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2011 Bird Strike North America Conference,  
Niagara Falls

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## Commercial Marketing & Exhibition Package

Jessica Ng

*International Conference Services Ltd.*, [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com)

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# 2011 BIRD STRIKE NORTH AMERICA CONFERENCE

## Commercial Marketing & Exhibition Package

Date:	September 12 – 15, 2011
Location:	Marriott Niagara Falls Hotel – Gateway on the Falls Niagara Fall, Ontario, Canada
Website:	<a href="http://www.birdstrikecanada.com/CanadaConference.html">www.birdstrikecanada.com/CanadaConference.html</a>
Expected No. of Delegates:	300

**For Commercial Marketing & Exhibition Opportunities, please contact:**

Jessica Ng

International Conference Services Ltd.

E-mail: [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com)

Telephone: 1 (604) 681-2153



## Introduction

The 2011 Bird Strike North America Conference is committed to fostering the exchanging of ideas and providing networking opportunities for airline personnel, aircraft owners, aircraft and aircraft engine manufacturers, pilots, airport operations personnel, land-use planners, FAA and Transport Canada airport inspectors, military aviation groups, university researchers, waste management operators, wildlife managers, and wildlife control specialists interested in furthering bird strike awareness.

## Overview

The 2011 Bird Strike North America Conference will take place September 12 – 15, 2011 in beautiful Niagara Falls, Ontario, Canada, and is the thirteenth combined meeting of Bird Strike Committee USA and Bird Strike Association of Canada. The theme of this four-day Conference, being hosted at the Marriott Niagara Falls Hotel – Gateway on the Falls, is 'Industry & Science Working Together' and includes: sessions, a sponsored field trip, abstracts, poster displays and a trade show.

The 2011 program has expanded to include 12 sessions. In addition to topics such as wildlife control techniques, new technologies, land-use issues, and habitat management, presentations will highlight subjects such as the industry's needs from and understanding of the bird strike community, it's current role and expected role in bird strike management, and how the aviation industry as a whole can better work towards the common goal of reducing aircraft bird strike hazards.

## Benefits to Your Company:

- Brand identification to a qualified industry audience, including influential industry leaders, policy and decision makers
- An ongoing presence on the Conference website and in the On-Site Program Guide
- An opportunity to communicate a new direction or product to a qualified industry audience
- Direct networking opportunity with all Conference Delegates, as all coffee breaks and lunches, as well as the Welcome Reception are hosted in the Exhibition Hall

## **Delegate Information:**

300 delegates representing 20 Countries

## **Delegate Breakdown:**

25% Canadian  
60% USA  
15% International

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## **Who Attends:**

Airline Personnel	Military Aviation Personnel
Aircraft Owners and Pilots	University Researchers
Aircraft Manufacturers	Waste Management Operators
Aircraft Engine Manufacturers	Wildlife Managers
Airport Operations Personnel	Wildlife Control Specialists
Land-use Planners	FAA and Transport Canada Inspectors

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## **Conference Management:**

International Conference Services Ltd.	Phone: +1 604-681-2153
#2101 – 1177 West Hastings Street	Fax: +1 604-681-1049
Vancouver, BC Canada V6E 2K3	

## Commercial Marketing Opportunities

### Host Sponsorship

(Exclusive)

**SOLD**

#### Benefits of Sponsoring this Item:

- Exclusive Sponsorship
- Sponsor Recognition as “2011 Bird Strike North America Conference proudly hosted by...” on Conference promotional materials and web-site
- Sponsor Recognition during Opening and Closing Remarks
- Sponsor Logo Recognition on Conference web-site with direct hyperlink to sponsoring organization’s web-site
- Sponsor Logo Recognition on all Conference Marketing E-blasts
- Sponsor Logo Recognition on front cover of On-site Conference Program
- Sponsor Logo Recognition on all Conference Signage, with the exception of daily Food & Beverage Signage
- Sponsorship Recognition on Session holding slides throughout entire Conference
- Two (2) 10’ x 8’ Exhibit Space with first right of booth location selection
- Ten (10) Complimentary Delegate Registrations. *Sponsor to assure that the 10 complimentary delegates would not be drawn from those who would have considered attending on their own.*
- Placement of one (1) sign at Registration (*no larger than 22” x 28”*)
- Full page advertisement on back-outside cover of On-site Conference Program
- Right to use event name and logo for advertising and promotional benefits pre-approved by Bird Strike Association of Canada
- Full delegate list after the Conference in electronic format
- First right of refusal of Corporate Sponsorship Opportunity at 2013 Bird Strike North America Conference
- First right of refusal on all other 2011 Bird Strike North America Conference Sponsorship Opportunities

