



[WATERPOWERWEEK.CA](http://WATERPOWERWEEK.CA)

**SPONSORSHIP & EXHIBITOR PROSPECTUS**

**CONFERENCE & TRADE SHOW**

**POWERFUL  
SYNERGIES FOR  
OUR ELECTRIC  
FUTURE**

**SEPTEMBER 21-23, 2022**

Ontario Power Generation

# 2022 Canadian Waterpower Week

September 21-23, 2022 | Toronto, Ontario

## Powerful Synergies for our Electric Future

Energy transition is one of the most urgent and complex challenges on the path to Canada's resilient economic future, with significant electricity expansion being central to our success.

Through the theme "Powerful Synergies for our Electric Future," the 2022 Canadian Waterpower Week will explore the power of collaboration between businesses and technologies, energy resources and regions, and projects and people to maximize opportunities and minimize risks. We're thrilled to have industry leaders and seasoned experts exploring where opportunities for cooperation exist, to accelerate progress toward our electric future.



Westin Toronto Harbour Castle | Toronto



# Who Attends?



Decision-makers and professionals from leading hydropower and electricity generation, transmission and storage companies



Experts and practitioners from project and infrastructure engineering, construction, professional service, and equipment providers



Key policy and business influencers (including government, academia, and not-for-profits)



Energy transition, electrification, green hydrogen and clean fuels allies



# Top 3 Reasons to Sponsor and Exhibit

01.



## Demonstrate your leadership.

Raise your company's profile to build new and strengthen existing relationships in the largest renewable energy and electricity sectors in Canada.

02.



## Shape the dialogue.

Take advantage of opportunities to demonstrate your thought leadership through speaking opportunities, and exhibit to showcase projects and services.

03.



## Champion professional development.

Foster your team's development, knowledge-sharing, and networking through increased participation in the event.

# Sponsorship Opportunities

## 2022 Canadian Waterpower Week Sponsorship Opportunities Include:

- Conference Partners
- Trade Show Partners
- Event Supporters
- Conference Leaders
- Networking Partners

## All Sponsorship Packages Include:

- Company highlighted in event advertising (including social media and conference e-blasts)
- Company logo included on the Canadian Waterpower Week website
- Company name included in the Conference Program (next to your specific sponsorship component) on the Canadian Waterpower Week website and in the printed “Program at a Glance”
- Company logo included on “Our Sponsors” screens displayed throughout the Conference

WaterPower Canada is committed to maximizing the value of your Canadian Waterpower Week Sponsorship to drive your business goals. We look forward to meeting with you to discuss your objectives and how our partnership can be customized to best meet your needs.



