



HELICOPTER
SAFETY ALLIANCE
SAFETY FOR SMALL OPERATIONS

2020
Sponsor
and
Exhibitor
Opportunities





About Us

The Helicopter Safety Alliance’s (HSA) mission is to bring safety to an underserved part of the helicopter community, small operators of helicopters. This sector operates approximately two-thirds of the US fleet or 8,000 helicopters.

The majority of the operators in this sector simply do not have the financial resources, time, or experience to implement their own robust safety programs. They rarely travel to the large helicopter events such as Heli-Expo or the CHC Safety Summit to obtain valuable training and to network with vendors or other operators. Less than 10% of the audience at HSA events report attending any large conference.

Exhibiting at an HSA Stand-Down is an opportunity to connect with a hard to reach audience.



Helicopter Safety Alliance

2698 Alden Road, Bryn Athyn, PA 19009

916-765-2382

www.helicoptersafetyalliance.com



Helicopter Safety Alliance Stand-Downs

Helicopter-Specific Regional Safety Seminars For Managers, Pilots, and Maintainers

*Free – Sponsored by the the Helicopter Industry
FAA WINGS and AMT Credits Available
Convenient*

The Helicopter Safety Alliance (HSA) hosts Helicopter Safety Stand-Downs that provide continuing education for managers, pilots, and maintainers of small operations. Bringing these three disciplines together creates the right environment for learning about current trends in aviation safety and networking with peers.

Regular participation in peer-to-peer education events like this is associated with a **significant decrease in the likelihood of having an accident**. Additionally, we believe that by managing the risks associated with helicopter operations, the threat of accidents can be further reduced.

There is **no charge to attend**, and the HSA Helicopter Safety Stand-Downs are held in conjunction with the local FAASTeam. WINGS and AMT credits are available for attending.

An HSA Helicopter Safety Stand-Down begins at 0730 with an hour of networking over coffee and danish. The general session **starts at 0830** and includes several speakers addressing attendees about ways to improve safety in small operations.

HSA provides lunch and another networking opportunity from 1200-1300. After lunch we split into three breakout groups to cover subjects specific to operators, pilots, and maintainers. The Stand-Down typically **breaks up at 1600**. Attendance ranges from 80 to 150.



Helicopter Safety Alliance Helicopter Safety Stand-Downs

2020

- | | |
|-------------|--|
| Fri, Jan 17 | Minneapolis Helicopter Safety Stand-Down |
| Fri, Feb 21 | Ft. Worth Helicopter Safety Stand-Down |
| Wed, Mar 25 | Mesa Police Helicopter Safety Stand-Down & Fly-In |
| Wed, Apr 15 | Lansing Helicopter Safety Stand-Down |
| Fri, May 1 | Anchorage Helicopter Safety Stand-Down |
| Fri, Jun 19 | Fredericksburg Helicopter Safety Stand-Down |
| Fri, Jul 17 | Oklahoma City Helicopter Safety Stand-Down |
| Fri, Aug 21 | Portland Oregon Helicopter Safety Stand-Down |
| Fri, Sep 18 | Philadelphia Helicopter Safety Stand-Down |
| Fri, Oct 16 | Cincinnati Helicopter Safety Stand-Down |
| Fri, Nov 13 | Lakeland Helicopter Safety Stand-Down |
| Fri, Dec 4 | Bob Martin Helicopter Safety Stand-Down, Albuquerque |



Sponsorship and Advertising Opportunities

The Helicopter Safety Alliance (HSA) reaches nearly 2,000 helicopter operators, pilots and mechanics each month. HSA also sponsors the US Helicopter Safety Team's (USHST) annual event and serves as a voice at small operations for the USHST.

HSA staff works with industry and government on a daily basis, and HSA staff and members influence the decisions of helicopter operators. HSA provides a unique and economical opportunity to reach a growing number of active teams operating helicopters in the United States.



Getting your message to HSA operators, pilots, and mechanics will increase your influence with this traditionally difficult-to-reach sector of helicopter aviation.

HSA offers a variety of ways to do this

- Become an HSA Supporter
- Exhibit at HSA Stand-Downs
- Advertise in HSA NEWS
- Advertise in Stand-Down Ad Loop

To take advantage of these opportunities please contact:

John Gibson

Director of Business Development

John@HelicopterSafetyAlliance.com

916-765-2382



HELICOPTER SAFETY ALLIANCE NEWS

SAFETY RESOURCES FOR SMALL HELICOPTER OPERATIONS

Helicopter Safety Alliance NEWS - Electronic Newsletter

Each month HSA members receive an electronic newsletter. This fast-paced information update keeps members apprised of the latest government, industry, and association news.

