



ENERGY SMART SHOW

SAVE MONEY,
SAVE THE PLANET.

**SPONSORSHIP
OPPORTUNITIES**

2016 PROSPECTUS

**INTERNATIONAL CENTRE
TORONTO, Ontario**

HALL 1

FRIDAY, NOVEMBER 4, 2016

9:00 AM – 6:00 PM

SATURDAY, NOVEMBER 5, 2016

9:00 AM – 5:00 PM

www.energysmartshow.com

The

ENERGY SMART SHOW

The premier consumer show and educational event focused on energy efficiency programs, products and solutions to help consumers reduce their energy usage and expenses, reduce greenhouse gas emissions and help our planet!



Currently, there is **NO** national or regional consumer show that focuses exclusively on energy efficiency products, services and consumer education! The Government of Ontario has made 'energy efficiency' a pillar of their long-term energy plan and educating consumers is a central

objective. Ever increasing hydro and energy bills have forced governments, utilities, energy operators and regulators to act. The need for consumer awareness, education and action regarding energy efficiency has never been greater than **NOW!**

WHAT WE ARE

The [Energy Smart Show](#) is a two-day, one-stop shop consumer show featuring energy efficient products and services, our own Net Zero Home, clean energy efficient vehicles, EE technology and innovation, Main Stage keynote speakers, E3 Stage presentations, demonstrations, breaking developments, how-to's and much more, from exhibitors,

industry experts, the science and tech sector and government services and program representatives.

At the Energy Smart Show consumers will see and learn how they can be energy smart at home, in the car, at the office, at the cottage, in a small business—what to buy, build, install and use that can reduce our carbon footprint in everything we do!

Put your EE solution in front of your target market—receptive and motivated consumers!

[Together we can go beyond the tipping point of early adopters and help to trigger the majority of consumers to create their own Energy Smart plan.](#)

KEY OBJECTIVES

- To engage with consumers interested in learning more about energy efficiency.
 - To educate consumers about the benefits of energy efficiency.
 - To generate interest in breaking energy efficiency research and new developments.
 - To raise awareness of the availability of energy efficient products and solutions.
 - To promote energy efficiency products, programs and services.
- + **To attract energy smart consumers to attend the Energy Smart Show which brings all these things together in one place.**

SHOW FACTS

Projected participation:

15,000+ visitors

- Home and condo owners and renters, small businesses and cottage owners
- Between the ages of 25 and 50
- College or university graduates
- Professionals
- Consumers interested in energy efficiency to save money and the planet
- Breaking technology freaks and science geeks
- Renovation gurus with a sensitivity for innovation and saving energy

125+ exhibitors

SPEAKERS

- Workshop Presenters
- Exhibitor Demonstrations
- Scientific Breakthroughs
- Government Programs
- Thought Leaders
- Industry Experts

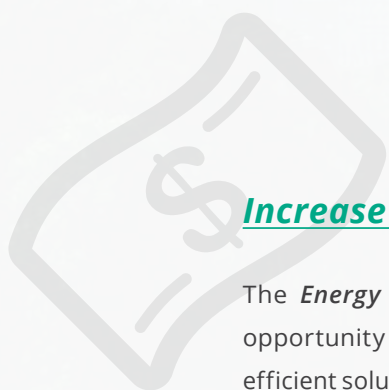
The

ENERGY SMART SHOW

We are positioning the show as Canada's pre-eminent energy efficiency event for energy conscious consumers and an influential platform for energy efficiency product developers, researchers, educators, manufacturers, government programs and services, and more.

The Energy Smart Show can boost your business!

The *Energy Smart Show* presents the entire value chain of the rapidly expanding energy efficiency market. This is your chance to join other leading players in order to generate new business. The show will offer ideal conditions for communicating your company's energy efficiency solutions, products and services to potential customers and consumers.



Increase your sales!

The *Energy Smart Show* is a great opportunity to position your energy efficient solution directly to a targeted audience of energy efficiency seeking consumers.