## SPONSORSHIP AT A GLANCE

Sponsorship Level	CONFERENCE PARTNER	CONFERENCE LEADER			NETWORKING PARTNER		TRADE SHOW PARTNER		EVENT SUPPORTER
<b>Specific Opportunities</b>	CWW Presenting Partner	CWW Reception & Gala Dinner Sponsor	Day 1 Keynote Luncheon Sponsor	Day 2 Luncheon & Closing Plenary Sponsor	Day 2 Breakfast Sponsor	Networking Break Sponsor	Trade Show Sponsor	Trade Show Exhibitor	Registration Sponsor Health & Safety Sponsor Tech Sponsor Key Card Sponsor
<b>Price</b>	\$ 25,000	\$ 20,000	\$ 17,000	\$ 17,000	\$ 14,000	\$ 14,000	\$ 12,000	M: \$6,600 NM: \$ 8,000	\$ 5,000-\$10,000
<b>Exclusivity</b>	3 available	3 available	1 available	1 available	1 available	5 available	4 available	17 available	4 available
<b>Full Conference Registrations</b>	Ten (10)	Eight (8)	Six (6)	Six (6)	Four (4)	Four (4)	Two (2)	Two (2)	One (1)
<b>Corporate Table(s) at Gala</b>	Two (2) company branded tables	Two (2) company branded tables	Two (2) company branded tables	Two (2) company branded tables	0	0	0	0	0
<b>Corporate Table(s) at Luncheons</b>	Two (2) company branded tables	Two (2) company branded tables	Two (2) company branded tables	Two (2) company branded tables	0	0	0	0	0
<b>Trade Show Booth</b>	One (1) VIP Exhibitor Booth	One (1) VIP Exhibitor Booth	50% discount	50% discount	25% discount	25% discount	One (1) VIP Booth and 25% discount on additional booths	One (1) 8'x 8' booth in CWW Trade Show	None
<b>Logo placement on CWW materials (ie. website, conference materials, signage, etc)</b>	Conference Partner recognition. Company name/logo incorporated into all CWW 2022 branding, signage & materials.	Conference Leader recognition. Logo included in all CWW Reception & Gala Dinner signage & branding	Conference Leader recognition. Name/logo included on all Day 1 Luncheon signage & branding	Conference Leader recognition. Name/logo included on all Day 2 Luncheon & Closing Plenary signage & branding	Networking Partner recognition. Name/logo included on all Day 2 Breakfast signage & branding	Networking Partner recognition. Name/logo included on specific Networking Break signage & branding	Trade Show Partner recognition. Name/logo incorporated into all Trade Show materials & branding	Company /booth name included on CWW Trade Show floorplan.	<i>More details available for each specific opportunity</i>
<b>Opportunity for formal remarks</b>	WPC Welcome Reception, CWW Opening Plenary	Opportunity for involvement during the Gala	Opportunity for video or opening remarks	Opportunity for video or opening remarks	Opportunity for promotional video	Announcements during specific Networking Break	Announcements during Trade Show hours	None	<i>More details available for each specific opportunity</i>





# Conference Partners

EXCLUSIVELY FOR WPC MEMBERS!

Put your company in the spotlight with the most prominent sponsorship opportunity available! Showcase your leadership, and your commitment to your association and to the Canadian waterpower community.

Receive enhanced brand recognition and networking opportunities as an exclusive partner for this annual national conference and trade show.



# CANADIAN WATERPOWER WEEK PRESENTING PARTNER | \$ 25,000

(3 available)

- Company logo incorporated into Canadian Waterpower Week 2022 branding and featured on all relevant print and electronic marketing material
- Company logo prominently included on the Canadian Waterpower Week website Homepage
- Company name included in the Conference Program on the Canadian Waterpower Week website
- Company name/logo included in the printed “Program at a Glance”
- Ten (10) Full Conference Passes
- Two (2) company branded tables for CWW 2022 Gala Dinner, *An Evening with Chris Hadfield*
- One (1) VIP Exhibitor booth at Canadian Waterpower Week Trade Show
- Acknowledgement of your company’s partnership throughout all Canadian Waterpower Week marketing materials and promotions (i.e. conference registration launch, media advisory, post-event news release, social media and special eblasts)
- Two (2) company branded tables for both Conference Luncheons
- Opportunity for formal remarks during WPC Welcome Reception and promotional video or welcome remarks at CWW Opening Plenary
- Formal verbal acknowledgement of partnership during WPC Welcome Reception and CWW Opening Plenary

