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 one hundred 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 is a non-profit organization representing more than 20 independent power producers in Ontario, and over 100 suppliers of services, equipment and consulting services. APPrO members produce power from co-generation, hydro-electric, gas, nuclear, wind energy, waste wood and other sources. APPrO’s members currently produce about 90% of the electricity made in Ontario.
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.

APPrO 2020 takes place on December 1 & 2 at the InterContinental Toronto.

Power suppliers recognize that long term success depends not only on having a clear vision of where you’re going, but putting practical options on the table for moving forward under a range of scenarios. In this time of rapid change, solutions are not reached in isolation. The power grid must be re-envisioned as part of a larger ecosystem.

In the next two years, Ontario will see the finalization of Market Renewal, new systems for acquiring capacity, new provincial policy, a revamped regulator, and likely a Long Term Energy Plan. Each of these has implications for the business strategies suppliers will adopt and where your company will want to focus its resources.

Leading experts and key decision makers in all these fields will share their thoughts at APPrO 2020.
Who Attends the APPrO Conference?

APPrO 2019 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 supply technologies.

By title:

By category:

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

The majority of attendees are high-level operations and corporate management from major companies, government, regulatory bodies, manufacturers, distributors and many other power industry professionals across the full technological spectrum of the Canadian power sector.

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

The APPrO conference can be counted on perennially for top notch and informative sessions.

— Jeff Young, Buildings and Industry Division, Natural Resources Canada

The [APPrO Conference] was well organized and executed smoothly. I found the selected speakers and topics to be relevant and timely, and I made some very interesting new connections in the networking area.

— Tilo McAlister, Cogeneration & Prime Power Solutions, T&TPower Group
**Thought leadership**

These exciting opportunities position your company as a thought leader, aligning with keynote speakers and topics through sponsorship of specific sessions. Each sponsorship provides complimentary conference registrations, podium recognition, logo profile on screen projection, all digital and print promotions, ad, listing and logo in the print and online versions of the Power Networking Guide, web banner advertising, social media, discounts on other services.

| OPENING PLENARY SESSION  
(Exclusive Day 1 and 2) | PLENARY SESSION | SIMULTANEOUS SESSION | DIVERSITY SPONSORSHIP |
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• branding in all digital and print collateral  
• dedicated signage  
• align with a respected keynote speaker  
• work with programming committee to identify keynote speaker and content |  
• branding in all digital and print collateral  
• dedicated signage at session  
• critical mass of delegate engagement  
• align with top industry speakers |  
• branding in all digital and print collateral  
• dedicated signage  
• align with a respected keynote speaker  
• work with programming committee to provide input for dynamic content in a parallel session |  
• branding in all digital and print collateral  
• dedicated signage  
• align with industry leaders supporting women in electricity  
• choose to sponsor:  
  » Student and Young Professional Bursaries,  
  » Speed Mentoring,  
  » WiRE Woman of the Year award  
Or bundle all three for an exclusive option! |

**GENERATION TECHNOLOGY SPONSOR**  
(Exclusive per technology)

• shine a spotlight on your specific expertise  
• align with industry leaders  
• branding in all digital and print collateral  
• dedicated signage
These exciting opportunities position your company as a thought leader, aligning with keynote speakers and topics through sponsorship of specific sessions. Each sponsorship provides complimentary conference registrations, podium recognition, logo profile on screen projection, all digital and print promotions, ad, listing and logo in the print and online versions of the Power Networking Guide, web banner advertising, social media, discounts on other services.

**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.
Power 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. Each sponsorship provides complimentary conference registrations, podium recognition, logo profile on screen projection, all digital and print promotions, ad, listing and logo in the print and online versions of the Power Networking Guide, web banner advertising, social media, discounts on other services.

**D A Y B R E A K  N E T W O R K I N G**
**C O F F E E  B R E A K**
(Exclusive – Day 1 and 2)

- branding in all digital and print collateral
- dedicated signage
- enjoy access to all delegates just before the keynote address
- clear visibility inside the plenary room
- access to a dedicated table
- access to highest levels of attendance at the conference

**N E T W O R K I N G  B U F F E T**
(Exclusive – Day 1 and 2)

- branding in all digital and print collateral
- dedicated signage
- enjoy exclusive profile as the luncheon host
- access to a dedicated table in the Power Networking Centre
- be visible and connected with delegates during lunch break
- podium recognition before lunch begins

**R E S E R V E D  B A N Q U E T  T A B L E**
**S P O N S O R** (Various)

- branding in all digital and print collateral
- host eight guests at the Annual Canadian Power Banquet dinner
- enjoy exclusive profile in prime location near stage
- branded reserved table signage with seasonal floral arrangement
- guest access to pre and post banquet networking events
- guest ticket distribution onsite
- podium recognition

**N E T W O R K I N G  B R E A K**
**S P O N S O R** (Various)

- branding in all digital and print collateral
- clear visibility with delegates
- dedicated signage
- access to table space in the Power Networking area during break
- podium recognition before the break
- opportunity to be visible and connected with delegates

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32nd Annual Canadian Power Conference & Networking Centre
carole.kielly@appro.org
appro2020.com | #appro2020
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. Each sponsorship provides complimentary conference registrations, podium recognition, logo profile on screen projection, all digital and print promotions, ad, listing and logo in the print and online versions of the Power Networking Guide, web banner advertising, social media, discounts on other services.

DELEGATE LANYARD SPONSOR
- colour branding on highly visible delegate lanyard
- extending your company’s good will as a service host
- heightened sponsor profile over two days
- each delegate receives your branded lanyard
- branding in all digital and print collateral
- high level of visibility with delegates
- podium recognition
- premium dedicated company splash page

POWERCONNECT CONFERENCE APP SPONSOR
- branding in all digital and print collateral
- high level of visibility with delegates
- podium recognition
- access to delegates months in advance (app available now) and post event
- premium dedicated company splash page

CHARGING LOUNGE/CHARGING STATIONS
- single stations available or exclusive Lounge
- branding in all digital and print collateral
- high level of visibility with delegates
- podium recognition
- dedicated signage
- access to a captive audience
- close to the plenary and Power Networking area
- branded charge stations
- casual and intimate setting
- extending your company’s good will as a service host
- charge stations are highly utilized

CONFERENCE WIFI SPONSOR
- branding in all digital and print collateral
- high level of visibility with delegates
- podium recognition
- dedicated access to delegates when they access the wifi login
- premium co-branding with APPrO & your company logo on opening splash page

TABLETOP EXHIBIT
- branding in all digital and print collateral
- tabletop exhibit in prime location
- intimate boutique style exhibit
- dedicated built in networking time
- easy access to delegates during every break
- reach the highest levels of attendance at the conference.
- opportunity for face to face interaction
- only 8 spaces are available so there is little
- less competition for face-time and delegate attention
- locations available on a first-come first-serve basis
Sponsorship Benefits

These are just some of the benefits of sponsorship at APPrO 2020

• 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.