



**PETROCHEM**  
CANADA

Organized by: **dmg::events**

# Enhancing Canadian Competitiveness

September 27-28, 2017 | Holiday Inn Sarnia Hotel & Conference Centre

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

## Exhibition Space, Sponsorship & Advertising

Stephen Furze, dmg::events  
(403) 444-6529  
[stephenfurze@dmgevents.com](mailto:stephenfurze@dmgevents.com)





# PetroChem Canada

## Conference Facts



**200+**  
Delegates



**50+**  
Speakers



**7**  
Panel Discussions



**4**  
Keynotes



**56%**  
Senior Executives



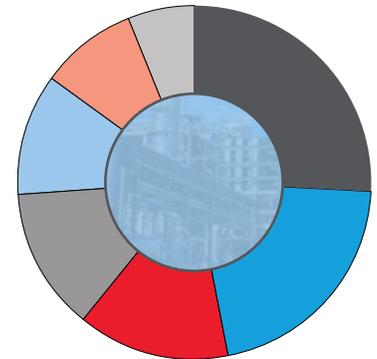
**150+**  
Companies

## Discussion Topics

- Developing a Canadian Petrochemical Strategy to Enhance our Competitiveness
- Understanding Global Trends in Investment, Development and Markets
- Examining the Impact of the Trump Administration
- Emerging Petrochemical Developments from North American Shale Gas Plays
- Bio-Chemical and Bio-Hybrid Opportunities for Canada
- Understanding the Impacts of Cap and Trade, Carbon Tax and Climate Change Policies
- Status Updates for Current and Proposed Petrochemical Projects

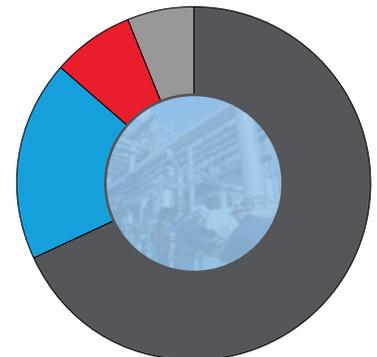
## Top Company Types

- Service Companies 26%
- Government 21%
- Engineering 14%
- Industry Associations 13%
- Construction 11%
- Consultants 9%
- Operators 6%



## Top Job Functions

- Senior Executives 56%
- Business Development 15%
- Technical 6%
- Operations 5%



*"The inaugural PetroChem Canada 2016 conference was a fantastic opportunity to learn about the global and regional dynamics impacting Canada's petrochemical ecosystem and network with key industry stakeholders, the high calibre and diversity of industry and government participants, as well as the interactive format, resulted in robust, lively and insightful discussions. I greatly look forward to participating in next year's conference!"*

Enrico Vonghia, BASF



*"PetroChem Canada 2016 was a very insightful conference for me to understand the fundamental decision making criteria for investments in the Petrochemical sector in Canada. It helped me to understand how the global market conditions impact the Canadian petrochemical industry and how the decisions are made on new projects."*

Sarmad Ali, Honeywell Process Solutions

*"PetroChem Canada's inaugural conference was a fantastic start to what will certainly become a pivotal platform for the petrochemical industry as we continue to face challenges moving forward. It is imperative that we facilitate discussions where everyone is sitting at the table; regulators, policy makers, industry and the like."*

Krysten Bachmier, Alberta's Industrial Heartland Association



## Executive Committee

### **Fred du Plessis**

Chief, Upstream & Olefins and Executive Advisor HR, **Sabir**

### **Debbie Pietrusik**

Senior Principal, Industrial Development, **Stantec**

### **Anne Waddell**

Vice President, Government Relations, **BioAmber**

### **Michael Crutchley**

Senior Project Manager, Pipeline Integrity Team Leader, **Stantec**

### **William Zhao**

Global Strategy Advisor, **Sabir**

### **Dave Tulk**

Partner, **Gas Processing Management Inc. (GPMi)**

### **Andrew Capper**

Director of Sales Canada, **Honeywell**

### **Amit Bhargava**

Manager of Environment and Regulatory Approvals, **ATCO Electricity Global Business Unit**

### **Matthew Slotwinski**

Development Coordinator, **Sarnia-Lambton Economic Development**

### **Frank Nolte**

Principal Consultant, **Advisian**

### **Margaret Lange**

Director, Downstream Energy, **Government of Alberta**

### **Ines Piccinino**

Assistant Deputy Minister, Upstream Development Division, Ministry of Natural Gas Development, **Government of British Columbia**

### **Don Fusco**

Director, Government & Stakeholder Relations, Ontario, **Chemistry Industry Association of Canada**