AUGUST 2018
VOL. 1, ISSUE 2

HELICOPTER SAFETY ALLIANCE NEWS

SAFETY RESOURCES FOR SMALL HELICOPTER OPERATIONS

Be Careful: One Safe Act Could Lead to Another

Kansas City. Check! Next Up: Prescott

On July 20, we held our monthly Safety Stand-Down in Kansas City, MO, and spent the day talking about helicopter safety with the pilots, maintainers, and managers of small helicopter operators in the region. In addition to the FAA and HSA staff, we heard from Bruce Webb of Airbus Helicopters, Tom Baldwin of Air Evac Lifeteam, and Clyde Ehrhardt of Ehrhardt Aviation Agency.

The event was hosted at the facilities of the Aviation Institute of Maintenance – Kansas City. Attendees had an opportunity to tour the hangar and classrooms AIM is using to produce the next generation of aircraft maintenance providers. The maintenance folks spent

Tired Much?

In my formative years in aviation, I flew the aircraft, wrote up the discrepancies, gave them to the mechanic, he fixed it, and I went out to fly again. This was repeated 24/7/365. I never gave much thought about what the mechanic had to do to accomplish that magic: when he would start, how much time the job would take, and whether he needed rest.

Gee, when you write it out like that, being a mechanic could really suck. Add to that the huge margin for error that every mechanic has (0.00%) and this sounds like less and less fun.

What, the hard-charging young mechanic asks, should I do when I'm

Click on the HSA tab on the HSA website for a complete list of Stand-Downs -- and [let us know](#) if you'd like to visit your area.

- Lack of Assertiveness
- Norms.

At each of our HSA Safety Stand-Downs, Bill Hopper, world-renowned HMFIC (look it up), works with maintainers in small helicopter operations to help them understand how these human factors can affect them and ways to mitigate their impact.

The FAASTeam also provides an [online course on the Dirty Dozen](#), including examples of safety nets that will help you to keep the Dirty Dozen out of your workplace.

Send me more FREE newsletters on helicopter safety!

Safety Stand-Downs for maintainers, and safety tools and resources targeted to small helicopter operations.

Foresight MX
Our Technology Is Different

With smart sensors and advanced algorithms, Foresight tracks flight performance, excursions, and mechanical health without the distraction of false positives. Foresight doesn't just monitor the health and performance of your aircraft, it predicts when repairs may be required.



Banner Advertising

HSA publishes **Helicopter Safety Alliance NEWS** monthly to just under 2,000 readers (12 issues per year). This newsletter contains information about the Alliance, Safety Stand-Down news, and stories related to helicopter safety. Operators will find tips to help them with their monthly safety meetings.

Helicopter Safety Alliance NEWS - Ad Rates (per insertion)

Advertisement	Size (in pixels)	1-time	3-time	6-time	12-time
Square Banner	250 w X 250 h	\$150	\$135	\$120	\$105
Wide Banner	600 w X 120 h	\$200	\$180	\$160	\$140
Large Banner	600 w X 200 h	\$300	\$270	\$240	\$210

File size less than 350KB. png preferred. jpg, gif or pdf OK. no animation. Send URL for link.



Square Banner



Large Banner



Square Banner



JULY 2018
VOL. 1, ISSUE 1

HELICOPTER SAFETY ALLIANCE NEWS

SAFETY RESOURCES FOR SMALL HELICOPTER OPERATIONS

Safety Is No Accident

Southern Louisiana Helicopter Safety Stand-Down

On May 18, the Helicopter Safety Alliance and the FAA Safety Team (FAASafetyTeam) held a Helicopter Safety Stand-Down for pilots, maintainers, and operators of small helicopter operations in the Louisiana region. The event was held at the Southern Louisiana State University campus.