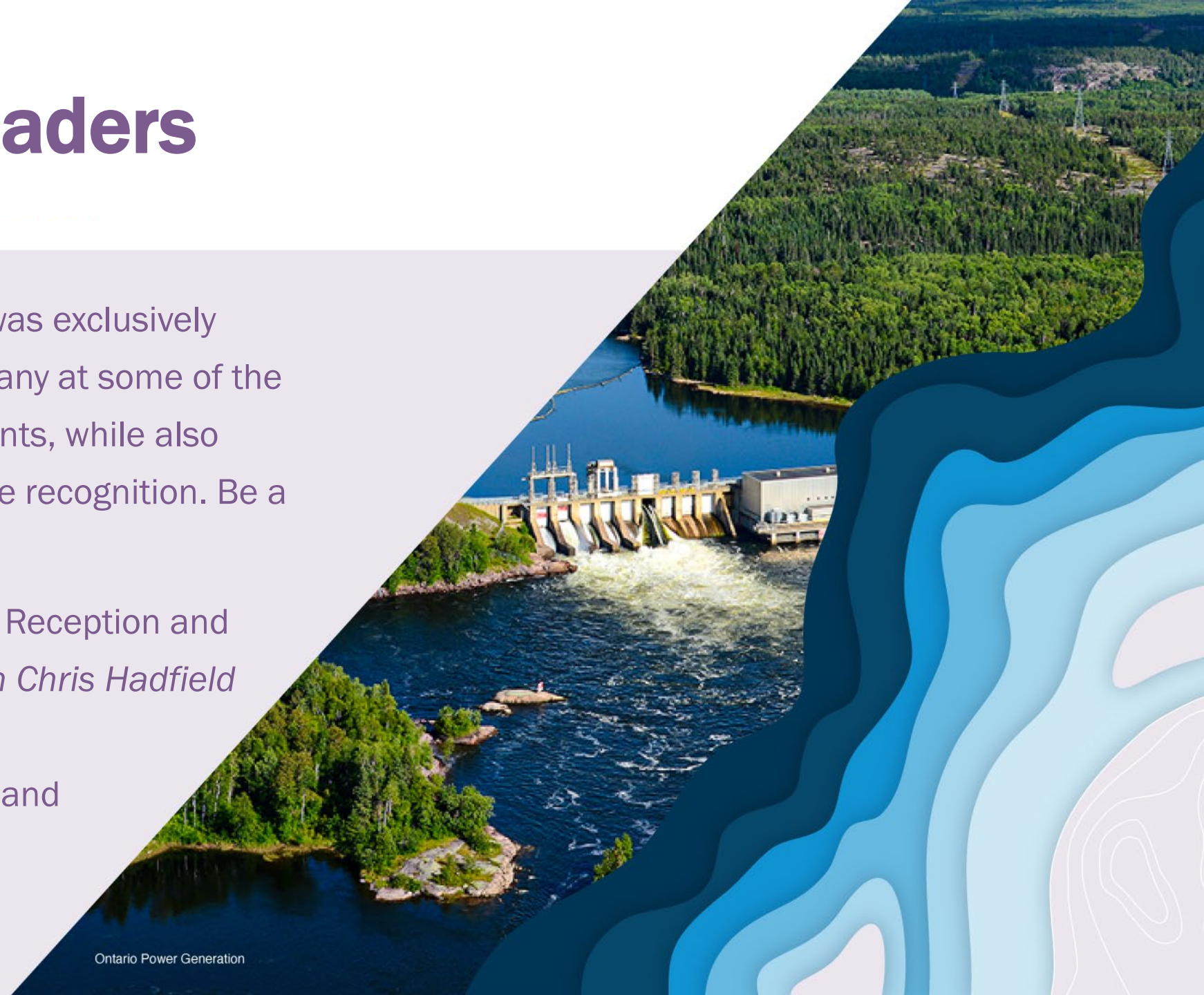




# Conference Leaders

This sponsorship opportunity was exclusively created to spotlight your company at some of the major CWW program components, while also allowing for broader conference recognition. Be a leader in one of the following:

- Canadian Waterpower Week Reception and Gala Dinner, *An Evening with Chris Hadfield*
- Keynote Luncheon on Day 1
- Keynote Luncheon on Day 2 and Closing Plenary



## CANADIAN WATERPOWER WEEK RECEPTION AND GALA DINNER SPONSOR | \$ 20,000

(3 available)

- As co-host of the event, your company logo will be prominently displayed on all Canadian Waterpower Week Reception & Gala Dinner signage and on relevant print and electronic marketing materials
- Company logo prominently included on the table centerpieces during CWW 2022 Gala Dinner, *An Evening with Chris Hadfield*
- Company logo prominently displayed on screens throughout the CWW Reception & Gala Dinner
- Company name included in the Conference Program on the Canadian Waterpower Week website and company name/logo included in the printed “Program at a Glance”
- Eight (8) Full Conference Passes
- Two (2) company branded tables for CWW 2022 Gala Dinner, *An Evening with Chris Hadfield*
- One (1) VIP Exhibitor booth at Canadian Waterpower Week Trade Show
- Acknowledgement of your company’s partnership throughout all Canadian Waterpower Week marketing materials and promotions (i.e. conference registration launch, media advisory, and post-event news release, social media and special eblasts)
- Two (2) company branded tables for both Conference Luncheons
- Company logo prominently displayed on screens and formal verbal acknowledgement of partnership during the Gala
- Opportunity for promotional video during Canadian Waterpower Week Gala



