

Innovation and Disruption

Solving for X

2018 Sponsorship Prospectus

About APPrO

The Association of Power Producers of Ontario (APPrO) promotes the interests of electricity generators within a truly open and competitive power industry in Ontario.

APPrO is the only association that focuses 100 per cent on the business issues of power producers in Ontario.

As a non-profit trade organization, APPrO provides an all-inclusive view of the market and leads advocacy for generators in Ontario, giving voice to all parts of Ontario's generation sector.

APPrO's membership is made up of more than 100 companies involved in the generation of electricity in Ontario, including generators and suppliers of equipment as well as legal and consulting services.



About the Annual Canadian Power Conference & Networking Centre

Every November in Toronto APPrO presents the Annual Canadian Power Conference & Networking Centre, the industry's leading power generation event, featuring unparalleled content and high-level interaction with industry thought leaders.

In its 30th year, the Annual Canadian Power Conference & Networking Centre connects hundreds of focused power industry professionals under one roof for two days of interactive panels and discussions.

The theme for 2018 is Innovation and Disruption – Solving for “X” which characterizes the state of the industry to a fine point. Programming will feature timely information and discussion on topics that affect the power generation industry in the province, Canada and North America.

The APPrO conference program will evolve with input from the industry on critical current topics such as Market Renewal, the spread of new technology, innovative business models, enhanced governance, politics and more.

Who Attends?

APPrO 2018 will host the key players from the leading edge companies in Ontario's electricity sector. There is no other event in Canada that

provides such a diverse and high quality audience - in one place at one time - across the full spectrum of power technologies.

By Industry



33%

Generators / Developers



3%

Manufacturers / Vendors



7%

Distributors



15%

Energy Consultants



15%

Governments / Regulators



3%

Lawyers



1%

Community groups



1%

Other: Academia, Project Partners, Energy Marketers, Media

By Job Title



10%

CEOs



10%

Senior Executives



47%

Directors / Managers



35%

Other: Professors, Project Managers, Governments, Legal Counsels, Senior Engineers, Policy Advisors

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Attending the Canadian Power Conference is key to getting the pulse of the Ontario power market.

At APPrO you will hear from the most expert and thoughtful speakers, while making connections with important industry people who can help move your business forward. It's also the best place to re-connect with colleagues and clients across the spectrum of the generation industry. By far it's one of the leading industry events of its kind.”

— Benjamin Grunfeld, Managing Director, Navigant

Why Sponsor?

- Position your company front and centre with an audience of power industry leaders
- Influence key decision makers on a variety of intriguing topics
- Make an impact with a qualified and targeted group of industry players
- Take advantage of the excitement created around your company's brand at the industry's premiere event

Whether it's thought leadership, networking or generating brand awareness, APPrO has a sponsorship package in line with your marketing goals.

69% of attendees are high-level operations and corporate management with the titles: senior executives, directors/managers, CEOs

22% of attendees are government or regulatory representatives

11% of attendees are manufacturers and distributors

Thought leadership

These exciting opportunities position your company as a thought leader, aligning with keynote speakers and topics through sponsorship of specific sessions. All Thought Leadership sponsors will be offered a seat on the APPrO Conference Committee and are entitled to a listing and advertising in the Networking Guide. Options include:

OPENING PLENARY SESSION (Exclusive Day 1 and 2)

With branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor to reach the highest level of attendance at the conference, aligning with top industry and government speakers.

GENERATION TECHNOLOGY SPONSOR (Exclusive per technology)

This option provides the sponsor an opportunity to shine a spotlight on a specific expertise while aligning themselves with APPrO as an industry leader. Includes branding in all digital and print collateral as well as dedicated signage.

PLENARY SESSION

Includes branding in all digital and print collateral, as well as dedicated signage. This opportunity allows the sponsor to align themselves with a respected and well-known keynote speaker during one of several sessions over two days of programming. The keynote speaker and content will be identified by the APPrO Conference Committee with input from the sponsor.

SIMULTANEOUS SESSION

This option comes with branding in all digital and print collateral, as well as dedicated signage, and provides the sponsor the opportunity to align themselves with and provide input for dynamic content in a parallel session. The speakers and content will be identified and developed by the APPrO Conference Committee with input from the sponsor.

DIVERSITY SPONSORSHIP

Along with branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor to become the inaugural “Industry Diversity Sponsor” at the APPrO Conference and align themselves as a thought leader in supporting women in the electricity sector. APPrO works closely with Women In Renewable Energy (WiRE) and others to produce the Student and Young Professional Bursaries, Speed Mentoring, and the Woman of the Year award which is bestowed at the Annual Canadian Power Banquet Dinner.

Premium networking

These exciting opportunities position your company as a thought leader, aligning with keynote speakers and topics through sponsorship of specific sessions. All Thought Leadership sponsors will be offered a seat on the APPrO Conference Committee and are entitled to a listing and advertising in the Networking Guide. Options include:

ANNUAL CANADIAN POWER BANQUET DINNER

This exclusive opportunity allows the sponsor with the highest level of profile, aligning with the banquet keynote speaker at the Annual Canadian Power Banquet on the first night of the conference. The keynote speaker will be identified by the APPrO Conference Committee with input from the sponsor.

