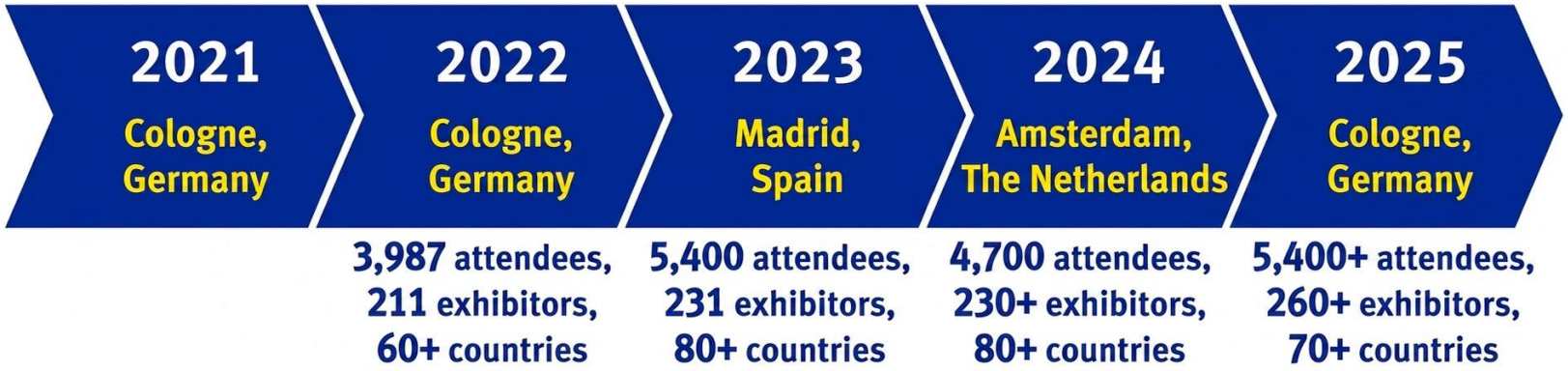
2. Key Facts & Dates

Upcoming Editions:

- **2026 – Lyon, France**
  - **Dates: 30 November to 3 December 2026 (Exhibits Open 1–3 December)**
  - **Venue: EUREXPO Lyon**
- 2027 – Milan, Italy
  - 29 November – 2 December 2027 (Exhibits Open 30 November – 2 December)
  - Venue: Fiera Milano

Previous Editions:

- 2025 – Cologne, Germany (5,400 attendees, 260+ exhibitors, 70+ countries)
- 2024 – Amsterdam, The Netherlands (4,700 attendees, 230+ exhibitors, 80+ countries)
- 2023 – Madrid, Spain (5,400 attendees, 231 exhibitors, 80+ countries)
- 2021 – Cologne, Germany



3. Mission & Values

Mission

To organise and deliver Europe's premier vertical flight trade show and safety conference, providing a platform for industry stakeholders to connect, collaborate, and drive innovation. We bring together regulators, OEMs (Original equipment manufacturers), suppliers, and operators to promote safety, foster technological advancement, and create business opportunities that support the sustainable growth of the rotorcraft and VTOL (Vertical Take-Off and Landing) sector.

Core Values

- **Safety** – advancing operational best practices
- **Innovation** – showcasing the latest technological advancements
- **Collaboration** – bridging industry, regulators, and government
- **Sustainability** – Supporting the long-term growth and resilience of the aviation industry through innovation, collaboration, and best practice.
- **Excellence** – delivering a best-in-class industry event

4. Key Highlights of EUROPEAN ROTORS 2026

Comprehensive Exhibition: Organisers expect more than 200 exhibitors to display products and services across the vertical aviation industry, including helicopters, drones, maintenance solutions, avionics, training systems, and operational support technologies. Attendees will have access to aircraft displays, product demonstrations, and direct engagement with manufacturers, suppliers, and service providers.

High-Level Conferences: EUROPEAN ROTORS 2026 will offer a broad conference programme focused on safety, regulation, technology, sustainability, workforce development, and operational performance. Sessions will feature industry experts, policymakers, operators, and thought leaders addressing the issues shaping the future of vertical flight.

Safety Leadership: The EASA Rotorcraft Symposium will remain a core element of the event, underscoring the role of EUROPEAN ROTORS as a safety-focused platform for the European vertical aviation community.

Educational Programme: The event will include training courses, workshops, and educational sessions developed with leading aviation experts and training organisations. Topics will include pilot training, maintenance practices, safety management, regulatory requirements, workforce development, and emerging aviation trends. Alongside this, a dedicated Career Day will inspire the next generation to consider careers in the sector.

5. Why Rotorcraft Matter

Every day, rotorcraft support:

- Helicopter Emergency Medical Services (HEMS)
- Search and Rescue (SAR)
- Firefighting operations
- Disaster response
- Law enforcement missions
- Offshore transport
- Infrastructure support

6. What Makes EUROPEAN ROTORS Unique

- **Regulatory & Safety Focus** – anchored by the EASA Rotorcraft Symposium and a dedicated Rotor Safety Zone
- **Education & Career Development** – programme across management, engineering, piloting and maintenance, alongside student engagement through a Career Day and innovation challenges
- **Innovation Showcases** – cutting-edge technologies shaping the future of vertical flight
- **Hands-on Safety Zone** – live demonstrations and interactive training
- **Strong European Identity** – a distinctly European Platform, bringing together the full vertical flight community to strengthen Europe's global leadership, all under one roof.

