



CANADIAN OWNERS AND PILOTS ASSOCIATION

## 2017 AGM AND CONFERENCE

FRIDAY JUNE 23RD TO SATURDAY JUNE 24TH  
KELOWNA, BRITISH COLUMBIA

## SPONSORSHIP AND EXHIBITOR INFORMATION

Version 1.4 September 1, 2016

[COPAAGM2017.CA](http://COPAAGM2017.CA)

# 2017 AGM AND CONFERENCE

The two day event will include a Welcome dinner, organized events and tours, trade show with multiple plenary sessions, wind-up banquet dinner with entertainment and keynote speaker and of course the Annual COPA Update and General Meeting. The tradeshow and banquet dinner are all open to the general public, offering a unique opportunity to increase awareness of the important undertakings of COPA and the scope and significance of the general aviation community.

COPA Flight #36, the Kelowna International Airport (CYLW) and the City of Kelowna welcome all aviators, aviation enthusiasts, and future enthusiasts to CYLW!



## AGENDA:

### Wednesday, June 21

Campground facilities and A/C parking open for guests	On-site at YLW, Tower View Campground
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### Thursday, June 22

COPA Board private full-day meeting	Four Points by Sheraton Airport
A/C and Delegate Registration opens	Tower View Campground
Exhibitor Booth set up opens - 1300	UBCO: EME Foyer and Mezzanine
Shuttles running between Venues	Tower View, YLW, Four Points
Delegates Welcome dinner	

### Friday, June 23

Shuttles running between Venues	Tower View, UBCO, Four Points, YLW
Delegates' Continental Breakfast available	UBCO
A/C Registration open	Tower View
Delegate Registration open	UBCO
Exhibitor Hall and Plenary Sessions open 0900 to 1800	UBCO
Optional Dinner Tours and Activities	

### Saturday, June 24

Shuttles running between Venues	Tower View, UBCO, Four Points, YLW
Delegates' Continental Breakfast available	UBCO
COPA Update, AGM and Awards 0830 to 1030	UBCO
A/C Registration open	Tower View
Delegate Registration open	UBCO
Exhibitor Hall and Plenary Sessions open 0800 to 1600	UBCO
Exhibitor Hall Closes; Exhibitor Booth dismantle begins 1600	UBCO

This event is a wonderful opportunity for COPA members to network and meet new friends, as well as share our excitement and enthusiasm for general aviation with the general public.

***Exhibitors and sponsors have the opportunity to promote their products and services through sponsorship and participation in the trade show.***

## ABOUT CANADIAN OWNERS AND PILOTS ASSOCIATION

*The Canadian Owners and Pilots Association (COPA) protects personal aviation and promotes it as a valued, integral and sustainable part of the Canadian Community.*

**Since 1952.** General aviation has faced many challenges over the past 60 years and COPA has been representing the interests of its nearly 17,000 member aviators to maximize our freedoms to fly.



**Member profile.** The following aviation demographics are the average or percentage of the COPA members who responded to the 2012 membership survey.

**Average age: 57**

### **Pilot License or permit held:**

Private Pilot License holders	65.7%
Student Pilot	3.3%
Commercial Pilot License or Airline	15.8%
Transport Pilot License holders	5.4%
Ultralight Permit	9.9%
Glider	4.7%
Recreational Pilot Permit	4.9%
Gyroplane	0.7%

### **Categories of aircraft being flown:**

Light certified aircraft	80.4%
Ultralights	17.5%
Amateur-built	24.8%
Floatplanes	20.9%
Transport category	6.5%
Aerobatic	8.3%
Owner maintenance	12.2%
Helicopters	5.1%
Gliders/Sailplanes	7.3%
Jets	4.1%

### **Distribution of COPA Flight.**

COPA Flight circulation statistics as of August 15, 2016. The COPA Flight has an added readership of over 50,000 aviation enthusiasts as it is also distributed to flying schools, aviation medical examiners, air cadet squadrons and select government officials.