Be recognized as a leader!

The inaugural *Energy Smart Show* is an opportunity to build your brand and be the focus of attention from government, industry media and motivated consumers.

SHOW MEDIA PARTNERS

Print and Broadcast Partners

BENEFITS

- Recognition as a Show Media Partner before, during and after the event.
- Prominent visibility on the ESS Website, marketing material, advertising, media release, social media, and onsite signage.
- Support from ESS in gaining access to story material from the energy efficiency community.
- Four (4) Media passes.
- 24 Visitor tickets/passes.

PRESENTING PARTNER

Premium Sponsor

(1 AVAILABLE—EXCLUSIVE)

Put your company in the spotlight with the most prominent sponsorship opportunity available.

Your company's brand, incorporated into the Energy Smart Show's branding, will be consistently visible and associated with the value proposition of the Energy Smart Show everywhere and on everything that the ESS branding appears.

BENEFITS

- Your company logo incorporated into 2016 Energy Smart Show branding, featured prominently on all Show collateral.
- Two 30-minute time slots on the E3 Stage.
- Two (2) prime 10 x 10 booth spaces, including associated benefits.
- Four (4) Sponsor passes.
- 24 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

Sponsor Recognition Collateral includes: website, e-newsletter, mobile app, all-sponsor onsite signage and logo loops, some social media. Marketing & Promotion Collateral includes: website, media coverage, advertisements, e-newsletter, media releases, show announcements, social media outreach, mobile app, interactive floor plan, onsite signage

FEATURES SPONSORS

Main Stage

(2 AVAILABLE)

Put your company front and center as the sponsor of the Main Stage, where keynote speakers, thought leaders, energy smart research and development professionals, field experts, and a range of knowledgeable invited speakers will offer talks around the benefits of being Energy Smart!

BENEFITS

- Your company's logo front and centre, on the Main Stage, on the day you sponsor.
- Your company's logo featured on all "Main Stage" promotional and show information collateral, such as ESS e-newsletter, website and mobile app "Features" and "Schedule" pages, ESS social media outreach, and onsite signage.
- Option to assist the ESS in selecting Keynote Speakers.
- One (1) 30-minute time slot on the workshop stage.
- One (1) 10 x 10 booth space, including associated benefits.
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

E3 Stage

(4 AVAILABLE)

Sponsor the Education Stage where the nitty gritty takes place. Associate your brand with the industry's leading edge—presentations, demonstrations, breaking developments, advice and how-to's, discussion and debate, from industry professionals, government services and programs, exhibitors, and the energy smart science and tech community. Learn how to make our homes, workplaces and general energy consumption more efficient, less expensive and kinder to our planet.

E3 | energy efficiency education

BENEFITS

- Your company's logo front and centre, on the E3 Stage, on the day you sponsor.
- Your company's logo featured on all "E3 Stage" promotional and show information collateral, such as ESS e-newsletter, website and mobile app "Features" and "Schedule" pages, ESS social media outreach, and onsite signage.
- One (1) 30-minute time slot on the workshop stage.
- One (1) 10 x 10 booth space, including associated benefits.
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

Sponsor Recognition Collateral includes: website, e-newsletter, mobile app, all-sponsor onsite signage and logo loops, some social media. **Marketing & Promotion Collateral includes:** website, media coverage, advertisements, e-newsletter, media releases, show announcements, social media outreach, mobile app, interactive floor plan, onsite signage

Net Zero Home

(1 AVAILABLE)

Put YOUR brand on a fully-realised demonstration “Net Zero” Home and be recognized as a leading energy efficiency player. This Energy Smart Show initiative is not a smart home featuring just energy efficient appliances, but a look at the connected components that make a net zero home a net zero home, which produces as much energy as it uses.