7. Messaging & Quotes for Media Use

Key messages:

Europe's Leading Vertical Aviation Event
EUROPEAN ROTORS is Europe's leading Vertical Aviation Trade Show and Safety Conference for rotorcraft and VTOL, bringing together industry, regulators, innovators, and the next generation.

Safety at the Core

Anchored by the EASA Rotorcraft Symposium, EUROPEAN ROTORS promotes a culture of safety and operational excellence. It also features a dedicated Rotor Safety Zone.

Innovation

The show highlights cutting-edge technologies shaping the future of vertical flight.

Education & Careers

Showcases a conference programme focused on safety, regulation, technology, sustainability, and invests in the next generation with innovation challenges and a dedicated career day for students and young professionals.

European Identity, Global Reach

EUROPEAN ROTORS reflects Europe's leadership in vertical aviation, while attracting participants from 80+ countries worldwide.

Hashtags: #EUROPEANROTORS #EUROPEANROTORS2026

8. Messaging & Quotes for Media Use

Quotes:

"Safety is built together. By hosting the EASA Rotorcraft Symposium at the start of EUROPEAN ROTORS, we kick-off the event by engaging the community in an open exchange of ideas and collaborative learning. EASA is proud to support this event and the wider rotorcraft community by helping to connect people, foster open dialogue, and share knowledge across Europe. These conversations are essential to addressing challenges, supporting innovation, and continuing to improve safety. Together, we accomplish more than any one organisation does alone." – ***Florian Guillermet, Executive Director, European Union Aviation Safety Agency (EASA)***

"EUROPEAN ROTORS has become the annual platform where Europe's vertical flight community comes together to strengthen cooperation, address common challenges, and help shape a regulatory and operational environment that supports safety, competitiveness, and innovation. EHA believes strong collective engagement is essential to ensure that the sector's operational realities, societal value, and future needs remain properly recognised across European aviation. It is our pleasure to bring EUROPEAN ROTORS to Lyon in 2026 and welcome the community once again. Join us in Lyon as we continue shaping Europe's vertical flight safely, sustainably, together." – ***Fredrik Kämpfe, Chairman, European Helicopter Association (EHA)***

9. Messaging & Quotes for Media Use

Quotes:

"EUROPEAN ROTORS has grown into an essential gathering for the vertical aviation community, bringing together operators, regulators, manufacturers, and safety leaders around the issues that will define our industry's future. VAI has been proud to help build this event over the past several years, and we are pleased to see it come to France for the first time. We look forward to continuing our work with our European partners to advance safety, strengthen industry collaboration, and support the continued growth of vertical flight worldwide." – ***François Lassale, President and CEO, Vertical Aviation International (VAI)***

"Welcoming EUROPEAN ROTORS to France feels like a natural fit. Our country is the historic cradle of the helicopter and the heart of its greatest innovations. We are proud to open our doors to the European and global vertical aviation community, here in the homeland of today's global industry leaders." – ***Pierre-Olivier Mathian, Coprésident, Union Française de l'Hélicoptère (UFH)***

"Choosing Lyon and the Auvergne-Rhône-Alpes region for this 2026 edition was a natural choice. As a historic pioneer in aerial work and mountain rescue, this region brings together a strong network of world-class operators and leading training centres. It provides the right setting for shaping the future of our industry." – ***Christophe Rosset, Coprésident, Union Française de l'Hélicoptère (UFH)***

"EUROPEAN ROTORS has grown with every edition since 2021 — in scale, in ambition, and in the strength of the community it brings together. France is a new chapter for the show, and one we are genuinely excited about. Stronger partnerships, a more focused programme, and a community that keeps growing. We look forward to seeing everyone there." – ***Callum Clench, Chief Executive Officer, European Rotors GmbH***

10. Media Resources

Available for Download (Click here)

- Official logos (EPS, PNG, JPG)
- Event photography & video highlights (2025)
- One-page fact sheet (PDF)
- Latest Press releases (View here)
- Social media toolkit (View here)

11. Press Accreditation

Accredited journalists are invited to attend EUROPEAN ROTORS free of charge.

How to apply:

- Register: **https://europeanrotors.eu/registration/**
- Under the Registration category, select “Media”
- Upload proof of current media credentials
- **Applications must be submitted by 14 November**

Approved media representatives will receive:

- Complimentary access to the exhibition and conference sessions
- Access to the press lounge and media materials
- Opportunities to arrange interviews with key stakeholders

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Vertical

Interested in becoming a media partner?
Contact us at: marketing@europeanrotors.eu

12. Media Contacts

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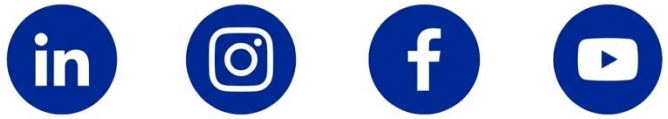
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