

11TH ANNUAL



MASS24

MARITIME & ARCTIC SECURITY & SAFETY CONFERENCE

SPONSORSHIP OPPORTUNITIES

www.maritimearcticsecurity.ca
www.ac-ada.ca

ABOUT MASS 2024



The Maritime and Arctic Security and Safety (MASS) Conference, takes place annually in St. John's, Newfoundland and Labrador. The 11th Annual MASS Conference will focus on the challenges and opportunities associated with northern and maritime environments. Specifically, we will dive into the topic of emerging threats and how Atlantic Canadian companies are leading the way to provide a safe, secure, and successful future for Canada, North America, and the world with their innovative products, services, and research in this three-day international event.

WHY CHOOSE US?



GREAT EXPOSURE

With 150+ attendees, 20+ expert speakers, and 15+ exhibitors, MASS 2024 will draw a diverse group of attendees including government, military, coast guard, industry, academia, northern leaders, researchers, and industry players of all sizes.



VALUED CONNECTIONS

Fully coordinated B2B/B2G meetings along with multiple networking breaks, dynamic receptions, and connections to the workforce of tomorrow will provide the valued connections your business needs to get to the next level.



INSIGHTFUL PROGRAM

Hear from industry experts from across the globe as they discuss the challenges and opportunities related to maritime and arctic security with a specific focus on the northern environments.

Please reach out to Melissa for details:

melissa@ac-ada.ca

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

One opportunity | \$15,000

This opportunity includes:

- Four complimentary registrations (valued at \$2,400 - \$3,400)*
- Select one:
 - Exclusive 20-foot exhibit space (double booth) with preferred exhibitor location (valued at \$2,000-\$3,000) and opportunity to provide welcoming remarks at the opening of the last conference day (2-3 minutes; remarks to be written by sponsor and approved by ACADA)
 - Exclusive presentation opportunity at the event (30-45 minute session; to be planned in collaboration with ACADA staff)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Distribution of company materials at registration table (optional and to be provided by sponsor; can be a brochure or swag item)
- Social media recognition as Presenting Sponsor on Twitter and LinkedIn

SUPPORTING SPONSOR

Two opportunities | \$10,000 each

This opportunity includes:

- Three complimentary registrations (valued at \$1,800 - \$2,550)*
- Exclusive 10-foot exhibit space (single booth) with preferred exhibitor location (valued at \$1,000 - \$1,500)*
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Distribution of company materials at registration table (optional and to be provided by sponsor; can be a brochure or swag item)
- Social media recognition as Supporting Sponsor on Twitter and LinkedIn

SPONSORSHIP OPPORTUNITIES

STORYTELLING SPONSOR

One opportunity | \$12,000

Following the success of the MASS 2023 podcast, we are offering this special sponsorship opportunity once again that is sure to put your organization front and center at MASS 2024. To ensure the message and thought leadership of MASS extends beyond conference attendees, we are producing the Over The Horizon podcast with Gale Force Wins.

[CLICK HERE](#) to view 2023 content.

By sponsoring the MASS 2024 podcast, your brand has the opportunity to be front and centre at MASS 2024 and for months after as content produced by Atlantic Canadian and Veteran owned Gale Force Wins is disseminated on ACADA's platforms. Your brand will become the conversation starter by sponsoring the conference podcast and, therefore, the many rich and inspiring conversations about the industry with expert speakers, panelists, and attendees.

- 1 day of on-site recording with Allan Dale and Gerry Carew of Gale Force Wins
- Logo recognition as sponsor both at the event and digitally:
 - Each conversation will start with an acknowledgement of the sponsorship and a short pitch of your offering
 - Sponsor logo appears as a watermark in every interview video along with the ACADA logo
- Multiple videos will be produced and disseminated via ACADA and Gale Force Wins social media channels (LinkedIn, Twitter, and YouTube) during and after the conference, with watermarks of sponsor logo and/or recognition as sponsor appearing in all, including:
 - One teaser video leading up to the conference (featuring sponsor logo and message from your spokesperson)
 - A minimum of 10 interviews with speakers and industry experts in attendance at the show will be produced at MASS 2024
 - Walkabout videos of the show floor will be shot and posted same day
 - One collage video for the entire event
- One hour follow up / training on content usage from Gale Force Wins
- Ability to display your signage (pop up banner, brochure, etc.) at the podcast space in the exhibition hall

SPONSORSHIP OPPORTUNITIES

PRE-CONFERENCE SOCIAL SPONSOR (JULY 17)

One opportunity | \$2,500 + catering

The opening reception – or pre-conference social – for MASS 2024 will be held at an external location to be determined in conversation with our sponsor on July 17, 2023, from 4:30-6:30pm. This is an exclusive opportunity to welcome delegates and kick off the conference, setting the tone for an inspirational event. New this year, our selected partner gets naming rights to the opening reception and extended opportunity to host at a location of their choosing to align with their brand and messaging.

