



Alberta
ENERGY
EFFICIENCY +
INNOVATION
SUMMIT

June 20+21, 2023

Delta South, Edmonton, AB

**+ SPONSORSHIP
OPPORTUNITIES**



Alberta
ENERGY EFFICIENCY
ALLIANCE



SSRIA
SMART SUSTAINABLE RESILIENT
INFRASTRUCTURE ASSOCIATION





About

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

92% When asked if they would attend future Summits, 92% of respondents said **“Definitely” or “Likely”**.

84% 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	Canadian Home Builders' Association	Fire and Form Inc.	Prism Engineering
4 Elements Integrated Design Ltd.	Canadian Institute for Energy Training (CIET)	FORM Innovations Inc.	Reimagine Architects
Alberta Construction Association	City of Edmonton	FortisAlberta	ReNu Engineering Ltd.
Alberta Ecotrust Foundation	City of Grande Prairie	GO Productivity	S I Construction Systems Ltd.
Alberta Energy Efficiency Alliance	City of Leduc	Government of Alberta	SAIT
Alberta Innovates	County of St. Paul	Government of Canada	Shell
Alberta Municipalities	Dunsky Energy + Climate Advisors	Graham Construction and Engineering LP	Siemens
AME Group	ECO Canada	Green Button Alliance	Smart Energy Water
Apex Utilities Inc.	Econoler	Green Economy Canada	Solar Alberta
Archineers	Ecopilot AI	Green Metrics Technologies	Solar Offset Firefly GHG Consulting
Armstrong Fluid Technology	Ecoplast Solutions	Guidehouse	Solution 105 Consulting Ltd.
Arpi's Industries Ltd.	Edmonton Public Schools	Halitra	SSRIA
Associated Engineering	Efficiency Canada	Ironcor Solar Structures	Stantec
Association of Energy Engineers, Alberta Chapter	Electronic Grid Systems Inc.	Kambo Energy Group	Students' Association of Red Deer Polytechnic
ATCO	Emissions Reduction Alberta	Landmark Group	SysEne Consulting
BGIS	Energy Futures Lab	Ledcor	T5M Connect
BILD Alberta Association	Energy Werx Corp. (Alberta)	Mattamy Homes	The City of Calgary
Bow Crow Design	Enerva Energy Solutions	McMurray Métis	Town of Black Diamond
Canada Green Building Council	ENMAX	Mindful Architecture	Trioest
Canada Infrastructure bank	Entuitive	MT>Align (LNG Canada)	University of Alberta
Canadian Climate Institute	EventWorx Corporation	NAIT	Vital Group of Companies
		Natural Resources Canada	Western Canadian Chapter of the Building Commissioning Association
		Owens Corning	
		Pace Solutions	

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.

By partnering with the Alberta Energy Efficiency and Innovation 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 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

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	+			
Corporate profile in pre-conference email blast	+			

PLATINUM \$7,500
 GOLD \$5,000
 SILVER \$3,000
 BRONZE \$1,500
 BOOTH \$1,000

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.

SPONSORSHIP ASSETS

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@aeaa.ca.