## DAY 1 KEYNOTE LUNCHEON SPONSOR | \$ 17,000

(1 available)

- As sole sponsor of the Day 1 luncheon, your company logo will be prominently displayed on all Canadian Waterpower Week, Day 1 Luncheon signage
- Company name showcased in the Conference Program (next to the Day 1 Keynote Luncheon) on the Canadian Waterpower Week website and included in the printed “Program at a Glance”
- Company logo prominently displayed on screens and formal verbal acknowledgement of partnership during Day 1 Luncheon
- Six (6) Full Conference Passes
- Two (2) company branded tables for CWW 2022 Gala Dinner, *An Evening with Chris Hadfield*
- 50% discount on Exhibitor booth at Canadian Waterpower Week Trade Show
- Acknowledgement of your company’s partnership throughout all Canadian Waterpower Week marketing materials and promotions (i.e. conference registration launch, media advisory, and post-event news release, social media and special eblasts)
- Two (2) company branded tables for both Conference Luncheons
- Opportunity for promotional video or opening remarks during Day 1 Luncheon



## DAY 2 LUNCHEON & CLOSING PLENARY SPONSOR | \$ 17,000

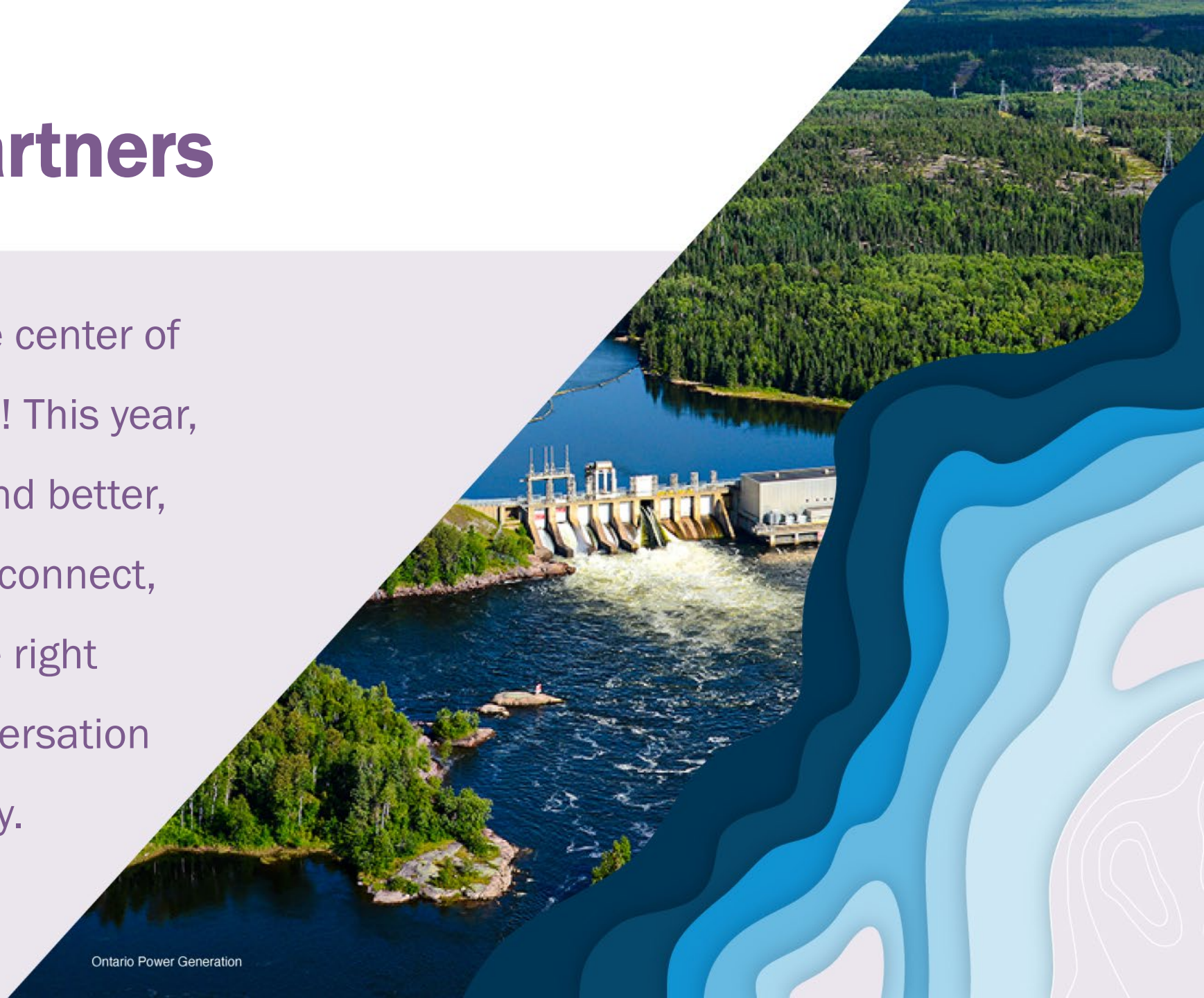
(1 available)