### Conference Bags

(Exclusive)

**SOLD**

#### Benefits of Sponsoring this Item:

- Exclusive Sponsorship
- Company Name or Logo on Conference Bags
- Sponsorship Recognition in On-site Program Guide
- Sponsor Logo Recognition on Conference Web-site
- Inclusion of direct marketing piece in the bag \*
- The promotional piece insert requires Organizing Committee approval. Associated cost’s the responsibility of the sponsor.

### Lanyards for Name Badges

(Exclusive)

**\$3,500 CAD**

#### Benefits of Sponsoring this Item:

- Exclusive Sponsorship
- Company Name or Logo printed on Lanyard
- Sponsorship Recognition in On-site Program Guide
- Sponsor Logo Recognition on Conference Web-site
- Sponsor Recognition on Registration Signage located at Registration Desk



## Industry Field Trip

(Exclusive)

\$ 6,500 CAD

### Benefits of Sponsoring this Item:

- Exclusive Sponsorship
- 4 promotional E-Blasts to Master mailing list to highlight event
- ½ page advertisement in On-site Program Guide
- Sponsorship Recognition in On-site Program Guide
- Sponsorship Logo on web-site 'Program at a Glance'
- Sponsor Logo Recognition on Conference Web-site
- Company Logo on directional signage
- Inclusion of direct marketing piece in Delegate bag
- Transportation included
- \* Any costs not approved by the Conference Manager will be at the expense of Sponsor.

## Opening Ceremony/Welcome Reception

(Exclusive)

**SOLD**

### Benefits of Sponsoring this Item:

- Company logo on all relevant signage associated with the Welcome Reception
- Company logo on Conference Website as event sponsor
- Verbal recognition during event as sponsor
- Opportunity to provide a Company representative to speak ( 5 minutes)
- 4 complimentary tickets to event

## Audio Visual Equipment and Support

(Exclusive)

\$5,000 CAD

### Benefits of Sponsoring this Item:

- Audio Visual staff will wear custom shirts displaying your company logo
- Company Logo recognition in On-Site Program as Audio Visual Sponsor

## Pens and Stationery

(Exclusive)

\$2,500 CAD

### Benefits of Sponsoring this Item:

- Company name or logo on Congress Pens And Stationery (supplied by sponsor)

Note: Pens and Stationery to be provided by Sponsor

## On-Site Program

(Exclusive)

\$3,000 CAD

### Benefits of Sponsoring this Item:

- Company Logo recognition in On-Site Program as Sponsor of Program
- Inside Front Cover, full page advertisement in On-Site Program



<b>Coffee Break</b>	<b>(6 available)</b>	<b>\$2,000 CAD each</b>
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**Benefits of Sponsoring this Item:**

- Company name in title of the Coffee Break in On-Site Program
- Company Logo on all relevant signage associated with the Coffee Break
- Table-top cards or display item (subject to approval – to be supplied by sponsor)

<b>Lunch Break</b>	<b>(3 available)</b>	<b>\$3,500 CAD each</b>
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**Benefits of Sponsoring this Item:**

- Company name in title of the Lunch Break in On-Site Program
- Company Logo on all relevant signage associated with the Lunch Break
- Table-top cards or display item (subject to approval – to be supplied by sponsor)

<b>Conference Signage</b>	<b>(Exclusive)</b>	<b>\$3,000 CAD</b>
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**Benefits of Sponsoring this Item:**

- Company Logo on all Conference Signage (unless related session/event specifically sponsored)

<b>On-Site Program Advertising</b>
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**Positions:**

Inside Front Cover (only one available)	\$ 2,500
Inside Back Cover (only one available)	\$ 2,500
Outside Back Cover (only one available)	<b>SOLD</b>
Full Page	\$ 1,300
½ Page	\$ 500
¼ Page	\$ 250

