

June 20+21, 2023

Delta South, Edmonton, AB



SPONSORSHIP OPPORTUNITIES







Alberta Energy Efficiency Alliance

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

Since 2007, AEEA has brought people together to collaboratively engage in solving problems, coordinating action and delivering a common voice. Our annual events convene expert local, national and international speakers, interested government and industry stakeholders, and the growing network of service providers to share resources and ideas.

The goal of AEEA is to reduce the barriers to sustained and broad adoption of energy efficiency initiatives and technologies, recognizing that there is an economic and environmental need for all orders and sectors of government, businesses, non-profit organizations and individuals to realize the benefits of energy efficiency.

Smart Sustainable Resilient Infrastructure Association

SSRIA is a not-for-profit industry association distinctly focused on building a network of diverse industry leaders and innovators that are working to accelerate the adoption of innovative low-carbon solutions for buildings. Our collaborative approach and industry-led solutions demonstrate Canadian leadership and are focused on driving economic development.

SSRIA provides support and growth opportunities for the companies in the industry that want to be low-carbon leaders in the form of demonstration project funding, business growth services, capacity building, and the latest expertise in innovative low carbon building technologies, products, and practices. SSRIA is driving change towards a zero-carbon built environment with a focus on inter-disciplinary collaboration, expert-led due diligence, and economic opportunities.





Building on success of past events, AEEA and SSRIA are excited once again to collaborate on this important forum for dialogue and debate as we begin planning and development of the 2023 Alberta Energy Efficiency and Innovation Summit.



Alberta Energy Efficiency Alliance (AEEA) and Smart Sustainable Resilient Infrastructure Association (SSRIA) are partnering to bring together leaders in energy efficiency and building innovation for the province's largest 2 day conference dedicated to advancing the adoption of energy efficiency and innovative solutions to reduce the carbon impact of our built environment.

The conference will build on successful past multi-day conferences in 2018, 2019 and 2021 by the AEEA as well as information rich webinars hosted by SSRIA and a joint two-day conference in 2022. These events offered attendees a forum to collaborate, learn, network, and receive insight into the latest trends in energy efficiency deployment and innovative technology, products, and processes for buildings of all types.

Featuring industry experts, innovators and leaders in the field, these events have brought together hundreds of energy efficiency and building industry representatives eager to learn, share insights, and identify new opportunities. These events showcased the important discussions taking place and the action needed to continue to foster innovation and achieve the important economic and environmental benefits of energy efficiency in the province.

PAST SUMMIT HIGHLIGHTS When asked if they would attend future Summits, 92% of respondents said "Definitely" or "Likely".

When asked to rate the overall quality of the presentations and speakers at the 2022

Alberta Energy Efficiency Summit, 84% said that the 2022

Summit was "Excellent" or "Very Good". 80% or greater was also achieved for the 2018, 2019 and 2022 Summits.

Participating Companies + Organizations AT THE 2022 SUMMIT

8760

4 Elements Integrated Design Ltd.

Alberta Construction Association

Alberta Ecotrust Foundation

Alberta Energy Efficiency Alliance

Alberta Innovates

Alberta Municipalities

AME Group

Apex Utilities Inc.

Archineers

Armstrong Fluid Technology

Arpi's Industries Ltd.

Associated Engineering

Association of Energy Engineers, Alberta Chapter

ATCO

BGIS

BILD Alberta Association

Bow Crow Design

Canada Green Building Council

Canada Infrastructure bank

Canadian Climate Institute

Canadian Home **Builders' Association**

Canadian Institute for **Energy Training (CIET)**

City of Edmonton

City of Grande Prairie

City of Leduc

ClearResult

County of St. Paul

Dunsky Energy + Climate Advisors

ECO Canada

Econoler

Ecopilot AI

Ecoplast Solutions

Edmonton Public Schools

Efficiency Canada

Electronic Grid Systems

Emissions Reduction Alberta

Energy Futures Lab

Energy Werx Corp. (Alberta)

Enerva Energy Solutions

ENMAX

Entuitive

EventWorx Corporation

Fire and Form Inc.

FORM Innovations Inc.

FortisAlberta

GO Productivity

Government of Alberta

Government of Canada

Graham Construction and Engineering LP

Green Button Alliance

Green Economy Canada

Green Metrics Technologies

Guidehouse

Halitra

Ironcor Solar Structures

Kambo Energy Group

Landmark Group

Ledcor

Mattamy Homes

McMurray Métis

Mindful Architecture

MT>Align (LNG Canada)

NAIT

Natural Resources

Canada

Owens Corning

Pace Solutions

Prism Engineering

Reimagine Architects

ReNu Engineering Ltd.

