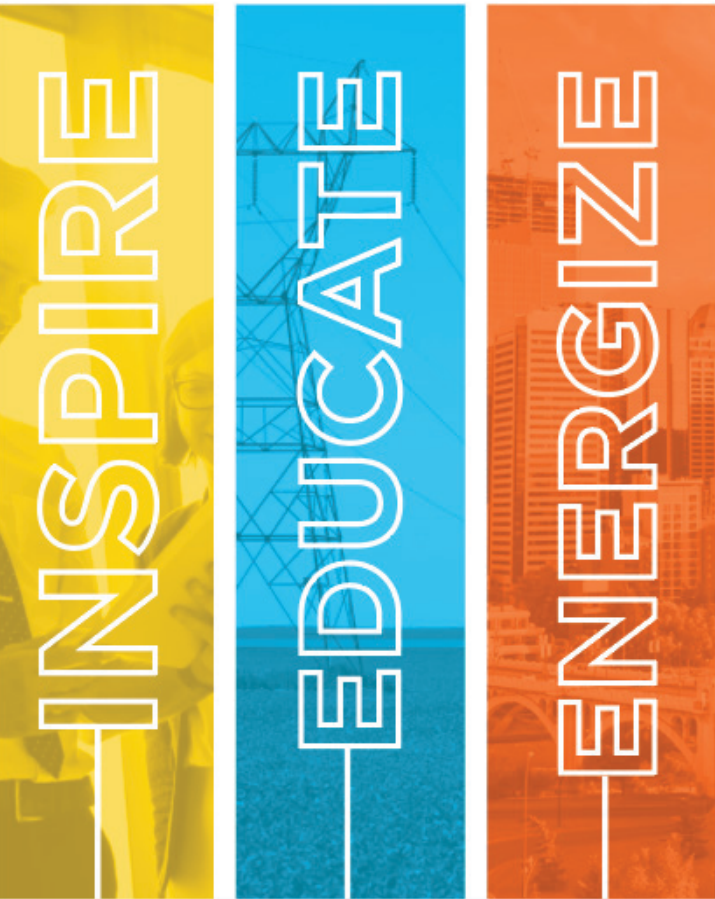




Alberta  
**ENERGY EFFICIENCY**  
ALLIANCE



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ALBERTA  
**ENERGY**  
**EFFICIENCY**  
**SUMMIT**

**May 16-17, 2018**

Grey Eagle Event Centre  
Calgary, Alberta

**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.



ALBERTA  
**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. The AEEA will host our first multi-day summit and tradeshow event in 2018, the Alberta Energy Efficiency Summit. This event will offer delegates a forum to collaborate, learn, network, and receive insight into the latest trends in the energy efficiency.

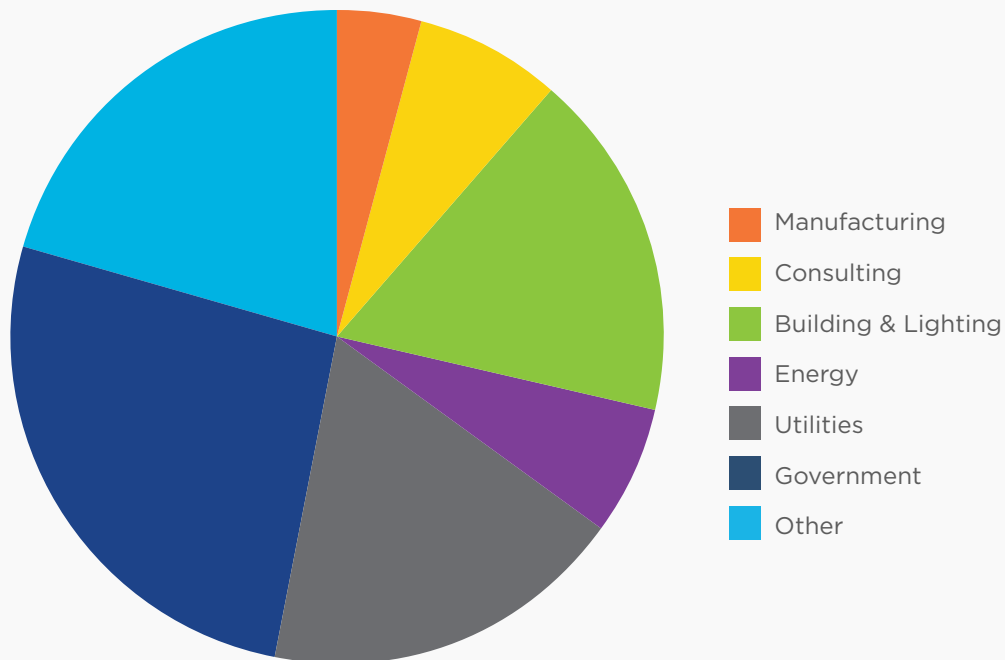
Bringing together industry experts, innovators and leaders in the field, this event will see 400 attendees gather in Calgary, AB for two days of debate, discussion and dialogue on the issues that are impacting energy efficiency in Alberta, Canada and North America.