<b>Delegate Bag Insert</b>	<b>\$2,000 CAD</b>
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Note: Committee has the right to vet all Delegate Bag Inserts or promotional materials

<b>Friend of the Conference</b>	<b>\$1,000 CAD</b>
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- Company Logo on Conference Sponsor Sign

## Exhibition Opportunities

Standard Exhibit Booth - On or Before June 1, 2011 .....	\$1,000 CAD <i>(plus applicable taxes)</i>
Standard Exhibit Booth - After June 1, 2011 .....	\$1,200 CAD <i>(plus applicable taxes)</i>

Includes:

- One (1) 10 foot x 8 foot (3m x 2.4m) Exhibit Booth
- 8 foot (2.4 m) back wall, two 3 foot (0.9 m) side walls
- Exhibitor listing on Conference Web-site
- Exhibitor listing and Bio in On-site Conference Program
- Post event delegate list including attendees who have agreed to publish their details
- One (1) electrical outlet (110volts)
- One (1) 6 foot (1.8 m) skirted table and two (2) chairs
- Two (2) exhibitor staff badges, with the ability to purchase up to two (2) additional Exhibitor Badges at a cost of \$25/each.
- Exhibit Staff will receive Delegate Bag with all Conference materials
- One (1) full Conference Delegate Registration
- Conference Coffee Breaks and Lunches held in the Exhibit Hall

**Booth Allocation & Exhibitor Manual:**

Exhibit space is allocated on a first come first-served basis, after sponsors. No exhibitor may sublet or share space with other Exhibitors, without prior written approval of the Exhibit Manager. Exhibitor Manual will be sent closer to the event date, for paid in full Exhibitors.

## Commercial Marketing Order Form

### Company Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Commercial Marketing Opportunities: (All rates are quoted in Canadian funds)

- |   |                  |          |
|---|------------------|----------|
| <input type="checkbox"/> Lanyards for Name Badges - Exclusive           | \$ 3,500         | \$ _____ |
| <input type="checkbox"/> Industry Field Trip - Exclusive                | \$ 6,500         | \$ _____ |
| <input type="checkbox"/> Audio Visual Equipment and Support - Exclusive | \$ 5,000         | \$ _____ |
| <input type="checkbox"/> Pens and Stationary - Exclusive                | \$ 2,500         | \$ _____ |
| <input type="checkbox"/> On-Site Program - Exclusive                    | \$ 3,000         | \$ _____ |
| <input type="checkbox"/> Delegate Coffee Break(s) - 6 Available         | \$ 2,000 x _____ | \$ _____ |
| <input type="checkbox"/> Delegate Lunch(s) - 3 Available                | \$ 3,500 x _____ | \$ _____ |
| <input type="checkbox"/> Conference Signage - Exclusive                 | \$ 3,000         | \$ _____ |
| <input type="checkbox"/> Delegate Bag Insert                            | \$ 2,000         | \$ _____ |
| <input type="checkbox"/> Friend of the Conference                       | \$ 1,000         | \$ _____ |
| <input type="checkbox"/> Advertising      Position: _____               | \$ _____ x _____ | \$ _____ |

Total Commercial Marketing\* \$ \_\_\_\_\_

\* Plus applicable 13% HST# 102510609Rt0001

Upon receipt of payment and acceptance by an authorized ICS (International Conference Services) representative, this Application and Contract for Sponsorship shall become binding. I certify that I am authorized to sign and enter into this Application/Contract.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

Please return completed forms by:

Fax: 604-681-1049

Email: [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com)

Mail: #2101 – 1177 West Hasting Street, Vancouver, BC Canada V6E 2K3





## Exhibition Order Form

### Company Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Web-site: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Exhibit Booth Information: *(All rates are quoted in Canadian funds)*

#### Standard Exhibit Booth: 10' x 8' (3m x 2.4m)

Total Amount \$ \_\_\_\_\_

*I have reviewed and agree to abide by the Exhibit Terms and Conditions included with this Application. Upon receipt of payment and acceptance by an authorized ICS (International Conference Services) representative, this Application and Contract for Exhibit Space shall become binding. I certify that I am authorized to sign and enter into this Application and Contract for Exhibit Space.*

