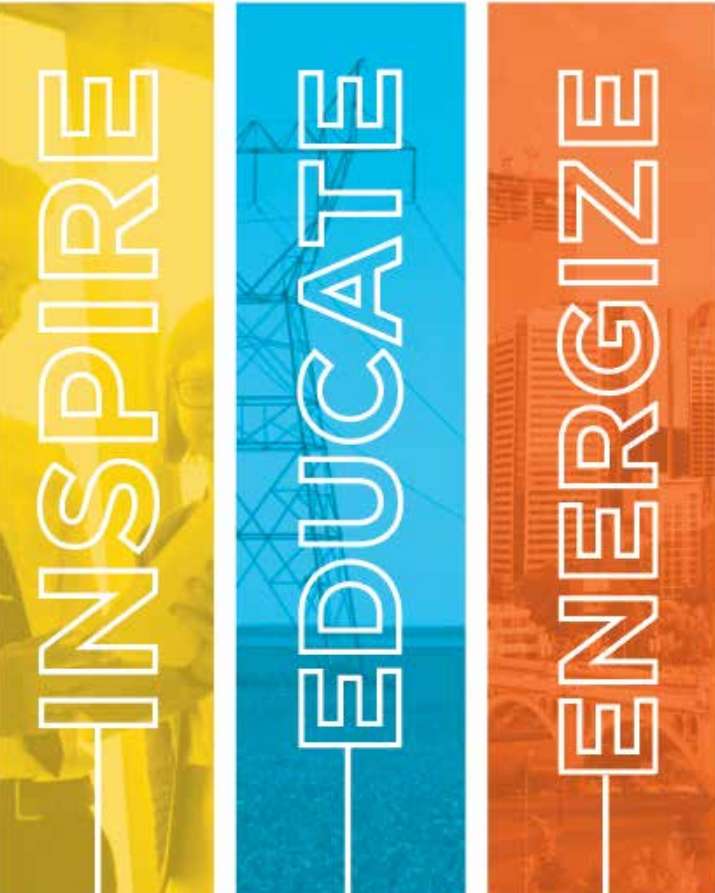




Alberta
ENERGY EFFICIENCY
ALLIANCE



20
19

ENERGY **EFFICIENCY** **SUMMIT**

February 26-27, 2019

The Westin Edmonton

SPONSORSHIP **OPPORTUNITIES**



Alberta **ENERGY EFFICIENCY** ALLIANCE

The Alberta Energy Efficiency Alliance (AEEA) is a member-based organization with a diverse group of stakeholders actively working to maximize energy efficiency in the province of Alberta. Energy efficiency plays an important role in creating a sustainable Alberta, economically and environmentally.

Since 2007, the AEEA has brought people together to collaboratively solve problems, coordinate action and be a common voice, by delivering speaking engagements, and sharing resources and ideas.

The goal of AEEA is to reduce the barriers to the adoption of energy efficiency technology and activities, recognizing that there is a need for all orders of government, businesses, non-profit organizations and individuals to realize the benefits of energy efficiency.

Vision

Alberta will become a world leader in energy efficiency, as it is a world leader in energy production.

Mission

Drive to maximize energy efficiency by being an inclusive and diverse forum for communication, collaborative problem solving, coordinated action and a common voice to enhance the economic and environmental success of Alberta.

AEEA Beliefs

- Energy efficiency plays an important role in creating a sustainable Alberta, economically and environmentally.
- There are non-economic barriers to the adoption of economic energy efficiency technology and activities.
- There is a role for all orders of government, all businesses (commercial, institutional, retail, industrial, and utilities), non-profit organizations and individuals in maximizing the benefits of energy efficiency.
- By working together we all achieve more.

20
19

ENERGY EFFICIENCY SUMMIT

As an organization, the AEEA engages with its members and other stakeholders to help increase the uptake of energy efficiency in the province. In 2018, the AEEA hosted our first multi-day summit and tradeshow event, the Alberta Energy Efficiency Summit in Calgary, Alberta. This event offered delegates a forum to collaborate, learn, network, and receive insight into the latest trends in energy efficiency.

Featuring world class speakers and industry experts, the event brought together nearly 300 energy efficiency leaders to showcase the important discussions taking place around energy efficiency in Alberta. A variety of speaker presentations, panels, and breakout sessions presented a valuable range of perspectives on energy efficiency, drawing on real solutions and case studies from around the world. Complementing the plenary sessions were 12 concurrent sessions with 16 speakers. Programming for the summit was divided into four tracks: Residential Programming, Business & Commercial Programming, Industrial Programming, and Energy Efficiency Innovation. The variety of sessions allowed attendees to individualize their learning program and fully engage in the conversations taking place around energy efficiency in the province.

