

## SPONSORSHIP & EXHIBIT OPPORTUNITIES

CALGARY | July 11-13

2023

**CBAA**

CANADIAN BUSINESS  
AVIATION ASSOCIATION

Convention & Exhibition

Promote your company to Canada's leaders and decision-makers in the \$12.1 billion business aviation community.

Whether you're a sponsor or an exhibitor, or both, CBAA 2023 will connect you to Canada's leading business aviation operators, owners, chief pilots, maintenance engineers, government officials and others at YYC – one of Canada's most dynamic and important business aviation hubs.



**SUNWEST**  
AVIATION

DIAMOND SPONSOR:

**CBAA**  **ACAA**  
CANADIAN BUSINESS | ASSOCIATION CANADIENNE  
AVIATION ASSOCIATION | DE L'AVIATION D'AFFAIRES

Click [HERE](#) to register today, or contact Angela Chorney at 613.797.7766 ext 5 or [convention@cbaa.ca](mailto:convention@cbaa.ca)

# CONVENTION SPONSORSHIP OPPORTUNITIES

Choose from a wide range of sponsorship levels, opportunities and prices

 **65+** EXHIBITORS

 **700+** ATTENDEES

 **15+** AIRCRAFT ON  
STATIC DISPLAY

 **10+** TARGETTED  
SESSIONS

**Exhibitors and sponsors will have the opportunity to:**

- Meet with key decision-makers and buyers
- Promote your latest products and services
- Build long-term relationships
- Be part of Canada's largest business aviation event!

## **\$20,000** ➤ City Night

Make a lasting impression as sponsor of an unforgettable evening, with your brand digitally displayed throughout the venue. Includes 8 complimentary tickets to the Calgary Stampede event..

## **\$12,500** ➤ Luncheon with Keynote Speaker (exclusive)

This prestigious plated lunch will feature the Keynote Speaker's presentation. Includes VIP table for 8.

## **\$10,000** ➤ Welcome Reception

The formal social event to launch CBAA 2023!

## ➤ Keynote Speaker (2 opportunities available)

A unique opportunity to address the Convention's participants, as your representative will have an opportunity to introduce the Opening or Closing Keynote Speaker.

## ➤ Mobile App (exclusive)

Exclusive banner ad within the convention mobile app, with one direct post to all attendees.

## **\$8,000** ➤ Name Badges (exclusive)

**SOLD!**

Lanyard imprinted with your logo given to every attendee, with your logo co-displayed with CBAA's logo on every badge.

## ➤ Ice Sculpture with Logo

Sculpture showcased at one networking event of your choice. Includes specialty drinks for attendees.



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## **\$5,000** ➤ Convention Tote Bags (exclusive)

Bags with the sponsor's and CBAA's logos.

## ➤ Hotel Room Drop (exclusive)

Complimentary bottle of water and snack provided to all delegates staying at the Convention hotel. Additional promotional item opportunity.

**SOLD!**

## Ice Cream Truck (exclusive)

Sponsor an ice cream truck or cart at the exhibit hall.



## ➤ Plenary Session (3 opportunities available) **BOMBARDIER**

Sponsor logo displayed on room signage, on main screen and in Mobile App. Sponsor will also be thanked from the stage.

## ➤ Shuttle

Choice of Wednesday's City Night or Thursday's exhibit hall. Includes signage and corporate video on shuttle bus (if available).

## ➤ Washrooms (exclusive)

Portable washrooms located in the static display area.

## **\$5,000** ➤ Breakfast

Choice of Wednesday's breakfast at hotel or Thursday's continental breakfast in the exhibit hall.

## ➤ Refreshment Break

Choice of a refreshment on Wednesday or Thursday  
Bottomless coffee and small snacks provided to all registered attendees.



## ➤ Exhibit Hall Lunch & Food Trucks (4 opportunities available)

The Exhibit Hall features 3 food trucks and a lite buffet inside the hangar.

## ➤ Wine or Beer (5 opportunities available)

Served during one networking event of your choice.

