



**“Bringing the Industry Together”**

**HAC 2014 Montreal QC**

**November 7-9, 2014**

## **Sponsorship & Marketing Opportunities At Canada’s Premier Helicopter Event**

---

The Helicopter Association of Canada’s Annual Convention and Trade Show, is 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.

**TAKE A LOOK!**



# QUICK VIEW

**CONFERENCE LANYARDS** **Your Logo on EVERY DELEGATE!** **\$5,000**

.....  
**CHAIR'S OPENING RECEPTION & Grand Opening of Trade Show!** **\$10,000**  
Open to one Exclusive Sponsor  
OR two Co-Sponsors

\*\*\*\*\*  
**KEYNOTE LUNCH** **\$10,000**  
Open to one Exclusive Sponsor OR two Co-Sponsors

\*\*\*\*\*  
**TRADESHOW RECEPTION** **\$6,000**  
Open to one Sponsor only



\*\*\*\*\*  
**NIGHTCAP LOUNGE - Skidz Bar** **Great Schmooze Opportunity!** **\$5,000**  
Open to one Sponsor only

\*\*\*\*\*  
**ENERGY NETWORKING BREAK** **\$5,000 both days**  
**We Do GRRRREAT Breaks!**  
Saturday & Sunday **\$3,000 per day/per sponsor**  
Open to one Sponsor for 2 days OR one Sponsor per day

\*\*\*\*\*  
**TRADE SHOW CONTINENTAL BREAKFAST**  
Saturday & Sunday (Trade Show Floor)  
Open to one Sponsor for 2 days OR one Sponsor per day



\*\*\*\*\*  
**TRADE SHOW AISLE SIGNAGE (12 custom graphics Included!)** **\$2,500**



\*\*\*\*\*  
**PRODUCT PRESENTATION FORUM** **9am SOLD \$800.00**  
Saturday, Nov. 8 - 5 time slots only **10am SOLD**  
**(Available to Exhibiting Companies Only)**

\*\*\*\*\*  
**CONFERENCE SUPPORTER** **\$1,500**  
\*\*\*\*\*

**Full Details and Benefits Are Listed Below – Looking for Something Different?**  
**We have Unique Marketing Opportunities Just for Montreal 2014**  
**ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE**

To secure your sponsorship opportunity for HAC 2014 Conference or for more information contact:  
Barb Priestley at 613 231 1110 x 237 or by email: [barb.priestley@h-a-c.ca](mailto:barb.priestley@h-a-c.ca)



OPPORTUNITY	BENEFITS
<p style="text-align: center;"><b>CHAIR'S OPENING RECEPTION</b></p> <p style="text-align: center;">Friday, Nov. 7<sup>th</sup> GRAND OPENING</p> <p style="text-align: center;"><b>\$10,000</b></p> <p style="text-align: center;"><i>Grand Opening of Trade Show Everyone There Event!</i></p> <p style="text-align: center;">Open to one Exclusive Sponsor <u>OR</u> two Co-Sponsors</p>	<ul style="list-style-type: none"> <li>• Option of 2 -3 minutes podium time or on-screen messaging during the Reception (split time if 2 sponsors)</li> <li>• Specific signage and enhanced on screen recognition at the Reception</li> <li>• 2 conference registrations (or 1 per co-sponsor)</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• 1 Reserved Prime Position Table at the Keynote Lunch (10 seats) if non corporate sponsor</li> <li>• Option to provide insert in delegate kit or onsite handout to delegates</li> <li>• Post Event Logo and Link posting on website</li> <li>• Listing Recognition in the Show Guide</li> </ul>
<p style="text-align: center;"><b>KEYNOTE LUNCH</b></p> <p style="text-align: center;">Saturday Nov. 8</p> <p style="text-align: center;"><b>\$10,000</b></p> <p style="text-align: center;">Open to one Exclusive Sponsor <u>OR</u> two Co-Sponsors</p> <p style="text-align: center;"><i><b>KEYNOTE SPEAKER</b></i> <i>Don Newman</i></p>	<ul style="list-style-type: none"> <li>• 2 seats at the Luncheon Head Table (or 1 per co-Sponsor)</li> <li>• 2-3 minutes podium time</li> <li>• Introduction and/or Thank you to Keynote speaker</li> <li>• Specific Event signage and on screen recognition at the Lunch</li> <li>• Option to distribute approved sponsor's gifts to Luncheon attendees</li> <li>• 2 conference registrations (or 1 per co-sponsor)</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• 1 reserved prime position table at the Keynote Lunch (10 seats) if non corporate sponsor</li> <li>• Option to provide insert in delegate kit or onsite handout to delegates</li> <li>• Post Event Logo and Link posting on website</li> <li>• Listing Recognition in the Show Guide</li> </ul>