S I Construction Systems Ltd.

SAIT

Shell

Siemens

Smart Energy Water

Solar Alberta

Solar Offset | Firefly **GHG Consulting**

Solution 105 Consulting Ltd.

SSRIA

Stantec

Students' Association of Red Deer Polytechnic

SysEne Consulting

T5M Connect

The City of Calgary

Town of Black Diamond

Triovest

University of Alberta

Vital Group of Companies

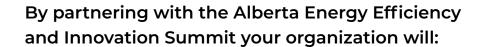
Western Canadian Chapter of the Building Commissioning Association

Why Sponsor?

As a sponsor of the Alberta Energy Efficiency and Innovation 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 and SSRIA build a forum for distinguished stakeholders, government officials and innovators to come together to further energy efficiency deployment and innovation 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 collaboratively advancing energy efficiency.

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



- Demonstrate your company's commitment and dedication to the energy efficiency community in Alberta.
- Be top-of-mind for conference attendees and other network contacts as a leader in energy efficiency deployment and innovation 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 organizations leading the charge in the development of new energy efficiency opportunities in the province.

How We Build Your Brand

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

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



WEBSITE & ELECTRONIC PROMOTION: Sponsor logos and branding will appear on the event web pages and digital marketing materials.



E-MAIL: Sponsor logos are included in a series of email communications sent directly to the inbox of over one thousand industry professionals over the course of the months prior to the summit.



SOCIAL MEDIA: The Alberta Energy Efficiency and Innovation Summit and its sponsors are promoted via the AEEA and SSRIA Twitter & LinkedIn accounts, providing even greater exposure to a wider audience. Social media promotion for the event includes links back to the Summit web pages, which will include sponsor logos.



ON-SITE DISPLAYS: Sponsor logos will be featured on site signage and digital presentations at the event.



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.



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.



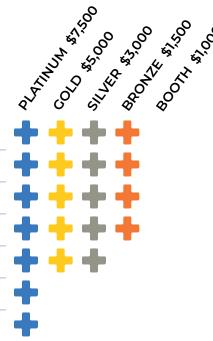
VERBAL RECOGNITION: Throughout the conference, the MC recognizes and thanks sponsors for their contributions.

Sponsorship Opportunities

Corporate profile in pre-conference email blast

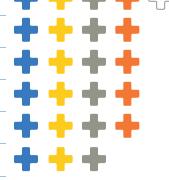
Brand Visibility

Logo and link on Summit website
Corporate profile on Summit website
Logo included on electronic newsletters promoting conference
Right to use Summit name and logo in promotions
Prominent exposure as a sponsor on social media ads
Designated keynote sponsor



On-Site Branding

Display booth in event tradeshow	+ + + + +
Logo on event signage displayed in venue	++++
Logo on PowerPoint screens	++++
Verbal recognition during the event	++++
Opportunity to donate a door prize	++++
Right to provide additional signage	+++



Marketing & Promotion

Twitter and LinkedIn inclusion	++++
Video promo shared on social media leading up to the event	+

Registration/Passes

Complimentary passes	4	3	2	1
10% discount on posted rates for additional conference passes				

Additional sponsor assets (see next page) for Platinum and Gold.

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

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

- Presenting name rights for one lunch keynote speaker, engaging all Summit attendees ("presented by your organization")
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- Logo on conference screens during presentation
- · Opportunity to donate a door prize

Closing Keynote Sponsor

- Presenting name rights of the closing speaker ("presented by your organization")
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- Logo on conference screens during presentation
- Opportunity to donate a door prize (contact us for details)

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

Session Sponsor

- Opportunity to introduce (host) the speakers in the session
- Logo on the conference schedule, next to session
- · Opportunity to donate a door prize

Networking Break Sponsor (Available - 2 Per Day)

- Logo on the conference schedule, next to select networking break
- · Opportunity to donate a door prize
- An opportunity to provide additional stock corporate signage (e.g. banners or rollups) from your own company stock for display during the coffee break
- Verbal thank you during the sessions before and after your networking break

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
- Verbal acknowledgment and recognition at beginning of event as the charging station sponsor

*dependent on availability

CONTACT DETAILS

To become a sponsor or for more information about sponsorship, please email **contact@aeea.ca**.

