

HELICOPTER ASSOCIATION OF CANADA

HAC 2019

24TH Annual HAC Conference
and Helicopter Safety Forum

November 14-16 🍁 Vancouver, British Columbia



**SPONSORSHIP & MARKETING
OPPORTUNITIES**
at Canada's Premier Helicopter Event



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 24th Annual Convention and Helicopter Safety Forum. This year's convention will include international speakers invited to enhance the Helicopter Safety Forum programming.

We invite you to help support your association through our 2019 Convention Sponsorship Program. Together, we can make the Canadian helicopter industry even stronger.

This year's Sponsorship Program will provide unprecedented visibility and exposure for your company at what promises to be the most well attended convention in our history. We anticipate another sold-out trade show floor offering delegates the very latest in products and services. We are expecting over 800 delegates in attendance in Vancouver – our most popular convention venue.

This year, HAC has a communication plan to ensure that our Convention Sponsors reach their clients and prospects using social media, a conference app is being developed in addition to 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.

Network with your customers and prospects all in one place at our legendary social events, or at one of our safety programs, 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 14-16, 2019 in Vancouver, British Columbia Canada. I look forward to seeing you there!

Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2019 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 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.

- ▶ **Expected Attendance: 800+**
- ▶ **Largest Gathering of the Canadian Helicopter Industry**
- ▶ **Over 100 Exhibitors Showcasing the Latest in Helicopter Innovation and Capabilities**
- ▶ **International Speaker Series & Presentations**
- ▶ **New Safety Content Programming**
- ▶ **Professional Development Courses and Technical Briefings**

Take a Look!



Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2019 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 Thursday, November 14	Targeted Opportunity!	SOLD TO BELL	\$5,000
SAFETY FORUM - OPENING LUNCH Friday, November 15 (Trade Show Floor)			\$6,000
CHAIR'S OPENING RECEPTION Friday, November 15, 1730 - 2000		SOLD TO KADEX AERO SUPPLY LTD. & DONALDSON COMPANY	\$6,000
KEYNOTE LUNCH & AWARDS Saturday, November 16, 1215 - 1400 Open to one Exclusive Sponsor		SOLD TO AIRBUS	\$8,000
KEYNOTE SPEAKER <i>NEW</i> Saturday, November 16, 1215 - 1400 Open to one Exclusive Sponsor		SOLD TO AIRBUS	\$3,000
DESSERT RECEPTION <i>NEW</i> Saturday, November 16, 1400 - 1500 (Trade Show Floor) Open to one Exclusive Sponsor		SOLD TO AIRBUS	\$3,000
WIND-UP COCKTAIL <i>NEW</i> Saturday, November 16, 1700 - 1800 Open to one Exclusive Sponsor			\$3,000
ENERGY NETWORKING BREAKS We Do GRRRREAT Breaks! Friday, Nov. 15 AM & PM Saturday, Nov. 16 AM Open to one Sponsor for ALL Breaks (3) OR one Sponsor per Break (3)			\$6,000 ALL 3 \$2,500/break
CONFERENCE LANYARDS		SOLD TO EMOND HARNDEN	\$4,250
TRADE SHOW AISLE SIGNAGE (12 custom graphics Included!)		SOLD TO HELLJET	\$3,750
PRESENTATION FORUM Friday & Saturday (Limited Time Slots) (Contact us for details)			\$500
CONFERENCE SUPPORTER			\$2,000

2019 UNIQUE MARKETING OPPORTUNITIES - Including NIGHT CAP LOUNGE-SKIDZ BAR or HAC2019 AFTER HOURS, plus other creative options for you to consider or propose.

Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2019 Conference or for more information contact:
Barb Priestley at 613.231.1110 x 237 or by email: barb.priestley@h-a-c.ca



OPPORTUNITY

BENEFITS

COMMITTEE DAY SPONSOR

FAIRMONT WATERFRONT

Thursday, Nov. 14

\$5,000

EXCLUSIVE SPONSOR

Includes Lunch, AM & PM Breaks
Primarily Operator-HAC Members attend sessions throughout the day

SOLD TO BELL

- 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.