OPPORTUNITY	BENEFITS
<p><b>TRADESHOW RECEPTION</b></p> <p>Saturday Nov. 8</p> <p><b>\$6,000</b></p> <p>Open to one Sponsor only</p>	<ul style="list-style-type: none"> <li>• Option of 2 -3 minutes podium time or on-screen messaging during the Reception</li> <li>• Specific signage and enhanced on screen recognition at the Reception</li> <li>• 1 conference registration</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• Option to provide an insert in delegate kit or on site handout to delegates</li> <li>• Post Event Logo and Link posting on website</li> <li>• Listing Recognition in the Show Guide</li> </ul>
<p><b>NIGHTCAP LOUNGE</b></p> <p>Skidz Bar</p> <p>Friday, Nov. 7 9pm – 11pm</p> <p><b>\$5,000</b></p> <p><i>Intimate Setting at Host Hotel Live Music &amp; Scotch Tasting Great Schmooze Opportunity!</i></p> <p>Open to one Sponsor only</p>	<ul style="list-style-type: none"> <li>• Event Specific Signage</li> <li>• Option to distribute approved sponsor's gift or marketing item during event</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• Option to provide an insert in delegate kit or on site handout to delegates</li> <li>• Post Event Logo and Link posting on website</li> <li>• Listing Recognition in the Show Guide</li> </ul>



OPPORTUNITY	BENEFITS
<p><b>CONFERENCE LANYARDS</b></p> <p><b>\$5,000</b></p> <p><b>SOLD</b></p>	<ul style="list-style-type: none"> <li>• Logo featured on lanyard for delegate badges</li> <li>• 1 Conference registration</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• Post Event Logo and Link posting on website</li> </ul>
<p><b>ENERGY NETWORKING BREAKS</b></p> <p>Saturday Nov. 8 &amp; Sunday Nov. 9</p> <p><b>\$5,000</b> both days OR <b>\$3,000</b> per day/per sponsor</p> <p><b>TRADE SHOW</b></p>	<ul style="list-style-type: none"> <li>• Specific signage and enhanced on screen recognition at the Break</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• Post Event Logo and Link posting on website</li> <li>• <b>****1</b> Conference registration at \$5000 level</li> </ul>
<p><b>CONTINENTAL BREAKFAST</b></p> <p>Saturday Nov. 8 &amp; Sunday Nov. 9</p> <p><b>\$4,000</b> both days OR <b>\$2,500</b> per day/per sponsor</p> <p><b>TRADE SHOW</b></p> <p><b>SOLD</b></p>	<ul style="list-style-type: none"> <li>• Specific signage and enhanced on screen recognition at the Breakfast</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Registration Information</li> <li>• Logo visibility on Conference Signage</li> <li>• Logo visibility and verbal recognition during Conference program</li> <li>• Post Event Logo and Link posting on website</li> </ul>