The Dirty Dozen: Human Factors in Aircraft Maintenance

In the aftermath of an accident, we ask ourselves, "Why?" In a sense, we already know the answer. We caused it. Human factors are implicated in 80%



HSA NEWS Advertising Deadlines

Issue	Release Date	Ad Space	Art Materials
January	Thu 01/02/20	Thu 12/19/19	Thu 12/26/19
February	Thu 02/06/20	Thu 01/23/20	Thu 01/30/20
March	Thu 03/05/20	Thu 02/20/20	Thu 02/27/20
April	Thu 04/02/20	Thu 03/19/20	Thu 03/26/20
May	Thu 05/07/20	Thu 04/23/20	Thu 04/30/20
June	Thu 06/04/20	Thu 05/21/20	Thu 05/28/20
July	Thu 07/02/20	Thu 06/18/20	Thu 06/25/20
August	Thu 08/06/20	Thu 07/23/20	Thu 07/30/20
September	Thu 09/03/20	Thu 08/20/20	Thu 08/27/20
October	Thu 10/01/20	Thu 09/17/20	Thu 09/24/20
November	Thu 11/05/20	Thu 10/22/20	Thu 10/29/20
December	Thu 12/03/20	Wed 11/18/20	Wed 11/25/20



Stand-Down Ad Loop

HSA produces a rolling Advertising Presentation at the front of the conference room during breaks and lunch, which are in the conference room. Slide duration is 15 seconds per insertion.

Stand-Down Ad Loop Artwork Specifications - Image size is 13.33" wide x 7.5" high. PowerPoint Widescreen (16:9). Best format is PNG. We can accept PDF, JPG, GIF, TIFF or BMP. RGB colors. File size less than 1 MB.



Stand-Down Ad Loop - Advertising Rates (per insertion)					
Advertisement	Size (in inches)	1-time	3-time	6-time	12-time
Ad Loop Slide	13.33" w X 7.5" h	\$118	\$88	\$70	\$49



AIRBUS HELICOPTERS

Stand-Down Ad Loop Advertising Deadlines 2020

Stand-Down	Stand-down Date	Ad Space	Art Materials
Minneapolis	Fri 01/17/20	Fri 01/03/20	Fri 01/10/20
Ft Worth	Fri 02/21/20	Fri 02/07/20	Fri 02/14/20
Mesa Police	Wed 03/25/20	Wed 03/11/20	Wed 03/18/20
Lansing	Wed 04/15/20	Wed 04/01/20	Wed 04/08/20
Anchorage	Fri 05/01/20	Fri 04/17/20	Fri 04/24/20
Fredericksburg	Fri 06/19/20	Fri 06/05/20	Fri 06/12/20
Kansas City	Fri 07/17/20	Fri 07/03/20	Fri 07/10/20
Portland OR	Fri 08/21/20	Fri 08/07/20	Fri 08/14/20
Philadelphia	Fri 09/18/20	Fri 09/04/20	Fri 09/11/20
Cincinnati	Fri 10/16/20	Fri 10/02/20	Fri 10/09/20
Lakeland	Fri 11/13/20	Fri 10/30/20	Fri 11/06/20
Albuquerque	Fri 12/04/20	Thu 11/19/20	Thu 11/26/20

UNITED STATES HELICOPTER SAFETY TEAM

USHST United States Helicopter Safety Team
Our Vision: A Civil Helicopter Community With Zero Accidents

GREEN POWER MONITORING SYSTEMS

GPMS

National Sponsor and Exhibitor



Helicopter Safety Alliance Annual Support 2020

National Safety Supporter - \$15,000 with exhibit/\$9,000 no exhibit

- 1 Stand-Down Exhibit - One Table Exhibit at 12 Stand-Downs¹
- 2 Stand-Down Ad Loop - One insertion of Supporter's ad in presentation that runs during breaks during 12 Stand-downs.
- 3 Stand-Down Webpage - Recognized as *National Safety Supporter* with logo & link on 12 Stand-Down event pages
- 4 HSA Supporter Page - Recognized as *National Safety Supporter* with logo and link for 12 months
- 5 HSA Supporter Video - Sponsor produced video² linked from 12 Stand-Down event pages
- 6 Stand-Down NEWS monthly e-newsletter. Large Banner ad³ with link in 12 issues
- 7 Stand-Down Event Signage - Recognized as *National Safety Supporter* with logo in on-site signage for 12 Stand-Downs
- 8 Stand-Down Agenda - Recognized as *National Safety Supporter* with logo in Agenda at 12 Stand-Downs
- 9 HSA Supporter logo - Supporter may display on Supporter's website and in HSA approved promotions

