

HAC 2017

22nd Annual Convention & Trade Show
November 9 – 11 Ottawa, Ontario

Sponsorship
& Marketing
Opportunities

at Canada's Premier
Helicopter Event



CANADA 150

Message from HAC's President & CEO **FRED JONES**



On behalf of HAC Board of Directors and the Members of the Helicopter Association of Canada, thank-you for your interest in our 22nd Annual Convention and AGM. This year's Convention will celebrate 22 years of service to the Canadian Helicopter Industry.

We invite you to consider raising the profile of your company through our 2017 Convention Sponsorship program. At the same time you will be helping to support your association, and its advocacy efforts. Together, we can make the Canadian helicopter industry stronger. This year's Sponsorship Program will provide unprecedented visibility and exposure for your company at what promises to be one of the most well attended conventions to date. The 2017 program will be unique and will offer a variety of new opportunities for our Sponsors, to reflect some exciting updates to the conference program, while maintaining our tried and true events such as the SKIDZ Bar, and new opportunities for our operator-members to visit and network in the trade show.

We are expecting roughly 700 delegates in attendance in Ottawa – our first time back since 2012 - and there have been changes everywhere in preparation to celebrate Canada's 150th. This year, HAC has a communication plan to ensure that our Convention Sponsors reach their clients and prospects using Social Media, a dedicated web-site, Twitter, e-blast campaigns, promotion of our event at related shows, through media partners and through visibility on partner web sites. In addition, for 2017 we are also adding a conference web-APP to take sponsorship visibility to the next level. Your sponsorship support will garner unprecedented collateral exposure.

Network with your customers and prospects all in one place at our legendary social events, and make sure that your company is noticed. Banners, receptions, luncheons, or coffee breaks – we have sponsorship items to suit every budget. Canada's helicopter operators do business with HAC's Associates and exhibitors. Join us as an exhibitor and Convention Sponsor November 9 - 11, 2017 at the Westin Ottawa, Ottawa Ontario, Canada. I look forward to seeing you there!

Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2017 Conference or for more information contact:
Barb Priestley at **613.231.1110 x 237** or by email: barb.priestley@h-a-c.ca



The Helicopter Association of Canada's Annual Convention and Trade Show

The only event of its kind in Canada, allowing you to reach Canadian helicopter owner/operators, OEM's, management companies and suppliers to the Canadian helicopter industry.

We have enhanced the sponsorship program this year, with an expanded range of opportunities and prices to meet every budget and marketing strategy, offering unique and valuable benefits in every category. HAC will work with you to ensure that your sponsorship helps you to reach your target audience effectively and within your budget. Co-sponsorships are also available. Please contact HAC for more information.

- ▶ **Expected Attendance: 700+**
- ▶ **Largest Gathering of the Canadian Helicopter Industry**
- ▶ **Over 100 Exhibitors Showcasing the Latest in Helicopter Innovation and Capabilities**
- ▶ **Speaker Series and Presentations**
- ▶ **Professional Development Courses and Technical Briefings**

Take a Look!



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CHAIR'S RECEPTION **Trade Show!** **\$5,000**
Friday, November 10th, 5:00pm – 7:00pm

TRADESHOW RECEPTION **SOLD** **\$5,000**
Saturday, November 11th, 4:00pm – 6:00pm

NIGHTCAP LOUNGE - "Skidz Bar" **Great Schmooze Opportunity!** **\$5,000/night**
Thursday, November 9th, 9:00pm – midnight – Exclusive Host
Friday, November 10th, 9:00pm – midnight – Exclusive Host

DELEGATE BREAKFAST **\$4,000 or \$2,500/day**
Friday, November 10th
Saturday, November 11th
(Trade Show)

DELEGATE LUNCH **\$4,000 or \$2,500/day**
Friday, November 10th
Saturday, November 11th
(Trade Show)

ENERGY NETWORKING BREAKS **\$3,000/day or \$2,000/break**
We Do GRRRREAT Breaks!
Friday, November 10th - AM & PM **SOLD**
Saturday, November 11th - AM & PM
(Trade Show)

TRADE SHOW AISLE SIGNAGE (custom graphics Included!) **SOLD** **\$3,700**

PRODUCT PRESENTATION FORUM **\$800**
Friday, November 10th – multiple time slots available
Saturday, November 11th – 5 time slots only
(Available to Exhibiting Companies Only)

CONFERENCE LANYARDS **SOLD** **\$4,000**

CONFERENCE SUPPORTER **\$2,000**

NEW NEW NEW HAC AWARDS GALA DINNER – see more on page 8

Full details and benefits are listed below – looking for something different? We have unique marketing opportunities just for OTTAWA 2017.
ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE HAC "AWARDS GALA DINNER".
You want to be a part of this!

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OPPORTUNITY

BENEFITS

CHAIR'S RECEPTION

Friday Nov. 10th

5:00pm - 7:00pm

\$5,000

Celebration of HAC Trade Show -
The "Everyone WILL Be There" Event!

Open to one Exclusive Sponsor

- 1 Conference Registration;
- Social Media –tweets on HAC web conference page;
- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC ALL conference media (Electronic and Hard copy);
- NEW – highlight on Conference APP.

TRADESHOW RECEPTION

Saturday Nov. 11th

4:00pm - 6:00pm

\$5,000

SOLD

Open to one Exclusive Sponsor

- 1 Conference Registration;
- Social Media –tweets on HAC web conference page;
- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC conference media (Electronic and Hard copy) website, conference and event specific signage, conference program and post event;
- NEW – highlight on Conference APP.