BENEFITS

- Build your own Net Zero Home (at your expense) and name it the “Your Company Name” Net Zero Home.
- Your company’s logo featured on all “Net Zero Home” promotional and show information collateral (e.g. ESS website and mobile app “Features” pages, e-newsletter, social media outreach, and onsite signage.)
- One (1) 30-minute time slot on the E3 stage.
- One (1) 10 x 10 booth space, including associated benefits.
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

“Energy Smart to Net Zero” Showcase

(1 AVAILABLE)

Put YOUR brand on our our “Energy Smart to Net Zero” Showcase and be recognized as a leading energy efficiency player. This Energy Smart Show initiative presents the fundamental basement-to-roof building blocks of a net zero dwelling as well as products and upgrades that can make your existing dwelling more energy efficient.

BENEFITS

- Your company’s logo front and centre on the “Energy Smart to Net Zero” Showcase.
- Your company’s logo featured on all “Energy Smart to Net Zero” Showcase” promotional and show information collateral (e.g. ESS website and mobile app “Features” pages, e-newsletter, social media outreach, and onsite signage.)
- One (1) 30-minute time slot on the E3 stage.
- One (1) 10 x 10 booth space, including associated benefits.
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

Social Media Hub

(1 AVAILABLE)

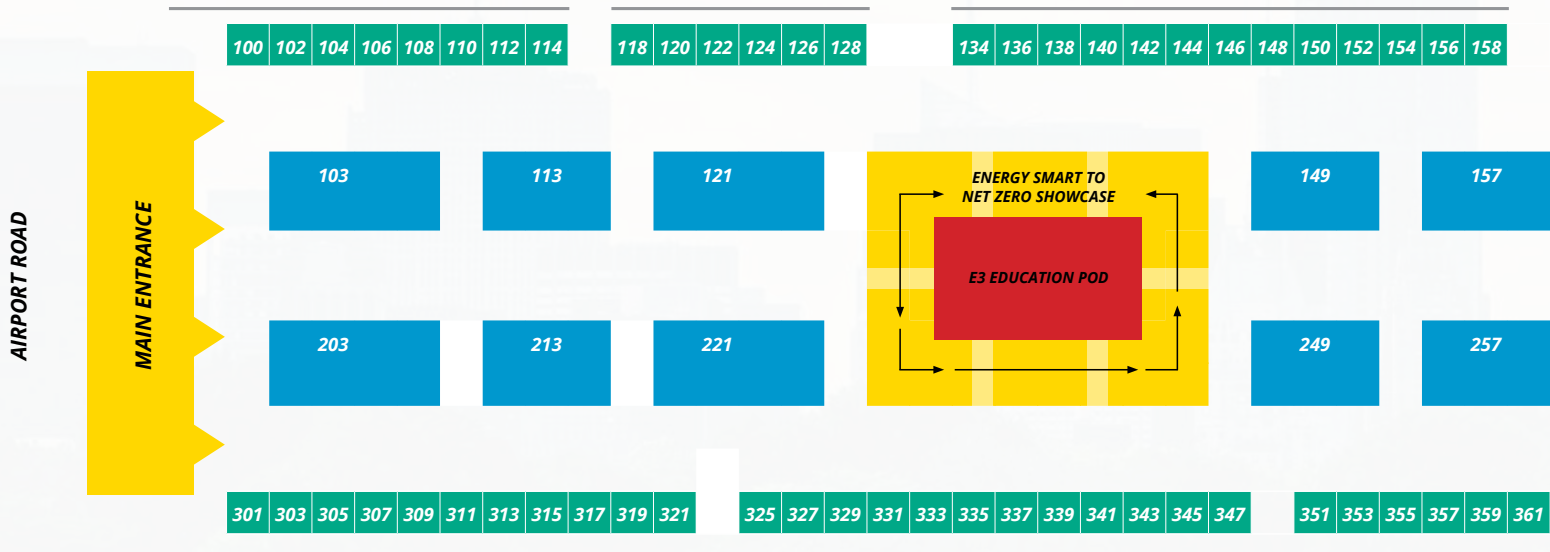
Put your company’s name on our Media Hub—Communications Central during the Show—featuring ESS’s Social Media Wall, where attendees can interact in real time and see their posts writ large on Twitter.