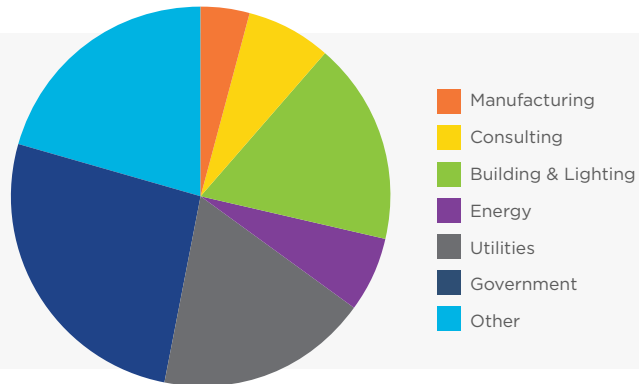
Building on the tremendous success and momentum of the 2018 event, the AEEA is excited to continue growing this important forum for debate and dialogue as we begin planning and development of the **2019 Alberta Energy Efficiency Summit, scheduled to take place February 26-27, 2019 in Edmonton, AB.**



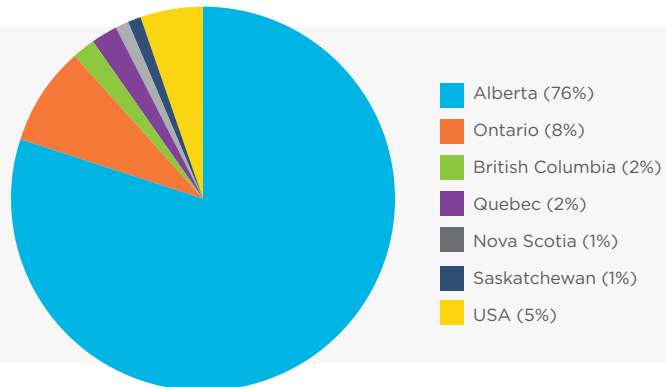
SUMMIT DEMOGRAPHICS

In total, there were nearly 300 attendees at the AEEA 2018 Alberta Energy Efficiency Summit, representing organizations from various industries, located all over Canada and the USA.

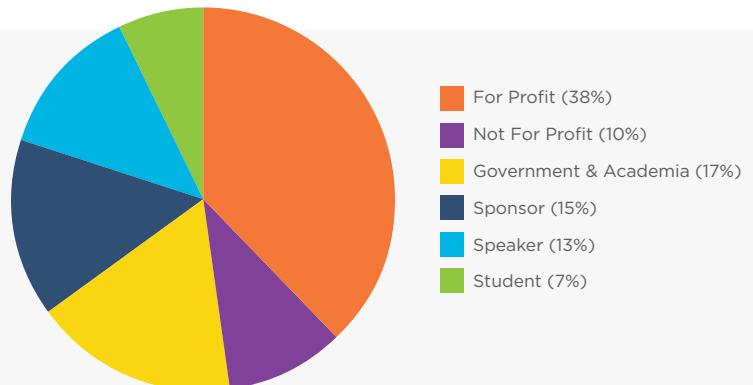
Attendee Industry Breakdown



Attendee Location Breakdown



Registration Breakdown





2018 CONFERENCE HIGHLIGHTS



81%

When asked to rate the overall quality of the 2018 Alberta Energy Efficiency Summit, 81% said that the 2018 Summit was “Excellent” or “Above Average”.



69%

When asked to rate the overall value the 2018 Alberta Energy Efficiency Summit provided, relative to the price paid, 69% said that the value of the 2018 Summit was “Excellent” or “Above Average”.



84%

When asked if they had visited the sponsor display booths at the 2018 Alberta Energy Efficiency Summit, 84% of respondents indicated that they visited the sponsor display booths throughout the duration of the summit.

