

# HAC2018

23rd Annual HAC Conference  
and Helicopter Safety Forum  
Oct 31 – Nov 4 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 23rd Annual Convention and Helicopter Safety Forum. This year's Convention will include a number of international speakers including Scott Shappell, of Embry Riddle University and Gretchen Haskins of Heli Offshore, to name only a couple. We have extended the Safety Forum to attract more international delegates and operators and modified the trade show hours in response to feedback provided by our Associates and Exhibitors – all aimed at maximizing your contact with as many of our operator members as possible.

We invite you to help support your association through our 2018 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 (developed in addition to a dedicated website); Twitter; e-blast campaigns; and co-promotion of our event at related shows, through our media partners and through visibility on partner websites.

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 October 31 - November 4, 2018 in Vancouver, British Columbia Canada. I look forward to seeing you there!

### Sponsorship & Marketing Opportunities

To secure your sponsorship opportunity for HAC 2018 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)



## 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: 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!



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<b>COMMITTEE DAY SPONSOR</b> Thursday, November 1	<b>\$5,000</b>
<b>NIGHTCAP LOUNGE - “Skidz Bar”</b> <b>Great Schmooze Opportunity!</b> Thursday, November 1, 2100 - midnight, Open to one Exclusive Sponsor	<b>\$5,000</b>
<b>SAFETY FORUM - OPENING LUNCH</b> Friday, November 2 (Trade Show Floor)	<b>\$5,000</b>
<b>CHAIR’S OPENING RECEPTION</b> Friday, November 2, 1700 – 1900	<b>\$5,000</b>
<b>KEYNOTE &amp; AWARDS LUNCH</b> Saturday, November 3, 1215 – 1400 Open to one Exclusive Sponsor	<b>\$7,500</b>
<b>TRADESHOW RECEPTION</b> Saturday, November 3, 1600 – 1800 Open to one Exclusive Sponsor	<b>\$5,000</b>
<b>ENERGY NETWORKING BREAKS</b> <b>We Do GRRRREAT Breaks!</b> Friday, November 2 - PM Saturday, November 3 - AM & PM Open to one Exclusive Sponsor for 2 days OR per Break (3)	<b>\$5,000 ALL 3</b> <b>\$2,000/break</b>
<b>CONFERENCE LANYARDS</b>	<b>\$4,000</b>
<b>TRADE SHOW AISLE SIGNAGE (12 custom graphics Included!)</b>	<b>\$3,500</b>
<b>PRODUCT PRESENTATION</b> Saturday, November 3 (Limited Time Slots) (Available to Exhibiting Companies Only)	<b>\$500</b>
<b>CONFERENCE APP SPONSOR</b>	<b>\$3,000</b>
<b>CONFERENCE HOUSING SPONSOR</b>	<b>\$3,000</b>
<b>CONFERENCE SUPPORTER</b>	<b>\$2,000</b>

**SOLD**

**SOLD**

Full details and benefits are listed below – looking for something different? We have unique marketing opportunities just for VANCOUVER 2018.  
**ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE HAC “OFF-SITE EVENT”.**  
 You want to be a part of this!

**Sponsorship & Marketing Opportunities**

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## OPPORTUNITY

## BENEFITS

### COMMITTEE DAY SPONSOR

Thursday, Nov. 1

\$5,000

All day – one Exclusive Sponsor  
Includes AM & PM Breaks

**NEW OPPORTUNITY**

- 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);
- Highlight on Conference APP.

### NIGHTCAP LOUNGE

“Skidz Bar”

Thursday, Nov. 1

2100 – Midnight

\$5,000

Intimate Setting at Host Hotel  
Customized Entertainment Options

**Great Schmooze Opportunity!**

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 all conference Media (Electronic and Hard copy);
- 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?

### SAFETY FORUM OPENING LUNCH

Friday, Nov. 2

\$5,000

Trade Show Hall

- 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)
- Highlight on Conference APP.

### CHAIR'S RECEPTION

Friday, Nov. 2

1700 - 1900

\$5,000

Trade Show Hall

- 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)
- Highlight on Conference APP.

### KEYNOTE & AWARDS LUNCH

Saturday, Nov. 3

\$7,500

Keynote Speaker  
Awards Presentation

Open to one Exclusive Sponsor

**SOLD**

- 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)
- Highlight on Conference APP.
- Opportunity to introduce Keynote Speaker
- Sponsor Reserved Table

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## OPPORTUNITY

## BENEFITS

### TRADE SHOW RECEPTION

**Saturday, Nov. 3**  
**1600 - 1800**

**\$5,000**

Open to one Exclusive Sponsor  
Trade Show Hall

- 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)
- Highlight on Conference APP.

### ENERGY NETWORKING BREAKS

**Friday Nov. 2 - PM,**  
**Saturday Nov. - AM & PM**

**\$5,000 All Breaks**  
**OR \$2,000 / Break**

- 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)
- Highlight on Conference APP.

### CONFERENCE APP. SPONSOR

**\$3,000**

NEW OPPORTUNITY

- Branded landing page for conference APP.;
- 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)

### CONFERENCE HOUSING SPONSOR

**\$2,000**

NEW OPPORTUNITY

- Branded landing page for conference APP.;
- 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)
- Highlight on Conference APP.

### 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 FORUM

**Saturday Nov. 3**  
**5 time slots only – 45 min. each**

**\$500**

**(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);
- Meeting room – Theatre Style
- Scheduled Session Signage;
- Session title in Conference Guide;
- Session outline on Conference APP.

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## OPPORTUNITY

### UNIQUE MARKETING OPPORTUNITIES EXCLUSIVE for Vancouver 2018

#### Looking for something different?

The following marketing opportunities have been identified as possible options for our 2018 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.

## BENEFITS

#### EXAMPLES:

- Ice Sculpture for an Tradeshow Reception;
- Custom Graphic Footprint Appliques for Tradeshow;
- Custom Graphic Escalator Runner between main HAC escalator units;
- Custom Graphic Escalator Clings installed on the exterior of the escalators;
- In room messaging – Your Custom message delivered to delegates staying in host hotels;
- Conference Hotel Keys;
- Custom Mirror Clings;
- Have an idea that you want to pitch? We're open to working with you to make the most of HAC 2018.

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