



Electricity
Transformation
Canada

The business of
energy, transformed.

November 17 – 19, 2021
Metro Toronto Convention Centre
Toronto, Ontario, Canada

Be first.

New event. New opportunities. New horizons.

electricitytransformation.ca

Produced by



Canadian Renewable
Energy Association

Association canadienne
de l'énergie renouvelable



Deutsche Messe



The business of energy, transformed.

An exciting new event to lead Canada's clean electricity transformation.

Energy transformation is underway around the world. It's changing how we generate, manage, distribute and use electricity.

In November 2021, a new event for Canada is bringing together thought leaders in the future of electricity – wind energy, solar energy, energy storage, and complementary technologies – in one landmark event.

These technologies have a critical role to play in transforming Canada's energy system into one that relies more on clean, affordable, flexible and renewable electricity.

This electricity transformation makes good business sense.

Wind energy and solar energy are the least expensive forms of new energy generation, and we've barely scratched the surface of their potential.

The future is clean, reliable and sustainable. But no single technology can meet all the demand on its own.

Hybrid projects that leverage wind energy and solar energy are the best and most cost-effective solutions.

Working together with energy storage, these technologies can provide a constant flow of electricity to consumers by combining their peak generation periods – nighttime for wind energy and daytime for solar energy.

This synergistic relationship will also open doors to deliver customized energy solutions and establish community-based micro-grids.

Electricity Transformation Canada, an exciting new exhibition and conference dedicated to the business of energy transformation, will launch in 2021.

New event. New opportunities. New horizons.

Electricity Transformation Canada, co-produced by the Canadian Renewable Energy Association and Hannover Fairs Canada, will be the most important event in Canada for the future of energy.

This will be a meeting place for key players driving Canada's energy transformation – a place to network, share ideas and make strategic partnerships that benefit your business.

This groundbreaking new event will take place from November 17 – 19, 2021, at the Metro Toronto Convention Centre.

Canada is transforming its electricity system.

The **Electricity Transformation Canada** exhibition and conference will deliver the right marketplace to showcase this transformation.

Energy solutions, education and networking for the transformation.

Electricity Transformation Canada is the nation's first exhibition and conference devoted to electricity transformation.

It will be Canada's largest exhibition of products and services in renewable and flexible energy, and a unique opportunity to attract cross-industry attention. By gathering stakeholders into a single venue for one integrated event, Electricity Transformation Canada creates efficiencies for exhibitors and attendees alike.

In addition to its core focus on wind energy, solar energy and energy storage, this inaugural conference will focus on three key complementary areas in the energy transformation – the electrification of transportation, the impact of the smart grid and digitalization, and the evolving role of consumers – with education and tradeshow-floor sessions on these topics by leading industry experts.

Globally, nearly **two-thirds** of all new power generation capacity comes from renewable energy sources. And the growth potential is **monumental**.



"Electricity Transformation Canada will bring together stakeholders who produce and use Canada's diverse renewable and flexible energy resources."

"The event will focus on the future role that renewable energy and related technologies will play in the production, management and consumption of energy in Canada."

– Robert Hornung, President and CEO, Canadian Renewable Energy Association

Who will be there?

Electricity Transformation Canada expects to attract visitors from key sectors of the Canadian energy industry, including:

Wind energy industry

Real estate and construction

Indigenous Peoples

Solar energy industry

Municipalities

Power utilities

Energy storage industry

Provincial and federal government representatives

Electricity exporters

Other renewable energy industries

Electricity retailers

Industrial energy systems

Join us at **Electricity Transformation Canada** in 2021!

Transform your business.

As an exhibitor at Electricity Transformation Canada, you'll have access to the most influential players in solar energy, wind energy, energy storage and other complementary technologies – all in one place.

This will be an ideal opportunity to discover the latest trends, network with key stakeholders who can grow your business and explore new technology, products and services from across the renewable electricity sector.

The future is clean and renewable, and Electricity Transformation Canada is leading the charge.



Sponsor.

Do you want to be a leader? Spotlight your brand? Amplify your message? Stand out and take advantage of the most exciting event this year by partnering with Electricity Transformation Canada.

Increase your exposure when you choose from several high-impact promotional opportunities, all providing increased visibility for your business for the entire conference.



Exhibit.

Electricity Transformation Canada will create efficiencies for exhibitors and attendees alike, with everyone benefitting from opportunities to build beneficial partnerships across the industry. You can be confident knowing Electricity Transformation Canada is, without question, the premier renewable energy event to attend in 2021.



Wind energy, solar energy and energy storage.

Electricity Transformation Canada brings together leaders and experts from Canada's solar energy, wind energy and energy storage industries – technologies well positioned to provide the utility-scale and distributed-resource solutions needed to transform Canada's electricity system.

Electrification of transportation.

A key driver of Canada's electricity transformation will be increased use of electric vehicles in personal transportation, commercial vehicle fleets and public transit, as well as the development of infrastructure needed to support this growth.

Electricity Transformation Canada will explore how the electrification of transportation will impact the electricity grid, at both the system and local level, and engage the key players who will be driving this transformation.

Smart grid and digitalization.

Across the country, new smart grid and digital technologies are enabling electricity system operators, industrial facilities, businesses and homeowners to better and more efficiently manage their energy use in a way that reduces costs and helps to facilitate greater use of clean and renewable energy technologies. Electricity Transformation Canada will explore how these technologies are transforming the electricity system at both the grid and local level and engage the key technology solutions providers that are making it happen.

Energy users, consumers and industry.

Whether it is large corporations seeking more electricity supply choices to meet sustainability and economic objectives, or homeowners and businesses seeking to secure greater control of their electricity by producing it themselves, consumers are key drivers of Canada's electricity transformation. Electricity Transformation Canada will engage organizations that are working to enable and facilitate greater customer choice, while also highlighting some of the consumers who are leading the way.

Exhibitor and sponsorship categories at Electricity Transformation Canada.

Utility-scale wind energy and solar energy

Distributed and decentralized renewable electricity generation

Electricity storage technologies

Hybrid-energy solutions

Smart grid technology

Energy system security

Technology for the management of renewable power installation

Energy management systems

Energy management systems for buildings and factories

Energy export and finance

Grid infrastructure for transport for municipalities and public utilities

Systems and services for utilities

Systems and services for municipalities

Systems for the electrification of transportation

5 reasons to sponsor and exhibit at Electricity Transformation Canada.

Build your brand.

Be a thought leader by demonstrating your expertise to a unique, diverse, and influential audience.

Establish relationships.

Meet and interact with leaders, decision-makers, and companies from wind energy, solar energy, energy storage, and other complementary industries.

Grow your business.

Create partnerships that will open new markets and generate opportunities for your business to grow.

Don't get left behind.

Stay on top of the latest trends, products and technologies that are driving the renewable energy sector.

Transform your knowledge of Canada's energy future.

Expand your horizons and deepen your expertise.

Get in touch with our team to discuss how you can take your brand's exposure to new heights.



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