Alberta	2,298	Nunavut	8
British Columbia	2,330	Ontario	5,578
Manitoba	645	Prince Edward Island	76
New Brunswick	261	Quebec	2,238
Newfoundland	169	Saskatchewan	679
Northwest Territories	70	Yukon Territories	127
Nova Scotia	281	International	126
<b>Total</b>			<b>14,886</b>

## SPONSORSHIP OPPORTUNITIES

*We want to work with you! Our 2017 Sponsorship options include named sponsorship of all expense line items.*

Our flexible sponsorship opportunities mean the levels are considered a 'guideline', and Sponsorship Signage options are available with every level in addition to inclusion on the web site and in the Conference Program. For example, "*Transportation provided by...*" or "*Tower View Campsite provided by...*" for maximum exposure. Details of the Sponsorship Levels are outlined in the following section.

### Summary Table of Sponsorship Levels

For levels under \$500 see Table 2, below. Each of the level category benefits are described in detail on the following pages.

<b>Table 1: 2017 Sponsorship Levels</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Pewter</b>
<i>Monetary or Contra Value</i>	<i>&gt;=\$5000</i>	<i>&gt;=\$2500</i>	<i>&gt;=\$1500</i>	<i>&gt;= \$1000</i>	<i>&gt;= \$750</i>	<i>&gt;=\$500</i>
COPA Flight - Inclusion in all Conference Articles	Y	Y	Y	Y	-	-
COPA Flight - advertisement	50% off full-page	25% off 1/2 page	-	-	-	-
Conference Program - name and logo, level	full-page	1/2 page	1/6 page	business card	name only	name only
Conference Handout Package - greeting letter	Y	Y	Y	-	-	-
Delegate Bag inserts	2	2	1	1	1	1
Full-screen projection of name/logo @ events	Y	Y	Y	Y	Y	Y
Sponsorship Signage inclusion	Y	Y	Y	Y	Y	Y
Exhibitor Display booth location	prime	prime	-	-	-	-
Web site logo by level	Y	Y	Y	Y	Y	Y
Banquet dinner tickets	2	2	1	1	-	-
Thank you Certificate	Y	Y	Y	Y	Y	Y

*See next page for Name-Only and Exhibitor information.*

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## EXHIBITOR AND NAME-ONLY OPPORTUNITIES

In addition to the Sponsorship Levels above, organizations and individuals may choose to participate as Exhibitors only, Web sponsors and Friends, with each of these levels including specific benefits.

**Please Note: Exhibitor Space is limited. Reserve early to avoid disappointment.**

Table 2: Levels below \$500	Exhibitor	Web Sponsor	Friend
<i>Monetary or Contra Value</i>	\$450	\$100	\$50
Exhibitor Booth	regular	-	-
Conference Program	Y	Y	Y
Web site by level	Y	Y	Y

## SPONSORSHIP LEVEL DESCRIPTIONS

### Monetary or Contra Value

**There are many details to organizing this level of event, and most every budget line item might be someone's main business product, service or area of expertise!** This means most every budget line item provides a potential sponsorship opportunity, and a way for your organization to be involved! Let us know what ideas you might have to be included as a sponsoring organization or individual.

### COPA Flight - inclusion in Conference Articles

Beginning in the Fall of 2016 the COPA Flight magazine, with a current distribution of over 14,000 printed and digital copies across Canada, will include articles and promotions for the 2017 Kelowna AGM. All sponsors at the indicated levels will be named in those articles for maximum exposure.

### COPA Flight - Advertisement

This benefit provides the opportunity to place a colour advertisement in the June 2017 COPA Flight issue at the designated discount off the published price.

### Conference Program

Every delegate will receive a copy of the professionally published official conference program. Your organization will be mentioned as per the designated level with organization name, logo (if applicable) and sponsorship level.

### Conference Handout Package

Every delegate will receive a handout package with information. This benefit will provide the opportunity to include a letter of greeting to the delegates on your organization's letterhead, to be included within the handout package.

### Delegate Bag Inserts

Every delegate will receive a conference bag that includes a number of items. This benefit provides the opportunity for the designate number of inserts according to each sponsorship level. This insert is intended to provide value to the delegate.

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## Full-Screen Projection

There will be a full-screen projection of sponsors names and logos at the various major social functions. This benefit ensures your organizations name and logo will be included for maximum exposure to the delegates.

## Sponsorship Signage

Sponsorship signage will be displayed predominately at our various venues. Additional signage opportunities exist for sponsorship of a venue or other budgetary line item, to be agreed upon with the organizing committee.

