



**APPrO  
2021**

# **Sponsorship Prospectus**

## **The Electric Future**

**33rd Annual Canadian Power  
Conference & Networking Event**

**November 29 & 30, 2021**

[appro2021.com](http://appro2021.com)

[#appro2021](https://twitter.com/appro2021)

# About APPrO

APPrO is a non-profit trade organization representing Ontario's independent power producers and related businesses. Our 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.

APPrO's generator members produce most of Ontario's electricity, relying on clean and renewable sources including co-generation, hydro-electric, gas, nuclear, wind energy, waste wood, and solar.

Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO members build independent power projects and are premier electricity suppliers in Ontario, across Canada and elsewhere in the world. Our varied membership provides an all-inclusive view of the market and positions APPrO as the leading advocacy group for generators in Ontario, giving voice to all parts of Ontario's generation sector.



# About the Annual Canadian Power Conference & Networking Centre Event

Change and recovery continue to lead in the narrative of our lives, in business and personal realms.

The power industry, as a leading force for adaptation and economic recovery, continues to face many challenges, both reworking itself and helping to rebuild the economy. Major recalculations are underway across the energy system.

These challenges include market structure, economic efficiency and regulatory rethinking among others. Join us as we host another successful virtual event with the leading industry experts and hundreds of market participants connecting and sharing their views on APPrO's fully online virtual conference platform.

Take advantage of this gathering of high level industry professionals to relay your message and boost your brand through our state of the art digital platform highlighting thought leadership, networking, and brand profile.

The APPrO conference is a must for all professionals engaged in the Ontario energy industry. The content is always full of the latest learning and practices from true, world-class industry experts. The WHOVA platform allowed for a seamless transition to a virtual online conference.

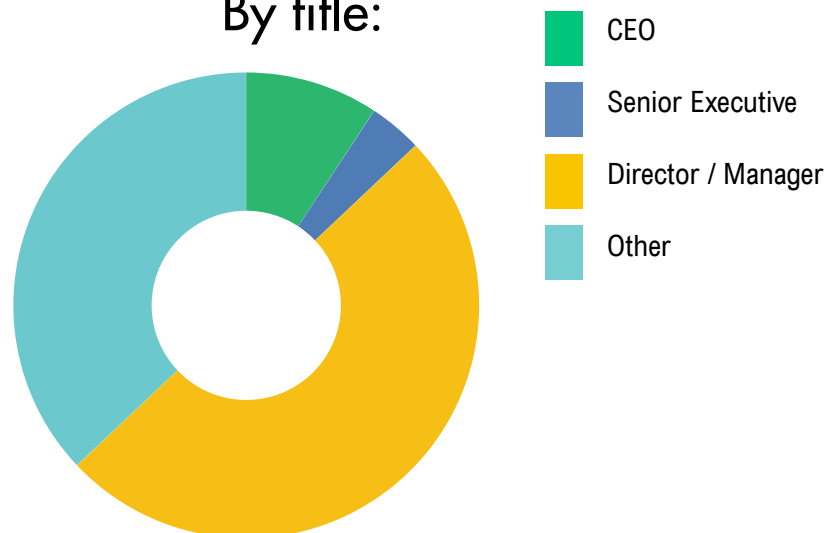
— Marc Chidiac, Senior Manager, Commercial Contracts  
Renewable Generation & Power Marketing, Ontario Power Generation

# Who Attends the APPrO Conference?

APPrO 2021 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 — virtually, in one place at one time — across the full spectrum of power supply technologies.

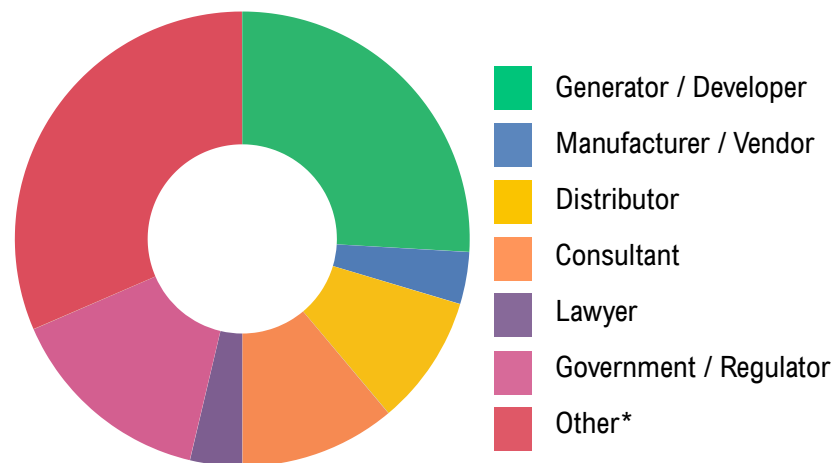
Check out what your colleagues are [saying](#) about the APPrO Conference!