PARTICIPATING COMPANIES AND ORGANIZATIONS AT THE 2018 SUMMIT

3 Point Environmental
 3D Energy Limited
 717 Project Solutions Ltd
 Acacia Engineering Ltd.
 Aenergy Capital
 Alberta Agriculture and Forestry
 Alberta Climate Change Office
 Alberta Council for Environmental Education (ACEE)
 Alberta Council of Disability Services
 Alberta Electric System Operator
 Alberta Government Indigenous Relations
 Alberta Health Services
 All One Sky Foundation
 AltaGas Utilities Inc.
 Alternative Energy - NAIT
 ARDN Energy Consulting Inc.
 Association of Energy Engineers of Alberta (AEEAC)
 ATB FINANCIAL
 ATCO
 ATCO Electric
 ATCO Energy
 ATCO Innovation Team
 ATCO Pipelines and Liquids GBU
 Attainable Homes Calgary Corporation
 AUMA
 BC Insulators
 BCIT
 Bidgely, Inc.
 BILD Alberta
 Biosphere Institute of the Bow Valley
 Boardwalk REIT
 Bourgeois Construction
 British Columbia Institute of Technology
 British Consulate
 Brookfield Residential
 Burman Energy Consultants Group Inc.
 Calgary Lighting Products
 Canada Green Building Council
 Canadian Institute for Energy Training (CIET)
 Canadian Solar Conference Limited Partnership
 capp
 Carbon Conversations
 Centre of Energy Management Expertise (via SD23)
 City of Calgary
 City of Edmonton
 City of Grande Prairie
 City of Medicine Hat
 City of Red Deer
 CLEAResult
 CMHC
 Colliers project Leaders
 Community Power
 Connecticut Green Bank
 CoPower
 County of St. Paul
 Direct Energy
 Direct Energy Business
 Dunsky Energy Consulting
 ecobee
 Ecofitt
 Econoler
 Edmonton Airports
 Efficiency Canada
 Efficiency Capital
 EfficiencyOne
 Electrical Contractors Association of Alberta
 Emissions Reduction Alberta
 Empower Me
 Energy Efficiency Alberta
 Energy Saving Trust
 Enervee
 Enmax Corporation
 ENMAX Energy Corp.
 ENMAX Power Corporation
 Enviromatics Group Ltd.
 Environment and Parks
 EPCOR
 EQUUS
 EQUUS REA LTD.
 Evans Hunt
 Fortis Alberta
 Franklin Energy
 FRESco
 Globe Electric
 Google
 Government of Alberta
 Green Learning Canada Foundation
 Greengate Power Corporation
 Greenplanet Energy Analytics
 GreyJay Energy
 Heat and Frost Insulators Local 110
 Hestia Group
 ICF Consulting Canada Inc.
 Independent Electricity System Operator
 Internat Energy Solutions Canada Inc. (IESC)
 International Association of Heat and Frost Insulators
 Kambo Energy Solutions
 Lumican
 MacEwan University
 MCN Solutions
 Metis Nation of Alberta
 Municipal Climate Change Action Centre
 MyHEAT Inc.
 NAIT
 National Energy Board
 National Research Council - IRAP
 Natural Resources Canada
 Navigant
 Nest Labs
 New York Institute of Technology
 NorQuest College
 OMIK Energy Advisors Services
 Oracle Utilities
 Owens Corning Canada LP
 PACE Alberta Co-op Ltd.
 Pacific Northwest Economic Region (PNWER)
 Pembina Institute
 PerformEnergy Inc.
 Prism Engineering Ltd
 Pulse Energy
 PureSphera
 Quantum Lighting, Inc.
 Queen's University
 Reinbold Engineering Group
 Rodan Energy Solutions
 Sacre-Davey Engineering
 SAIT
 SAIT Polytechnic - Construction Project Management
 Schneider
 Scott Builders Inc
 Shell Scotford
 Sky Solar
 Smarter Growth Initiative
 Solar Energy Society of Alberta
 Stantec Consulting Ltd.
 Strategic Group
 Summerhill
 Sunrise Sustainable
 Sustainable Buildings Canada
 Sustainable Projects Group
 SysEne Consulting Inc.
 TELUS Spark
 The Delphi Group
 Thermal Insulation Association of Canada
 Transition énergétique Québec
 UFA Co-operative Limited
 University of Alberta
 University of British Columbia
 University of Calgary
 University of North Carolina
 Vital Engineering Corporation
 Vital Group of Companies
 Vulcan Brand Innovation Team
 Western Economic Diversification
 Westmount Charter School
 Williams Engineering Canada
 www.relightsolutions.com



WHY SPONSOR

As a sponsor of the Alberta Energy Efficiency Summit, you will have a direct channel to share your brand and organizational information with the leaders in the energy efficiency community. In addition, you will play a pivotal role in helping AEEA in building a forum for distinguished stakeholders, government officials and innovators to come together to further energy efficiency in Alberta.

We want to cultivate and grow partnerships with organizations and companies that recognize the importance of our mandate and want to play a role in advancing energy efficiency.

Sponsorship packages for the Alberta Energy Efficiency Summit offer a wide range of benefits tailored to meet your organization's needs.

By partnering with the Alberta Energy Efficiency Summit your organization will:

- Demonstrate your company's commitment and dedication to the energy efficiency community in Alberta.
- Be top-of-mind for conference attendees and other AEEA network contacts as a leader in the energy efficiency field in Alberta.
- Position your organization as an employer of choice for professionals, influencers and key decision makers.
- Create a vibrant space for energy efficiency conversations and opportunities to be initiated and developed.
- Support the organization leading the charge in the development of new energy efficiency opportunities in the province.



HOW WE WILL BUILD YOUR BRAND

As an Alberta Energy Efficiency Summit sponsor, you benefit from a wide variety of branding opportunities as we promote this year's events.

Here is a breakdown of our marketing activities that will include your brand:



Website & Electronic Promotion: Sponsor logos and branding will appear on the event website and digital marketing materials.