- Title sponsorship of the reception, for example “The [your company name] Pre-MASS social”
- Five (5) complimentary tickets to the social for team members who do not have conference passes
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Logo/branding featured on tent cards or other branded materials displayed during reception (to be provided by sponsor)
- Opportunity for your spokesperson to record a “see you at the event” video to be promoted on ACADA social media channels in advance of the event
- Opportunity for your spokesperson to provide welcome remarks at the event (if format and location allow for AV)

Note: The sponsor will be responsible for covering all costs related to food and drink for approximately 100 attendees at this event. We estimate total costs, including the above-noted sponsorship fee, to be \$4,500-\$6,000. ACADA will manage the guest list and assist in planning.

NETWORKING RECEPTION SPONSOR (JULY 18)

One opportunity | \$4,000

The featured networking event for the conference is the reception that closes day one on July 18, 2024. This is an opportunity to feature your brand following an inspirational first conference day and host the many B2B connections that naturally grow from sharing learning and information. The format is casual with circulating appetizers and bar located on-site at the Delta Hotel.

- Two (2) complimentary tickets to the social for team members who do not have conference passes
- One (1) drink ticket provided to each conference attendee to enjoy at your reception (option for sponsor to provide the tickets if they want them to be custom branded)
- Recognition in event program, pre-conference digital promotions, and on conference presentation screens (select times)

SPONSORSHIP OPPORTUNITIES

- Opportunity for your spokesperson to record a “see you this evening” video to be promoted on ACADA social media channels on day one of the conference
- Logo/branding featured on tent cards or other branded materials displayed during reception (to be provided by sponsor)

LUNCH PRESENTATION SPONSOR

One opportunity | \$5,000

With one lunch break and an attentive and well-fed audience, this is an exclusive opportunity for a sponsor to lock in a guaranteed speaking opportunity at MASS 2024 as our Lunch Sponsor.


- Opportunity to present for 30 minutes during the lunch break on a topic of your choosing (to align with conference theme and approved by ACADA)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)

INDUSTRY SPOTLIGHT SPONSOR


One opportunity | \$5,000

This session will provide Atlantic Canadian industry members the opportunity to present at MASS 2024. Each presenter is given 5-10 minutes to show off their relevant capabilities, services, or research in this fast-paced, inspirational showcase of A&D innovation.

- Two (2) complimentary registrations (valued at \$1,200,-\$1,700)
- Opportunity to moderate the Industry Spotlight session, with speaking notes to be created in collaboration with ACADA
- Guaranteed 15-minute presentation slot in the Industry Spotlight session
- Opportunity to display banners/signage on the stage behind the speakers for this session
- Recognition in event program, pre-conference digital promotions, and event website
- Recognition on large screen(s) in the ballroom throughout the session. In addition, sponsor may provide alternate image or direction for PPT slide design to be displayed on large screen(s) in the ballroom in between presentations (i.e., advertisement or message).



SPONSORSHIP OPPORTUNITIES



COFFEE BREAK SPONSOR

One opportunity | \$2,500

With three dedicated coffee breaks and ongoing opportunity for refreshments in the exhibition hall throughout the two-day conference, there is ample opportunity for brand recognition and networking as our Coffee Break Sponsor.

- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Opportunity to provide and display company signage and/or swag item at the coffee stations throughout the conference

STUDENT SPONSOR

Five opportunities | \$1,500

Sponsor five (5) students to attend MASS with their future peers! This opportunity will allow students to interact with industry leaders and get inspired to become our workforce of tomorrow. Students will be welcomed to register for a sponsored ticket through ACADA, who will pair those students with sponsored tickets as they are purchased. ACADA will pass along these industry-sponsored full conference passes to post-secondary students in Marine, Defence, and Engineering focused programs in NL and the industry member will get recognition both with our student guests and attendees in onscreen recognition at the conference.

WIFI SPONSOR

One Opportunity | \$1,500

The number one question we hear at conferences is “what’s the WiFi password?” – Have your company be the answer!

- Your company name as the password to event space WiFi
- Recognition in event program, pre-conference digital promotions, and on conference presentation screens (select times)

MASS 2024

July 17-19 | Delta Hotel | St. John's NL



EXHIBITORS



Single booth (10'W x 6'L)

\$1,000 +HST for ACADA members

\$1,500 +HST for non-members

- One Complimentary conference registration (valued at \$600 - \$850)
- Pipe and Drape (full back and half side pipes)
- One 2' x 6' skirted table with two chairs
- Wifi enabled exhibit space
- One 120vac power outlet
- Organization bio (150 words) and logo listed in conference program

Contact Melissa for details:
melissa@ac-ada.ca