

May 6th-8th, 2025

POWER OF
WATER
CANADA

20

TECHNICAL
CONFERENCE
& TRADESHOW

26

SPONSOR PROSPECTUS



2026

ANNUAL
CONFERENCE
& TRADESHOW

White Oaks Conference Resort | [Niagara, Ontario](#)

For more information, contact
Jessica Worosz, Director, Conference and Events
at jworosz@owa.ca or **289-685-3035**



May 6th– 8th, 2025
You're Invited

**It is our pleasure to invite you to be a sponsor at the
2026 Power of Water Canada Technical Conference & Trade Show!**

Dear Valued Partner,

With great enthusiasm and pride, we invite you to be a key part of the 26th annual Power of Water Canada Technical Conference and Tradeshow—Canada's leading event dedicated to the advancement of the waterpower industry.

Over the past quarter-century, the Power of Water Canada Conference has served as a cornerstone for innovation, collaboration, and progress. It has become the go-to forum for industry leaders to connect, share knowledge and showcase the latest technologies that are shaping the future of sustainable electricity.

As we look ahead to 2026, we are inspired by the momentum we've built together. Your continued support has been vital to our growth and impact. Thanks to our sponsors, this event has become more than just a conference—it's a thriving community where ideas take root and business relationships are formed.

POWC 2026 promises to be an incredible gathering. With a dynamic program featuring influential speakers, interactive sessions, and a bustling tradeshow floor, attendees will gain invaluable insights and forge lasting connections. Whether you're an industry veteran or a first-time participant, there are countless opportunities to engage, learn, and lead.

As a sponsor, your involvement places you at the forefront of the conversation. It's a chance to elevate your brand, connect with decision-makers, and demonstrate your commitment to a reliable, secure energy future through waterpower.

We warmly invite you to join us in shaping the future of our industry. Let's celebrate how far we've come—and explore the opportunities that lie ahead.

Thank you for your continued partnership and support.

We look forward to welcoming you at the Power of Water Canada Conference and Tradeshow 2026.

Ontario Waterpower Association



**Your opportunity to be recognized
within the waterpower industry.**

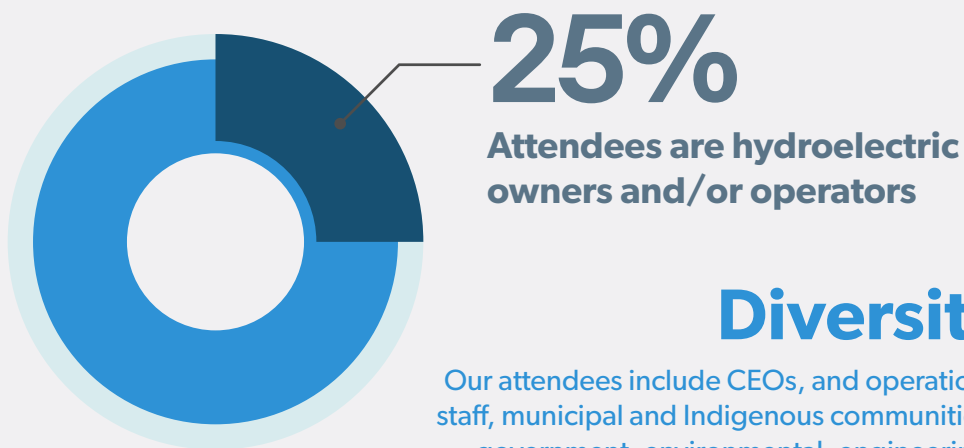
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TOP 5 REASONS TO SPONSOR

- 1. Leadership:** Sponsorship demonstrates your leadership and support of the waterpower industry.
- 2. Enhanced Visibility:** Your brand will gain prominent exposure before, during, and after the conference. With our extensive marketing campaign, your company's logo will be featured across several platforms.
- 3. Pay it Forward:** Sponsorship not only shows your support of the Ontario Waterpower Association, with all conference revenues being reinvested back into advancing the industry's advocacy communications and strategic relationships.
- 4. Industry Engagement:** This year's conference will attract key decision-makers, industry leaders, and innovators from across the sector. Connect with potential business associates and partners, showcasing your commitment to the water industry.
- 5. Celebratory Platform:** Align your brand with this milestone event and demonstrate your support for continued progress and innovation in the industry.

ATTENDEE DEMOGRAPHICS

456 Delegates



Diversity

Our attendees include CEOs, and operations staff, municipal and Indigenous communities, government, environmental, engineering, legal, project management firms and more.



SPONSORSHIP PACKAGES

All sponsorship packages include the following:

- Recognition on the POWC website
- Recognition in the printed program
- Recognition on all main signage at the conference
- Recognition on all main conference email communications
- Recognition on the mobile app
- Recognition as a Sponsor during the opening remarks
- Recognition on the slide show played in the trade show hall, plenary, and concurrent rooms
- Social media spotlight posts
- Tabletop recognition on tent cards throughout the plenary and trade show room

SOLD OUT!