## Exhibitor Booth

The Bronze through Diamond sponsorship levels include an Exhibitor booth at our AVICON trade show, with primary locations reserved for the higher levels of sponsors. In addition to our conference delegates the trade show will be open and promoted to the general public. Additional information on the Exhibitor Booth specifications and options are included in the later section of this document.

## Web Site Inclusion

Recognition on our web site, predominance sorted by level of sponsorship.

## Banquet Dinner Tickets

Our banquet dinner will include a Keynote speaker and will also be open to the general public, so long as capacity permits. The various levels of sponsorship include the number of tickets indicated.

## Thank You Certificate

After the event a thank you certificate, suitable for framing, will be sent to each of our sponsors as indicated by level.

## EXHIBITOR BOOTHS

The 2017 AVICON Trade Show will be hosted at the University of BC Okanagan Campus Engineering and Management Education Building. This beautiful and bright space will accommodate up to 40 Exhibitor booths, so do not delay to reserve your space.



The Exhibitor hall will be open for set-up on Thursday, June 22nd with the Trade Show open to the delegates and public on Friday June 23rd and Saturday June 24th.

Each booth will be complete with 8' high back wall drape, 3' high side wall drape, 6' skirted table and 2 chairs. Electrical power is available to most every booth.

Additional services and furnishings are available from the exclusive supplier, SHOWTIME Event & Display. A

catalogue of items will be made available to Exhibitors upon reservation of booth.

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**The fee for an 8' x 8' Exhibitor Booth is \$450.00. Prime spots are available for specific Sponsorship categories.**

Past Trade Show Exhibitors include:

Abbotsford International Airport	Mission Aviation Fellowship
Acorn Welding	National Search and Rescue Secretariat
Aerotec Engines	Nav Canada
Alpha Aviaiton	NavPath Aviation
Angel Flight	New Glasgow Lobster Suppers
Artic Aerospace Inc.	Nick's Rag & Tube
Atlantic Avionics Inc.	Pacific Cast Heavy Truck Group
Atlantic Flight Centre	PEI Flying Association
Aviation Unlimited	Petro Value Products Canada Inc.
Calgary Airport Authority	Pitt Meadows Regional Airport
Calgary Pilot Supply	Pointer Avionics Ltd.
CASARA	Pulselite Canada
City of Langley	RAA
City of Summerside	Rivers Edge Avioncs
Conair Group	SciDac Corporation/ PCAS.ca
Dynon Avionics	SIL Industries
Edmonton Airports	Skye Avionics
Foreflight	Starline Architectural Windows Ltd.
Gastops Ltd.	The Magnus Group Inc.
Hope Air	The Personal Insurance
InfoNet Technology Corp	Tourism Langley
Innovation PEI	Township of Langley
Ken Johnson Trucking Ltd.	Transportation Safety Board of Canada
Langley Regional Airport	Transport Canada
Legatt Aviation	Vancouver Airport Authority
Marsh Canada	Vancouver Electric Vehicle Assoc.
Maxcraft Avionics	Western Canada Section 99s

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# APPLICATION FOR SPONSORSHIP

## Organization Contact Information

Organization:	Main Contact:
	Title:
Address:	City:
Prov:	Postal Code:
Phone:	Alternate Phone:
Website:	Email:

## Sponsorship Level

- |                                   |            |                                 |            |
|-----------------------------------|------------|---------------------------------|------------|
| <input type="checkbox"/> Diamond  | >= \$5,000 | <input type="checkbox"/> Silver | >= \$1,000 |
| <input type="checkbox"/> Platinum | >= \$2,500 | <input type="checkbox"/> Bronze | >= \$ 750  |
| <input type="checkbox"/> Gold     | >= \$1,500 |                                 |            |
- Yes I will contribute to the delegate bags.

Please note that we will need a completed Trade Show Exhibit Registration if you plan to exhibit.

Method of Payment (please select one)	
<input type="checkbox"/> Cheque	<input type="checkbox"/> Credit Card
Card Number:	Exp (MM/YY)
Cardholder Signature:	
Print name:	

To submit this application, please email or mail the completed form with payment to:  
Canadian Owners and Pilots Association • 71 Bank Street, 7th Floor • Ottawa, ON • K1P 5N2



# APPLICATION FOR EXHIBIT SPACE

Organization Contact Information	
Organization:	Main Contact: Title:
Address:	City:
Prov:	Postal Code:
Tel:	Email:
Website:	
Please note: Company Name will be listed as it appears above in all documents published.	