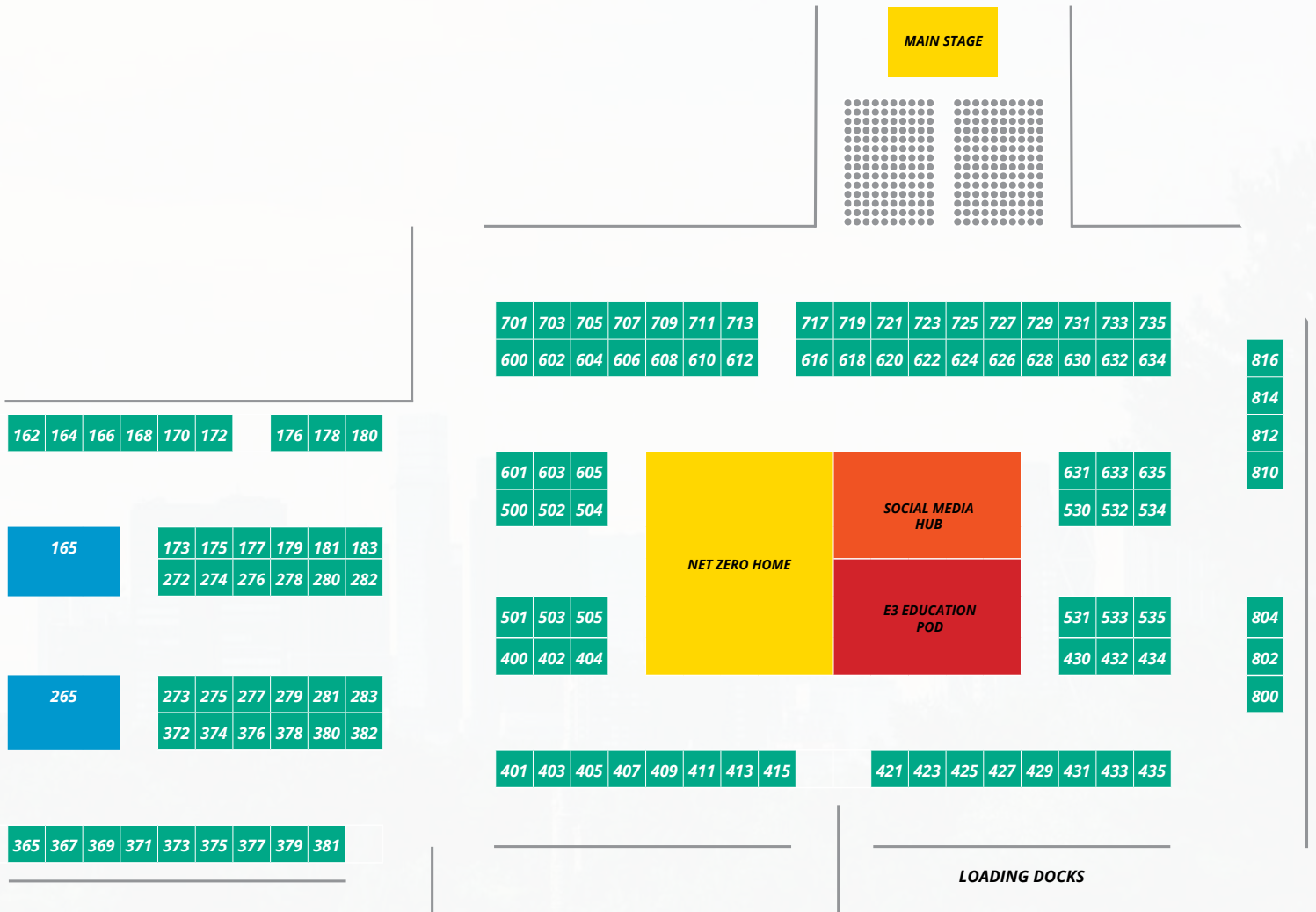
BENEFITS

- Your company’s logo front and centre on the onsite Media Hub.
- Your company’s logo featured on “Media Hub” promotional and show information collateral (e.g. ESS website and mobile app “Features” pages, e-newsletter, social media outreach, and onsite signage.)
- One (1) 30-minute time slot on the E3 stage.
- One (1) 10 x 10 booth space, including associated benefits.
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

FLOOR PLAN

To view the latest available booth space, visit www.energysmartshow.com under the Exhibition section.





