



**February 13 – 14, 2012
Regina, Saskatchewan**

SPONSORSHIP PROSPECTUS

Join us at EnerCan West 2012!

WHY THE EnerCan WEST 2012 CONFERENCE AND TRADESHOW?

EnerCan West 2012 is quickly becoming one of Western Canada's premier conferences on energy and the environment. This exciting event will take place at the Delta Regina Hotel in Regina, Saskatchewan, February 13 – 14, 2012.

Leveraging Western Canada's unique access to a wide variety of sustainable and renewable energy options, **EnerCan West** 2012 weaves together workshops by some of the best minds in the energy and environmental industries, with cutting edge exhibits and displays of some of the leading technological innovations available.

The conference offers delegates a unique opportunity to obtain information on topics of particular relevance to the "local" context of Saskatchewan and the Prairie Provinces, including thought-provoking sessions with national and international speakers who recognize that all environmental concerns are "global" in nature.

Numerous networking and information-sharing opportunities will also be part of the conference program, providing delegates from across Canada and around the world with ample time to meet with industry professionals, policy leaders, researchers, government representatives, corporate stakeholders, investors, and members of Aboriginal / Metis groups and student organizations.

EnerCan West 2012 – *Energy and the Environment* – will feature:

- numerous presentations and poster sessions in two simultaneous tracks
- two stellar plenary sessions
- two world-class luncheon addresses
- presentations by local innovators to the "Green Dragon's Lair," a panel of media experts
- opening night reception with entertainment by BlackSalt and Brenda Q

EnerCan West 2012 will set the stage for energy-focused business development, investment, and public policy discussions by creating a truly excellent venue for the exchange of world class information.

CONFERENCE TOPICS:

This year's conference will include panels and discussions grouped into two specialized tracks, "Oil & Gas & Energy," and "Other Energy & Fuels."

Planned sessions will include discussions of:

- New technologies in oil & gas extraction;
- In-situ bitumen recovery and simultaneous upgrading;
- Carbon pricing in Canada;
- Lessons learned from *Deepwater Horizon*;
- Bio-diesel and other alternative fuels;
- Uranium mining and nuclear power;
- Wind, water, solar, and other renewable energy options: feasibility and benefits;
- Steam capture power generation technologies;
- And several other topics relating to oil & gas or other energy & fuels.

In addition to these focused sessions, the conference will also feature panelists and poster presentations addressing topics such as:

- Issues around nuclear power: risks, benefits, containment options, and community consultation;
- Mining, forestry, agriculture and oil and gas industry issues, approaches, and innovative solutions;
- Solid waste management and gasification;
- Environmental education;
- Federal, provincial, and municipal government perspectives;
- Water and waste water management;
- Perspectives from the financial industry and investors;
- Environmental assessment, auditing, regulatory awareness and compliance;
- Balancing environmental issues with economic development: strategies for future prosperity and energy security.

Featured Keynote Speakers:

Andrew Heintzman, Co-Founder, investeco Capital and author of "The New Entrepreneurs: Building a Green Economy for the Future"

Scott Vaughn, Commissioner of the Environment and Sustainable Development

Special Highlight:

"Green Dragon's Lair" presentations to a panel of media representatives

Partnership "Pitch Patch," a forum to connect innovators with potential investors

SPONSORSHIP INFORMATION

EXCLUSIVE EVENT SPONSOR - \$20,000+

The exclusive event sponsor will enjoy the richest package of marketing and company benefits.

- The event sponsors will have the option to brand the event with their organization's name and/or logo, i.e., "Brought to you by our Event Sponsor [Your Company Name]", a position that will be echoed in all publicity produced for the event as well as media communications.
- Pre-eminent logo display on all promotional and announcement materials in print and electronically
- Pre-eminent logo display on conference banner
- Pre-eminent visual display (easel sign) at registration desk
- Pre-eminent display of corporate logo on table cards as the Event Sponsor
- Conspicuous representation as the exclusive Event Sponsor through hyperlinked logo placement on the **EnerCan West** homepage as well as on the sponsors page
- Prominent logo display on SEIMA website events page
- Opportunity at event for a two-minute promotional/marketing message
- Verbal recognition as Event Sponsor at opening and closing of the conference on both days
- Full delegate passes for four staff or guests
- Opportunity for all four designated representatives to meet and share a meal with keynote speaker(s)
- Prominently located complimentary exhibit space, allocated on a priority basis to the Event Sponsor.
- Complimentary exhibit opportunity at any SEIMA event offering that option until the end of SEIMA's fiscal year (April 2012)
- Sponsor's promotional message and pre-eminent logo placement in conference program
- 12-month SEIMA membership
- 10% discount on all SEIMA hosted event registrations until April 30, 2012
- Guaranteed opportunity for a ½ hour presentation at a SEIMA 2011/12 luncheon in both Regina and Saskatoon
- Complimentary Hole Sponsorship at the SEIMA 2011 or 2012 Whack and Roll Golf Tournament
- Complimentary Enhanced Profile in the SEIMA 2012 or 2013 Directory & Buyers Guide

