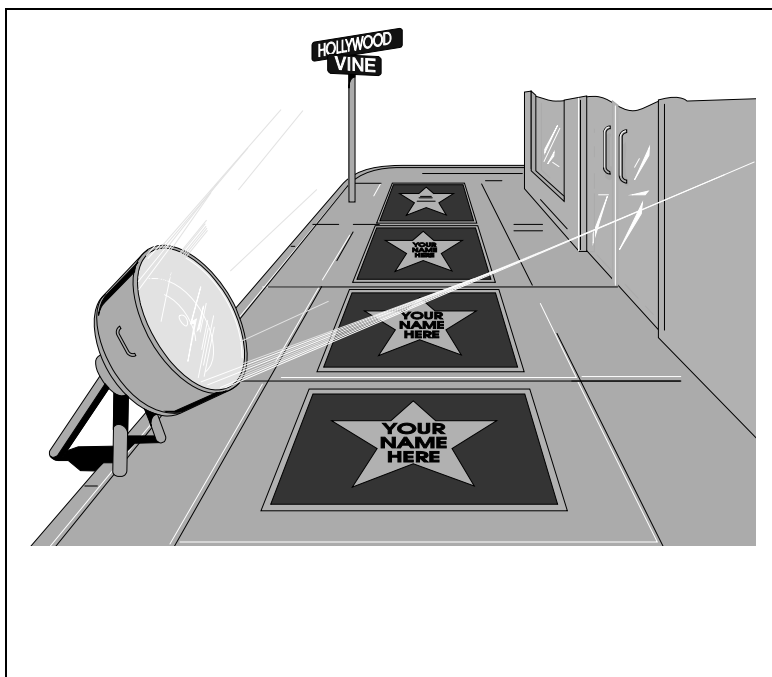




Organisation canadienne  
des activités de campus

Canadian Organization  
of Campus Activities



# **MEMBERSHIP INFO FOR COCA ASSOCIATES: 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 students and staff who book live entertainment, market campus events, run leadership programs, administer campus clubs, and oversee marketing & 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.

COCA also has a category of members which are affiliates of COCA and known as associate members. Associate members are agents, artists and companies that sell products and services to the Canadian campus activities industry. Presently, COCA has approximately 75 associate member artists and companies.

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

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 reps to do business. Please contact the COCA office for more information about regional meetings and conferences or visit [coca.org](http://coca.org) – Events.

You will find more information about COCA on the website and you are always welcome to contact members of the Board of Directors or the Executive Director for further information. Please go to [www.coca.org](http://www.coca.org) 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 COCA's newsletter released from time to time.
- 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 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 membership 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 Membership for Artists (music acts, variety acts, comedians, speakers, etc.) are CAD \$175 per year (anniversary dates: June 1 and November 1). COCA associate membership 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 Membership Application Form – Companies, or the COCA Associate Membership 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, and a trade show (the Biz 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 Member in order to attend either the National Conference (in June) or any regional conference. 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 Membership Application – Artists, or COCA Associate Membership 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 '17 - THE 2017 COCA NATIONAL CONFERENCE**

**Dates:** June 11-15, 2017

**Site:** London, Ontario

**Conference Hotel:** DoubleTree by Hilton London Ontario

**Conference Chair:** Josh Clark, Western University

**Conference Registration:** Earle Taylor, Executive Director, COCA

**Showcase Applications:** on-line application form

**Showcase Applications Open:** mid January 2017

**Showcase Application Deadline:** Wednesday, March 1, 2017

**Showcase Acts Announced:** Monday, March 13, 2017

**Showcase Acts Fees Due:** Friday, March 31, 2017

**NATIONAL CONFERENCE SAMPLE FEES**

These fees are taken from the 2017 national conference and serve only as an approximation for future conferences.

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 HST (non-refundable).

**Showcase Fee:** \$275.00 plus HST / 20 minute set (15 min. for comedy)

**Conference Registration:** (options available – see conference registration form):

**Regular Fee:** \$505.00 plus HST / 1 or 2 delegate passes + full booth in trade show.

or **Self-Rep'd Artist Fee:** \$295.00 plus HST / 1 delegate pass + shared booth.

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

**Company Fee:** \$335.00 plus HST / 12 month membership.

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

**TRADE SHOW REGISTRATION**

Companies or artists 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 the above list for these fees as applied to a company or a self-represented artist.

**ENTERTAINMENT SHOWCASE INFO**

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

Please note that you may apply for COCA Associate membership 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 2016 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 plus HST
Showcase Fee	\$ 275 plus HST

**Represented Act subtotal** \$ 310 plus HST

**Fees Paid by the Agency:**

Conference Registration Fee	
2 delegates, full booth	\$ 505 plus HST
(N.B. This fee could be larger if certain options are chosen.)	
Associate Membership Fee (12 months)	\$ 335 plus HST
(N.B. This fee could be larger if certain options are chosen.)	
<b>Agent subtotal</b>	<b>\$ 840 plus HST</b>

**Represented Act & Agent Total** \$1150 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 plus HST
Showcase Fee	\$ 275 plus HST
Self-Rep'd Artist Conference Registration Fee	
1 delegate, shared booth	\$ 295 plus HST
(N.B. This fee could be larger if certain options are chosen.)	
Associate Membership Fee (12 months)	\$ 175 plus HST

**Self-Represented Act Total** \$ 780 plus HST

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

Please note that the above prices are EXAMPLES ONLY based on the 2017 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 by the deadline noted (e.g. the showcase fee, the conference registration fee, and the COCA associate membership 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 Email List:

## **COCA OFFICE**

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Canadian Organization of Campus Activities  
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London, Ontario N6J 1Y5

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