



FOR IMMEDIATE RELEASE

March 13, 2025

Contact: Bailey Wood

Email: BaileyW@verticalavi.org

Phone: 571-234-5582

PRESS RELEASE

First VERTICON Concludes as a Resounding Success

The premier global vertical aviation event debuts under new branding, showcasing innovation, safety, and industry growth.

Dallas, Texas, USA (Mar. 13, 2025) – The world’s largest vertical aviation trade show and conference, VERTICON, concluded its 2025 edition Thursday as a resounding success. This was the first edition of VERTICON, produced by Vertical Aviation International (VAI). The association, formerly known as Helicopter Association International, had rebranded in February 2024 and announced that its annual show, HAI HELI-EXPO, would also be renamed.

VERTICON 2025 brought together the breadth of the vertical aviation industry—manufacturers, suppliers, pilots, maintenance technicians, operators, educators, and business and thought leaders—to showcase the latest innovations in helicopters, powered-lift aircraft, and unmanned aircraft systems, as well as the technology, products, and services that support them. Hosting a record number of exhibitors, cutting-edge innovations, and thought-provoking programs, VERTICON solidified its position as the premier event for the global vertical aviation community.

Featuring over 686 exhibitors, including 44 aircraft from top-tier aircraft manufacturers, VERTICON 2025 brought together the global vertical aviation industry for four days of education, discussion, and connection. Total attendance for VERTICON was 14,414 persons, representing 88 countries.

“We are thrilled with the overwhelming success of VERTICON 2025,” says James Viola, president and CEO of Vertical Aviation International (VAI). “This year’s event was an extraordinary opportunity to bring the vertical aviation community together and showcase the incredible progress being made in our rapidly evolving field. Vertical flight technology is poised to play a pivotal role in reshaping air transportation and creating more sustainable solutions for the future.”

The event featured more than 125 education and training sessions covering a wide range of topics, from automation to aerial firefighting. The VAI Safety Zone provided a diverse array of tools, technology, and services designed to help attendees elevate their safety culture, manage operational risk, and optimize mission effectiveness. Main Stage speakers, including noted film stunt pilot Fred North and “Supersonic Survivor” Brian

Vertical Aviation International

1920 Ballenger Ave., 4th Flr. Alexandria, VA 22314 / 703-683-4646 / info@verticalavi.org / verticalavi.org



FOR IMMEDIATE RELEASE

March 13, 2025

Contact: Bailey Wood

Email: BaileyW@verticalavi.org

Phone: 571-234-5582

PRESS RELEASE

Udell, provided their perspectives on risk management and using difficult experiences as a tool to excel.

In line with the industry's workforce challenges, VAI created valuable opportunities for pilots, aviation mechanics and engineers, and other professionals to connect with potential employers through the VAI Vertical Aviation Industry Career Fair. Additionally, the Mil2Civ Workshop offered essential support to military personnel transitioning to civilian aviation careers, while HeliSuccess career development presentations offered insight and support to job seekers.

"Events like VERTICON allow us to not only share the exciting developments taking place in the industry but also to collaborate on the solutions that will put our industry at full throttle in the years to come," Viola adds.

This year's VERTICON attendees had a front-row seat to the Aerospace Maintenance Council's Maintenance Competition. During the event held on the show floor, three-member teams competed in eight challenging maintenance tasks, putting their skills and knowledge to the test. Utah State University took the top prize in this year's competition.

VERTICON 2025 marked the end of Viola's five-year tenure as chief executive of VAI. Later in March, he will take on the role of president and CEO of the General Aviation Manufacturers Association (GAMA).

"Leading VAI for the past five years has been an honor and a privilege. From navigating the challenges of COVID to steering the rebrand and launching our first VERTICON, it has been an incredible journey," Viola says. "Vertical flight has been at the heart of my career since my days as a US Army aviator. As my chapter at VAI ends, I am confident that this industry is climbing to new altitudes."

As the 2025 event concludes, the momentum builds for the next edition of the show. Set to take place in Atlanta, Georgia, USA, Mar. 9–12, (with exhibits open Mar. 10–12), VERTICON 2026 is already promising to be an even more expansive experience for helicopter and vertical aviation professionals.

#####

Vertical Aviation International (VAI), formerly Helicopter Association International (HAI), is the world's leading membership association dedicated to the vertical aviation industry, which encompasses all aircraft capable of vertical or short takeoff and landing.

Vertical Aviation International

1920 Ballenger Ave., 4th Flr. Alexandria, VA 22314 / 703-683-4646 / info@verticalavi.org / verticalavi.org



FOR IMMEDIATE RELEASE

March 13, 2025

Contact: Bailey Wood

Email: BaileyW@verticalavi.org

Phone: 571-234-5582

PRESS RELEASE

Throughout its 76 years of fueling industry growth through connection, advocacy, safety, education, and support for its members' success, VAI has leveraged the power of vertical flight to strengthen communities worldwide. The association welcomes all facets of the vertical aviation industry, including manufacturers, operators, suppliers and vendors, pilots and maintenance technicians, and other aviation professionals. For more information about VAI, please visit: <https://verticalavi.org/>

VERTICON

Dallas 2025 | POWERED BY VAI

Flying with new livery, the world's largest vertical aviation conference and trade show brought thousands of vertical aviation professionals to Dallas, Texas, to learn, connect, and experience the latest aircraft and technology.

VERTICON 2025 BY THE NUMBERS



ATTENDEES
14,414

EXHIBITORS
686

3,735
ATTENDED

PARTICIPATING
COUNTRIES
88

AIRCRAFT
ON DISPLAY
44

127
EDUCATION
COURSES & SESSIONS

See you next year!
March 9-12, 2026
Exhibits Open March 10-12

VERTICON

Atlanta 2026 | POWERED BY VAI

Vertical Aviation International

1920 Ballenger Ave., 4th Flr. Alexandria, VA 22314 / 703-683-4646 / info@verticalavi.org / verticalavi.org