\_\_\_\_\_  
Exhibitor Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Congress Authorized Signature

\_\_\_\_\_  
Date

Please return completed forms by:

Fax: 604-681-1049

Email: [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com)

Mail: #2101 – 1177 West Hasting Street, Vancouver, BC Canada V6E 2K3



## EXHIBIT TERMS AND CONDITIONS

**GENERAL:** The Exhibitor agrees to abide by all rules and regulations adopted by The 2011 Bird Strike North America Conference hereinafter referred to as "Event Host", and its representative International Conference Services hereinafter referred to as "Exhibit Manager" for the Commercial Exhibit of the 2011 Bird Strike North America Conference in the best interests of the show. The Exhibitor agrees that the Organizing Committee and the Exhibit Manager of the said Conference shall have the final decision with regard to adopting any rule or regulation deemed necessary or in the best interests of exhibitors, sponsors, delegates or the event in general. The Exhibitor agrees to be bound by and to comply with all provisions of any agreement entered into between The 2011 Bird Strike North America Conference and the owner of the venue where the Exhibit is taking place. The Exhibit Manager will inform the Exhibitor of the provisions of the Building Agreement with which they must comply. The Event Host shall determine the eligibility of any company, product, service or application for exhibit space, and may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that, in its opinion, is not in keeping with the character or purpose of the Conference.

**FIRE PREVENTION:** Exhibitors shall not encroach on aisle space and must remain within the space assigned. All materials used for decorating must be fire resistant. Cartons, boxes and crates may not be stored under tables, behind displays or in any part of the exhibit area. At the Exhibitor's expense, empty crates, etc. will be picked-up, stored and returned to each booth at the closing of the exhibition. Please refer to the Exhibitor Manual for this service.

**LIABILITY INSURANCE:** Every reasonable precaution will be taken to protect Exhibitor's property during installation, Conference period and removal. However, the Exhibit Manager will not accept responsibility for injury to persons, or loss of or damage to products, exhibits, equipment or decorations by fire, accident, theft or any other cause while in the exhibition hall. Exhibitors are advised to carry appropriate insurance coverage in respect of public liability against injury to the person and property of others, while participating in the Exhibition.

**AUTHORIZED REPRESENTATIVES:** Each Exhibitor shall provide to the Exhibit Manager, the name and the title of the person(s) who will be in attendance at the display and responsible for the installation, operation and removal of the Exhibit. Said representative(s) shall be authorized to enter into such service contracts as may be necessary, for which the Exhibitor shall be responsible.

**INSURANCE AND EVENT SECURITY:** Booths are to be staffed by Exhibitor's personnel at all times during the hours the Exhibit is open. The Exhibit Manager will employ a security service during the hours the exhibit area is closed. However, all property of the Exhibitor is understood to remain under Exhibitor's custody and control, in transit to, from or within the confines of the Exhibit Hall, subject to the rules and regulations of the Exhibition. The Exhibit Manager accepts no responsibility with respect to theft or damage, however caused. Exhibitors shall, during the currency of this contract including, without limitation, throughout the period the Exhibitor occupies the space, at its sole cost and expense, take out and keep in full force and effect the following insurance: "All Risks" insurance for the full replacement cost, insuring all property owned by Exhibitor, or for which Exhibitor is legally liable or installed by or on behalf of Exhibitor and located within the Show Building. Such policy of insurance shall contain a waiver of any subrogation rights which Exhibitor's insurers may have against the Exhibit Manager, Event Host, Organizing Committee, and the owners of the Show Building or those for whom they are in law responsible, whether the damage is caused or contributed to by their act, omission or negligence. The Exhibitor shall send to the Exhibit Manager a copy of its insurance policy together with proof of payment of premium for the duration of the Conference.

**DEFAULT CONDITIONS:** Exhibitor irrevocably authorizes the Exhibit Manager, at its sole discretion and with 30 days written notice to the Exhibitor, to apply part or all of any funds received by the Exhibit Manager under this contract to the payment or payments due on any other contract, whether oral or written, now or hereafter existing between Exhibitor and the Exhibit Manager including but not limited to contracts for exhibit space, advertising space or direct marketing services. This contract shall be governed, construed and enforced in accordance with the laws of the province of British Columbia, Canada and in its courts. In the event that it shall be necessary for the Exhibit Manager to bring suit to enforce any of its rights hereunder, the Exhibit Manager shall be entitled to recover all costs of such suits including reasonable legal fees.



