



# CANADIAN AERIAL APPLICATORS ASSOCIATION



2024

## PARTNERSHIP PACKAGE

FEBRUARY 28 - MARCH 1, 2024  
**BANFF SPRINGS HOTEL**  
**BANFF, ALBERTA**

# PRESIDENT'S MESSAGE

As a longstanding organization the Canadian Aerial Applicators Association (CAAA) has been supporting aerial applicators with strong ties to Canadian Agriculture and Forestry industries with professionalism and dedication for many years. The association continues to advocate for operators, members, allied members, and pilots from both Canada and the United States. Due to the nature of work performed, safety and professionalism is the main focus of our association striving for continuous improvement to reduce risk and improve services provided to the industries we serve.

The services provided by the aerial application industry within Canada and the U.S. are crucial to the protection and sustainability of agricultural and forestry lands. With continued partnership and cooperation from long-standing and new industry partners, we can and will continue to collaborate with industry stakeholders and regulatory bodies for continued improvement and success.

With our ongoing annual Canadian Aerial Applicator Conference held every winter, a venue that has proven itself to be a benefit to all that attend from all levels of membership and partnership presence. The conference provides an opportunity to further education, provide insight into new technology, new and upcoming product lines, and new industry standards, and allows the opportunity to strengthen and further industry connections through in-person meetings and communication. This venue has and will continue to bring invaluable education seminars, product displays, and social connections to aid in the continuation of aerial applicators keeping up with the latest technologies, products, and service providers to our industry, for our industry.

Every sector and industry has its struggles and hills that have to be climbed and the Canadian Aerial Application industry has certainly seen its share of hurdles to overcome. There has been success over the years due to the support put forth by the industry support, and with your continued support and partnership, we will ensure that we remain vigilant in our efforts to continue promoting and supporting the Canadian Aerial Application industry to continue success for all involved!

It is with great honor and thanks on behalf of the CAAA that we thank you for your continued and ongoing support which truly aids in the success of our industry!

## Aaron Trudell

CAAA President





CANADIAN AERIAL  
APPLICATORS ASSOCIATION

**The bad news  
is that time  
flies.**

**The good news is  
you can Sponsor the  
pilot.**

The goal of the CAAA Agricultural Aviation Scholarship is to strengthen the aerial application industry by helping CAAA Operators bring new pilots into the profession. Each applicant must be sponsored by a CAAA Operator, and scholarship recipients must use the proceeds for flight training or agricultural coursework at a university, college, community college or other institution of higher learning.

A \$2000 scholarship contribution is available annually. More than one (1) scholarship will be provided when available and goes toward the following year's applicants.

# OUR IDENTITY

## THE CAAA: ENSURING SAFE AND PROFESSIONAL AERIAL APPLICATION

The Canadian Aerial Applicators Association (CAAA) has a primary objective of promoting safety and professionalism amongst its members. This is achieved through cooperation with federal and provincial government agencies to design fair and equitable policies that protect both rural and urban customers. The CAAA offers advice to regulatory agencies concerning the safe and efficient aerial application of pesticides and other crop inputs. Education and training of members is a high priority for the CAAA. Members design training programs that cover office staff and pilots, ensuring safe pesticide application.

The CAAA works with government departments such as Transport Canada, Agriculture Canada, Health Canada, and Environment Canada, along with their provincial and municipal counterparts, to guarantee the safe application of pesticides and other products. Consumers of food, farm customers, and recreational property owners can be assured that every precaution is taken to protect their best interests, including the environment.

The aerial application industry is highly regulated to ensure the safety of everyone involved.



## CAAA & THE ENVIRONMENT

Our team members are committed to utilizing professional application techniques and prioritizing environmental safety. They understand that their business thrives on a healthy and sustainable environment and strive to protect it. With a deep respect for nature, our team works diligently to ensure that environmental concerns are at the forefront of all their activities.

# OUR SUPERPOWERS!



## CONFERENCE

With over 200 attendees annually, the CAAA AGM & Conference offers a unique opportunity to connect with industry leaders and active community members who are eager to make significant business connections.

## AUCTION

The AGM & Conference's Auction is the most exciting event of the conference and a major draw for attendees. Show your support for the industry and make a statement about your company by participating. Not only will you get to showcase what you offer, but you'll also be contributing to the betterment of the field.

To get even more involved in the excitement, volunteer to be a spotter and be in the middle of the actions!

