



AIR TRANSPORT ASSOCIATION OF CANADA
ASSOCIATION DU TRANSPORT AÉRIEN DU CANADA

**76th Annual General Meeting
and Trade Show**

***SHOWCASE YOUR PRODUCTS
AND SERVICES AT THE
ATAC TRADE SHOW!***

November 7 - 9, 2010

Westin Bayshore Hotel
Vancouver, BC

Contact:

Debbie Simpson, Trade Show Coordinator

Tel: (613) 233-7727 Ext 312 / Cell: (613) 884-7728

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March 2010

Dear Prospective Exhibitor:

I am pleased to invite you to participate in the Air Transport Association of Canada's Trade Show 2010, held in conjunction with ATAC's 76th Annual General Meeting, at the Westin Bayshore Hotel, Vancouver, British Columbia on November 7 - 9, 2010.

The ATAC Annual General Meeting and Trade Show attracts major stakeholders from the Canadian commercial aviation industry as well as delegates from various Government Agencies, Manufacturers, and Suppliers. The opportunity to exhibit before the target markets represented by the delegates to this event is unparalleled.

I invite you to take this opportunity to participate by showcasing your company product and/or services to the aviation industry decision-makers.

Manufacturers, maintenance and overhaul companies and service providers will have direct one-on-one contact with Airline, Charter, Flying Club and School Presidents, Directors of Operations, Chief Pilots, Directors of Maintenance, Program Managers, Procurement Managers and other key decision-makers.

All carriers; schedule, charter, cargo and training, will be able to meet delegates from many Canadian and Foreign agencies that hire (and could possibly hire) the services you offer. Also, representatives from Transport Canada, Industry Canada, Department of National Defence, Environment Canada, Department of Foreign Affairs & International Trade, and Natural Resources Canada, all of whom have programs that require products or services that your company can supply will attend. Project Managers, Procurement Officers and key decision makers will all be invited to the ATAC Trade Show. In addition, representatives from NAV CANADA, the Canadian Air Transport Security Authority and a number of Airport Authorities will also be in attendance.

Information on Marketing/Sales Opportunities is available as well for those considering hosting specifically targeted domestic or foreign civilian or military guests. Special passes can be arranged to ensure you have the quality time you need with the qualified buyer.

Attached is information on the ATAC Trade Show 2010. We ask that you give serious consideration to participating in this year's event. Your early reply will help us expedite the Full Exhibitor Package, give you more time to make your arrangements, and place you higher on the list of exhibitors for site selection.

I look forward to seeing you and your company at ATAC's 76th Annual General Meeting and Tradeshow..

Sincerely,

John McKenna
President & CEO



AIR TRANSPORT ASSOCIATION OF CANADA

76th Annual General Meeting & Trade Show
November 7 - 9, 2010
Westin Bayshore Hotel, Vancouver, BC

EXHIBITOR INFORMATION

1. DISPLAY SPACE

The standard booth size for the 2010 ATAC Trade show is 8 x10 ft. Your booth includes an 8' high back wall and 3' high side curtains. The hall floor is carpeted. The cost of your booth also includes security for off-show hours and a maximum of two exhibitors passes to staff your booth. Furnishings are not included.

ATAC MEMBER COMPANIES (Membership must be current and in good standing)

Standard booth 8 x10 ft.	\$1045.00
Additional 80 sq. ft.	\$ 850.00

NON ATAC MEMBER COMPANIES

Standard booth 8 x10 ft.	\$1595.00
Additional 80 sq. ft.	\$1350.00

YOU CAN SEE HOW IT PAYS TO BE A MEMBER OF ATAC.

NOTE: All prices are in Canadian dollars and DO NOT include tax.