**SOLD!**

## Specialty Coffee Station (exclusive)

Branded display at the barista station in the exhibit hall.  
Also includes branded cup sleeves.



With an expected 65+ exhibits and  
15+ state-of-the-art aircraft,  
Thursday's Exhibition draws 700+ attendees!

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## **\$5,000** ➤ Lounge Area

Allow attendees the opportunity to network or relax on the trade show floor.

## ➤ Water Bottle Filling Stations (exclusive)

Attendees will be asked to bring their own water bottles to the exhibit hall. Branded water filling stations will be provided.



## **\$2,000** ➤ Innovation Theatre (4 opportunities)

**BOMBARDIER**

**NEW!** An opportunity to shine a spotlight on your organization's innovative products or services or sustainability practices. How are you at the forefront of change in the industry? How are you moving the sector forward? Allow us to give you the stage for 15 minutes in our new Innovation Theatre, right in the heart of the exhibit hall.

## **\$2,500** ➤ Breakout Education Session (2 opportunities)

**SOLD!**

Sponsor logo displayed on room signage, on main screen and in Mobile App. Sponsor will also be thanked from the stage.

## ➤ Signage

Large 3' x 7' double-sided, freestanding signs to display your message/advertisement, positioned throughout the exhibit hall.  
(Graphics provided by Sponsor)



## **\$500** ➤ Bistro Table with 2 Chairs

High-top table and 2 chairs positioned on exhibit hall floor. Includes 30' diameter vinyl decal logo.  
(Graphics provided by Sponsor)

*\$500 each or 5 for \$2000*

Have an idea you want to pitch?  
We'd like to work with you to make the most of CBAA 2023. Please contact Angela Chorney at [convention@cbaa.ca](mailto:convention@cbaa.ca) for more information.

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# SPONSORSHIP LEVELS

You will receive:	Diamond SOLD	Platinum \$20,000+	Gold \$15,000+	Silver \$10,000+	Bronze \$5,000+
Complimentary 50' x 50' static space	✓				
Complimentary 10' x 10' booth in Exhibit Hall	✓	✓			
Opportunity to address participants	✓	✓			
<b>NEW!</b> Complimentary B2B Bistro at Hotel on Wednesday	✓	✓	✓		
Priority booth selection (Sponsorship confirmed by March 1)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Logo and link from CBAA web site and in Mobile App	Logos will be listed in order of sponsorship level				
Sponsorship signage recognition	Logos will be listed in order of sponsorship level				
Acknowledgement at sponsored event, where applicable	✓	✓	✓	✓	✓
Complimentary daily passes to Thursday's Exhibit Hall	12	10	8	4	2

Please note: Sponsorship level is based on dollar amount sponsored per company.

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# EXHIBIT INFORMATION AND PRICING

## Exhibit Booth

### Each 10' x 10' booth includes:

- 8' back and 3' side drapes
- Carpet and one 750 watt outlet
- 2 full registrations per 10' x 10'

### Early Bird Rate per 10' x 10'

*(Paid by Mar. 10, 2023. If funds not received by due date, you will be invoiced for regular rate):*

- Members: CAD \$1,995
- Non-Members: CAD \$2,995

### After March 10, 2023

- Members: CAD \$2,295
- Non-Members: CAD \$2,995

Booth and sponsorship purchases are 100% non-refundable\*. Booth selection is on a first-come, first-served basis and guaranteed only when payment is received. Towing charges at exhibitor's expense. Up to 50% reduction in static space allowed until June 11, 2023 without penalty. No reductions/refunds will be accepted after June 11, 2023.

\*PANDEMIC CONTINGENCY: Should the 2023 CBAA Convention & Exhibition not be able to move forward with an in-person event due to circumstances surrounding COVID-19, sponsors and exhibitors will be given the option to continue with the same selections in a virtual environment or they may withdraw from CBAA 2023 with no penalty. CBAA reserves the right to amend the sponsorship and exhibitor packages in order to suit a virtual environment, these amendments will be disclosed to each confirmed sponsor.