Regional Safety Supporter - \$6,000 with exhibit/\$3,600 no exhibit

- 1 Stand-Down Exhibit - A Table Exhibit at 6 Stand-Downs¹
- 2 Stand-Down Ad Loop - One insertion of Supporter's ad in presentation that runs during breaks during 6 Stand-downs.
- 3 Stand-Down Webpage - Recognized as *Regional Safety Supporter* with logo & link on 6 Stand-Down event pages
- 4 HSA Supporter Page - Recognized as *Regional Safety Supporter* with logo and link for 12 months
- 5 HSA Stand-Down NEWS monthly e-newsletter. Large Banner ad³ with link in 6 issues
- 6 Stand-Down Event Signage - Recognized as *Regional Safety Supporter* with logo in on-site signage for 6 Stand-Downs
- 7 Stand-Down Agenda - Recognized as *Regional Safety Supporter* with logo in Agenda at 6 Stand-Downs
- 8 HSA Supporter logo - Supporter may display on Supporter's website and in HSA approved promotions

District Safety Supporter - \$3,000 with exhibit/\$2,000 no exhibit

- 1 Stand-Down Exhibit - A Table Exhibit at 3 Stand-Downs¹
- 2 Stand-Down Ad Loop - One insertion of Supporter's ad in presentation that runs during breaks during 3 Stand-downs.
- 3 Stand-Down Webpage - Recognized as *District Safety Supporter* with logo & link on 3 Stand-Down event pages
- 4 HSA Supporter Page - Recognized as *District Safety Supporter* with logo and link for 12 months
- 5 HSA Stand-Down NEWS monthly e-newsletter. Square Banner ad³ with link in 3 issues
- 6 Stand-Down Event Signage - Recognized as *District Safety Supporter* with logo in on-site signage for 3 Stand-Downs
- 7 Stand-Down Agenda - Recognized as *District Safety Supporter* with logo in Agenda at 3 Stand-Downs
- 8 HSA Supporter logo - Supporter may display on Supporter's website and in HSA approved promotions

Local Safety Supporter - \$1,500 with exhibit/\$1,000 no exhibit

- 1 Stand-Down Exhibit - A Table Exhibit at one Stand-Down¹
- 2 Stand-Down Ad Loop - One insertion of Supporter's ad in presentation that runs during breaks during 1 Stand-down.
- 3 Stand-Down Webpage - Recognized as *Local Safety Supporter* with logo & link on one Stand-Down event page
- 4 HSA Supporter Page - Recognized as *Local Safety Supporter* with logo and link for 12 months
- 5 HSA Stand-Down NEWS monthly e-newsletter. Square Banner ad³ with link in 1 issue
- 6 Stand-Down Event Signage - Recognized as *Local Safety Supporter* with logo in on-site signage for one Stand-Down
- 7 Stand-Down Agenda - Recognized as *Local Safety Supporter* with logo in Agenda at one Stand-Down
- 8 HSA Supporter logo - Supporter may display on Supporter's website and in HSA approved promotions

¹ One 6' table with two chairs. Exhibitor to supply drape, tabletop contents and staffing if desired. If Exhibitor chooses to not staff the exhibit, HSA will setup and take down the display and will keep exhibit refreshed with Exhibitor marketing collateral. Electricity availability may be limited at some events and will be assigned on a first-come, first-served basis.

² Video - Supporter may produce a video promoting their company, product or service. Up to 3-minutes. HSA has final editorial approval. Preferred file formats: .AVI, .WMV; can accept .MOV, .MPEG4, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm, HVEC (h265). Not accepted; FLV, SWF. Max file size 128GB.

³ See HSA NEWS Rate Card for ad specifications.



Helicopter Safety Alliance Event Sponsorships 2020

HSA Stand-Down Event Sponsor - \$10,000

- 1 Stand-Down Exhibit - A Two-Table Exhibit at sponsored Stand-Down¹
- 2 Stand-Down Ad Loop - Slide in presentation that runs during breaks during each Stand-down with Supporter's ad.
- 3 Stand-Down Webpage - Recognized as *HSA Event Sponsor* with logo & link on sponsored Stand-Down event page
- 4 HSA Supporter Page - Recognized as *HSA Stand-Down Event Sponsor* for 2-months prior to the sponsored event
- 5 HSA Supporter Page - Recognized as *Regional Safety Supporter* with logo and link for 12 months
- 6 HSA Supporter Video - Sponsor produced video² linked from sponsored Stand-Down event page
- 7 Stand-Down NEWS monthly e-newsletter. Large Banner ad³ with link in 12 issues
- 8 Stand-Down Flyer - Recognized as *HSA Event Sponsor* with logo on promotional flyers for sponsored Stand-Down
- 9 Stand-Down Event Signage - Recognized as *HSA Event Sponsor* with logo in on-site signage for sponsored Stand-Down
- 10 Stand-Down Agenda - Recognized as *HSA Event Sponsor* with logo in Agenda at sponsored Stand-Down
- 11 HSA Supporter logo - Supporter may display on Supporter's website and in HSA approved promotions