HALL 1 | International Centre, Mississauga, ON

PRIMARY SPONSORS

Show Guide Touch Screens & Mobile App

(1 AVAILABLE—EXCLUSIVE)

Put your brand on our Show Guide Touch Screens and Mobile App, and be seen supporting this environmentally responsible and energy efficient alternative to a printed paper Show Guide.

BENEFITS

- Your company's logo on the Touch Screen Show Guide and the Mobile App. *(There will be no printed Guide, so this is a high-visibility opportunity. Most visitors will need to consult this Show navigation tool.)*
- Two (2) 30-minute time slot on the E3 stage.
- Option to **purchase** one prime exhibit space
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

B2B Reception for Sponsors & Exhibitors

(1 AVAILABLE—EXCLUSIVE)

Put your name on this opportunity to shmooze and network with your industry colleagues, on Friday evening following the close of the Show's opening day. All sponsors and exhibitors are invited to this event.

BENEFITS

- This will be promoted and presented as the "your company name" Welcome Reception.
- Opportunity to make opening remarks.
- Logo on drink ticket.
- Two (2) 30-minute time slot on the E3 stage.
- Option to **purchase** one prime exhibit space
- Four (4) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

Sponsor Recognition Collateral includes: website, e-newsletter, mobile app, all-sponsor onsite signage and logo loops, some social media. Marketing & Promotion Collateral includes: website, media coverage, advertisements, e-newsletter, media releases, show announcements, social media outreach, mobile app, interactive floor plan, onsite signage

Show Entrance

(1 AVAILABLE—EXCLUSIVE)

Your company's logo will be the first visitors to the Show will see when they arrive and as they buy and show their tickets on the way in.

BENEFITS

- Your company's logo posted and linked on the Energy Smart Show website, and included in all relevant sponsor recognition collateral.
- Your company's logo front and centre, in the "Admissions" area.
- One (1) 30-minute time slot on the E3 stage.
- Option to **purchase** one prime exhibit space.
- Three (3) Sponsors passes..
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

Energy Smart Show Bags

(1 AVAILABLE—EXCLUSIVE)

Your logo featured on our Energy Smart Show bags is a keeps-on-giving opportunity as visitors continue to use the bags long after the show for groceries and other tote-worthy stuff.

BENEFITS

- Your company's logo posted and linked on the Energy Smart Show website, and included in all relevant sponsor recognition collateral.
- Your company's logo featured discretely on the "Energy Smart Show" tote bag
- One (1) 30-minute time slot on the E3 stage.
- Option to **purchase** one prime exhibit space.
- Three (3) Sponsors passes.
- 12 Visitors tickets/passes.
- Your company logo posted and linked on the Energy Smart Show website and included in all Sponsor Recognition collateral.

ADDED-VALUE SPONSORSHIPS

Aisle ID Decals

(8 AVAILABLE)

BENEFITS

- Your company's brand featured on your "Aisle's" aisle ID junction decals.
- Your company's logo posted and linked on the Energy Smart Show website, and included in all relevant sponsor recognition collateral.

Friend

(UNLIMITED AVAILABLE)

BENEFITS

- Your company's logo posted and linked on the Energy Smart Show website, and included in all relevant sponsor recognition collateral.

Contest

Media, Social Media
and Onsite Contests

(UNLIMITED AVAILABLE)

BENEFITS

- Your company's logo featured on all social media and other Contest promotional and information collateral, e.g. ESS e-newsletter, website and mobile app, ESS social media outreach.
- Your company's logo posted and linked on the Energy Smart Show website, and included in all relevant sponsor recognition collateral.