## Outdoor Static Display

### CBAA Member-only Opportunity

#### Static Rates (Minimum 2,000 ft<sup>2</sup>)

- Outdoor Static: CAD \$1.85 per ft<sup>2</sup>
- Indoor Static: CAD \$2.75 per sq ft<sup>2</sup>

### Each 2,000 ft<sup>2</sup> includes:

- 2 full registrations

## B2B Bistro

**NEW value-add!**

### **EXCLUSIVE Opportunity for Diamond, Platinum and Gold Sponsors**

Each high-top table will be positioned right outside the plenary hall at the hotel on Wednesday, July 12<sup>th</sup>. Two chairs are included, so you can connect with Convention attendees during breaks and meals.

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# GOLF SPONSORSHIP OPPORTUNITIES

CBAA 2023 Annual Charity Golf Tournament  
Tuesday, July 11, 2023

Sponsorships are available for CBAA's Annual Charity Golf Tournament for Hope Air.

Separate from the convention sponsorships, we are pleased to offer you a wide range of fun, unique opportunities with proceeds going directly to Hope Air.

Please note that golf sponsorship doesn't count towards your convention sponsorship level.



Your support helps patients like Lorena

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# GOLF SPONSORSHIP OPPORTUNITIES

CBAA 2023 Annual Charity Golf Tournament | Tuesday, July 11, 2023

## All golf sponsorship levels receive the following:

- ☐ Company logo visible during lunch
- ☐ Company logo on official golf tournament signage
- ☐ Company logo in the Golf Tournament section of the CBAA website
- ☐ Public acknowledgement of sponsorship during lunch
- ☐ Option of including eco-friendly promotional items to be placed in the golfer registration bags. Items must be pre-approved by the Golf Committee and received by June 11, 2023.

**\$3,000**

### ➤ Breakfast (exclusive)

Sponsor logo displayed on signage during breakfast.

### ➤ Lunch

Opportunity to have promotional materials at each place setting (provided by sponsor) and reserved seating during lunch.

### ➤ Wine or Beer

Sponsor logo displayed on signage during lunch. Choose to sponsor wine or beer.

**\$2,500**

### ➤ Beverage Cart (exclusive)

Sponsor logo displayed on beverage carts. 1 complimentary drink ticket (with sponsor logo) provided to each golfer.

### ➤ Ice Cream (exclusive)

Treat the golfers to something cold.

### ➤ Power Carts (exclusive)

Sponsor logo displayed on the power carts.

### ➤ Branded Promotional Golf Accessory

Sponsor logo branded on an item provided to each golfer. Opportunities include golf ball, divot tool, water bottle, sunscreen, cap, etc.

### ➤ Shuttle Transportation (exclusive)

Signage displayed and opportunity to play a company video on shuttle.

### ➤ Score Card (exclusive)

Sponsor logo printed on all score cards.



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# GOLF SPONSORSHIP OPPORTUNITIES

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## **\$2,000** ➤ Hole Sponsorship / Contest Sponsor

Opportunity to have representatives from your company at hole in addition to sponsor logo being displayed at sponsored hole. Includes 2 complimentary lunches for hole representatives. Food/beverage are permitted pending venue's approval. Prize to be provided by sponsor if running a contest.

**BOMBARDIER**



## **\$1,600** ➤ Golf Hole Only Sponsorship

Sponsor logo displayed at sponsored hole

## **\$1,200** ➤ Mulligan Sponsorship (exclusive)

1 complimentary mulligan (with sponsor logo) provided to each golfer. Mulligan is to be used during golf as a re-do (one-time use).

## ➤ Putting Green / Chipping Contest (exclusive)

Opportunity to have representatives from your company host/entertain guests on the putting green, prior to the tournament. Prize to be provided by Sponsor.

## **\$725** ➤ Golf Foursome

Included with the purchase of a foursome: sponsor logo and recognition at the golf event



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