The event promises to be the go-to place for meeting those involved in Alberta's new energy efficiency programs, as well as other energy efficiency champions from around the province.

## CONFERENCE DEMOGRAPHICS

In total, there were over 225 attendees at the January 2016 Alberta Energy Efficiency Alliance event (including sponsors, speakers, and VIP guests).

### Attendee Industry Breakdown



## PAST ATTENDEES OF AEEA EVENTS

Direct Energy Business  
 3D Energy Limited  
 Alberta Agriculture And Forestry  
 Alberta Climate Change Office  
 Alberta Electric System Operator  
 Alberta Energy Efficiency Alliance  
 Alberta Indigenous Relations  
 Alberta Infrastructure  
 Alberta Real Estate Foundation  
 Alberta Urban Municipalities Association  
 All One Sky Foundation  
 Ameresco Canada  
 Arca Canada  
 Ardn Energy Consulting Inc.  
 Aref  
 Atb Financial  
 Atco  
 Auma  
 Bc Insulators  
 British Columbia Institute Of Technology  
 Burman Energy Consultants Group Inc.  
 Cagbc  
 Calgary Economic Development  
 Calgary Lighting Products  
 Canadian Home Builders Association Alberta  
 Canadian Propane Association  
 Chicago Bridge And Iron  
 Circuitmeter Inc.  
 City Of Calgary  
 City Of Edmonton  
 City Of Leduc  
 City Of Medicine Hat  
 Clearesult  
 Community Power  
 Direct Energy  
 Dirtt Environmental Solutions  
 Dnv Gl  
 Dominion Voltage Inc. (Dvi)

Eco Lighting Solutions  
 Ecobee  
 Ecofitt  
 Ecolighting Solutions  
 Econoler  
 Ecosynergy  
 Edmonton Airports  
 Edmonton Public School Board  
 Empower Me  
 Energy Efficiency Alberta  
 Energyx Solutions Inc.  
 Enernoc  
 Enmax Corporation  
 Enmax District Energy  
 Enmax Energy Corporation  
 Ensave, Inc.  
 Enviromatics Group Ltd.  
 Epcor  
 Equus  
 Filterboxx Water & Environmental  
 Fortisalberta  
 Fresco  
 Great Canadian Solar Ltd  
 Green Energy Analytics  
 Home Depot  
 Honeywell International  
 Horton Cbi, Limited  
 Icf  
 Ideal Insulation  
 Impact Consulting  
 Inclime Solutions  
 Internat Energy Solutions  
 Iron City Consulting  
 Johnson Controls Canada Lp.  
 Kambo Green Solutions  
 Klass Mechanical Sales  
 Kribr Sustainable Innovations Inc.  
 Kumu Agency  
 Leap Energy  
 Local 110 Heat And Frost  
 Insulators  
 Lumenix

Mccac  
 Mcw Custom Energy Solutions Ltd.  
 Métis Nation Of Alberta  
 Michaels Energy  
 Mitsubishi  
 Municipal Climate Change Action Centre  
 Myheat  
 Naima Canada  
 National Energy Board  
 National Research Council - Irap  
 National Solar Distributors Inc.  
 Nest  
 Owens Corning  
 Pembina Institute  
 Posterity Group  
 Prism Engineering Ltd  
 Quantum Lighting, Inc.  
 Rodan Energy Solutions  
 Rru  
 Ses Consulting  
 Siemens Canada  
 Siemens Canada Limited  
 Simply Lighting Ltd  
 Stantec  
 Summerhill  
 Sustainable Energy Technology  
 Synapse Energy Economics  
 Telus Spark  
 Temporis Developments  
 The City Of Calgary  
 The Rockies Institute  
 Tiaa  
 Tiac  
 Town Of Black Diamond  
 Town Of Devon  
 Transalta  
 Travelers Capital Corp.  
 Ufa Co-Operative Limited  
 University Of Calgary  
 Wsp