TOP LEVEL EVENT SPONSOR \$10,000

- “Name your sponsorship level”: Top level event sponsors will have the option to brand the top sponsorship level with their organization’s name and/or logo
- Prominent logo display on all promotional and announcement materials in print and electronically
- Prominent logo display on conference banner
- Prominent visual display (easel sign) at registration desk
- Prominent display of corporate logo on table cards (as major sponsor)
- Conspicuous representation as a top level Sponsor through hyperlinked logo placement on the **EnerCan West** homepage
- Logo display on SEIMA website events page
- Opportunity at event for a two-minute promotional/marketing message
- Verbal recognition as major sponsor at opening and closing of the conference on both days
- Full delegate passes for three staff or guests
- Opportunity for all three designated representatives to meet and share a meal with keynote speaker(s)
- Prominently located complimentary exhibit space, allocated on a first-come, first-serve basis for top level sponsors
- Complimentary exhibit opportunity at any SEIMA event offering that option until the end of SEIMA’s fiscal year (April 2012)
- Sponsor’s promotional message and logo in conference program
- 12-month SEIMA membership
- 10% discount on all SEIMA hosted event registrations until April 30, 2012
- Guaranteed opportunity for a ½ hour presentation at a SEIMA 2011/12 luncheon in both Regina and Saskatoon
- Complimentary Hole Sponsorship at the SEIMA 2011 or 2012 Whack and Roll Golf Tournament
- Complimentary Enhanced Profile in the SEIMA 2012 or 2013 Directory & Buyers Guide

SECOND LEVEL SPONSOR \$7,500

- Prominent logo display as second level sponsor on all promotional and announcement materials in print and electronically
- Prominent logo display as second level sponsor on conference banner
- Prominent display of corporate logo on table cards (as second level sponsor)
- Hyperlinked logo display as second level sponsor on the **EnerCan West** homepage
- Logo display as second level sponsor on SEIMA website events page
- Verbal recognition as second level sponsor throughout event
- Full delegate passes for two staff or guests
- Opportunity for both designated representatives to meet and share a meal with keynote speaker(s)
- Prominently located complimentary exhibit space, allocated on a first-come, first-serve basis for second level sponsors
- Complimentary exhibit opportunity at any SEIMA event offering that option until the end of SEIMA's fiscal year (April 2012)
- Logo in conference program, as second level sponsor
- 12-month SEIMA membership
- 5% discount on all SEIMA hosted event registrations until April 30, 2012
- Complimentary Hole Sponsorship at the SEIMA 2011 or 2012 Whack and Roll Golf Tournament
- Complimentary Enhanced Profile in the SEIMA 2012 or 2013 Directory & Buyers Guide

THIRD LEVEL SPONSOR \$5,000

- Prominent logo display as third level sponsor on all promotional and announcement materials in print and electronically
- Prominent logo display as third level sponsor on conference banner
- Prominent display of corporate logo on table cards (as third level sponsor)
- Logo display as third level sponsor hyperlinked logo placement on the **EnerCan West** homepage
- Logo display as third level sponsor on SEIMA website events page
- Verbal recognition as third level sponsor throughout event
- Full delegate passes for two staff or guests
- Prominently located complimentary exhibit space, allocated on a first-come, first-serve basis for third level sponsors
- Logo in conference program, as third level sponsor
- 12-month SEIMA membership
- 5% discount on all SEIMA hosted event registrations until April 30, 2012

OTHER SPONSORSHIPS:

AUDIO VISUAL SPONSOR \$2,500

- Logo display on SEIMA website event page as AV Sponsor
- Logo display as AV Sponsor on the microphone stations and AV station
- Verbal recognition at the opening event
- Logo placement:
 - table tent cards
 - AV stations
 - conference program
- One complimentary conference delegate pass
- Complimentary exhibit space
- 12-month SEIMA membership

