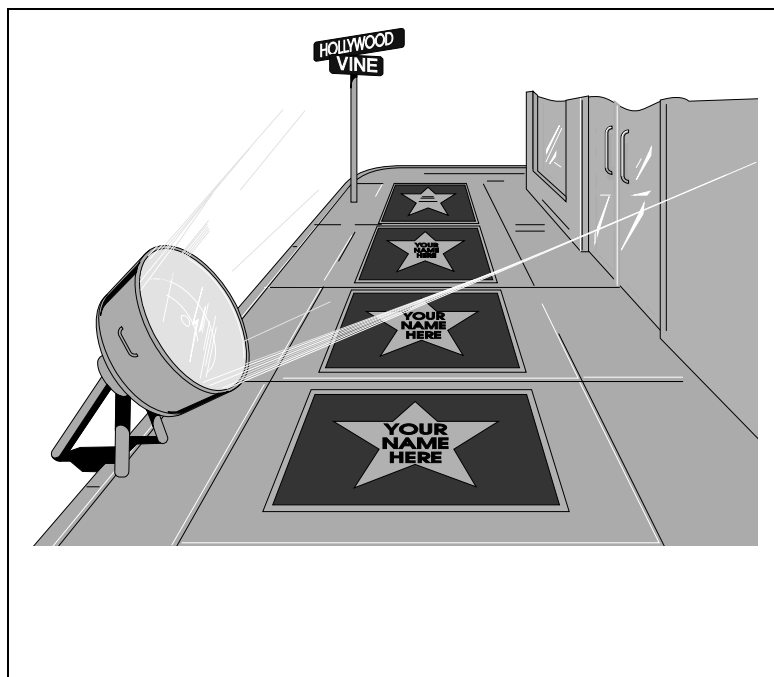




Organisation canadienne
des activités de campus

Canadian Organization
of Campus Activities



REGISTERING AS A COCA ASSOCIATE: INFO FOR ARTISTS, AGENTS & SUPPLIERS

GENERAL INFORMATION

The Canadian Organization of Campus Activities, better known by its acronym COCA, is an association of student leaders and full time staff involved with extra-curricular activities at university and college campuses across Canada. COCA members include campus programmers and student life managers who book live entertainment, market campus events, run leadership programs, administer campus clubs, and oversee communication portfolios. COCA has approximately 60 member schools from British Columbia to the Atlantic Provinces. For the most part, only English-speaking or bilingual schools are members of COCA but French-language schools are also welcome to join and attend COCA conferences if they wish.

COCA is in the process of transitioning its corporate identity to the new Canada Not For Profit Corporations Act as required by federal law. Due to the far-reaching changes in the new Act, the term membership will be restricted to the voting members which are the schools. Artists, Agencies, and Suppliers will have a form of affiliate status and will be known simply as COCA Associates. Although COCA Associates are not members of COCA, as a group, they will be asked to nominate two of their own to serve on the COCA Board of Directors.

Founded in 1982 as the successor organization to the Canadian Entertainment Conference, COCA is celebrating more than thirty years of successful operation supporting campus activities across Canada. In September 1996, COCA established a national head office in London Ontario to improve services for its members, its associates, and its alumni; and have a central communication point for the general public.

The highlight of every year is the COCA national conference which takes place in the month of June. Please see the sections below on the national conference. From time to time, individual member schools host regional meetings and conferences (East, West, and Central) that are held during the academic year. Regional conferences provide additional opportunities for COCA associates and campus buyers to do business. Please contact the COCA office for more information about regional conferences or visit coca.org – Conferences & Meetings.

Canadian Campus Life, the organization's official news brief, is released weekly and provides members and associates with a selection of campus news from across Canada and gives them an opportunity to submit articles about their school, company or artist.

You will find more information about COCA on the web site and you are always welcome to contact members of the Board of Directors or the Executive Director for further information. Please go to the COCA Website and click on "Contact".

CHECKLIST OF BENEFITS & SERVICES FOR COCA ASSOCIATES

- Free listing in COCA's on-line Directory. Choose from 24 categories for your company or artist profile to appear.
- Access 24/7 to the members-only section of the COCA Web Site including the Directory.
- Invitation to the National Conference held annually in June.
- Invitation to the Central Regional Conference. (Normally held in November during the academic year.)
- Excellent networking opportunities with Campus Buyers and other COCA Associates.
- Free subscription to *Canadian Campus Life* (COCA's news brief) released weekly.
- Email address added to the COCA Associates List Serve.
- Communicate by email with COCA Schools through the Contact Center feature of COCA's interactive Directory.
- Opportunity to have your company or artist listing appear under 1 or 2 additional categories within the on-line Directory.
- Complimentary link to your Website from your profile in the COCA Directory.
- Opportunity to become a "COCA Sponsor".
- Advertising opportunities in *Canadian Campus Life*, on the COCA web site and in conference manuals.
- Entertainment Showcase opportunities at COCA conferences.
- Participate in the Campus Activities Biz Hall (trade show) at conferences.
- Leadership opportunities for COCA Associates who are interested.
- Benefit from educational & professional development sessions at conferences.
- Contact information for COCA school members updated regularly in the on-line Directory.

