



Electricity  
Transformation  
Canada



# ELECTRICITY TRANSFORMATION CANADA 2021 SPONSORSHIP

Electricity Transformation Canada 2021 provides the ideal opportunity for your company to connect with top decision and policy makers in the renewable energy sector and key players in the transformation of electricity in Canada. A variety of sponsorship, marketing promotional opportunities are available in conjunction with the premiere event, to help you raise the profile of your brand, products, services, and solutions with your target audience.

Our team is here to listen and help. If none of our existing sponsorship opportunities meet your objectives, please contact us and we'll be happy to work with you on developing the best package for your company.

## **Tom Edwards**

Senior Sales Manager  
Electricity Transformation Canada  
1.773.796.4250 x 240  
TEdwards@hfusa.com

## **Janet Maslin**

Show Director  
1.647.560.7000 x 632  
JMaslin@hannoverfairs.com

## **SPONSORSHIP RECOGNITION LEVELS**

Diamond	\$25,000 +
Platinum	\$15,000 – \$24,999
Gold	\$7,500 – \$14,999
Silver	\$5,000 – \$7,499
Bronze	\$2,500 – \$4,999

## **BENEFITS DELIVERY**

Every effort will be made to deliver benefits listed in this prospectus however, adjustments may be required to meet Government restrictions in place at the time of the conference.

Show Management will work with sponsors to fulfill deliverables within these restrictions.



---

## THOUGHT LEADERSHIP / EDUCATION

Position your company as a thought leader in the transformation of electricity in Canada. The following sponsorship packages provide your company with the opportunity to ensure it is at the forefront of the attendee experience.

### All sponsors in this category will receive:

#### Logo recognition on:

- the Our Sponsors page on the Electricity Transformation Canada website
- presentation screens inside Plenary and Concurrent Session rooms
- signage outside Plenary or Concurrent Session rooms
- Thank You to Our Sponsors signage at the show

---

### Welcome/Opening Plenary – Wednesday, November 17

Help kick off the inaugural Electricity Transformation Canada by sponsoring our must-attend welcome event. Be part of the Canadian Renewable Energy Association's (CanREA) Vision Launch, outlining their plan for the path forward in electricity transformation.

#### Package includes:

- Two minutes at the podium to address the audience (or provide a two-minute company video presentation)
- Two reserved tables at the Opening Plenary (exclusive sponsor) *or* One (1) reserved table (each co-sponsor). Number of seats based on restrictions of the day.
- Featured in one (1) pre-conference and one (1) post-conference email blast with your logo and hyperlink
- Two (2) complimentary Full Conference Passes (exclusive sponsor) *or* One (1) complimentary Full Conference Pass (each co-sponsor)
- Six (6) complimentary Exhibition Hall Passes (exclusive sponsor) *or* Three (3) complimentary Exhibition Hall Passes (each co-sponsor) for Friday, November 19



## THOUGHT LEADERSHIP / EDUCATION

### Opening Keynote Luncheon **SOLD Sponsored by Siemens Gamesa**

Align your company with this must-attend luncheon. Speakers will include top industry executives and/or government officials who will discuss the transformation of electricity generation, distribution, and storage.

### Luncheon – Thursday, November 18

This luncheon will be a fireside/interview-style event.

#### Package includes:

- Opportunity to either introduce or thank the Speaker(s) and address the audience with two minutes at the podium (or provide a two-minute company video presentation)
- Two reserved tables at the Opening Plenary (exclusive sponsor) *or* One (1) reserved table (each co-sponsor). Number of seats based on restrictions of the day.
- Featured in one (1) pre-conference and one (1) post-conference email blast with your logo and hyperlink
- Two (2) complimentary Full Conference Passes (exclusive sponsor) *or* One (1) complimentary Full Conference Pass (each co-sponsor)
- Six (6) complimentary Exhibition Hall Passes (exclusive sponsor) *or* Three (3) complimentary Exhibition Hall Passes (each co-sponsor) for Friday, November 19



## THOUGHT LEADERSHIP / EDUCATION

### Closing Luncheon – Friday, November 19

This panel-discussion lunch is your chance to help ensure attendees return to their workplaces eager to share the vision for the path forward with colleagues and invigorated to be part of the transformation.

#### Package includes:

- Opportunity to introduce or thank the Speaker(s)
- Two reserved tables at the Opening Plenary (exclusive sponsor) *or* One (1) reserved table (each co-sponsor). Number of seats based on restrictions of the day.
- Featured in at least one (1) pre-conference promotional email blast with your logo and hyperlink
- Two (2) complimentary Full Conference Passes (exclusive sponsor) *or* One (1) complimentary Full Conference Pass (each co-sponsor)
- Four (4) complimentary Exhibition Hall Passes (exclusive sponsor) *or* Two (2) complimentary Exhibition Hall Passes (each co-sponsor) for Friday, November 19

### Concurrent Sessions (9 Available; 1 Sold) Thank you ATCO Power (2010) Ltd.

This year, we will offer 10 concurrent sessions covering a variety of topics. If you are trying to reach a targeted audience, these sessions provide a great opportunity to be specific and have a substantial impact with your sponsorship dollars.