## ADVERTISING

Looking to increase exposure for your business and services? At CAAA, we offer a range of options that allow you to showcase your advocacy to our members and industry contacts. Take advantage of our specialized channels, including our digital newsletter, magazine, and website, for maximum visibility.

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# COME FLY WITH US

## STAY CONNECTED WITH CAAA ON SOCIAL MEDIA

Join us on Facebook, X (formerly Twitter), LinkedIn, and our website to stay up-to-date with the latest news, events, and trends in our industry. By following our social media channels, you'll be the first to know about relevant happenings.

Not only that, but you'll also have the opportunity to connect with other professionals and companies in our field, share your own insights and product updates, and expand your customer base. Whether you're a seasoned supporter or new to the industry, the CAAA is dedicated to fostering a strong relationship with you.

**Like. Follow. Share.**

Social media is a valuable tool for both the association and the industry. Don't forget the public and the regulators are watching! If you are documenting it for the world make sure you are adhering to the code of ethics and all best practices! #Canadian\_AAA



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# 2024 AGM CONFERENCE & TRADE SHOW

## 2024 AGM CONFERENCE & TRADE SHOW

HEADING TO BANFF, AB  
FEBRUARY 28 - MARCH 1, 2024

### **Experience the Best of the Industry at the CAAA AGM & Conference**

Join the CAAA AGM & Conference – a highly attended event with over 200 annual guests – and gain industry exposure while connecting with active members of the community.

Each year, the CAAA Board invites top speakers to provide various educational opportunities. Attendees can also participate in a live and silent auction, which is the conference's highlight. As the proceeds support the industry's growth, your participation as a key contributor to the community will be greatly appreciated. This year's additional events include an Icebreaker downtown Banff at **Banff Ave Brewing Co**, a spouse program at the state-of-the-art 40,000-square-foot **Fairmont Spa**, and a pre-conference workshop on **Flying in the Wire and Obstruction Environment**.

The conference also recognizes six annual awards to honor members who exceed our standards. Winners are announced at the AGM & Conference, including an annual scholarship available to new pilots. Don't miss this opportunity to be part of the industry's leading event.

[www.canadianaerialapplicators.com/conference](http://www.canadianaerialapplicators.com/conference)

# WHY EXHIBIT AT THE CAAA CONFERENCE?

## **Benefits of Exhibiting at the CAAA Conference**

As an exhibitor, you'll receive an all-access pass for the entire event. Take advantage of two full days to engage with your customers, network with fellow professionals, and showcase your company's strengths. The Exhibit Hall is open during prime times, allowing you to interact with your target audience while they grab a coffee, have lunch, or take part in the CAAA Live Auction and Banquet.

*\*Additional events that are available include the icebreaker event on Thursday and the Flying in the Wire Workshop on Wednesday.*



**2024 AGM  
CONFERENCE &  
TRADE SHOW**



# LOOKING FOR MORE SPONSORSHIP OPPORTUNITIES?

## SPOUSE PROGRAM

The Spousal Program is open to those who support our members the most! What better way to say thank you than to provide a generous credit for a 60 minute Rocky Mountain Stress Relief Massage? This includes full access to the world class Fairmont Spa Banff Springs where you can feel the comforting sensations of rushing waterfalls and burbling mineral pools inviting you for a restorative soak. Let the mountain air and intensity of high-altitude oxygen inspire clarity of thought and renew your strength of purpose. By sponsoring this event there will be no shortage of appreciation from participants.



## ICEBREAKER EVENT

Thursday evening delegates will let loose and experience 'Banff's real mountain lifestyle'. Dubbed Banff's living room, this year's Icebreaker will do just that at [Banff Avenue Brewing Co.](#) Sponsor the Beer or the Transportation, and enjoy a laid-back atmosphere while games are won and lost and we find out who has the best or most entertaining voice.

Enjoy authentic Banff brews and pies at this local hotspot.

# EDUCATION IS KEY

## FLYING IN THE WIRE AND OBSTRUCTION ENVIRONMENT

The main purpose of the CAAA Conference continues in the education of the aerial applicator industry. This year the Board is providing a full day workshop on **Flying in the Wire and Obstruction Environment**. This workshop is acclaimed by professional airplane and helicopter operators worldwide. It gives low-altitude aviators the essential skills needed to safely operate an aircraft in wire and obstruction environments. This course is for both aircraft and helicopter pilots. It teaches how to identify signs of wires and why ag aviators hit wires they already knew were there. We can't offer this opportunities without support from our partners.



