

PARTNER OPPORTUNITIES

2024






April 15-16

Smart Energy

Halifax

Canada's clean energy event for municipalities, utilities, energy providers, energy planners, sustainability leaders & innovators.



A showcase of innovation, the people and the systems catapulting Canada towards a net zero future.

April 15-16, 2024
Halifax • Nova Scotia

www.smartenergyevent.ca

TITLE PARTNER

VALUE: \$20,500

This opportunity is the most prominent marketing profile for Smart Energy. The Partner receives the benefit of premium placement on all marketing material (subject to marketing timelines) associated with the event. Brand impressions include: trade advertising, online promotion, social media, official publications, event website and on-site.

Brand Visibility

- As the title partner, your logo is attached to the event logo online, in social media, in print and on-site
- Logo, corporate description and link on website
- Logo in eNewsletters
- Designated keynote or moderator opportunity
- Promotional video displayed on website

Marketing & PR

- A minimum of five dedicated LinkedIn and Twitter posts
- Organization tagged on all LinkedIn and Twitter posts
- Relevant content and articles included in eNewsletters and on website
- Full page ad in digital event guide
- Banner ad on website main page
- Showcased in event media releases
- Promotional video shared on social media

On-site

- 50% discount posted exhibit space rates
- Hosted workshop or TechTalk
- Sponsor of a designated conference session
- Opportunity to provide opening remarks and nominate up to three speakers/panel members, subject to availability
- Promotional video played during event
- Logo included on on-site signage

Registration / Passes

- Complimentary delegate passes: 6
- Host a student delegate: 3
- Discounted passes for extra passes: 50% off regular rate
- Invitations to VIP reception: 6

PLATINUM PARTNER

VALUE: \$15,000

- As a platinum partner, your organization's brand will remain front and centre on social media posts, eNewsletters, printed materials and on-site.

Brand Visibility

- Logo, corporate description and link on website
- Logo in eNewsletters
- Prominent exposure as major event partner
- Designated keynote or moderator opportunity

Marketing & PR

- A minimum of three dedicated LinkedIn and Twitter posts
- Tagged regularly in shared social media posts
- Full page ad in digital event guide
- Banner ad on website main page
- Relevant content and articles included in eNewsletter and on website
- Showcased in event media releases

On-site

- 25% discount posted exhibit space rates
- Hosted workshop or TechTalk
- Sponsor of a designated conference session
- Opportunity to nominate up to two speakers/panel members, subject to availability
- Promotional video played during event
- Logo included on on-site signage

Registration / Passes

- Complimentary delegate passes: 4
- Host a student delegate: 3
- Discounted passes for extra passes: 40% off regular rate
- Invitations to VIP reception: 4

DIAMOND PARTNER

VALUE: \$10,000

Diamond partners' brands remain front and centre of your customers' view for a long period of time, reminding them of your importance in the market place, providing you with expectational value.

Brand Visibility

- Logo, corporate description and link on website
- Logo in eNewsletters

Marketing & PR

- Tagged regularly in shared social media posts
- Half page ad in digital event guide
- Banner ad on website main page

On-site

- Sponsor of a designated conference session
- Opportunity to nominate one speaker/panel member, subject to availability
- Logo included on on-site signage

Registration / Passes

- Complimentary delegate passes: 2
- Host a student delegate: 3
- Discounted passes for extra passes: 30% off regular rate
- Invitations to VIP reception: 2

GOLD PARTNER

VALUE: \$7,500

- A great opportunity to keep your brand in the minds of utilities, municipalities, energy providers who are focused on leading change across Canada.

Brand Visibility

- Logo, corporate description and link on website
- Logo in eNewsletters

Marketing & PR

- Tagged regularly in shared social media posts

On-site

- Sponsor of a designated gold hospitality activation
- Logo included on on-site signage
- Opportunity to moderate one sessions, subject to availability

Registration / Passes

- Complimentary delegate passes: 1
- Discounted passes for extra passes: 20% off regular rates
- Invitations to VIP reception: 1

Gold Hospitality Activations

- Conference Continental Breakfast
- Conference Luncheon
- VIP Reception
- Evening Reception
- Closing Cocktails

Silver Hospitality Activations

- Networking Breaks - one day
- Registration & Badges
- Website
- Notebooks (plus cost of production)
- Lanyards (plus cost of production)

SILVER PARTNER

VALUE: \$5,000

Silver Sponsorships provide organizations with exceptional value-added opportunities to maximize brand awareness at the Smart Energy Event.

Brand Visibility

- Logo, corporate description and link on website
- Logo in eNewsletters

Marketing & PR

- One dedicated LinkedIn and Twitter post

On-site

- Sponsor of a designated silver hospitality activation
- Logo included on on-site signage

BRONZE PARTNER

VALUE: \$2,500

Show your support of an industry, that is so important to your organization. Bronze Sponsors are well positioned to obtain quality branding with a reasonable investment.

Brand Visibility

- Logo and link on website
- Logo in eNewsletters

Marketing & PR

- One dedicated LinkedIn and Twitter post

On-site

- Logo included on on-site signage

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BECOME A SMART ENERGY PARTNER

For more information on becoming a Smart Energy Partner, please contact:

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Organized by:

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JAMESON GROUP

www.smartenergyevent.ca