- As sole sponsor of the Day 2 Luncheon & Closing Plenary, your company logo will be prominently displayed on all Canadian Waterpower Week, Day 2 Luncheon & Closing Plenary signage
- Company name showcased in the Conference Program (next to the Closing Plenary) on the Canadian Waterpower Week website and included in the printed “Program at a Glance”
- Company logo prominently displayed on screens and formal verbal acknowledgement of partnership during Closing Plenary
- Six (6) Full Conference Passes
- Two (2) company branded tables for CWW 2022 Gala Dinner, *An Evening with Chris Hadfield*
- 50% discount on Exhibitor booth at Canadian Waterpower Week Trade Show
- Acknowledgement of your company’s partnership throughout all Canadian Waterpower Week marketing materials and promotions (ie. conference registration launch, media advisory, and post-event news release, social media and special eblasts)
- Two (2) company branded tables for both Conference Luncheons
- Opportunity for promotional video or opening remarks during Day 2 Luncheon & Closing Plenary



# Networking Partners

Let your company be at the center of bustling networking breaks! This year, the breaks will be longer and better, allowing for quality time to connect, shake hands, and have the right conversations. Be the conversation starter with this opportunity.



## DAY 2 BREAKFAST SPONSOR | \$ 14,000

(1 available)

- As sole sponsor of the Day 2 Breakfast Buffet, your company logo will be prominently displayed on all Canadian Waterpower Week, Day 2 Breakfast Buffet signage
- Company name showcased in the Conference Program (next to the Day 2 Breakfast Buffet) on the Canadian Waterpower Week website and included in the printed “Program at a Glance”
- Company logo prominently displayed on screens and formal verbal acknowledgement of partnership during the Day 2 Breakfast Buffet
- Opportunity for a qualified representative from your organization to welcome attendees to the breakfast
- Four (4) Full Conference Passes
- 25% discount on Exhibitor booth at Canadian Waterpower Week Trade Show
- Opportunity for promotional video or opening remarks during Day 2 Breakfast Buffet



## NETWORKING BREAK SPONSOR | \$ 14,000

(5 available – specific Networking Break selection determined on a first come first serve basis)

Sponsor one of the refreshment breaks offered to attendees as an opportunity to re-charge between sessions. This will include your logo visible in the conference marketing materials and onsite at the refreshment station(s).