PRESIDENT'S MIXER

This exclusive opportunity provides the sponsor with heightened profile as host of a well attended post-banquet reception. Allowing for more direct contact with industry leaders and potential clients in a casual and energized setting, the sponsor will have the last word at the end of the first day proceedings.

DELEGATE NETWORKING RECEPTION

Along with branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor to align themselves with a parallel event and input into dynamic content. The speakers and content will be identified and developed by the APPrO Conference Committee with input from the sponsor.

Networking

These opportunities facilitate your company's brand awareness providing a forum for direct contact with industry leaders, potential clients and existing customers. Further, these options allow sponsors to increase their presence in a more casual and energized setting. All Networking sponsors will be offered a seat on the APPrO Conference Committee and are entitled to a listing and advertising in the Networking Guide. Options include:

DAYBREAK NETWORKING COFFEE BREAK (Exclusive – Day 1 and 2)

Along with branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor clear visibility at the Daybreak Coffee either on Day 1 or Day 2 of the conference. The sponsor will have access to a dedicated table prominently placed inside the plenary room, allowing the sponsor to be visible and connected with attendees right up until sessions start. The well attended daybreak coffees occur just before the keynote speaker takes the podium, and are located inside the actual plenary room thus allowing the sponsor to reach the highest level of attendance at the conference.

NETWORKING BUFFET (Exclusive – Day 1 and 2)

Along with branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor exclusive profile as the luncheon host on Day 1 or Day 2 of the conference. The sponsor will have access to a dedicated space in the Power Networking area just outside the plenary room for display of promotional collateral. An announcement recognizing the sponsor will be made from the podium just before the buffet-style lunch is served. The well attended Networking breaks provide the sponsor an opportunity to be visible and connected with almost all of the delegates.

RESERVED BANQUET TABLE SPONSOR (Various)

Along with branding in all digital and print collateral, this option allows the sponsor the opportunity to host eight guests to an informative and topical evening with a high level keynote speaker at the Annual Canadian Power Banquet dinner. Sponsors receive a table in a prime location near the front of the banquet hall, dedicated branded reserved table signage, a seasonal floral arrangement, plus guest access to scheduled pre and post banquet networking events and ticket distribution onsite at the registration desk. All table sponsors will be recognized from the podium.

NETWORKING COFFEE BREAK MORNING / AFTERNOON (Various)

Along with branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor clear visibility at the morning or afternoon coffee breaks either on Day 1 or Day 2 mid-morning and afternoon. The sponsor will have access to a dedicated space in the Power Networking area just outside the plenary room for display of promotional collateral. An announcement recognizing the sponsor will be made from the podium just before the break. The well attended Networking breaks provide the sponsor an opportunity to be visible and connected with almost all of the delegates.

Brand Profile

These opportunities facilitate your company's brand awareness providing direct contact through amplification of your brand across the conference and allow you to increase your presence in a casual and energized setting. All Brand sponsors will be offered a seat on the APPrO Conference Committee and are entitled to a listing and advertising in the Networking Guide. Options include:

GLOBAL WIFI SPONSOR

Along with branding on all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor dedicated screen time with every attendees logging into the WIFI at the conference.

DELEGATE LANYARD SPONSOR

Along with branding on all digital and print collateral, as well as other high level benefits, this exclusive opportunity allows for heightened sponsor profile over the full two days of the event on the most necessary and highly visible attendee lanyards.

POWERCONNECT CONFERENCE APP SPONSOR

Along with branding on all digital and print collateral, as well as dedicated signage, the APPrO PowerConnect app is the best way to connect with other delegates and access conference information that is not found in printed collateral. Also included is a premium dedicated company splash page, giving full visibility to its list of products and/or services. This app is used by delegates and speakers alike to connect, engage and source logistical information and speaker papers among other things during the event and both pre and post.

CHARGING LOUNGE

Along with branding in all digital and print collateral, as well as dedicated signage, this opportunity allows the sponsor to have access to a captive audience just steps away from the hustle and bustle of the conference. As hosts of the Charging Lounge, your brand will be front and centre in a casual and intimate setting extending your company's good will to all of the conference delegates needing to take a break or charge their devices.

EXHIBIT TABLETOP

Along with branding in all digital and print collateral, this opportunity allows the sponsor to staff a tabletop exhibit in the Power Networking area contiguous to the main session room. With dedicated networking time built in to the program, and a busy area where delegates gather at every break, allows the sponsor to reach the highest level of attendance at the conference. This option provides the opportunity for face to face, interaction between your target audience and your company representative. Only 14 spaces are available so there is little competition for face-time and attention than standard shows. Locations are available on a first-come first-serve basis.

Sponsorship Benefits

These are just some of the benefits of sponsorship at APPrO 2018

- Align your brand with the country's most prestigious gathering of power professionals across the full spectrum of power technologies
- Complimentary registrations to the conference for your company
- Access to power generation industry leaders
- Opportunity to develop industry connections and business opportunities
- Support your association with a powerful industry thought leader
- Provide meaningful input into the conference program as a member of the APPrO Conference Committee
- Raise awareness as a sponsor in all print and digital collateral leading up to the conference
- Clear visibility in all signage and materials pre and post event and onsite
- Advertising in the Power Networking Guide in print and online
- Reserved table at the Canadian Power Banquet dinner (or for those options with no table included, a special discount)

... and more. Contact us now to learn more about sponsorship opportunities.

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