NIGHTCAP LOUNGE

"Skidz Bar"

Thursday Nov. 9th, 9:00pm – 12:00am

Friday Nov. 10th, 9:00pm – 12:00am

That's right 2 nights – twice as nice!

\$5,000 / night

Intimate Setting in Daly's Restaurant -
Westin Ottawa, Great Views - Great Schmooze!
One Exclusive Host each night

- 1 Conference Registration;
- Social Media –tweets on HAC web conference page;
- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on all conference Media (Electronic and Hard copy);
- NEW – highlight on Conference APP;
- Sponsor input on Skidz Bar featured activity: Scotch Tasting, Microbrew tasting, Casino event etc. How can we help make this a special event for you?

Sponsorship & Marketing Opportunities

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OPPORTUNITY

BENEFITS

CONFERENCE LANYARDS

\$4,000

SOLD

Exclusive to one Sponsor

- Logo featured on lanyard for delegate badges;
- Logo and link on all conference Media (Electronic and Hard copy).

DELEGATE BREAKFAST

Friday Nov. 10th / Saturday Nov. 11th

\$4,000 both days or \$2,500 per day

TRADE SHOW

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on all conference Media; (Electronic and Hard copy).

DELEGATE LUNCH

Friday Nov. 10th / Saturday Nov. 11th

\$4,000 both days or \$2,500 per day

TRADE SHOW

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on all conference Media (Electronic and Hard copy).

ENERGY NETWORKING BREAKS

Friday Nov. 10th, AM & PM, **SOLD**

Saturday Nov. 11th, AM & PM

\$3,000 per day or \$2,000/break

TRADE SHOW

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on all conference Media (Electronic and Hard copy).

CONFERENCE SUPPORTER

\$2,000

Open to multiple sponsors

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on all conference Media (Electronic and Hard copy).

PRODUCT PRESENTATION FORUM

**Friday Nov. 10th / Saturday Nov. 11th
several time slots per day; 45 min. each**

\$800

(Exhibiting Companies Only)

Have a special marketing based message to deliver OR a demo that exceeds your booth capabilities?
Consider booking a time slot in our briefing room.
Time slots will be confirmed on a first come basis pending approval of suitable session outline.

- Standard AV (screen / LCD);
- NEW OPEN Meeting Theatre;
- Scheduled Session Signage;
- Session title in Conference Guide;
- Session outline on Conference APP.

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OPPORTUNITY

BENEFITS

New!

UNIQUE MARKETING OPPORTUNITIES Looking for something different?

The following marketing opportunities have been identified as possible options for our 2017 conference based on the venue and program.

Should you wish to investigate customized visibility opportunities for the tradeshow floor or for other locations during the conference, we are open to discuss.

These opportunities may include the examples listed noting that price points will vary with each opportunity.

Contact for pricing on ALL marketing options.

EXAMPLES:

- Ice Sculpture for Chairman's Reception;
- Custom Graphic Footprint Appliques for Tradeshow;
- Custom Graphic Elevator door graphic on 4th floor (4 elevator units);
- Custom Graphic Escalator Clings installed on the exterior of the escalators;
- Custom Graphic Pillar Wrap - vertical message on primary column within conference footprint;
- In room messaging – Your Custom message delivered to delegates staying in official conference hotels;
- Conference Hotel Keys;
- Custom Mirror Clings in Delegate Hotel Rooms.

WHAT DO YOU HAVE IN MIND?

NEW for 2017: HAC AWARDS GALA DINNER

- Amazing Location – Trillium Ballroom – Shaw Centre Ottawa, adjacent to Westin Ottawa, overlooking the Rideau Canal.
- Featuring: **HAC AWARDS** - Honorary Members, **AGAR-STRINGER AWARDS**, Safety Certificate recognition and the **AIRBUS Innovation in Safety Awards**.
- **SPECIAL** Performance by Derek Seguin: Actor, Host and Undeniably one of Canada's hottest comedians.
- HAC Departure Lounge, after dinner hot spot, music and more.
- **AWARDS GALA DINNER** Sponsorship takes it to the next level.



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NEW for 2017: HAC AWARDS GALA DINNER

HAC

**EXCLUSIVE
GOLD SPONSORSHIP
EVENT SPONSOR \$7,500**

- 1 Conference Registration;
- Social Media –tweets on HAC web conference page;
- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC conference media (Electronic and Hard copy) ;
- NEW – highlight on Conference APP;
- 1 reserved table for your guests;
- Sponsorship featured on event ticket;
- 3 minutes podium time / option to show video.

HAC

**EXCLUSIVE
SILVER SPONSORSHIP
ENTERTAINMENT
(Derek Seguin) \$5,000**

- 1 Conference Registration;
- Social Media –tweets on HAC web conference page;
- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC conference media (Electronic and Hard copy);
- NEW – highlight on Conference APP;
- 1 reserved table for your guests;
- Introduction of featured entertainer **Derek Seguin**.

HAC

BRONZE SPONSORSHIPS

PRE-DINNER RECEPTION - \$2,000

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC conference media (Electronic and Hard copy);
- Sponsorship featured on beverage ticket.

DINNER WINE - \$3,000

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC conference media (Electronic and Hard copy);
- Sponsorship featured on beverage ticket.

DEPARTURE LOUNGE - \$3,000

- Recognition on Daily Schedule monitors and event specific presentations;
- Logo and link on HAC conference media (Electronic and Hard copy);
- Sponsorship featured on beverage ticket.

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