LUNCH SPONSOR \$2,500

- Logo display on SEIMA website event page as Lunch Sponsor
- Opportunity to announce lunch break
- Verbal recognition before and after lunch break
- Logo placement:
 - table tent cards
 - easel display with logo at buffet table
 - conference program
- One complimentary conference delegate pass
- Complimentary exhibit space
- 12-month SEIMA membership

ROOM SPONSOR \$1,500

- Logo display on SEIMA website event page as Room Sponsor
- Logo display as Room Sponsor on the marquis outside the room
- Verbal recognition at the opening event
- Logo placement:
 - table tent cards
 - conference program
- One complimentary conference delegate pass
- Complimentary exhibit space
- 12-month SEIMA membership

CONFERENCE KIT SPONSOR \$1,500

- Logo display on SEIMA website event page as Conference Kit Sponsor
- Logo display on the conference kit package
- Verbal recognition at the opening event
- Logo placement:
 - table tent cards
 - conference program
- One complimentary conference delegate pass
- Complimentary exhibit space
- 12-month SEIMA membership

BREAK SPONSOR \$750 (Three breaks to choose from)

- Verbal recognition at break announcement
- Prominent logo display during break (tent card on refreshment table)
- Display of corporate logo on table cards (as minor sponsor)
- One complimentary conference delegate pass

	Exclusive Event Sponsor	Top Level Event Sponsor	Second Level Sponsor	Third Level Sponsor	Audio Visual Sponsor	Lunch Sponsor	Room Sponsor	Conference Kit Sponsor	Break Sponsor	Exhibitor Only
Logo on all print and electronic promotional materials	x	x	x	x						
Logo on table cards	x prominent	x prominent	x prominent	x prominent	x	x	x	x	x	
Complimentary ad/promotional message in program	x	x								
Two-minute promotional message at conference	x	x								
Prominent sign at registration desk	x	x								
Prominent logo on conference banner	x	x	x	x						
Hyperlinked logo on EnerCan West webpage	x	x	x	x						
Logo on SEIMA website events page	Prominent placement	x	x	x	x	x	x	x		
Verbal recognition as sponsor	Identified as exclusive sponsor at key events	x	x	x	At opening event	At lunch only	At opening event	At opening event	At break announcement	
Complimentary Delegate Passes	4	3	2	2	1	1	1	1	1	1
Delegates meal with keynote speaker(s)	x	x	x							
Tradeshow exhibit space	Included; Premier location	Included; Prominent location	Included; Prominent location	Included; Prominent location	Included	Included	Included	Included	\$450	\$450

**To ensure that your organization is represented at the conference and trade show,
please complete the attached application form and submit payment to:**

EnerCan *West* 2012 Conference Secretariat
c/o BUKSA Strategic Conference Services
Suite 307, 10328 - 81 Avenue NW
Edmonton, AB T6E 1X2
Phone: 780.436.0983 Ext. 257
Email: maureen@buksa.com



Sponsorship Application Form

Contact Information

Company Name: _____
(As it will appear in promotional material)

Contact Name: _____

Contact Title/Position: _____

Address: _____

City & Province: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Select your sponsorship category

- | | |
|--|---|
| <input type="checkbox"/> Exclusive Event Sponsor (\$20,000+) | <input type="checkbox"/> Lunch Sponsor (\$2,500) |
| <input type="checkbox"/> Top Level (\$10,000) | <input type="checkbox"/> Room Sponsor (\$1,500) |
| <input type="checkbox"/> Second Level (\$7,500) | <input type="checkbox"/> Conference Kit Sponsor (\$1,500) |
| <input type="checkbox"/> Third Level (\$5,000) | <input type="checkbox"/> Break Sponsor (\$750) |
| <input type="checkbox"/> Audiovisual Sponsor (\$2,500) | <input type="checkbox"/> Add an exhibit in the EnerCan West 2012
Trade show (\$450) |

Payment

- Cheque enclosed payable to BUKSA Associates Inc.
- Please invoice my company at the address above.

Name of authorized company representative: _____ Position: _____

Signature: _____ Date: _____

Send your completed sponsorship application form by fax or mail it with full payment to:

BUKSA Associates
EnerCan West 2012 Conference Secretariat
Suite 307, 10328 – 81 Avenue
Edmonton, AB T6E 1X2
Phone: (780) 436-0983 Ext. 257 Fax: (780) 437-5984 Email: Maureen@buksa.com

Sponsorship benefits will commence once payment has been received.