**Gala & Keynote
Sponsor - \$14,000**

In addition to the benefits listed above:

- Opportunity to introduce the keynote speaker and address delegates at the gala
- Involvement in keynote speaker selection
- Corporate brand recognition as the main sponsor at the Gala dinner and keynote speaker slide show
- Company logo will be displayed on the conference agenda, and in the OWA digital newsletters
- Six (6) complimentary full conference tickets *over \$7,000 value!
- Eight (8) complimentary gala dinner tickets with reserved seating in prime location over *\$700 value!
- One (1) FULL page advertisement in the conference delegate booklet

SOLD OUT!

**Trade Show
Sponsor - \$8,500**

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- One (1) complimentary 10X20 exhibitor booth in prime location *over \$4,800 value!
- Power to exhibitor booth throughout the entire conference Over \$250 value!
- One (1) branded and furnished networking lounge near exhibitor booth in exhibit hall
- Four (4) complimentary full conference tickets
- Four (4) complimentary gala dinner tickets *over \$400 value!
- One (1) half-page advertisement in the conference delegate booklet
- Ability to include your materials/giveaway item in our conference delegate bags

SOLD OUT!

**Lanyard
Sponsor - \$7,500**

In addition to the benefits listed above:

- Company logo showcased on the name badge lanyards for all delegates, speakers, and exhibitors, providing maximum exposure throughout the entire event
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- Power to exhibitor booth throughout the entire conference. Over \$250 value!
- Two (2) complimentary full conference tickets
- One (1) half-page advertisement in the conference delegate booklet

SOLD OUT!

**Welcome Reception
Sponsor - \$7,500**

In addition to the benefits listed above:

- Corporate brand recognition at the welcome reception food and beverage locations
- Corporate recognition on reception drink tickets distributed to all attendees and exhibitors
- Signature drink named on behalf of your organization
- Two (2) complimentary full conference tickets
- Two (2) complimentary gala dinner tickets *over \$200 value!
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- One (1) half-page advertisement in the conference delegate booklet

**Sunset Reception
Sponsor - \$5,000
(1 available)**

In addition to the benefits listed above:

- Corporate brand recognition at the sunset reception outdoor location
- Involvement in the selection of musical entertainment during the sunset reception
- Two (2) complimentary full conference tickets *over \$2400 value!
- Two (2) complimentary gala dinner tickets *over \$200 value!
- One (1) half-page advertisement in the conference delegate booklet

SOLD OUT!

**Mobile App
Sponsor - \$6,500**

In addition to the benefits listed above:

- Corporate brand recognition will be showcased on the Mobile App main banner for all delegates, speakers and exhibitors to see, providing maximum exposure throughout the entire event
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- Power to exhibitor booth throughout the entire conference. Over \$250 value!
- Two (2) complimentary full conference tickets
- Two (2) complimentary gala dinner tickets *over \$400 value!
- One (1) half-page advertisement in the conference delegate booklet

SPONSORSHIP LEVELS

Delegate Swag Bag Sponsor - \$6,000 (1 available)

In addition to the benefits listed above:

- Company logo showcased on swag bags handed out to all attendees, speakers, and exhibitors at registration for the ultimate brand exposure
- Two (2) complimentary full conference tickets *over \$2400 value!
- Two (2) complimentary gala dinner tickets *over \$200 value!
- One (1) half-page advertisement in the conference delegate booklet
- Ability to include your materials/giveaway item in our conference delegate bags

Hot Breakfast Sponsor - \$5,500 (2 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all hot breakfast food and beverage locations
- Two (2) complimentary full conference tickets *over \$2400 value!
- One (1) half-page advertisement in the conference delegate booklet

Lunch Sponsor - \$5,500 (1 remaining)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all lunch food and beverage locations
- Two (2) complimentary full conference tickets *over \$2400 value!
- One (1) half-page advertisement in the conference delegate booklet

Pre-Conference Lunch Sponsor - \$5,000 (1 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at the pre-conference lunch food and beverage locations
- Two (2) complimentary full conference tickets *over \$2400 value!
- One (1) half-page advertisement in the conference delegate booklet

AV Sponsor - \$5,000 (1 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition in all concurrent session rooms
- Predominate brand recognition in grand event room throughout event
- Two (2) complimentary full conference tickets
- One (1) FULL-page advertisement in the conference delegate booklet

Break Sponsor - \$3,000 (2 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all break food and beverage locations
- One (1) half-page advertisement in the conference delegate booklet

Hotel Key Sponsor - \$3,000 (1 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all break food and beverage locations
- One (1) half-page advertisement in the conference delegate booklet

Pre-Conference Workshop Sponsor - \$ 2,500 (2 available)

In addition to the benefits listed above:

- Opportunity to introduce the pre-conference speakers
- Corporate brand recognition on all directional signage throughout the hotel
- Corporate brand recognition on pre-conference attendee ticket
- One (1) half-page advertisement in the conference delegate booklet



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