OPPORTUNITY	BENEFITS
<p style="text-align: center;"><b>CONFERENCE SUPPORTER</b></p> <p style="text-align: center;"><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>• Open number of Sponsors</li> <li>• Logo and Link on Conference Website</li> <li>• Logo visibility on Conference Signage</li> <li>• Post Event Logo and Link posting on website</li> </ul>
 <p style="text-align: center;"><b>PRODUCT PRESENTATION FORUM</b></p> <p style="text-align: center;"><b>\$800.00</b></p> <p style="text-align: center;">Saturday Nov. 8 5 time slots only – 45 min. each 8am 9am - sold 10am - sold 3pm 4pm</p> <p style="text-align: center; color: red;"><b>(Exhibiting Companies Only)</b></p>	<p style="text-align: center;">Have a special marketing based message to deliver or a demo that exceeds your booth capabilities?</p> <p style="text-align: center;">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</p> <ul style="list-style-type: none"> <li>• Standard AV (screen / LCD)</li> <li>• Meeting room – Theatre Style</li> <li>• Scheduled Session Signage</li> <li>• Session outline in Conference Guide</li> <li>• Session outline on line</li> </ul>
 <p style="text-align: center;"><b>UNIQUE MARKETING OPPORTUNITIES</b></p> <p style="text-align: center;"><b><u>EXCLUSIVE for Montreal 2014</u></b></p> <p><b>Looking for something different?</b> The following marketing opportunities have been identified as possible options for our 2014 conference based on the venue and program.</p> <p>Should you wish to investigate customized visibility opportunities for the tradeshow floor or for other locations during the conference, we are open to discuss.</p> <p>These opportunities may include the examples listed noting that price points will vary with each opportunity.</p>	<ul style="list-style-type: none"> <li>• Conference Mobile App.</li> <li>• Ice Sculpture for Chairman’s Reception</li> <li>• Delegate Bags</li> <li>• Custom Graphic Footprint Appliques for Tradeshow</li> <li>• Custom Graphic Escalator Runner between main HAC escalator units</li> <li>• Custom Graphic Escalator Clings installed on the exterior of the escalators</li> <li>• Custom Graphic Pillar Wrap - vertical message on primary column within the exhibit hall</li> <li>• Custom Graphic below Aisle Signage – your custom graphic affixed to Aisle sign markers</li> <li>• In room messaging – Your Custom message delivered to delegates staying in host hotels</li> <li>• Conference Hotel Keys</li> <li>• Custom Mirror Clings in Delegate Hotel Rooms</li> </ul>



**"After Hours"  
Off-Site Event**

**Saturday Night  
Nov. 8th  
7:00pm – Midnight**

**EVENT DETAILS**

**LE CINQ**

*Located in one of Montreal's most prestigious heritage buildings, Le CINQ brings a refreshing touch of elegance and sophistication to Montreal's red hot night life.*

**ROCK IT!**

**HAC  
GOLD LEVEL  
SPONSOR**

**\$7,500**

*OPEN TO TWO SPONSORS*



**As our GOLD Sponsor you will have the following benefits:**

The option to provide specific recognition and signage for one of the following:

- The Band – TBC
- The Food & Beverage

Receive an additional supply of 40 complimentary host beverage tickets to share with your preferred customers and guests

Logo and link on After Hours Postcard produced by Helicopter Magazine (800 copies)

Logo and link on Full Page Show Guide ad (1000 copies)  
Event Specific Signage and on site Promotion

NOTE: Benefit choices secured on a first confirmed basis

**HAC  
SILVER LEVEL  
SPONSOR**

**\$4,500**

*OPEN TO TWO SPONSORS*



**As our SILVER Sponsors you will have the following benefits:**

Receive an additional supply of 30 complimentary host beverage tickets to share with your preferred customers and guests

Logo and link on After Hours Postcard produced by Helicopter Magazine (800 copies)

Logo and link on Full Page Show Guide ad (1000 copies)  
Event Specific Signage and on site Promotion

**HAC  
BRONZE LEVEL  
SPONSOR**

**\$2,500**

*OPEN TO 5 SPONSORS*

**As our BRONZE Sponsor you will have the following benefits:**

Receive an additional supply of 20 complimentary host beverage tickets to share with your preferred customers and guests

Logo and link on After Hours Postcard produced by Helicopter Magazine ( 800 copies)

Logo and link on Full Page Show Guide ad (1000 copies)  
Event specific signage and on-site promotion