2024 AGM  
CONFERENCE &  
TRADE SHOW

## Diamond

**All Platinum  
Benefits +**

**CAA 2024  
Conference & AGM:**  
Awards Banquet &  
Auction Title Sponsor

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## Platinum

**All Gold Benefits +**

**Digital Exposure:** Prominent Logo  
Recognition, Ad Featured  
in 4 issues of the newsletter

**Print Exposure:** Full page ad in magazine  
**CAA 2024 Conference & AGM:** Chose of Icebreaker,  
Keynote Lunch, or Audio Visual Presenting Sponsor

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## Gold

**All Silver Benefits +**

**Digital Exposure:** Ad Featured in 3 issues of the newsletter

**Print Exposure:** Half page ad in magazine

**CAA 2024 Conference & AGM:** Prominent Shared Logo Recognition,  
Verbal Recognition

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## Silver

**All Bronze Benefits +**

**Digital Exposure:** Ad Featured in 2 issues of the newsletter

**Print Exposure:** Quarter page ad in magazine

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## Bronze

**Digital Exposure:** Logo Feature in newsletter, Logo Recognition in all newsletters,  
Logo recognition on social media, Company logo and link on website.

**Print Exposure:** Shared logo recognition

**CAA 2024 Conference & AGM:** Logo displayed in program, logo displayed in digital sponsorship loop, logo  
included in all email communication

# CAAA 2024

## ADDITIONAL OPPORTUNITIES

### CONFERENCE

FLYING IN THE WIRE WORKSHOP (3 AVAILABLE)	\$8,000
ICEBREAKER ENTERTAINMENT	\$8,000
ICEBREAKER DINNER	\$8,000
KEYNOTE LUNCH	\$7,000
BREAKFAST SPONSOR (3 AVAILABLE)	\$7,000
AWARDS BANQUET & AUCTION HOST BAR	\$6,000
AWARDS BANQUET & AUCTION WINE HOST	\$6,000
SPOUSAL PROGRAM	\$4,000
MASTER OF CEREMONIES	\$3,500
CONFERENCE NAME TAGS (LOGO ON NAME TAG)	\$5,000
AUCTIONEER	\$2,750
CONFERENCE BAGS	\$2,500
CAAA 2025 SCHOLARSHIP (UNLIMITED)	\$2,000
½ DAY COFFEE BREAK SPONSOR (7 AVAILABLE)	\$2,000
TRADE SHOW BOOTH (30 AVAILABLE - INCLUDES 1 ATTENDEE)	\$895
ADDITIONAL BOOTH ATTENDEE	\$325

### PRINT EXPOSURE

INSIDE COVER, FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11", 1 AVAILABLE)	\$1,750
BACK COVER, FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11", 1 AVAILABLE)	\$1,750
FULL-PAGE AD IN PRINT MAGAZINE (8.5" X 11")	\$1,750
HALF-PAGE AD IN PRINT MAGAZINE (8.5" X 5.5")	\$875
QUARTER-PAGE AD IN PRINT MAGAZINE (4.25" X 5.5")	\$450
EIGHTH-PAGE AD IN PRINT MAGAZINE (3.5" X 2")	\$250
FULL-PAGE INSERT IN PRINT MAGAZINE (8.5" X 11", TO BE SUPPLIED)	\$725

### DIGITAL EXPOSURE

COMPANY LOGO AND LINK ON THE CAAA WEBSITE	\$2,500
AD IN NEWSLETTER (X4, 1200 PX X 640 PX)	\$1,750
AD IN NEWSLETTER (X3, 1200 PX X 640 PX)	\$1,200
AD IN NEWSLETTER (X2, 1200 PX X 640 PX)	\$800
LOGO FEATURE IN NEWSLETTER (X1, SHARED)	\$350

[CLICK TO SUBMIT](#)



# OUR 2023 PARTNERS

## DIAMOND SPONSOR



# Bayer

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## PLATINUM SPONSORS



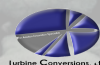
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## GOLD SPONSORS



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## BRONZE SPONSORS



# THANK YOU FOR YOUR SUPPORT



# CANADIAN AERIAL APPLICATORS ASSOCIATION



## **GOT QUESTIONS?**

canadianaerialapplicators.com  
info@canadianaerialapplicators.com  
780.413.0078

### **SUBMISSION INSTRUCTIONS**

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Please return your completed agreement form digitally to confirm your sponsorship, and arrange for invoicing and payment. Thank you for your support!

