

Sponsored functions are defined by the following levels:

**THE BASICS FOR ALL SPONSORSHIP LEVELS:**

- Website logo inclusion
- Signage at Conference
- 1 draped marketing table during day of sponsored event function
- Recognition during Conference

**SPECIAL FEATURES OF SPONSORSHIP LEVELS:**

- Sponsor Level: \$1,295**  
 • 1 complimentary registration (\$395 value!)
- Sponsor Level: \$3,500**  
 • 2 complimentary registrations (\$790 value!)
- Sponsor Level: \$5,000**  
 • 3 complimentary registrations (\$1185 value!)
- Sponsor Level \$10,000**  
 • 4 complimentary registrations (\$1580 value!)  
 • Prominent logo placement  
 • 1 draped marketing table throughout the conference  
 • Opportunity to include one marketing item with attendee packet

**SPONSORED FUNCTIONS**

**Thursday, November 18, 2010**

- Afternoon Break..... \$ 3,500
- Evening Reception..... \$ 10,000

**Friday, November 19, 2010**

- Continental Breakfast..... \$ 5,000
- Morning Break..... \$ 3,500

**Miscellaneous 2010**

- Lanyards ..... \$ 1,300
- Table Top Exhibit..... \$ 1,295
- Pocket Agenda ..... \$ 2,000
- Thursday Meeting Room Sponsor ..... \$ 2,500
- Friday Meeting Room Sponsor..... \$ 2,500

(Table Top displays are strictly for materials, give aways and to network with Attendees; these tables do not come with electricity nor do they have pipe and drape; floor displays are prohibited.)

Please note: Should your requested portion of the conference no longer be available at the time your form is received, you will be promptly notified to enable you to select another segment.

**PAYMENT METHODS**

- Direct bill at the below address
- Charge the below credit card

Company Name \_\_\_\_\_  
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Amex  Visa  MasterCard  Discover  
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 Credit Card Holder Signature \_\_\_\_\_  
 Printed Name of Credit Card Holder \_\_\_\_\_

Please fax this form to Dina Green/NBAA at 202.862.5552 or email to dgreen@nbaa.org or Andrew Oestreich/CBAA at aoestreich@cbaa.ca or Janet Maslin/CBAA at jmaslin@cbaa.ca

**NOVEMBER 18 - 19, 2010**  
 HILTON MONTRÉAL BONAVENTURE  
 MONTRÉAL, CANADA

**CROSS-BORDER ISSUES CONFERENCE**



1200 18<sup>th</sup> Street NW, Suite 400  
 Washington, DC 20036-2527, USA

**CROSS-BORDER ISSUES CONFERENCE**

**NOVEMBER 18 - 19, 2010**  
 HILTON MONTRÉAL BONAVENTURE  
 MONTRÉAL, CANADA



## CONFERENCE DESCRIPTION

Each day over \$1.5 billion in goods move across the border between the United States and Canada. With this level of economic activity, many business aircraft operators from both countries conduct frequent cross-border flights. CBAA and NBAA have jointly developed a new seminar to address the common challenges faced by operators when crossing the border and flying in the airspace of both countries.

This interactive seminar will bring together industry leading experts on cross-border issues including government officials, aviation attorneys and international service providers. Representatives from agencies such as U.S. Customs and Border Protection, the U.S. Department of Transportation and the Canada Border Services Agency have been invited to participate.

### WHO SHOULD ATTEND

This Conference is intended for: flight department personnel, aircraft owners and operators, aviation professionals, attorneys, schedulers, dispatchers and others who have an interest in cross-border flight operations. Both Members and non-Members of CBAA and NBAA are invited and encouraged to attend.

### LEARNING OBJECTIVES

Attendees of this CBAA/NBAA Cross-Border Issues Conference will learn how to:

- Understand the oversight responsibilities regulatory agencies in both the U.S. and Canada have for cross-border flights
- Utilize trusted traveler programs in Canada, such as CANPASS
- Comply with Advance Passenger Information System (APIS) requirements for international flights both departing from or arriving to the U.S.
- Obtain economic authority to conduct commercial flights in both the U.S. and Canada
- Understand cabotage restrictions and their impact on flights within the U.S. and Canada
- Develop best practices for clearing Customs in the U.S. and Canada based on feedback from regulators in both countries

## AGENDA

### THURSDAY, NOVEMBER 18, 2010

**12:30 pm – 12:45 pm** **Welcome and Introduction**  
*Sam Barone, CBAA; Steve Brown, NBAA*

**12:45 pm – 1:15 pm** **Overview of Regulatory Requirements for Cross Border Flights**  
*Laura Everington, Universal Weather and Aviation; BC Campbell, Skyservice Business Aviation*

There are a wide variety of regulatory agencies that have oversight of cross-border flights. Learn about the role that agencies such as CBP and TSA, play in regulating flights to the U.S. For flights to Canada, learn how agencies such as the CBSA and CTA regulate business aviation.

**1:15 pm – 2:00 pm** **Trusted Traveler Programs in Canada**  
*Sara Wiebe, Canada Border Services Agency*

Programs such as CANPASS allow registered operators to provide low-risk, pre-screened travelers with expedited clearances and access to more airports when traveling to Canada from the U.S. Learn about how to utilize CANPASS, the telephone reporting center, and other trusted traveler programs offered in Canada.