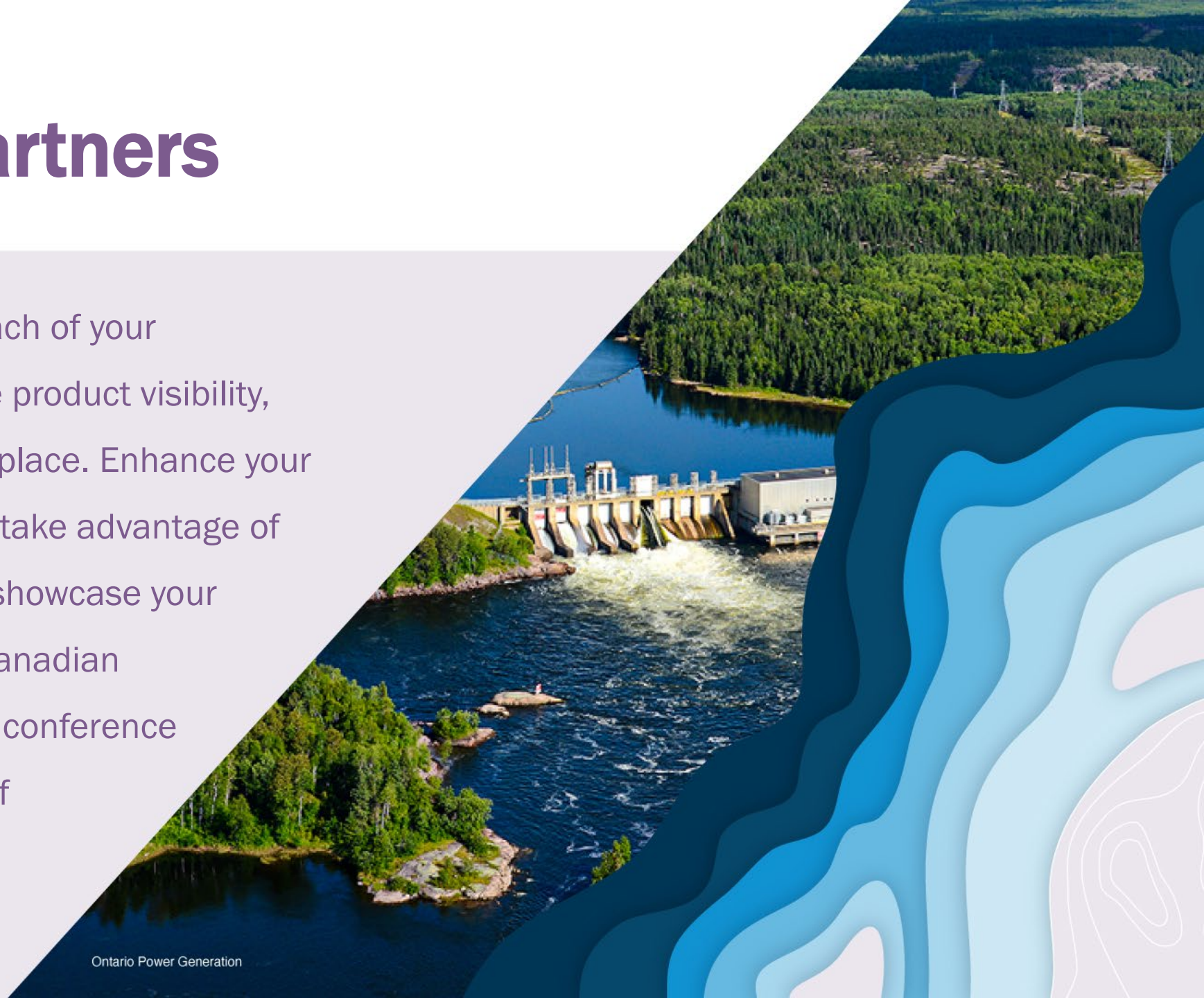
- Your company logo will be prominently displayed on all Canadian Waterpower Week Networking Break signage during your specific Networking Break
- Your company name showcased in the Conference Program (next to your specific Networking Break) on the Canadian Waterpower Week website and included in the printed “Program at a Glance”
- Your company logo prominently displayed on screens and formal verbal acknowledgement of partnership during announcements for your specific Networking Break
- Your company logo placement on napkins\* at refreshment area during your specific Networking Break
- Four (4) Full Conference Passes
- 25% discount on Exhibitor booth at Canadian Waterpower Week Trade Show

\*Note: Napkins to be designed and developed at your expense



# Trade Show Partners

If you are looking to grow the reach of your company's brand or create more product visibility, then you have come to the right place. Enhance your company brand recognition and take advantage of this sponsorship opportunity to showcase your commitment to advancing the Canadian waterpower industry. This year's conference program features over 5 hours of Trade Show networking!