#### Package includes:

- Logo recognition on Concurrent Session room screen
- Two (2) complimentary Exhibition Hall Passes for Friday, November 19



Electricity  
Transformation  
Canada



## THOUGHT LEADERSHIP / EDUCATION

### **Daily E-Newsletter (2 Available; 1 Sold) Thank you Borea Construction**

Start visitors' day with one of the show's Daily E-Newsletters. These emails are sent to every attendee highlighting key events and all educational sessions for the day.

#### **Package includes:**

- Banner ad and logo recognition with hyperlink highlighted in one of three editions of the eagerly anticipated Electricity Transformation Canada e-newsletters
- Two (2) complimentary Exhibition Hall Passes for Friday, November 19

---

## NETWORKING

We know that networking is one of the main reasons attendees come to our event and how important it will be this year in particular! We are working with our host venue to hopefully provide networking opportunities within the most current COVID-19 Guidelines.

Stay tuned!

---



Electricity  
Transformation  
Canada



---

## BRANDING

If your objectives include growing your company brand and creating more visibility, Electricity Transformation Canada is one spot where you can achieve both. We offer a variety of opportunities that will allow you to promote your brand to the renewable energy audience.

### All sponsors in this category will receive:

Logo recognition on:

- the Our Sponsors page on the Electricity Transformation Canada website
- presentation screens inside Plenary and Concurrent Session rooms
- Thank You to Our Sponsors signage at the show

---

### Registration & Lanyards (1 Available)

When attendees arrive on site, the first thing they do is head to Registration to pick up their lanyard and badge. This premium sponsorship opportunity will provide great visibility for your company brand. With your logo featured on thousands of lanyards, delegates will be consistently aware of your brand and your support of Electricity Transformation Canada.

### Package includes:

- Pre-promotion on the Electricity Transformation Canada website
- Logo prominently featured on-site at Registration
- Logo recognition on event lanyards
- Two (2) complimentary Full Conference Passes
- Four (4) complimentary Exhibition Hall Passes for Friday, November 19

### Wi-Fi **SOLD Sponsored by Goldwind USA**

Attendees depend on having Wi-Fi available and will be so grateful to your company for making that happen!



## BRANDING

### Presentation Theatre Spotlights – (12 available)

This is an opportunity for your company to gain attention on the Exhibition Hall floor with by offering attendees information on the newest trends and hot topics in the industry, as well as your products and services.

Time slots are available on a first-come, first-served basis on Wednesday, November 17 and Thursday, November 18.

#### Package includes:

- a 20-minute presentation in the Exhibition Hall Presentation Theatre (topic and content must be approved by Show Management)
- Pre-conference promotion on the Electricity Transformation Canada (ETC) website and in one (1) e-mail blast
- Additional logo recognition in the digital ETC Program and on the Presentation Theatre screen
- Pre-presentation announcement in the Exhibition Hall
- Three (3) complimentary Exhibition Hall Only Passes for use on Friday, November 19 (non-exhibiting companies only)

### Coat Check (1 Available)

Make a great impression on the attendees by providing them with this additional service.

#### Package includes:

- Pre-promotion on the Electricity Transformation Canada website and featured in at least one (1) promotional email blast promoting the event
- Branded Coat Check tickets featuring your company logo
- Logo recognition on Coat Check signage
- Four (4) complimentary Exhibition Hall Passes (exclusive sponsor) or Two (2) complimentary Exhibition Hall Passes (each co-sponsor) for Friday, November 19



## BRANDING

### Health and Safety (1 Available)

Just as your company would ensure a safe work environment or site, help support the health and safety of all visitors at Electricity Transformation Canada 2021.

#### Package includes:

- Pre-promotion on the Electricity Transformation Canada website and featured in at least one (1) promotional email blast promoting the event
- Logo recognition on signage at the event
- Four (4) complimentary Exhibition Hall Passes (exclusive sponsor) *or* Two (2) complimentary Exhibition Hall Passes (each co-sponsor) for Friday, November 19

### Charging Station (2 Available)

Keeping mobile devices charged is essential, especially on the road. Conveniently located on the Exhibition Hall Floor, the Charging Station areas offer a spot for attendees to take a few minutes to recharge their devices.

#### Package includes:

- Logo recognition on signage at the charging station
- Logo prominently featured on the charging station\*
- Charging Station sponsor's name(s) included on floorplan
- Four (4) complimentary Exhibition Hall Passes (exclusive sponsor) *or* Two (2) complimentary Exhibition Hall Passes (each co-sponsor) for Friday, November 19

\*Design of charging station is at the discretion of Show Management.

### Exhibition Hall Aisle Sign\* (9 Available; 6 sold) Thank you Siemens Gamesa and Vestas

#### Package includes:

- Logo recognition on one directional aisle sign

\*Sponsors will receive additional recognition as listed above if two or more signs are sponsored.

### Customize a Sponsorship Package

If you have specific benefits you would like to see in action at Electricity Transformation Canada, please contact one of our team members directly and we'll work with you to customize a package.