



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.





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