**CANCELLATION CONDITIONS:** Any amount retained by the Exhibit Manager or payable by Exhibitor upon termination of this contract shall be retained or collected, as the case may be, as liquidated damages. These cancellation conditions will also apply in the case of booth space reduction. Exhibitor will be deemed to be in Default, if and whenever the Exhibitor:

- a) fails to perform any material condition of this contract;
- b) refuses to abide by the show rules and regulations;
- c) fails to install his product in exhibit space within the times set for opening exhibits;
- d) fails to pay any amount of the contract price for exhibit space on dates specified;
- e) becomes bankrupt or insolvent or takes the benefit of any act now or hereafter in force for bankrupt or insolvent debtors or files any proposal or makes an assignment for the benefit of creditors or any arrangement or compromise;
- f) is appointed a receiver/manager for the Exhibitor's property;
- g) has any steps taken or any action or proceedings instituted by the Exhibitor or by any other party to dissolve, wind up or liquidate Exhibitor or its assets, then the Exhibit Manager, in addition to any other rights or remedies available to it, has the immediate right to repossess the space and expel all persons and remove all property from the Space. In addition, the Exhibit Manager shall have the right to rent the space to others and any amount or amounts paid by Exhibitor to the Exhibit Manager as part of the contract price for the space may be retained by the Exhibit Manager as liquidated damages. If the Conference is cancelled for any reason beyond the Exhibit Manager's control, the latter shall not be liable for any expenses incurred by the Exhibitor and shall have no other liability to the Exhibitor than the refund of that portion of the rent actually received.

**ASSIGNMENT OF SPACE:** Exhibit space assignments will be made by the Exhibit Manager in keeping, where possible, with the preferences and priorities indicated by the Exhibitor. However, the Exhibit Manager reserves the right to alter the assignment of space to be occupied by the Exhibitor in order to create an effective exposition. A relocation notice shall be given to the Exhibitor. In case of relocation of the booth described herein, the Exhibitor agrees that it has no right to cancel its participation or to claim damages from the Exhibit Manager.

**EXHIBIT CONSTRUCTION AND SAFETY:** Exhibitor accepts responsibility for all personal injury or property damage within their booth and relating to the use of the rented space. Exhibitor hereby agrees to indemnify and hold harmless the Exhibit Manager, the owner and manager of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered in their booth and relating to the use of the rented space.

**PRESENTATIONS AND SALES ACTIVITIES:** Exhibitor agrees to confine all products / service demonstrations and other sales activities to the limits of the contracted exhibit space and within the maximum height set by the Show Rules and Regulations. Distribution of any material including samples, souvenirs, publications etc., is likewise limited to said Exhibit Space confines.

**BOOTH PERSONNEL:** Exhibitor agrees to maintain a staff in its exhibit space during show hours. Sound: Amplifiers and other sound generating equipment must be operated at levels that do not interfere with other Exhibitors nor add unduly to the ambient acoustic level. Noise and odours: No excessive noise, objectionable odours or obstruction work will be permitted. Lotteries and contests: The use of games of chance, lottery devices, musical instruments and other sideshow practices is permitted only with written permission of the Exhibit Manager.

**EXHIBIT HALL & EQUIPMENT:** Exhibitor is liable for any damage it causes to building, floors, walls, columns, and to standard booth equipment. Application of labels, tape, paint, lacquer, adhesives or other coatings to building columns, floors and walls or to standard booth equipment is strictly prohibited. Under no circumstances may the weight of any equipment or exhibit material exceed the maximum floor load weight of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material to conform to maximum floor loading specifications.

**OTHER:** The information required by the Exhibit Manager to compile the Exhibitor's Guide will be provided by the Exhibitor in the timeframe specified by the Exhibit Manager. The latter will in no case be held responsible for omissions, errors of typesetting, reproduction or other that might occur. The Exhibit Manager may refuse any addition or modification of wording which is not in accordance with the general guidelines, or that may cause prejudice to others.

**TIME OF THE ESSENCE:** Time is of the essence with respect to all Exhibit terms and conditions contained herein.