**2:00 pm – 2:45 pm** **Best Practices for Clearing Customs in the U.S.**  
*Eric Rodriguez, U.S. Customs and Border Protection (invited)*

With new requirements, such as the need to transmit passenger manifest and flight information using APIS, conducting flights between the U.S. and Canada can be a complex process. By having a thorough understanding of applicable CBP regulations, operators can be fully prepared for their arrival in the U.S.

**2:45 pm – 3:15 pm** **Break (In Exhibit Hall)**

**3:15 pm – 3:45 pm** **Obtaining Economic Authority from the U.S. DOT**  
*George Wellington, U.S. Department of Transportation (invited); Gary Garofalo, Garofalo Goerlich Hainbach PC*

Canadian operators planning to conduct commercial flights in the United States must obtain economic authority from the Department of Transportation. Learn about the application process and regulatory requirements for operating commercial flights in the U.S.

**3:45 pm – 4:15 pm** **Obtaining Authorization to Conduct Commercial Flights in Canada**

*William Clark, Clark & Company*

Part 135 operators in the U.S. that wish to conduct commercial flights in Canada must receive approval from both the CTA and Transport Canada. Learn about the application process and regulations for conducting commercial flights in Canada.

**4:15 pm – 5:00 pm** **Roundtable Discussion with Regulators**  
*Greg Kulis, Limited Brands (Moderator)*

Our panel of regulators will answer questions from the audience.

**5:00 pm - 6:30 pm** **Networking Reception (In Exhibit Hall)**

### FRIDAY, NOVEMBER 19, 2010

**9:00 am – 9:10 am** **Day 2 Introduction**  
*San Barone, CBAA*

**9:10 am - 9:40 am** **Overview of Cabotage Restrictions**  
*Bill Clark, Clark & Company; Gary Garofalo, Garofalo Goerlich Hainbach PC*

Cabotage is defined as the transport of goods or passengers between two points in the same country. When conducting flights between points within the U.S. or Canada, operators must be aware of how cabotage restrictions can impact operations. For example, under certain circumstances, operators from the U.S. may not be able to carry passengers between two points within Canada.

**9:40 am - 10:10 am** **Break (In Exhibit Hall)**

**10:10 am - 11:45 am** **Cabotage Restrictions in Canada and the U.S.**  
*Catherine McDonald, Canadian Transportation Agency; Cathy Munroe, Canada Border Services Agency; John Tremills, Transport Canada; George Wellington, U.S. Department of Transportation (invited)*

Learn about the cabotage restrictions in Canada and the U.S. from the regulators responsible for developing guidance on the topic. While guidance has been issued by both countries, many questions remain. Understand how the regulations impact business aviation through the review of specific examples provided by operators.

**11:45 am – 12:30 pm** **Ask the Experts**  
Our panel of experts will answer questions from the audience.

## REGISTRATION

### REGISTRATION FEES

CBAA/NBAA Member: \$395 US dollars

Non-Member: \$545 US dollars

### REGISTER ON-LINE

NBAA is pleased to offer the convenience of online registration to all Attendees of the Cross-Border Issues Conference. Open your web browser and go to the following NBAA website for secure registration: [www.nbaa.org/events](http://www.nbaa.org/events) or [www.cbaa-acc.ca/communications/calendar-events](http://www.cbaa-acc.ca/communications/calendar-events). Click on the link for Registration to access the secure pages, which provide step-by-step instructions through the registration process. Please provide all requested information to complete your registration. A credit card is required for on-line registration.

### CONFERENCE LOCATION AND HOTEL INFORMATION

This CBAA/NBAA Cross-Border Issues Conference will be held in Montreal, Canada at the following location:

Hilton Montreal Bonaventure  
900 de La Gauchetiere W.  
Montreal, Quebec, Canada H5A 1E4

Room Rate \$169 Canadian dollar

Cut off date: October 29, 2010

Reservations Phone: 1-514-878-2332 please ask for the NBAA/CBAA event

### SUBSTITUTIONS/CANCELLATIONS

A full refund less 10 percent processing fee will be made for seminar cancellations received in writing prior to November 11, 2010, one week before the scheduled Conference. NBAA understands the last-minute nature of business aviation and has allowed as much flexibility as possible. However, there will be NO REFUNDS after November 11, 2010. All requests must be sent via email to [registration@nbaa.org](mailto:registration@nbaa.org) or by fax to (202) 862-5552. If you are unable to attend and wish to send another representative from your company, simply fax the name of your replacement.

### SPONSORSHIP/EXHIBITS OPPORTUNITIES FOR THE JOINT CBAA/NBAA CROSS-BORDERS CONFERENCE

We invite you to join as a Sponsorship Partner and/or Exhibitor for a new joint venture Conference that CBAA and NBAA have developed in response to significant Member demand for educational offerings addressing cross-border issues. This is an ideal opportunity for you to reach business aviation operators who are responsible for their company's purchasing decisions for aviation products and services. This is an interactive Conference to address common border crossing challenges for business aviation. There will be expert panel discussions with industry, government, operators and international service providers. This Conference will offer business aviation networking, Exhibits, and more! This new Conference promises high level leadership attendees plus focused content provided by dynamic speakers. **Limited** sponsorship and Table Top Exhibit slots are available to enhance visibility and exclusivity during this conference. For further information on the agenda and other details please visit NBAA web site at [www.nbaa.org/events](http://www.nbaa.org/events) or the CBAA web site at [www.cbaa-acc.ca/communications/calendar-events](http://www.cbaa-acc.ca/communications/calendar-events).