**Names of Individuals Staffing Your Booth:** (please list name as it should appear on badge)


**Trade Show Guide:** (In 30 words or less, please describe your company's service and products offered and include jpeg of logo).


Do you wish to include either of the following in the delegate bags?

One page flyer

Promotional item

Diamond or Platinum	Complimentary	\$0.00
Qualified Charity	Discount	\$225.00
All Other Exhibitors	One 8 x 8 space	\$450.00*

*\*includes tax*

*Lease of Booth Space includes piping, draping, 6' skirted table and 2 chairs. Booth does NOT include any other furnishings or equipment. Additional furnishings, equipment and/or services must be purchased through official COPA and UBCO service provider, SHOWTIME. Contact information will be provided in an Exhibitor Information Package sent to you upon confirmation of space.*

Method of Payment (please select one)	
<input type="checkbox"/> Cheque	<input type="checkbox"/> Credit Card
Card Number:	Exp (MM/YY)
Cardholder Signature:	
Print name:	

**To submit this application, please fax, email or mail the completed form with payment to:  
Canadian Owners and Pilots Association • 75 Albert Street, Suite 903, Ottawa, ON K1P 5E7  
email: [copa@copanational.org](mailto:copa@copanational.org) fax: 613-236-8646**

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## EXHIBITOR TERMS AND CONDITIONS

In consideration of the premises and of the mutual covenants of the parties, the Canadian Owners and Pilots Association, (hereinafter referred to as “Event Management”) does hereby demise, let and lease to the undersigned (hereinafter referred to as the “Exhibitor”) and the Exhibitor does hereby hire and take from Event Management, exhibit space subject to the rules and regulations hereinafter set out and upon the following terms and conditions:

### 1. TERM

The term of this lease (hereinafter referred to as the “Term”) shall commence at 1300 hrs on Thursday, June 23rd and shall end 1800 hrs on Saturday, June 25th and shall be in accordance with established rules and regulations regarding the installation and removal of exhibits.

### 2. PAYMENT AND CONTRACT EXECUTION

To GUARANTEE availability of exhibit space, full payment must be made 60 days prior to the first day of the show as specified on page 1 of this contract. The Exhibitor will not be permitted occupancy of its assigned exhibit space without a signed contract and without full payment of any and all costs associated with the Exhibitor’s participation including, but not limited to, booth rental and administrative charges incurred such as staff identification, and any applicable taxes. In the event the Exhibitor is not permitted occupancy for reasons of non-payment, the Exhibitor shall remain liable for all costs incurred including without limitation, all associated costs incurred by Event Management to re-let the exhibit space formerly assigned to the Exhibitor or to occupy the space in a manner befitting the event. It is understood that the signing of this contract is deemed to be a non-refundable purchase of the exhibit space by the Exhibitor, subject to the cancellation policy outlined in Paragraph 8 herein.

### 3. ASSIGNMENT OF EXHIBIT SPACE

It is understood that Event Management may not be able to assign to the Exhibitor the square footage or specific dimensions applied for. In that event, Event Management shall notify the Exhibitor of the square footage and/or dimensions available. If more than one Exhibitor applies for the same exhibit space, the space will be awarded to the first Exhibitor forwarding the required minimum payment on said space. Event Management reserves the right to assign to the Exhibitor alternate exhibit space in the event that the space selected has been previously assigned to another Exhibitor. Exhibit space may not be sublet or transferred to another Exhibitor without the prior written authorization of Event Management. Exhibit space may not be shared by more than one Exhibitor unless such Exhibitors are directly related companies. Event Management reserves the right to determine in its sole and absolute discretion, whether or not such Exhibitors are related.