By title:



\* e.g. Analyst, Account Manager, Business Development, Consultant, Engineer, Owner, Senior Advisor, Supervisor, Technical Specialist

By sector category:



\* e.g. Academic, Engineering Firm, Finance, NGO, Partner, R&D, Sales, System Operator, Technology Vendor

The APPrO conference was a wonderful opportunity to network with important industry officials and to catch up with some old friends.

— Steve Gilchrist, President, Cinergex Solutions  
(former Minister of Municipal Affairs and Housing  
and Parliamentary Assistant to the Minister of Environment and Energy)

# 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.

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.

[The APPrO conference] is always one of the highlights on the calendar of Ontario's electricity sector.

—Mike Lyle, General Counsel and Vice-President, Legal Resources and Corporate Governance, IESO

APPrO is such a professionally run and well thought out conference - it is outstanding every year - fantastic range of topics!

— Jim Redford, Vice President, Business Development, Storage and Transmission, Enbridge

## Thought leadership



These exciting opportunities position your company as a thought leader, aligning with keynote speakers and topics through sponsorship of specific sessions, providing opportunities for direct virtual contact with delegates. Amplification of your brand across the virtual conference and networking platform will allow you to heighten your presence at our state of the art virtual event.

[View full details](#)

## Power Networking



These opportunities facilitate your company's brand awareness providing a forum for direct virtual contact with industry leaders, potential clients and existing customers. Amplification of your brand across the virtual conference and networking platform will allow you to heighten your presence at our state of the art virtual event.

[View full details](#)

## Brand Profile



These opportunities facilitate your company's brand awareness providing direct contact through amplification of your brand across the virtual conference and networking platform allowing you to heighten your presence at our state of the art virtual event.

[View full details](#)

## Advertising at APPrO 2021



Amplify your profile. Be seen by the delegates and prospective delegates of APPrO 2021, the leading annual Canadian power generation event. (pricing varies)

[Download our Media Kit](#)

## Build your own package



If you have specific preferences for a customized approach or would like to discuss less conventional opportunities at APPrO 2021, please contact [carole.kielly@appro.org](mailto:carole.kielly@appro.org) to discuss building a package to suit your unique sponsorship needs.

The APPrO Power Conference is a key event for energy sector players in Ontario. Attendees can always count on valuable networking opportunities, informed speakers and timely updates on industry developments.

— Bonnie Hiltz

Director, Power and Utilities, Sussex Strategy Group

# Make the most of your APPrO 2021 virtual experience

See, visit, engage with and interact through key parts of the event platform



The main conference program



Live chat, Q&A and polling, riffing off the main session



Hosted virtual meeting rooms and sub-sessions



Discussion forums on key issues, including topics that emerge spontaneously during the event



Virtual meetups and other networking functions

## Sponsorship Benefits

These are just some of the benefits of sponsorship at APPrO 2021

- Align your brand with the country's most prestigious gathering of power professionals across the full spectrum of power technologies
  - 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 collateral leading up to the conference
  - Access to lead generation tools, games and attendee analysis
  - Access to community engagement tools including video and chat, uploading content
  - Opportunity to develop industry connections and business opportunities
  - Access to power generation industry leaders via enhanced virtual networking
  - Complimentary registrations to the conference for your company
  - Clear visibility on the virtual event platform and APPrO website pre, post and onsite
  - Advertising in the October special edition of the IPPSO FACTO Magazine online
  - Virtual exhibit booth (comes with a full range of networking features)
  - Access to a range of virtual networking features
  - Brand profile on the virtual event platforms (web and mobile)
  - Brand profile on the APPrO 2020 conference website sponsor page
  - Banner advertising on the APPrO websites
- ... and more. (see page 6 for full option details) or contact us now to learn more about virtual sponsorship opportunities at APPrO 2021.

Carole Kielly, Marketing Manager  
carole.kielly@appro.org

APPrO - Association of Power Producers of Ontario  
General inquiries  
appro@appro.org  
www.appro.org

Address:  
67 Yonge Street, Suite 1040  
Toronto, ON, M5E 1J8



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**APPrO**

ASSOCIATION OF  
POWER PRODUCERS  
OF ONTARIO

67 Yonge Street, Suite 1040  
Toronto, ON, M5E 1J8  
416-322-6549  
[appro@appro.org](mailto:appro@appro.org)

 [@APPrOntario](https://twitter.com/APPrOntario)  
 [LinkedIn.com/APPrO](https://www.linkedin.com/company/APPrO)  
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