## 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<br>\$1,000 | Bronze<br>\$2,000 | Silver<br>\$3,000 | Gold<br>\$5,000 | Platinum<br>\$10,000 | Presenting<br>\$25,000 |
|--|------------------|-------------------|-------------------|-----------------|----------------------|------------------------|
| Maximum Number Allowed                                       | Unlimited        | Unlimited         | Unlimited         | 8               | 4                    | 1                      |
| 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             | Isolated<br>Top-Level  |
| 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 foot) | ✓                | ✓                 | ✓                 | ✓               | ✓                    | ✓                      |
| Access to event attendee list and contact information        |                  |                   |                   | ✓               | ✓                    | ✓                      |
| Verbal recognition during event                              |                  | ✓                 | ✓                 | ✓               | ✓                    | ✓                      |
| Opportunity to donate a door prize                           |                  | ✓                 | ✓                 | ✓               | ✓                    | ✓                      |
| Complimentary Conference Registrations                       |                  | 1                 | 2                 | 3               | 4                    | 10                     |
| Right to provide additional signage                          |                  |                   | 1                 | 1               | 2                    | 3                      |
| Exclusive Host of an Event Asset (See Page 10)               |                  |                   |                   | Gold            | Platinum             | Presenting             |
| Mentions in pre-conference social media promotion            |                  |                   |                   | Minimum 2       | Minimum 4            | Minimum 4              |
| Logo in all pre-and post-event advertising                   |                  |                   |                   | ✓               | ✓                    | ✓                      |
| Logo displayed through event gobo recognition                |                  |                   |                   |                 | ✓                    | ✓                      |
| Corporate profile in pre-conference email blast              |                  |                   |                   |                 | 1                    | 2                      |
| Opportunity to present a one-hour breakout session           |                  |                   |                   |                 |                      | ✓                      |
| Opportunity to address entire conference audience            |                  |                   |                   |                 |                      | ✓                      |





# SPONSORSHIP ASSETS

## Presenting Level Sponsorship Asset

Presenting Level Sponsor would receive **BOTH** assets listed below:

### Opening Keynote Sponsor

- Presenting name rights of the opening keynote presentation (“Presented by your organization
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key messages, and introduce the keynote speaker
- 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 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

### Networking Reception Sponsorship

- Presenting name rights of the networking reception ensuring the room and event is “branded” as your event using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience.
- Opportunity to provide door prizes and contest prizes.
- Promotion of the event to all delegates via email prior to the conference, including your organizations’ branding in the promotion.

## 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)

The benefits associated with this sponsorship include:

- 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.



## EMERGING LEADERS SCHOLARSHIP PROGRAM

As the Alberta Energy Efficiency Alliance (AEEA) continues to grow, efforts to support the growth of the alliance through the development of students and future members has become a key objective for the AEEA. In alignment with this mandate, the Energy Efficiency Summit is seeking to incorporate more student participation in the event, through the support of sponsors.

The Energy Efficiency Summit has developed the Emerging Leaders Scholarship Program, which is a program that is aimed at providing students with the opportunity to attend the summit through a program that is supported by industry partners and sponsors.

### Emerging Leaders Sponsor

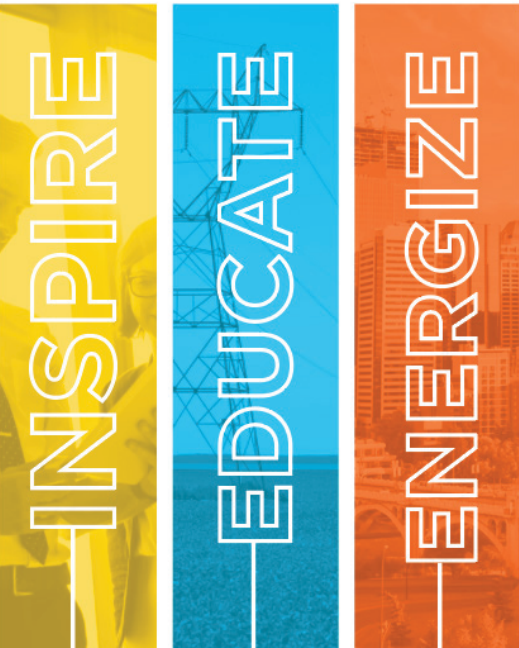
As an Emerging Leaders Sponsor, organizations would be offered the opportunity to subsidize student attendance by providing sponsorship funds that would specifically be allocated towards student attendance at the summit.

Funds provided by sponsors in this category would be used to provide a scholarship to students to attend the Energy Efficiency Summit.

| Emerging Leaders Sponsor Package Options: |                          |
|---|--------------------------|
| \$200.00                                  | 1 student registration   |
| \$500.00                                  | 3 student registrations  |
| \$1,000.00                                | 7 student registrations  |
| \$1,500.00                                | 12 student registrations |

### Benefits for Emerging Leaders Sponsor

- Logo recognition as an Emerging Leaders Sponsor on event signage
- Logo recognition as an Emerging Leaders Sponsor on event website
- Logo recognition as an Emerging Leaders Sponsor on event program guide
- Access to resumes for students who attend as part of the Emerging Leaders Scholarship Program
- Access to contact information for students who attend as part of the Emerging Leaders Program
- Verbal thank you during the summit highlighting participation as an Emerging Leaders Sponsor



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## CONTACT INFORMATION

To become a sponsor or for more information about sponsoring the Alberta Energy Efficiency Summit, please contact us at [contact@aeaa.ca](mailto:contact@aeaa.ca).