

# VALUE OF BIOGAS 2017:

OPPORTUNITIES FOR...

VALUE OF  
BIOGAS  
**WEST**

January 27, Abbotsford, BC

VALUE OF  
BIOGAS  
**EAST**

March 24, Greater Toronto Area



Canadian  
Biogas  
Association



# VALUE OF BIOGAS 2017 WEST & EAST

## 2017 EVENTS OVERVIEW

The Canadian Biogas Association will be hosting two exciting and informative annual conferences in 2017, one in Abbotsford BC on January 27<sup>th</sup>, and another in the Toronto area on March 24<sup>th</sup>.

As a national organization, the CBA will cover key topics affecting our industry across the country. There will also be an opportunity for great networking among peers and industry representatives.

**Value of Biogas West**, held at the Pacific Agriculture Show (January 27<sup>th</sup> 2017), will be supported by the BC Agriculture Council ([www.bcac.bc.ca](http://www.bcac.bc.ca)), working with BC farmers and ranchers to distribute relevant information to increase industry awareness. This one-day event will have a full agenda, opening with a national panel discussion, and exploring projects in development, nutrient management, and other topics of interest to the biogas industry. As with 2016, Value of Biogas West will include discussion on biogas across all sectors, from municipal to industrial, and agricultural. The conference will close with a networking reception.

The **Value of Biogas East** conference and AGM will be held within an hour of the GTA on March 24, 2017 over two days. Day one will focus on our AGM event, and a networking dinner. Day two will have a full agenda, opening with a national panel discussion, and exploring RNG policies and projects in development, feedstock, CHP, and other topics of interest to the biogas industry. A portion of the day will be streamed to topics of interest to the agricultural and municipal sectors. The conference will close with a networking reception.

At VOB West, we anticipate about 120 attendees. Exhibitor space will also be available to maximize exposure.

At VOB East, we anticipate an audience of approximately 200 attendees. Our space for exhibitors and breaks is strategically designed to maximize exposure to exhibiting sponsors and provide networking opportunities.

## THE CANADIAN BIOGAS ASSOCIATION

The Canadian Biogas Association (CBA) is a not-for-profit, member-driven organization promoting the development of biogas to its full potential by developing biogas opportunities, helping shape biogas policy, conducting outreach and education, creating networks, and offering guidance and assistance to members.

Our focus is on advocating for policy changes that will benefit biogas, and developing new markets for biogas, while working hard to assist biogas developers get their biogas systems approved, connected and running efficiently. We also work to help secure feedstock, and educate potential new developers about biogas through tours, workshops, presentations at conferences, webinars, and through relationships with affiliate organizations. Our comprehensive newsletters are highly valued and widely read.

Please visit our website, [www.biogasassociation.ca](http://www.biogasassociation.ca).

## Sponsorship Opportunities

Your company has an opportunity to sponsor either Value of Biogas event, or increase your impact by sponsoring both – and get a 5% discount on the total. Sponsoring the **2017 Value of Biogas Events** positions your company as a leader in the biogas field, and provides you with exposure to new potential clients in the agricultural and municipal sectors in both western and eastern Canada.

Sponsorships also strengthen the CBA, enabling us to continue providing key services, such as government and utility relations, and growing the sector across Canada through research, outreach, and partnership development.

The CBA relies on its members for sponsorship support. It takes resources to make the case for biogas and address the challenges the sector faces. We know that you share our desire to build the biogas sector across Canada, so we invite you to get involved through sponsoring our flagship event.

## A PRESENTING SPONSOR – \$10,000

- Exclusive sponsor – top billing in promotional activity
- A two-minute welcome introduction
- 4 complimentary conference registrations
- Opportunity to introduce keynote speaker and/or address audience at **Power Networking Reception**
- Opportunity for brand activation during event – use of corporate materials (i.e., gobo, banners, etc., Sponsor provided collateral, and marketing assets)
- Individual signage throughout event
- Complimentary display in exhibit area
- One full page colour advertisement in event program
- Full-screen logo recognition and your message on rotating slide presentation at various points throughout event
- Sponsor recognition on signage at event
- Corporate recognition on full page “thank you to our sponsors” advertisement in event program
- Top level recognition on e-blasts and communications
- Opportunity to purchase additional registrations at 10% discount
- Logo on registration confirmation email
- Logo and link on website
- Opportunity for recognition at **Power Networking Reception**

## B PLATINUM SPONSOR – \$7,500

- 2 complimentary registrations
- Half page ad in event program
- Complimentary display in exhibit area
- Corporate recognition on full page “thank you to our sponsors” advertisement in event program
- Full-screen logo recognition and your message on rotating slide presentation at various times throughout event
- Opportunity to bring individual signage for display
- Sponsor recognition on signage at event
- Opportunity to purchase additional registrations at 5% discount
- Second level recognition on e-blasts and communication
- Opportunity for recognition at **Power Networking Reception**
- Logo and link on website

## C GOLD SPONSOR – \$5,000

- 1 complimentary registration
- Half page ad in event program
- Opportunity to bring individual signage for display
- Full-screen logo recognition and your message on rotating slide presentation at various times throughout event
- Corporate recognition on full page “thank you to our sponsors” advertisement in event program
- Opportunity for recognition at **Power Networking Reception**
- Sponsor recognition on signage at event
- Logo and link on website

For more details regarding sponsorship opportunities, contact Rose Gitzi at:  
[rgitzi@biogasassociation.ca](mailto:rgitzi@biogasassociation.ca)

# SPONSORSHIP OPPORTUNITIES

## D DINNER SPONSOR (VOB East only) – \$3,500

- 1 complimentary registration
- Quarter page ad in event program
- Opportunity to welcome guests at dinner or use of business collateral at dinner tables
- Corporate recognition on full page “thank you to our sponsors” advertisement in event program
- Sponsor signage at dinner
- Logo and link on website

## E SILVER SPONSOR – \$2,500

- 1 complimentary registration
- Name on signage at break stations
- Quarter page ad in event program
- Corporate recognition on full page “thank you to our sponsors” advertisement in event program
- Sponsor recognition on signage at event
- Recognition on rotating slides at the event
- Logo and link on website

## F EXHIBITOR SHOWCASE – Contact us for pricing

- Display in Exhibit area.  
(Display areas may vary based on VoB East or West showcase floorplan. Space will be assigned 4 weeks prior to event date)
- Logo and link on website

## G LANYARD SPONSOR – \$1,500 (East or West)

- Logo on custom lanyards for each delegate
- Thank you from podium
- Logo and link on website

## H BRONZE SPONSOR – \$1,000

- Logo and link on website
- Corporate recognition on full page “thank you to our sponsors” advertisement in event program
- Sponsor recognition on signage at event
- Recognition on rotating slides at the event

## PROGRAM ADVERTISING

**1/2 Page \$1,000** Half page size ad in our event program

**1/4 Page \$500** Quarter page size ad in our event program

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