## TRADE SHOW SPONSOR | \$ 12,000

(4 available)

- Your company logo will be prominently displayed on all Canadian Waterpower Week Trade Show signage throughout the entire Conference
- Your company name showcased in the Conference Program on the Canadian Waterpower Week website and included in the printed “Program at a Glance”
- Your company logo prominently displayed on screens and formal verbal acknowledgement of partnership during announcements throughout the Trade Show opening hours
- Two (2) Full Conference Passes
- One (1) VIP Exhibitor booth at Canadian Waterpower Week Trade Show
- 25% discount on any additional Exhibitor booth at Canadian Waterpower Week Trade Show



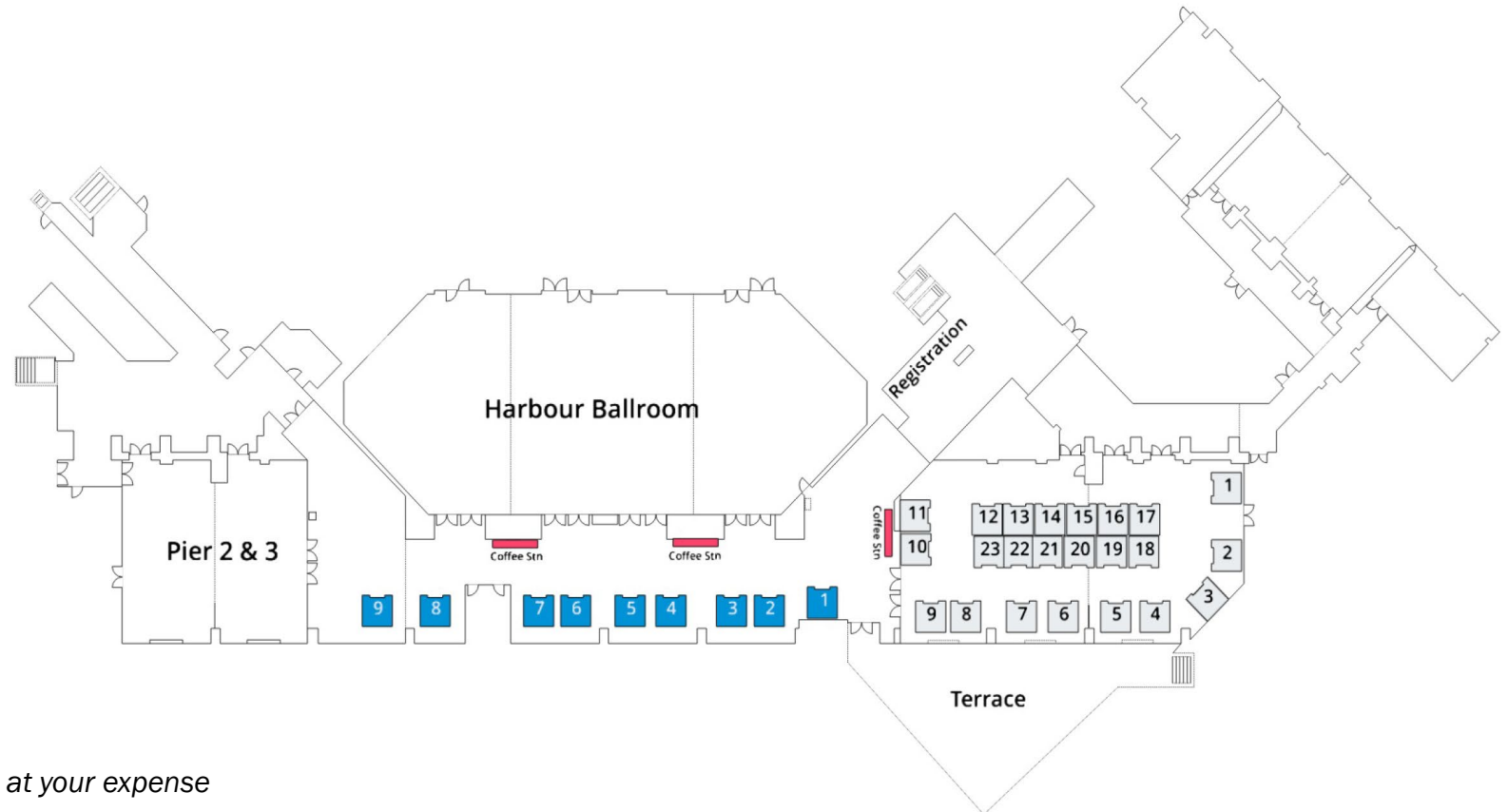
# TRADE SHOW EXHIBITOR | WPC Member: \$ 6,600 | Non-Member: \$ 8,000

