

# HAC2013

Vancouver | November 8-10, 2013 | [www.h-a-c.ca](http://www.h-a-c.ca)

## Sponsorship & Marketing Opportunities At Canada's Premier Helicopter Event

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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.



**“Bringing the Industry Together”**  
HAC 2013 Vancouver, BC  
November 8-10, 2013



## QUICK VIEW

**CHAIR'S OPENING RECEPTION** **\$12,000**  
 Friday November 8  
 Open to one Exclusive Sponsor  
 OR two Co-Sponsors  
 \*\*\*\*\*

**KEYNOTE LUNCH** **\$12,000**  
 Saturday November 9  
 Open to one Exclusive Sponsor OR two Co-Sponsors  
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**TRADESHOW RECEPTION** **\$6,000**  
 Saturday November 9, 2013  
 Open to one Sponsor only  
 \*\*\*\*\*



**NIGHTCAP LOUNGE** SOLD **\$5,000**  
 Friday November 8, 2013  
 Pan Pacific Hotel  
 Open to one Sponsor only  
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**ENERGY NETWORKING BREAKS** SATURDAY SOLD **\$5,000**  
**both days** SUNDAY SOLD  
 Saturday November 9, 2013 OR  
 Sunday November 10, 2013 **\$3,000 per day/per sponsor**  
 Open to one Sponsor for 2 days OR one Sponsor per day  
 \*\*\*\*\*

**TRADE SHOW CONTINENTAL BREAKFAST** **\$4,000 both days**  
 Saturday November 9, 2013 SOLD OR  
 Sunday November 10, 2013 **\$2,500 per day/per sponsor**  
 Open to one Sponsor for 2 days OR one Sponsor per day  
 \*\*\*\*\*



**PRODUCT PRESENTATION FORUM** **\$800**  
 Saturday November 9 ONE TIME SLOT REMAINING  
 5 time slots only  
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**CONFERENCE SUPPORTER** **\$1,500**  
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**Full Details and Benefits Are Listed Below – Looking for Something Different?  
 We have Unique Marketing Opportunities Just for Vancouver 2013**

**ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE  
 FOR THE HAC "AFTER HOURS" EVENT!**

To secure your sponsorship opportunity for HAC 2013 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;"><b>\$12,000</b></p> <p style="text-align: center;">Friday November 8 Vancouver Convention Centre</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;"><b>\$12,000</b></p> <p style="text-align: center;">Saturday November 9 Vancouver Convention Centre</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>• 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><b>\$6,000</b></p> <p>Saturday November 9, 2013 Vancouver Convention Centre</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 registrations</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><b>\$5,000</b></p> <p>Friday November 8, 2013 Pan Pacific Hotel 9pm – 11pm</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 style="text-align: center;"><b>CONFERENCE LANYARDS</b></p> <p style="text-align: center;"><b>\$5,000</b></p> <p style="text-align: center;">November 8-10, 2013 HAC Conference</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 style="text-align: center;"><b>ENERGY NETWORKING BREAKS</b></p> <p style="text-align: center;"><b>\$5,000</b> both days <u>OR</u> <b>\$3,000</b> per day/per sponsor</p> <p style="text-align: center;">Saturday November 9, 2013 Sunday November 10, 2013 Vancouver Convention Centre <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>• ****1 Conference registration at \$5000 level</li> </ul>
<p style="text-align: center;"><b>CONTINENTAL BREAKFAST</b></p> <p style="text-align: center;"><b>\$4,000</b> both days <u>OR</u> <b>\$2,500</b> per day/per sponsor</p> <p style="text-align: center;">Saturday November 9, 2013 Sunday November 10, 2013 Vancouver Convention Centre <b>TRADE SHOW</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</b></p> <p style="text-align: center;">5 time slots only – <b>ONLY 1 time slot left!</b></p> <p style="text-align: center;">Saturday November 9 Vancouver Convention Centre</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 Vancouver 2013</u></b></p> <p><b>Looking for something different?</b> The following marketing opportunities have been identified as possible options for our 2013 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>• Ice Sculpture for Chairman’s Reception - <b>SOLD</b></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> </ul> <p style="text-align: center;"><b>Interested? Get in touch with us now!</b></p>

# HAC – After Hours

Saturday November 9  
7:00pm - Midnight

... A 10 minute walk to the heart of the Financial District delivers you in time for the HAC Night Flight at Vancouver's newest, hottest spot ....

*the*

**BLACKBIRD**

*Public House & Oyster Bar*

## **HOTTEST**

**\$7,000**

2 sponsorships at this level sold  
More available

HOT\*\*HOT\*\*\*HOT

As our HOTTEST Sponsors you will have the following benefits:

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

- The Famous Players Band
- 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

## **HOTTER**

**\$4,000**

1 sponsor sold at this level  
More available  
YOU COULD BE HERE!

Our HOTTER Sponsors 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

## **HOT**

**\$2,000**

1 Sponsor at this level sold  
WHERE ARE YOU?

Our HOT Sponsors 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

In addition to specific benefits, All HAC Night Flight Sponsors will receive general conference and website recognition and visibility