



MASS26

MARITIME & ARCTIC SECURITY & SAFETY CONFERENCE

JULY 13 -16, 2026

ST. JOHN'S, NEWFOUNDLAND & LABRADOR
CANADA

SPONSORSHIP


ATLANTIC CANADA
AEROSPACE & DEFENCE
maritimearcticsecurity.ca

www.ac-ada.ca



info@ac-ada.ca



Now entering its 13th year, ACADA's **Maritime & Arctic Security & Safety Conference (MASS)** has firmly established itself as the premier forum for addressing the complex, multi-domain defence challenges facing northern and maritime regions.

Hosted by the Atlantic Canada Aerospace & Defence Association, MASS brings together industry innovators, government and military leaders, and with strong representation from northern leaders, ensuring northern perspectives, priorities and expertise are front and center. Together, these leaders explore emerging threats and the cutting-edge solutions being developed in response. This international event showcases how Canadian companies are advancing safety, security, and resilience at home and abroad through world-class technologies, services, and research - helping shape a safer and more secure future for Canada, North America, and the global community.

Secure your MASS26 Sponsorship!

Contact at info@ac-ada.ca for more information today.

400+
Attendees
20+
Exhibitors

- Expert Panels and Presentations
- Global Attendee and Speaker List
- Networking Breaks and Receptions
- Breakthrough R&D Presentations
- Facilitated B2B and B2G Meetings
- Canadian Armed Forces Outlooks





MASS 2026 Sponsorship Package

1 Presenting Sponsor

\$30,000 | One Opportunity

- Four complimentary registrations (valued at \$4,600 - \$6,600)
- Exclusive 20-foot exhibit space (double booth) with preferred exhibitor location (valued at up to \$10,000)
- 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)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Presenting Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Recognition as Presenting Sponsor in public relations for the event (media releases, interviews, etc.)
- Distribution of company materials at registration table (optional and to be provided by sponsor; can be a brochure or promotional item)
- First right of refusal for Presenting Sponsorship at MASS 2027

2 Supporting Sponsor

\$15,000 | Two Opportunities

- Exclusive exhibit space (single booth) with preferred exhibitor location (valued at \$3,500 - \$5,000)
- Three (3) complimentary registrations (valued at \$3,450 - \$4,950)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Supporting Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Distribution of company materials at registration table (optional and to be provided by sponsor; can be a brochure or promotional item)

3

Storytelling Sponsor

\$20,000 | One Opportunity

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.

By sponsoring the MASS 2026 podcast, your brand has the opportunity to be front and centre at MASS 2026 and for months after as content produced by Atlantic Canadian and Veteran owned Gale Force Wins is disseminated on ACADA's platforms.

- Two (2) days of on-site recording with Gale Force Wins
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Storytelling Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Sponsor logo appears as a watermark in every interview video along with the ACADA logo
- One teaser video leading up to the conference (featuring sponsor logo and message from your spokesperson)
- Opportunity to display your signage (pop up banner, brochure, etc.) at the podcast space in the exhibition hall (in collaboration with ACADA)



4 Evening Social Sponsor

\$12,500 | One Opportunity

A special networking evening will be held offsite at O'Reilly's Irish Newfoundland Pub in downtown St. John's, NL on Tuesday, July 14 2026. This is an exclusive event to engage with conference delegates in an authentic location that captures the essence of the Canadian East Coast experience. This package offers a unique opportunity to make your brand memorable long after the conference.

- Five (5) complimentary guest tickets to the event
- Recognition in the MASS26 program, pre-conference digital promotions, MASS26 website, and on conference presentation screens (select times)
- Recognition as the Event Sponsor on social media
- Corporate logo placement on printed promotional materials and MASS26 collaterals
- Opportunity for your spokesperson to provide welcome remarks at the event
- 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 to distribute promotional item at the event (item to be provided by sponsor)

5 Opening Reception Sponsor

Cost-based (To be determined) | One Opportunity

The opening reception for MASS 2026 will be held at an external location on Monday, July 13, 2026. This is an exclusive opportunity to welcome delegates and kick off the conference, setting the tone for an inspirational event. *Sponsorship is cost-based, reflecting the event's actual expenses.*

- Five (5) complimentary guest tickets to the event
- 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)



6

Lunch Sponsor

\$7,000 | Two Opportunities

This exclusive opportunity allows your organization to secure **one of two** lunch sponsorships, each of which includes a guaranteed speaking spot at MASS 2026. Sponsors receive strong brand visibility during one of the two conference lunch breaks, scheduled for Tuesday, July 14, 2026, and Wednesday, July 15, 2026. *Date availability is first come, first served.*

- One (1) complimentary registration (valued at \$1,150 - \$1,650)
- One (1) opportunity to present for 20 minutes during the agenda (timing determined by ACADA)
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Lunch Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Logo placement on signage at lunch stations, limited to the specific lunch day assigned
- Opportunity to distribute promotional item in the lunch space (item to be provided by sponsor), limited to the specific lunch day assigned

7

Breakfast Sponsor

\$6,000 | One Opportunity

Rise and shine with the conference delegates! This exclusive sponsorship provides your brand the opportunity to kick off the mornings during MASS 2026.

- Sponsorship spans multiple days and includes all three breakfast services throughout the conference
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Breakfast Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Logo placement on signage at breakfast stations during the conference
- Opportunity to provide and display company signage and/or distribute promotional item at the breakfast stations



8

Coffee Breaks Sponsor

\$5,000 | One Opportunity

- Sponsorship spans multiple days and includes all coffee break services throughout the conference
- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Coffee Breaks Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Opportunity to provide and display company signage and/or distribute promotional item at the coffee stations throughout the conference

9

Wifi Sponsor

\$4,000 | One Opportunity

- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Wifi Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Your company name as the password to event space WiFi

10

Student Sponsor

\$2,500 | Five Opportunities

This opportunity supports the attendance of five (5) students and is an excellent opportunity to promote the A&D industry to the future generation of professionals.

- Recognition in event program, pre-conference digital promotions, event website, and on conference presentation screens (select times)
- Recognition as Student Sponsor on social media
- Corporate logo on printed promotional materials and event collaterals
- Opportunity to meet with sponsored students to share opportunities