COCA Associate fees for Companies (e.g. agencies, campus suppliers, associations, etc.) are CAD \$335 per year (anniversary dates: June 1 and November 1). COCA Associate status allows for one company profile in the on-line Directory and up to 4 personal contact profiles for individuals connected to the company. Associate Companies with 2 or more offices must register a membership for each office in order to have the second office listed in the Directory.

COCA Associate Status for Artists (music acts, variety acts, comedians, speakers, etc.) are CAD \$175 per year (anniversary dates: June 1 and November 1). COCA Associate status allows for one artist profile in the on-line Directory and up to 2 personal contact profiles for individuals connected to the act.

The combined Federal and Ontario HST tax (13%) must be added to all fees and services.

Optional Fees:

Listings under more than one category in the on-line Directory cost \$25 each.

N.B. Please refer to the COCA Associate Application Form – Companies, or the COCA Associate Application Form – Artists, to submit an application for Associate status.

NATIONAL CONFERENCE

The National Conference is the time when campus representatives gather to see entertainers, comedians, and variety acts from across Canada and other countries. The Conference also features guest speakers, film showcases and an exhibit hall for COCA Associates to meet campus buyers one on one. All school members and associates are encouraged to attend the educational sessions, professional development seminars, and panel discussions that take place during the day.

One must become a COCA Associate in order to attend either the National Conference (in June) or any regional conference (usually in the fall). This may be done at the time of registering for a conference, or beforehand at any time of the year. Self-represented artists who are selected to showcase at a conference, must become COCA Associates. If you choose to become a COCA Associate before the next Conference, please use the appropriate form – COCA Associate Application – Artists, or COCA Associate Application – Companies.

NATIONAL CONFERENCE DETAILS

Time: 4½ days in the month of June.

Site: varies across Canada from year to year

Facilities:

Conference Hotel for education sessions, trade show and some showcases.
University/College facilities and/or local night clubs for other showcases.

Conference Committee Chair:

Selected from amongst the School Members of COCA

Registration & Showcase Applications:

Executive Director, COCA

Tel: 519-690-0207 Fax: 519-681-4328 E-mail: cocaoffice {att} coca.org

Conference Notices: start in February

Showcase Applications: on-line

Showcase Application Deadline: early March

Showcase Acts Announced: mid March

COCA '15- THE 2015 COCA NATIONAL CONFERENCE

Dates: June 8-12, 2015

Site: Edmonton, Alberta

Facilities: DoubleTree by Hilton West Edmonton

Conference Chair: Jason Moseley, Centennial College

Conference Registration: Earle Taylor, Executive Director, COCA

Showcase Applications:

Music Artists: via Sonicbids only - sonicbids.com/coca-national-2015

Non-Music Artists: via Sonicbids or using a hard copy application

Showcase Applications Open: mid-December 2014

Showcase Application Deadline: Friday, March 6, 2015

Showcase Acts Announced: Monday, March 16, 2015

NATIONAL CONFERENCE SAMPLE FEES

N.B. These fees are taken from the 2014 national conference and serve only as an approximation for future conferences.

N.B. Please note that the combined 13% Federal and Ontario HST tax must be added to all fees. Unfortunately, this tax is not optional.

Showcases:

Showcase Application Fee: \$35.00 plus \$4.55 HST = \$39.55 (non-refundable).

Showcase Fee: \$250.00 plus \$32.50 HST = \$282.50 / 20 minute set (15 min. for comedy)

Conference Registration: (options available – see conf. registration form):

Regular Fee: \$495.00 plus \$64.35 HST = \$559.35 / 2 delegates + full booth in trade show.
or **Self-Rep'd Artist Fee:** \$290.00 plus \$37.70 HST = \$327.70 / 1 delegate + shared booth.

COCA Associate Fee: (options available –see membership form)

Company Fee: \$335.00 plus \$43.55 HST = \$378.55 / 12 month membership.

or **Self-Rep'd Artist Fee:** \$175.00 plus \$22.75 HST = \$197.75 / 12 month membership.

