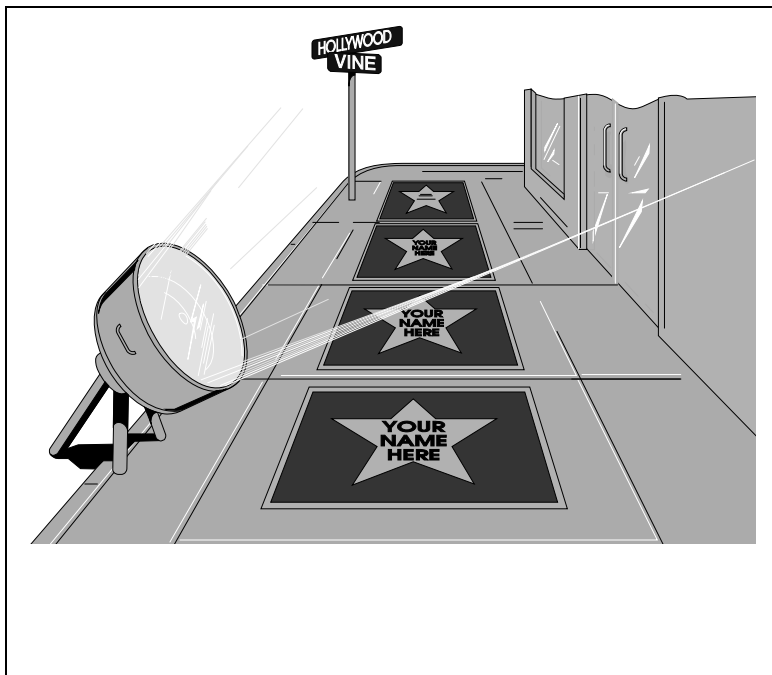




Organisation canadienne
des activités de campus

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 all aspects of campus life at university and college campuses across Canada. COCA members include students and staff who book live entertainment, promote 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 membership 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 life across Canada. In 1996, COCA established a national head office in London Ontario to provide services for its school and associate members, and for its alumni. The office also serves as a central communications point for the general public and potential members.

The highlight of every year is the 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 – 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 and click on “Contact”.

Be sure to follow COCA on social media: Facebook, Twitter, Instagram.

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.
- Communicate by email with COCA Schools – Update your address book any time using the Export feature of COCA's interactive Directory.
- Opportunity to have your company or artist listing appear under 1 or 2 additional categories in the on-line Directory.
- Complimentary link to your Website from your profile in the COCA Directory.
- Opportunity to enhance your membership profile through Sponsorship.
- 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/primary contact profile in the on-line Directory and up to 3 additional contact profiles for individuals connected to the company.

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/primary contact profile in the on-line Directory and one additional contact profile for an individual 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 membership.

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 '18 - THE 2018 COCA NATIONAL CONFERENCE

Dates: June 12-16, 2018

Site: Fredericton, New Brunswick

Conference Hotel: Delta Fredericton Hotel

Conference Chair: Kenney Fitzpatrick, Mount Saint Vincent University

Conference Registration: Earle Taylor, Executive Director, COCA

Showcase Applications: on-line application form only

Showcase Applications Open: January 2018

Showcase Application Deadline: Monday, March 5, 2018

Showcase Acts Announced: Wednesday, March 14, 2018

Showcase Acts Fees Due: Friday, March 30, 2018

NATIONAL CONFERENCE SAMPLE FEES

These fees are taken from the 2018 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: \$515.00 plus HST / 1 or 2 delegate passes + full booth in trade show.

or **Self-Rep'd Artist Fee:** \$300.00 plus HST / 1 delegate pass + shared booth.

COCA Associate Membership 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 email list.

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

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 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

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

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Web: www.coca.org