### 4. EXHIBITOR ELIGIBILITY AND OBLIGATIONS

The Exhibitor shall, prior to acceptance of this contract by Event Management, submit a list of products intended for exhibit at the event for approval by Event Management. The Exhibitor shall, at all times, be the authorized display and/or reselling agent of all products intended to be placed on display at the event. Event Management reserves the right, in its sole discretion, to take whatever action it deems necessary to enforce the provisions of this paragraph including cancellation of the Exhibitor’s space and the retention of the full amount of all sums paid by the Exhibitor. Event Management reserves the right to determine the eligibility and fit of the Exhibitor and its intended display prior to accepting this contract.

### 5. LIABILITY

Adequate and reasonable watch and security will be provided at all times during the Term by Event Management. Neither the Event Management at the above premises nor Event Management shall be liable for the damage, loss or other destruction to any exhibits by reason of fire, theft, accident or other destructive causes. Exhibitor shall lease exhibit space at its sole risk. Neither the management of the above premises nor Event Management, nor any of their agents, servants, or employees will be accountable or liable for accidents to Exhibitors, their agents, servants, or employees. The Exhibitor shall be liable to the above premises and/or to Event Management for any damages to the building or the furniture and fixtures contained therein which shall occur through any acts or omissions of the Exhibitor, its agents, servants, or employees.

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6. LIABILITY INSURANCE

The Exhibitor shall at all times be responsible for insuring against any and all loss due to fire, theft, accident and all other perils and neither the management of the above premises nor Event Management are intended to be insurers, nor are they intended in any way to be liable or accountable to the Exhibitor, its agents, servants, or employees, respecting any loss or damage of any nature whatsoever regardless of cause. Furthermore, the Exhibitor is required to have "Canadian Owners and Pilots Association" named as "additional insured" on their Liability Insurance Policy. A copy of Insurance as noted is required prior to move in.

7. EXHIBITOR CONDUCT AND DISPLAY

The Exhibitor shall not conduct its business in such a manner, or operate its equipment at a level of sound, that is determined at the sole discretion of Event Management, to be detrimental to the welfare of the Event or to other exhibits. Event Management reserves the right in its sole discretion, to take whatever action is necessary to force the Exhibitor to observe the foregoing. The Exhibitor will be responsible for the arrangement of all equipment and displays in its booth. All equipment and materials used by the Exhibitor in its exhibit must conform with, and meet the requirements of, applicable federal, provincial and municipal regulations. The Exhibitor agrees to and shall maintain and occupy its exhibit for the entire duration of the Event. The Exhibitor agrees not to move, relocate, or otherwise disassemble its exhibit prior to the close of the show on the final day of the show as specified on page 1 of this contract. If the Exhibitor does not maintain or occupy its exhibit for the duration of the Event, the Exhibitor shall be liable for all costs associated with filling the booth for the remainder of the Event. Event Management reserves the right, in its sole and absolute discretion, to review and approve any and all ballots that may be used including, but not limited to those used to obtain contacts, produce mail lists and/or to facilitate prize giveaways. Event Management shall have the right to prohibit the use of certain Exhibitor ballots and/or lists if in its sole opinion, Event Management deems such ballots and/or mail lists be illegal and/or inappropriate.

8. CANCELLATION POLICY

Up to and including 120 days prior to the first day of the show as specified on page 1 of this contract, this contract may be cancelled without penalty or cost, and any monies paid will be refunded by mail to the Exhibitor within ten (10) business days. After this date this contract may be cancelled, however the Exhibitor will be liable for all costs incurred by Event Management pertaining to the letting of that space including, but not limited to, any commissions paid, the cost of materials not returned, courier charges, as well as the full cost of that space should Event Management, using due diligence be unable to re-let the space prior to the Show.

9. TERMINATION OF EXHIBIT

In the event the premises where the Event is to be held becomes in the sole determination of Event Management, unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, declaration by any governmental agency or by virtue of any ordinance or law of any municipal, provincial, or federal government agency, or any other act beyond the control of Event Management, this Agreement may be terminated by Event Management. In the event of such termination, the Exhibitor waives any and all damages and agrees that Event Management may, after deducting all costs and expenses (including a reserve for claims), refund to the Exhibitor as and for complete settlement and discharge of all said Exhibitor's claims and demands the Exhibitor's pro-rata share of all funds paid by all Exhibitors.

I hereby acknowledge having read the above "Terms and Conditions" and agree to be bound by them.

Name \_\_\_\_\_ Organization: \_\_\_\_\_

Dated at this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.