TRADE SHOW REGISTRATION

Companies or artists who do NOT represent an entertainer selected to showcase at the conference, may attend the conference by paying the appropriate conference registration fee to obtain a booth in the trade show and by paying the appropriate associate membership fee. See above list for these fees as applies to a company or a self-represented artist.

ENTERTAINMENT SHOWCASE INFO

Normally, email notification concerning the showcase application process is sent in early February to existing members and those who have added their names to the COCA general mailing list.

Please note that you may apply for COCA Associate status at any time of the year and enjoy the benefits noted above. It should be made clear that being an Associate does not guarantee your act will be selected to showcase at any particular conference.

Showcasing at COCA conferences is determined by means of an application process. Acts are selected to showcase by the Showcase Selection Committee. This Committee selects acts based on a number of criteria including: talent, previous exposure to the campus market, widespread appeal, performance price, contract rider, discipline of performance, recommendations from promoters, and quality of promotional materials. There is a fee to showcase at COCA conferences.

Any act selected to showcase must either:

- (1) be or become a COCA Associate and register for a display booth at the conference in question; OR
- (2) be represented by a company (e.g. booking agency, record label, artist management, etc.) that is or will become a COCA Associate AND is or will be registered for a display booth at the conference.

SHOWCASE FEES EXPLAINED

N.B. These showcase fees are taken from the 2014 National Conference and are subject to change without notice for future conferences. Please note that fees for Regional Conferences are traditionally lower than those for the National Conference.

1) A "REPRESENTED" ACT

(i.e. an act that will be represented by a booking agency, management company, or record company at the COCA Conference. That company must be or must become a COCA Associate and must be registered for the Conference with a booth at the trade show known as the "Biz Hall".)

Fees Paid by the Showcase Act:

Showcase Application Fee (non-refundable)	\$ 35.00 (plus HST \$4.55)
Showcase Fee	\$ 250.00 (plus HST \$32.50)

Represented Act subtotal \$ 285.00 (plus HST)

Fees Paid by the Agency:

Conference Registration Fee	
- 2 delegates, full booth	\$ 495.00 (plus HST \$64.35)
(N.B. This fee could be larger if certain options are chosen.)	
COCA Associate Fee (12 months)	\$ 335.00 (plus HST \$43.55)
(N.B. This fee could be larger if certain options are chosen.)	
Agent subtotal	\$ 830.00 (plus HST)

Represented Act & Agent Total \$1115.00 (plus HST)

2) A "SELF-REPRESENTED" ACT

(Applies to artists who are NOT represented by an agency, management company, or record company. If an act has its own management company that will NOT be representing any other artist at the conference, then the act still qualifies as "self-represented".)

Fees Paid by the Self-Represented Showcase Act:

Showcase Application Fee (non-refundable)	\$ 35.00 (plus HST \$4.55)
Showcase Fee	\$ 250.00 (plus HST \$32.50)
Indie Act Conference Registration Fee	
- 1 delegate, shared booth	\$ 290.00 (plus HST \$37.70)
(N.B. This fee could be larger if certain options are chosen.)	
COCA Associate Fee (12 months)	\$ 175.00 (plus HST \$22.75)

Self-Represented Act Total \$ 750.00 (plus HST)

N.B. Federal/Ontario HST tax (13%) is added to all fees including COCA Membership fees.

COCA – Info for Artists, Agents & Suppliers

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Please note that the above prices are EXAMPLES ONLY based on the 2014 National Conference. The actual “Conference Registration” fee may vary depending on whether certain options are chosen (e.g. electrical outlet at booth, additional conference registrations, additional conference meals, etc.). The exact amount of the conference registration fee is calculated on the “COCA Associate Conference Registration” form.

Most showcase applications are now submitted exclusively through an on-line submission site. The URL to apply to showcase at the COCA National Conference will be listed on the National Conference webpage. The non-refundable showcase application fee is paid on-line at the time of submission.

If your act is selected to showcase, the remaining fees must be paid to COCA within two weeks of your being notified (e.g. the showcase fee, the conference registration fee, and the COCA associate fee).

REGIONAL CONFERENCES

Any artist or company on the COCA mailing list will receive information by mail and/or email, about the COCA national conference and COCA regional conferences.

COCA MAILING LIST

If you are not currently a COCA Associate, to ensure you are on our mailing list, please go to the COCA home page and scroll down to:

Join the COCA Mailing List:

COCA OFFICE

Earle Taylor, Executive Director
Canadian Organization of Campus Activities
509 Commissioners Road West, Suite 202, London, Ontario N6J 1Y5

Tel: 519-690-0207

Fax: 519-681-4328

E-mail: cocaoffice {att} coca.org

Web: www.coca.org