



Aerospace Industries  
Association of Canada

L'Association des industries  
aérospatiales du Canada

# 2018 CANADIAN AEROSPACE SUMMIT

2018 Canadian Aerospace Summit

November 13-14, 2018

Shaw Centre, Ottawa, ON

[www.aerospacesummit.ca](http://www.aerospacesummit.ca)

## SPONSORSHIP OPPORTUNITIES

Take advantage of a unique opportunity  
to introduce your organization to  
Canadian aerospace leaders

## PROMOTION

Efficient, targeted and expertly coordinated strategies

### DEDICATED WEBSITE



### E-BLAST CAMPAIGNS



### VISIBILITY ON PARTNER WEBSITES



### ADVERTISING IN LEADING TRADE PUBLICATIONS

IN CANADA, THE US AND EUROPE

### SOCIAL MEDIA



### PROMOTION OF SUMMIT IN RELATED TRADE SHOWS



### MEDIA RELATIONS



AIAC has set out a comprehensive communication plan to reach local and international clienteles and ensure their maximum participation

## CANADA'S LEADING NATIONAL AEROSPACE EVENT WELCOMES THE WORLD:

The Canadian Aerospace Summit is growing, extending its reach across the world. Successful players from an increasingly globalized aerospace industry will meet in Ottawa to share knowledge and discuss possible avenues of collaboration in meeting the challenges of future growth.

The 2018 Edition will bring together Canadian and international companies of all sizes, government, and academia for two days in Canada's capital discussing a variety of topics on a cutting-edge theme presently in development.

Over 1,200 participants, primarily C-suite executives, and government officials are expected to attend.

## NOT ONE, BUT FOUR DISTINCT EVENTS

The 2018 Canadian Aerospace Summit offers four distinct events:

- A Conference Program featuring renowned Canadian and international speakers
- A one-day B2B & Trade Show matchmaking program connecting prime contractors with potential suppliers
- The Aerospace Leadership Luncheon
- The Annual Canadian Aerospace Reception and Dinner.

## REACHING CANADA'S AEROSPACE INDUSTRY LEADERS

Sponsorship at the Summit constitutes an unparalleled opportunity for your organization to strengthen brand awareness and reach aerospace leaders (CEOs, procurement managers, government officials, etc.).

More news on the program at [aerospacesummit.ca](http://aerospacesummit.ca)



1,200+ PARTICIPANTS

Engage an audience of Aerospace leaders



- Major commercial subsystems
- In-service support and training
- Military aerospace
- Commercial aircraft propulsion systems
- Space systems
- Commercial aircraft & aircraft structures



#### Countries Represented

Belgium, Brazil, Chile, Canada, France, Germany, Italy, Japan, Mexico, Poland, Russia, Singapore, Spain, Ukraine, United Kingdom, United States

## VISIBILITY PROGRAM

There are three ways to take advantage of this opportunity to reach international aerospace leaders.

I.  
SPONSORSHIP

II. B2B &  
TRADE SHOW

III.  
ADVERTISING

I.  
SPONSORSHIP

Showcase your brand and demonstrate your commitment to the industry by becoming a Summit sponsor.

SERVICES SPONSORSHIPS

AIAC is open to sponsorships of products and services that will help reduce its operational costs.

OPERATIONS PARTNERSHIPS

AIAC makes its resources available to its partners so that, together, they can build original and strategic operation programs

SPONSORSHIP OPPORTUNITIES	PRICE in \$CAD
<input type="checkbox"/> Annual Canadian Aerospace Dinner* (incl. Keynote Speaker) — November 13	\$35,000
<input type="checkbox"/> Leadership Luncheon Speaker (Keynote) — November 14	\$25,000
<input type="checkbox"/> Annual Aerospace Reception — November 13	\$15,000
<input type="checkbox"/> B2B Platform* (Visibility before, during and after Summit)	\$15,000
<input type="checkbox"/> B2B Trade Show Luncheon — November 13	\$15,000
<input type="checkbox"/> Leadership Luncheon — November 14	\$15,000
<input type="checkbox"/> Main Conference Room Sponsorship	\$15,000
<input type="checkbox"/> Wireless Internet Network (WiFi)	\$15,000
<input type="checkbox"/> Lifetime Achievement Award	\$10,000
<input type="checkbox"/> Small Business Award	\$10,000
<input type="checkbox"/> B2B Marketplace Lounge / Marketplace	\$10,000
<input type="checkbox"/> Corporate Sponsored Information Sessions	\$10,000
<input type="checkbox"/> James C. Floyd Award Ceremony — November 13	\$10,000
<input type="checkbox"/> Leadership Luncheon Reception — November 14	\$10,000
<input type="checkbox"/> Aerospace AS a career - Silent auction sponsor	\$5,000
<input type="checkbox"/> Breakfast / each	\$5,000
<input type="checkbox"/> Centerpieces for Award Dinner — November 13	\$5,000
<input type="checkbox"/> Delegate Bags (supplied by sponsor)	\$5,000
<input type="checkbox"/> Hotel Key Cards	\$5,000
<input type="checkbox"/> Name Badge Lanyard (supplied by sponsor)	\$5,000
<input type="checkbox"/> Pocket Program	\$5,000
<input type="checkbox"/> Registration Desk	\$5,000
<input type="checkbox"/> Reusable branded bottles (supplied by sponsor)	\$5,000
<input type="checkbox"/> Small Business Reception	\$5,000
<input type="checkbox"/> Speaker / Session Sponsorships	\$5,000
<input type="checkbox"/> Speakers Preparation Room	\$5,000
<input type="checkbox"/> Summit's Networking Refreshment Break — November 14	\$5,000
<input type="checkbox"/> Supporters / Small Business Sponsorship	\$4,000
<input type="checkbox"/> B2B Trade Show Coffee Breaks — November 13 (AM and PM)	\$3,000
<input type="checkbox"/> Note pads & pens / each (supplied by sponsor)	\$3,000

Select the items of your choice and you will gain sponsorship status corresponding to the total amount of your contribution. You will be awarded visibility according to the specific items selected.