(17 available)

All 8'x 8' exhibitor booths include:

- Two (2) Full Conference Passes
- Your company/booth name included on the Canadian Waterpower Week Trade Show floorplan
- One 8'x8' booth with Pipe & Drape, 1 standard table and 2 chairs
- Power (standard 7.5amp outlet and power bar) and basic Wi-Fi

*Note: Upgrades and additional services available at your expense*



# Event Supporters

Make your company visible front and center with Event Supporter opportunities. From lanyards to the event's workshops, this category can ensure that every single attendee interacts with your brand!

## REGISTRATION & CONFERENCE LANYARD SPONSOR | \$ 10,000

(1 available)

The first thing delegates do upon arrival at the conference is go straight to the registration desk to pick up their badge and lanyard. Your logo will be front and center!

- One (1) Full Conference Pass
- Your company logo prominently displayed on registration kiosks and signage in the registration area
- Your company name showcased in the Conference Program on the CWW website and included in the printed “Program at a Glance”
- Your company name/logo included on the Canadian Waterpower Week Trade Show floorplan
- Verbal recognition of your sponsorship during the conference

## HEALTH AND SAFETY SPONSOR | \$ 7,500

(1 available)

Due to the evolving nature of the COVID-19 pandemic, we will continue to update our COVID-19 safety information, policies and requirements as dictated by changing circumstances and regulations. In order to support the additional costs associated with ensuring CWW meets all safety requirements, this new sponsorship opportunity will support the additional costs that may be incurred to ensure a safe environment for CWW attendees.

- One (1) Full Conference Pass
- Your company logo displayed at sanitizer stations
- Your company logo included to conference provided masks
- Opportunity for your company to provide branded masks\*
- Your company name showcased in the Conference Sponsors section on the CWW website

\*Note: Masks to be designed and developed at your expense



## TECH SPONSOR | \$7,500

(1 available)

- One (1) Full Conference Pass
- Your company logo will appear between sessions on the main screen inside the Harbour Ballroom, the workshop session rooms, and the conference schedules
- WIFI Welcome Page to include company logo. Personalized WIFI code with your company name or other appropriate login of your choice.
- Your company name showcased in the Conference Program on the Canadian Waterpower Week website
- Verbal recognition of your sponsorship during the conference

## KEY CARD SPONSOR | \$5,000

(1 available)

Company-branded keycards will replace the standard hotel keycards for Canadian Waterpower Week conference attendees staying at the Westin Harbour Castle.

- One (1) Full Conference Pass
- Your company logo prominently displayed on all hotel keycards for conference attendees
- Your company name showcased in the Conference Sponsors section on the CWW website





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For more information regarding sponsorship & exhibitor opportunities at the 2022 Canadian Waterpower Week Conference and Trade Show, or to secure your sponsorship package, please email [conference@waterpowercanada.ca](mailto:conference@waterpowercanada.ca).

[www.waterpowerweek.ca](http://www.waterpowerweek.ca)