HSA Stand-Down Lunch Sponsor - \$2,000

- 1 Stand-Down Ad Loop - Slide in presentation that runs during breaks during each Stand-down with Supporter's ad.
- 2 Stand-Down Webpage - Recognized as *Lunch Sponsor* with logo & link on sponsored Stand-Down event page
- 3 HSA Supporter Page - Recognized as *Local Safety Supporter* with logo and link for 12 months
- 4 HSA Stand-Down NEWS monthly e-newsletter. Large Banner ad³ with link in 6 issues.
- 5 Stand-Down Event Signage - Recognized as *Lunch Sponsor* with logo in on-site signage at sponsored Stand-Down
- 6 Stand-Down Agenda - Recognized as *Lunch Sponsor* with logo in Agenda at sponsored Stand-Down
- 7 Table-top Easel with Sponsor logo

HSA Stand-Down Breakfast Sponsor - \$1,000

- 1 Stand-Down Ad Loop - Slide in presentation that runs during breaks during each Stand-down with Supporter's ad.
- 2 Stand-Down Webpage - Recognized as *Breakfast Sponsor* with logo & link on sponsored Stand-Down event page
- 3 HSA Supporter Page - Recognized as *Local Safety Supporter* with logo and link for 6 months
- 4 HSA Stand-Down NEWS monthly e-newsletter. Large Banner ad³ with link in 6 issues.
- 5 Stand-Down Event Signage - Recognized as *Lunch Sponsor* with logo in on-site signage at sponsored Stand-Down
- 6 Stand-Down Agenda - Recognized as *Lunch Sponsor* with logo in Agenda at sponsored Stand-Down
- 7 Table-top Easel with Sponsor logo

HSA Stand-Down Snack Sponsor - \$300

- 1 Stand-Down Event Signage - Recognized as *Lunch Sponsor* with logo in on-site signage at sponsored Stand-Down
- 2 Stand-Down Agenda - Recognized as *Lunch Sponsor* with logo in Agenda at sponsored Stand-Down
- 3 Table-top Easel with Sponsor logo

HSA Stand-Down AV Sponsor - \$200

- 1 Stand-Down Event Signage - Recognized as *Lunch Sponsor* with logo in on-site signage at sponsored Stand-Down
- 2 Stand-Down Agenda - Recognized as *Lunch Sponsor* with logo in Agenda at sponsored Stand-Down
- 3 Table-top Easel with Sponsor logo

¹ One 6' table with two chairs. Exhibitor to supply drape, tabletop contents and staffing if desired. If Exhibitor chooses to not staff the exhibit, HSA will setup and take down the display and will keep exhibit refreshed with Exhibitor marketing collateral. Electricity availability may be limited at some events and will be assigned on a first-come, first-served basis.

² Video - Supporter may produce a video promoting their company, product or service. Up to 3-minutes. HSA has final editorial approval. Preferred file formats: .AVI, .WMV; can accept .MOV, .MPEG4, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm, HVEC (h265). Not accepted; FLV, SWF. Max file size 128GB.

³ See HSA NEWS Rate Card for ad specifications.



The Helicopter Safety Alliance Your partner in serving the small operator

Thank you for taking a look at the Helicopter Safety Alliance. We believe strongly that a focused, organized approach to safety improves outcomes for operators. We are committed to helping them succeed by providing education and peer-to-peer networking at regional events. We cannot do it without industry support and hope that you will join us in reaching our goals.

We look forward to working with you to ensure that **your support helps you achieve your organization's goals** and has the greatest impact on improving helicopter safety. There are many ways that we might partner, using HSA Stand-Downs, HSA NEWS, <https://helicoptersafetyalliance.com>, and custom programs. Please let us know your budget and your objectives.



Please contact

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