E-Blast (E-mail): Our sponsors will have their logos included in a series of email communications sent directly to the inboxes of hundreds of industry professionals.



Social Media: The Alberta Energy Efficiency Summit and its sponsors will be promoted via the AEEA Twitter, Facebook & LinkedIn accounts. Social media promotion for the event will include links back to the Energy Efficiency Summit website, which will include sponsor logos.



On-Site Displays: Sponsor logos will be featured on a variety of on-site signage and digital presentation formats.



On-Site Integration of Brand: You will have the opportunity to display your signage and branded materials at the event to ensure excellent brand recognition and connection with the audience.



Verbal Thank You & Recognition at Events: During the conference, we will have the event MC announce a verbal thank you to our sponsors at the events.



Complimentary Networking Opportunities: Your sponsorship package will include various complimentary passes so your staff can connect with event attendees to generate sales leads and potential clients.

ALBERTA ENERGY EFFICIENCY SUMMIT: SPONSORSHIP OPPORTUNITIES

BENEFITS	Booth \$1,500	Bronze \$2,500	Silver \$4,000	Gold \$6,500	Platinum \$8,500
Maximum Number Allowed	Unlimited	Unlimited	Unlimited	8	4
Logo & link on event website	Name	✓	✓	✓	✓
Logo in event program guide (if published)	Name	✓	✓	✓	✓
Logo on event signage displayed in venue	Name	✓	✓	✓	✓
Logo on PowerPoint screens during event	Name	✓	✓	✓	Isolated
Opportunity to purchase discounted conference pass	✓	✓	✓	✓	✓
Right to use event name and logo in sponsor promotions	✓	✓	✓	✓	✓
Optional display booth in event tradeshow (10 feet x 6 feet)	✓	✓	✓	✓	✓
Verbal recognition during event		✓	✓	✓	✓
Opportunity to donate a door prize		✓	✓	✓	✓
Complimentary conference registrations		1	2	3	4
Right to provide additional signage			1	1	2
Logo & link on AEEA website			✓	✓	✓
Access to event attendee list and contact information				✓	✓
Exclusive host of an event asset (See Page 10)				Gold	Platinum
Mentions in pre-conference social media promotion					Minimum 4
Logo in all pre-and post-event advertising					✓
Logo displayed through event gobo recognition					✓
Corporate profile in pre-conference email blast					1
Opportunity to present a one-hour breakout session					✓



SPONSORSHIP ASSETS

Platinum Level Sponsorship Assets

Platinum Level Sponsors would receive **ONE OF THE FOLLOWING** the assets listed below:

Registration Sponsor (Available - 1)

- Your logo on the conference badges designated as the “Registration Sponsor”
- Branding of the registration desk (we will provide basic signage and tent cards but will work with you to incorporate additional signage/décor if you wish)
- Opportunity to provide a delegate registration gift branded with your logo.
- Branding the online registration system header with your logo and a message that says “Online registration sponsored by _____”

Lunch Keynote Sponsor (Available - 2)

- Presenting name rights of the lunch & keynote speaker (“Presented by your organization”)
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the AEEA brand into the event
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

Closing Keynote Sponsor (Available - 1)

- Presenting name rights of the closing speaker (“Presented by your organization”)
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the AEEA brand into the event
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event



Gold Level Sponsorship Assets

Gold Level Sponsors would receive **ONE OF THE FOLLOWING** the assets listed below:

Breakout Stream Sponsorship (Available - 4)

- Logo on all session signage for the stream that you are sponsoring
- Opportunity to introduce (host) the speakers in the session room for the stream you are sponsoring
- An opportunity to provide two (2) additional stock corporate signage (e.g. banners or rollups) from your own company stock for displaying in the session room for the stream you are sponsoring

Coffee Break Sponsor (Available - 1 Per Day)

- An opportunity to provide additional stock corporate signage (e.g. banners or rollups) from your own company stock for display during the coffee breaks that you are sponsoring
- Verbal thank you during the breakout sessions before and after your coffee breaks on the day you are sponsoring the breaks

Evaluation Sponsor (Available - 1)

- Verbal thank you during the breakout sessions to remind delegates to fill out their evaluations for a chance to win a prize, donated by your organization.
- Logo on the evaluations that will be provided to each delegate.
- Logo on the electronic post-conference evaluation that is sent out to all delegates.

Charging Station Sponsor (Available - 1)

- Logo and branding recognition on portable charging stations.
- Logo recognition as a “charging station sponsor” on conference materials (website, program guide, signage)
- Verbal acknowledgment and recognition at beginning of event as the charging station sponsor.

CONTACT INFORMATION

To become a sponsor or for more information about sponsoring the Alberta Energy Efficiency Summit, please contact us at **contact@aeaa.ca**.