OFFICIAL / PRESENTER (Exclusive)	\$50,000
PLATINUM	\$30,000
GOLD	\$20,000
SILVER	\$15,000
BRONZE	\$5,000
SUPPORTER	\$3,000

All rates are in Canadian dollars (CAD)

Other sponsorship opportunities available

Please call Bill Yetman at 647 983 9683

## SPONSORSHIP BENEFITS

Sponsors will be given the following benefits according to their total investment.

BENEFITS	OFFICIAL / PRESENTER	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
<b>PRE &amp; POST SUMMIT</b>						
Logo on Summit/event website	Premium position	✓	✓	✓	✓	✓
Logo in Summit/event publications	Premium position	✓	✓	✓	✓	✓
PDF post-conference list of registrants	✓	✓	✓	✓	✓	✓
Searchable list of registrants	✓					
Logo on registration platform	Premium position					
Logo on Summit eblasts	Premium position					
Mention on social networks	Premium position	✓	✓	✓		
<b>OTHER PRIVILEGES</b>						
Right first refusal for sponsorship 2019	✓	✓	✓	✓		
Verbal acknowledgement	✓	✓	✓	✓	✓	
Seat at Leadership Luncheon head table	2	2	1			
Highest level of acknowledgement	✓					
Opportunity for representatives to address participants	✓ Incl. short video	If applicable	If applicable	If applicable		
Pre-Summit - AIAC Board Meetings	✓					
<b>EXHIBIT</b>						
Table certificate in booth	✓	✓	✓	✓	✓	✓
Complimentary booth space at B2B	2 (premium position)	1	✓	✓		
Exhibitor passes	4 (premium position)	2	1/2 page			
<b>ACCESS TICKETS</b>						
Complimentary tickets to Annual Aerospace Dinner	10 (corporate table)	6	2	1		
Complimentary conference registration	6 (VIP's)	4	2	1		
Corporate ticket at Leadership Luncheon	10 (corporate table)					
Drink tickets for networking events	6					

Other sponsorship opportunities available

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II. B2B &  
TRADE SHOW

Showcase your latest products and connect with industry decision-makers by participating in the B2B & Trade Show.



**10' X 10' booth**

Pipe & drape structure

<p>AIAC MEMBERS</p> <p><b>\$2,250</b></p> <p>CAD</p>	<p>NON-MEMBERS</p> <p><b>\$3,250</b></p> <p>CAD</p>
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Including:

- 1 standard countertop & 2 stools
- Carpeting
- 2 exhibitor passes\*
- 1 full conference passes\*\*
- 2 Complimentary Trade Show guest tickets (value \$90)
- 50 word company profile in official Summit Show Guide
- Listing and profile on 2018 Aerospace Summit website
- Refreshment breaks (2)
- Buffet Luncheon
- B2B & Trade Show Happy Hour Closing Reception
- Exhibitor Manual
- One official conference bag per booth

The B2B & Trade Show features the best of Canadian aerospace capabilities and cross-sector emerging niche technologies.

It maximizes synergies among participants, giving you more opportunities to create partnerships with specific procurement representatives from 20 prime companies as well as other suppliers and potential business partners. Our special OEM meeting spaces and unique matchmaking system guarantees that you will meet supply chain representatives from major Canadian OEMs.

The B2B & Trade show will be held on the top floor of the Ottawa Shaw Centre (OSC) on Tuesday November 13th from 9:00 a.m. to 6:30 p.m. Additional Summit activities will be held at the OSC.



*Additional furniture may be rented from official supplier – inquire at: [www.aerospacesummit.ca](http://www.aerospacesummit.ca)*

III.  
ADVERTISING

Advertising generates premium visibility with your target audience. Four (4) options are available.

IN THE SHOW GUIDE

Premium position full page	\$4,300 - \$5,500
Full page	\$2,700
½ page	\$1,350

ON SITE AT THE OTTAWA SHAW CENTRE (OSC)

Elevator wrap	\$5,000
Escalator side wrap & centre	\$5,000
B2B & Trade Show Locator Structure	\$5,000
Mobile charging station / each	\$5,000
Reflected logo on orb	\$3,000
Full column wrap (level 2 or 3)	\$3,000
Floor Decal in B2B & Trade Show	\$2,500
Wall banner	\$2,500
Digital wall (level 2 or 3)	\$2,000
Delegate bag insert	\$1,500
Table top drop off	\$1,500
Digital screen (meeting room)	\$1,000

IN THE E-NEWSLETTER

Per issue \$2,500

Prior to the Summit, newsletters are sent to a list of 4,000 subscribers interested in the aerospace industry.

ON THE EVENT WEBSITE

Big box \$2,000

The Canadian Aerospace Summit Web site benefits from over **25,250 visits per year with a peak during fall** for the event.



**RESERVE  
NOW!**

TO RESERVE YOUR SPONSORSHIP LEVEL, EXHIBITION SPACE OR ADVERTISEMENT, OR TO OBTAIN INFORMATION, PLEASE CONTACT:

Bill Yetman,  
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[cassponsorship@aiac.ca](mailto:cassponsorship@aiac.ca)  
647 983 9683