Sponsor Recognition Collateral includes: website, e-newsletter, mobile app, all-sponsor onsite signage and logo loops, some social media. Marketing & Promotion Collateral includes: website, media coverage, advertisements, e-newsletter, media releases, show announcements, social media outreach, mobile app, interactive floor plan, onsite signage

PRODUCT PLACEMENTS

Energy Smart to Net Zero Showcase Product Placement

(ASSORTED AVAILABLE)

BENEFITS

- Your company's product and/or service featured in one of the Shows product placement zones, e.g. the Energy Smart to Net Zero Home.

ADVERTISING OPPORTINITIES

Hanging Banners

in the Exhibition Hall

BENEFITS

- Your own material hanging in the ESS Exhibition Hall.

Note: Hangings are subject to approval from the Energy Smart Show.

EXHIBITORS

The base price for one 10 x 10 ft (3 x 3 m) exhibit booth space is \$1,850

Please Note that Sponsorship Opportunities and Exhibit Booth Space pricing does NOT include HST.

WHAT YOU GET FOR THE BASE PRICE OF ONE BOOTH SPACE:

- Pipe and drape 8-foot back wall and 3-foot side walls.
- Five Booth Staff passes per 100 sq ft of booth space.
- Three Visitor tickets.
- Your company's name on the ESS website Exhibitors List, onsite official Show Guide Touch Screens and on the Mobile App.

THE FIRST FIVE (5) COMPANIES TO SIGN RECEIVE:

- Free logo on the Show's Interactive Floor Plan, located on the Exhibitors page at www.energysmartshow.com (value: \$100.00)
- Free Exhibitor Plus profile (Value: \$200.00)
- Recognition on social media and on website as a standalone company (Value: \$200.00)
- Featured story in social media and on website (Value: \$500.00)
- Certificate that can be displayed in your booth identifying you as a first supporter of the Show (Value: Priceless)

THE FIRST 20 COMPANIES TO SIGN RECEIVE:

- Recognition on social media and on website as a standalone company (Value: \$200.00)
- Featured story in social media and on website (Value: \$500.00)
- Certificate that can be displayed in your booth identifying you as a first supporter of the Show (Value: Priceless)

INVESTORS

Business Partners with a financial investment in the Energy Smart Show

If you are interested in a business partnership including a financial investment with Energy Smart Show, please contact us at info@energysmartshow.com for more information.

(HST INCLUDED) **SHOW
ENTRY FEES**

	ON-LINE	ON-SITE
GENERAL	\$17.00	\$20.00
SENIORS	\$12.00	\$15.00
YOUTH (13-18)	\$8.00	\$10.00
12 and UNDER	—	Free
WEEKEND PASS	\$30.00	\$35.00

HOURS

THURSDAY, NOVEMBER 3	08:00 – 17:00	<i>Move-in</i>
FRIDAY, NOVEMBER 4	09:00 – 18:00	<i>Show open</i>
SATURDAY, NOVEMBER 5	09:00 – 17:00	<i>Show open</i>
	17:00 – 24:00	<i>Move-out</i>



The Great Canadian Energy Efficiency Show's *Energy Smart Show* is owned and managed by event planning and management professionals with decades of experience in the field, working from an already established business and operations base, and running with a seasoned core team. The 3-principals are:

SHOW MANAGER DAVID DUNLOP

EXHIBITION & SPONSORSHIP SALES MARISA FLORIO

EXHIBITION MANAGEMENT MARIE-CLAUDE BUREAU, CMP

COMMUNICATIONS, GRAPHIC DESIGN & TECHNOLOGY MANAGER SUSAN BALL DUNLOP

WWW.ENERGYSMARTSHOW.COM

For more information on Sponsorship and Exhibition opportunities, or to discuss any other options, please contact **Marisa Florio, National Exhibition and Sponsorship Sales Manager**, at **647-633-8002**, or email **marisa@energysmartshow.com**