SAFETY FORUM OPENING LUNCH

Trade Show Hall

Friday, Nov. 15

\$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) over PA.

CHAIR'S RECEPTION

Trade Show Hall

Friday, Nov. 15

1700 - 1900

\$6,000

EXCLUSIVE SPONSOR

Let the Networking Begin!

**SOLD TO
KADEX AERO SUPPLY LTD.
& DONALDSON COMPANY**

- This is the reception we most look forward to every year;
- 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);
- Opportunity to address delegates (2 min) over PA.

KEYNOTE LUNCH & AWARDS

Saturday, Nov. 16

1230 - 1400

\$8,000

EXCLUSIVE SPONSOR

NEW FORMAT

All delegates invited to attend lunch, keynote and award presentations

SOLD TO AIRBUS

- 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);
- Opportunity to address delegates / short (2 min) video;
- Sponsor Reserved Table.

SPEAKER SPONSOR **NEW**

Saturday, Nov. 16

1230 - 1400

\$3,000

EXCLUSIVE SPONSOR

Sponsor for Keynote Speaker:
Chuck Aaron, Aerial Acrobat Pilot

SOLD TO AIRBUS

- Opportunity to address delegates (2 min) and;
- Introduce Keynote Speaker Chuck Aaron;
- Host Chuck Aaron in tradeshow booth for Meet and Greet during dessert reception;
- 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).

Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2019 Conference or for more information contact:
Barb Priestley at 613.231.1110 x 237 or by email: barb.priestley@h-a-c.ca



OPPORTUNITY

BENEFITS

DESSERT RECEPTION **NEW**

Saturday, Nov. 16
1400 - 1500

\$3,000

EXCLUSIVE SPONSOR

Dessert served in Trade Show Hall immediately following lunch

SOLD TO AIRBUS

- All delegates invited to enjoy a sweet dessert break in the trade show hall immediately following the close of the Keynote Lunch and Awards;
- 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);
- Opportunity to address delegates (2 min) over PA.

WIND-UP COCKTAIL **NEW**

Saturday, Nov. 15
1700 - 1800

\$3,000

EXCLUSIVE SPONSOR

A nice way to end the day.

Immediately following the end of our scheduled presentations on Saturday; this final networking opportunity will help close out 2019 on a nice social note.

- Social Media – Tweets on HAC web conference page;
- Recognition on Daily Schedule monitors and APP;
- Logo and link on HAC conference media (electronic and hard copy).

ENERGY NETWORKING BREAKS

Friday, Nov. 14 AM & PM
Saturday, Nov. 15 AM

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

- 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).

PRESENTATION FORUM

Friday Nov 14 - 4 time slots
Saturday Nov. 15 - 3 time slots
Each time slot is 45 minutes

\$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 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.

Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2019 Conference or for more information contact: Barb Priestley at 613.231.1110 x 237 or by email: barb.priestley@h-a-c.ca



OPPORTUNITY

UNIQUE MARKETING OPPORTUNITIES EXCLUSIVE for Vancouver 2019

Looking for something different?

The following marketing opportunities have been identified as possible options for our 2019 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.

Night Cap Lounge - Skidz Bar

We can't do this casual NETWORKING event without you!

Customize this social event with your exclusive Sponsorship.

BENEFITS

We're open to working with you to make the most of HAC 2019 - What about one of these options?

- Ice Sculpture for an Tradeshow Reception;
- Custom Graphic Footprint Appliques for Tradeshow;
- In room messaging – Your Custom Message delivered to delegates staying in host hotels;
- Conference Hotel Keys;
- Custom Mirror Clings.
- Cell Phone Charging Station
- Comfort Lounge - Outside Exhibitor Hall
- Safety Day Speaker Sponsorship

HAC2019 AFTER HOURS

We can't do this off-site NETWORKING event without you!

Customize this social event with your Sponsorship.

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

Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2019 Conference or for more information contact:
Barb Priestley at 613.231.1110 x 237 or by email: barb.priestley@h-a-c.ca