2. DATES AND HOURS OF EXCLUSIVE EXHIBITION (Tentative)

Sunday, Nov 7, 2010	0800 - 1500	Exhibitor Set-up
	1800 - 1930	Chairman's Reception in the Trade Show
Monday, Nov 8, 2010	0730 - 0830	During Breakfast
	0930 - 1000	Coffee Break
	1330 - 1430	Trade Show
Tuesday, Nov 9, 2010	0730 - 0830	During Breakfast
	1000 - 1030	Coffee Break
	1200 - 1400	Trade Show Luncheon

The above are tentative exclusive trade show hours. The Trade show hall is open for delegates for the entire day for those not attending ATAC business meetings. Trade Show doors will close at 1700hr Monday upon arrival of security.

3. EXHIBITOR PASSES

Everyone displaying at the show must wear exhibitor passes. Two (2) free passes to staff your booth are allotted for each 8 x10 ft. booth space. Additional passes are available at a cost of \$85.00 each. These exhibitor passes allow entrance and participation to all social functions with exception of the Monday Luncheon and the Monday Gala Banquet.. Tickets for these functions can be purchased. (Exhibitor passes do not include conference registration.) Should you wish to participate in the ATAC Conference Business Sessions you are required to register as a conference participant.

AIR TRANSPORT ASSOCIATION OF CANADA
Trade Show 2010

4. OUTSIDE SERVICE CONTRACTORS

Host Hotel: Westin Bayshore Hotel, 1501 Bayshore Drive, Vancouver, BC Canada V6G 2V4
Catering, AV/Computers, Internet/Telephone. Contact: Mr. Elliott Wilkes, Catering and Convention
Services Manager, Tel: (604) 691-6977 (direct) Fax (604) 691-6959, Email: elliott.wilkes@westin.com

Exclusive Materials and Service Provider: GES Canada/Clarkson Conway – Furnishings, Carpet,
Drayage & Material Handling, Electrical Order forms also included in exhibitor kit. Contact: Patricia
Nadeau, Tel: (514) 861-9694 ext 15, Email: pnadeau@ges.com.

Official Customs Broker & Freight Service Provider: Livingston Event Logistics,
Contact: Robert Skelly, Operations Supervisor, Toll Free: 800-663-0301, ext. 2108, E-mail:
rskelly@livingstonintl.com or Stefanie Goss, Event Coordinator, Toll Free: 800-663-0301, ext. 2402, E-
mail: sgoss@livingstonintl.com

5. BOOTH MOVE-IN/MOVE-OUT HOURS

MOVE IN

On arrival, all exhibitors should report to the ATAC Registration desk located in the Westin Bayshore Hotel to receive their welcome package and exhibitor passes. The trade show area will be open for exhibitor set-up from **8:00 am to 3:00 pm on Sunday, November 7, 2010**. All displays are to be completely set up by **3:00 pm on Sunday, November 7, 2010** in order to facilitate the Chairman's Reception in the trade show hall.

MOVE OUT

No packing of equipment, literature etc. or dismantling of exhibits will be permitted until the **official closing time of 2:00 pm on Tuesday, November 9, 2010**. Return of crates will begin promptly at 2:00 pm. In order to avoid any damage to your equipment, please remain in your exhibit area until crates are delivered. **All exhibitor material must be packed and removed by 6:00 pm Tuesday, November 9, 2010**. The Materials Handling Provider will remove any exhibitor materials remaining in the trade show hall at the end of the scheduled move-out from the building and handling charges will apply.

ACCOMMODATION

Due to high demand, a limited number of rooms are reserved at block rate, therefore, we recommend that reservations be made immediately.

Host Hotel: Westin Bayshore Hotel, Vancouver, BC
Bedroom rate: \$163.00 Single/Double
Book by calling : 1-800-937-8461 or direct (604) 682-3377.(refer to ATAC Block)

OR

A personalized website for Air Transport Association of Canada has been created. Click on the link below to book, modify or cancel a reservation.

www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1003024528&key=4CE43

Should you encounter any issues with your on-line booking process, please email
bayshorereservations@westin.com for assistance.

QUESTIONS?

Contact: Debbie Simpson, Trade Show Coordinator,
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