

HELICOPTER ASSOCIATION OF CANADA

HAC 2022

27TH Annual HAC Conference
and Trade Show

November 2 - 4  Calgary, Alberta



SPONSORSHIP & MARKETING
OPPORTUNITIES
at Canada's Premier Helicopter Event



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

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.

This year's sponsorship program has been designed to help maximize your support in our condensed program. We have a 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: 600+**
- ▶ **Largest gathering of the canadian helicopter industry**
- ▶ **Exhibitors showcasing the latest in helicopter innovation & capabilities**
- ▶ **Speakers series & presentations**
- ▶ **Professional development courses and technical briefings**

Take a Look!



Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2022 Conference or for more information contact: Barb Priestley at 613.231.1110 x 237 or by email: barb.priestley@h-a-c.ca



COMMITTEE DAY SPONSOR Targeted Opportunity! INCLUDES COMMITTEE DAY BREAKS LUNCH Wednesday, November 2, 0700 – 1600 (Grand Foyer)	\$5,000
MEMBER MEET UP – POST AGM RECEPTION Wednesday, November 2, 1700 – 1900 (Grand Foyer)	\$4,000
THURSDAY DELEGATE LUNCH Thursday, November 3, 1200 – 1300 (Grand Foyer)	\$6,000
CHAIR'S OPENING RECEPTION Thursday, November 3, 1700 – 1930 (Trade Show Hall)	SOLD \$7,000
TRADE SHOW LUNCH Friday November 4, 1215 – 1400	\$6,000
DESSERT RECEPTION Friday November 4, 1400 – 1500 Open to one Exclusive Sponsor only	\$3,000
DAILY WELCOME INCLUDES COFFEE/ TEA AND LIGHT BREAKFAST Thursday, November 3, 0800 – 0830 Friday, November 4, 0730 – 0800 Open to one sponsor for two days or separate sponsors each day	SOLD \$4,500 ALL \$2,500 per break
ENERGY NETWORKING BREAKS We Do GRRRREAT Breaks! Thursday, November 3, AM & PM Friday, November 4, AM Open to one Sponsor for ALL Breaks (3) OR one Sponsor per Break (3)	SOLD \$6,000 ALL \$2,500 per break
CONFERENCE LANYARDS	SOLD! \$4,250
PRESENTATION FORUM Friday, November 4 (Limited Time Slots) (Contact us for details)	\$500
CONFERENCE SUPPORTER	\$2,000

UNIQUE MARKETING OPPORTUNITIES available and custom priced based on cost / visibility

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OPPORTUNITY

BENEFITS

COMMITTEE DAY SPONSOR

HYATT REGENCY CALGARY

Wednesday, November 2

\$5,000

EXCLUSIVE SPONSOR

Includes ALL Breaks and Light Lunch
Primarily Operator - HAC Members attend sessions throughout the day

- 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)
- Table top display/pop up for Community Breaks

MEMBER MEET-UP

POST AGM RECEPTION

Grand Foyer

Wednesday, November 2

\$4,000

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)
- Opportunity to address delegates (2 min)

THURSDAY DELEGATE LUNCH

Grand Foyer

Thursday, November 3

\$6,000

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)
- Opportunity to address delegates (2 min)

CHAIR'S OPENING RECEPTION

Trade Show Hall

Thursday, November 3

SOLD

\$7,000

EXCLUSIVE SPONSOR

Let the Networking Begin!

- From Opening of the doors to the last call - this is the reception we most look forward to every year
- Opportunity to address delegates from stage (2 min)
- 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)

TRADE SHOW LUNCH

Trade Show Hall

Friday, November 4

\$6,000

EXCLUSIVE SPONSOR

- Opportunity to address delegates from stage (2 min)
- 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)

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OPPORTUNITY

BENEFITS

DESSERT SPONSOR

Trade Show Hall
Friday, November 4

\$3,000

EXCLUSIVE SPONSOR

Dessert service before “Crystal Ball” Session

- Opportunity to introduce “Crystal Ball” session (2 min)
- 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)

MORNING WELCOME

Grand Foyer
Thursday, November 3
Friday, November 4

4,500 All Breaks (Exclusive)
OR \$2,500 / Break

- 1 Conference Registration only if taking both breaks
- 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)

ENERGY NETWORKING BREAKS

Thursday, November 3 (AM / PM)
Friday, November 4 (AM)

\$6,000 All Breaks (Exclusive)
OR \$2,500 / Break

SOLD

- 1 Conference Registration only if taking all three breaks
- 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)

CONFERENCE SUPPORTER

\$2,000

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

PRODUCT PRESENTATION

Assigned meeting room
Friday, November 4 - 4 time slots

\$500 per time slot

(Contact us for Details)

Have a special **MARKETING MESSAGE** to deliver, a **DEMO** that exceeds your booth’s capabilities or **PRODUCT UPDATE** to provide?

Consider booking a 45 minute time slot in our briefing room.

Time slots will be confirmed on a first come basis and pending approval of suitable session outline

- Standard AV (screen / LCD)
- Meeting room – Theatre Style
- Scheduled Session Signage
- Session title in Conference Guide

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OPPORTUNITY

UNIQUE MARKETING OPPORTUNITIES EXCLUSIVE for CALGARY 2022

Looking for something different?

The following marketing opportunities have been identified as possible options for our 2022 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 US

BENEFITS

We're open to working with you to make the most of HAC 2022 - What about one of these options?

- Ice Sculpture for a Tradeshow Reception
- Custom Graphic Footprint Appliques for Tradeshow;
- In room messaging – Your Custom Message delivered to delegates staying in host hotel;
- Conference Hotel Keys;
- Custom Mirror Clings
- Sponsor a Fuel Cache - ask us how

WE HEARD YOU WANTED A PARTY!

Introducing THE HAC HELIPAD PARTY – November 3, 2100 – 2400

Not sure what you want to do after the Chair's Reception?

HAC will secure a nearby location just for HAC so we can continue getting reacquainted and ramp-up the networking.

Contact us to secure your sponsorship for this HAC after hours event.

Exclusive Sponsorships available: \$3500 - \$5500 - \$6500

Contact us to learn more.

**Have an idea that you want to pitch?
Contact us.**

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