### **Chris Ghazouly**

Executive Director, **Resource Diversification Council**

### **Laurie Danielson**

Executive Director, **Northeast Capital Industrial Association**

### **Garret Matteotti**

Manager, Business Development, **Alberta's Industrial Heartland Association**

# Sponsorship Opportunities

## Title Sponsor – \$35,000

One (1) Available

### Benefits:

- Premium exhibit space.
- CEO keynote opportunity.
- Brand recognition and logo on promotional material pre-conference, onsite and post-conference including web, email, print and social media outlets.
- Opportunity to distribute promotional material in each delegate package.
- Private meeting suite.
- Double page spread in the Official Conference Program.
- Includes up to fifteen (15) conference passes.

## Premier Sponsor – \$20,000

Three (3) Available

### Benefits:

- Premium exhibit space.
- CEO keynote opportunity.
- Brand recognition on promotional material where applicable.
- Banner ad (full banner - 1170 x 150 px) on website.
- Full page ad in Official Conference Program.
- Includes up to ten (10) conference passes.

## Official Networking Reception Sponsor – \$12,500

One (1) Available

### Benefits:

- Premium exhibit space.
- Brand Recognition as a Sponsor on the official event website.
- Brand Recognition on HTML eNewsletters promoting the Networking Reception to all delegates and sponsors.
- Brand recognition as Official Networking Reception Host Sponsor in the Official Conference Program.
- Opportunity to conduct a receiving line as guests arrive, if feasible given the venue.
- Brand recognition on invitations, décor, signage at the venue.
- Speaking opportunity (3-5 minutes).

## Partner Sponsor – \$10,000

Two (2) Available

### Benefits:

- Premium exhibit space.
- Brand recognition on promotional material, where applicable.
- Opportunity to send a high level representative to moderate a session.
- Banner ad (half banner - 570 x 150 px) on website.
- Half page ad in Official Conference Program.

## Official Hotel Room Key Sponsor – \$7,500

One (1) Available

### Benefits:

- Brand Recognition as a Sponsor on the official event website.
- Brand Recognition on HTML eNewsletters promoting the official hotel(s).
- Accommodation bookings to all delegates and Stakeholders.
- Brand Recognition on the Hotel section of the Conference website.
- Brand recognition as Official Hotel Room Key Sponsor in the Official Conference Program, distributed onsite to all delegates.
- Brand recognition on all Hotel Room Keys distributed to speakers, stakeholders, delegates, exhibitors checking in.
- Signage recognition at the hotel as Official Hotel Room Key Sponsor.

## Official Website Sponsor – \$7,500

One (1) Available

### Benefits:

- Banner ad (carousel banner - 1200 x 400 px) on website.
- Recognition on every webpage (with the exception of the Exhibitor Zone) of the PetroChem Canada website.
- Brand recognition as a Sponsor on the Official Event Website.
- Opportunity for up to six (6) months of website (full banner - 1170 x 150 px) advertising in advance of the event.
- Brand recognition on the Sponsors page of the Official Conference Program.





*"The players, the economics, the environmental issues: they're all in the room and on the table at the PetroChem Canada conference. It's the perfect opportunity to engage."*

Michael Smith, Golder Associates Ltd.

### Private Suite Sponsor – \$5,000

Two (2) Available

#### Benefits:

- Exclusive use of a well-appointed meeting room for a day.
- Opportunity to host an executive presentation. Audio visual equipment and catering package is included. Suite sponsor has opportunity to upgrade to premium options at extra investment.
- Suite is furnished with soft seating area, boardroom meeting table, chairs, serving area and includes (2) large metre boards for organizational branding.

### Official Registration Sponsor – \$5,000

One (1) Available

#### Benefits:

- Brand recognition as "Registration Sponsor" on the registration page, website and badges.
- Brand recognition on the 'kick plates' of the Registration Desk build.
- Opportunity to provide a piece of marketing collateral (8.5 X 11 or folded brochure) that will be distributed from a literature rack adjacent to the main registration.
- Full page ad in the Official Conference Program.

### Notepad & Pen Sponsor – \$5,000

One (1) Available

#### Benefits:

- Brand Recognition as a Sponsor on the official event website.
- Premium brand recognition on each of the notepads and pens that are distributed to conference delegates.
- Pricing includes the cost to produce the notepads and pen (one color logo imprint on the most prominent location available).

### Entrance Banner Sponsor – \$5,000

Three (3) Available

#### Benefits:

- Two banners (size: Approx. 6 ft wide x 4 ft high) placed in the atrium visible from the entrance of the facility and escalators used by delegates to access the conference.
- Includes production and installation cost. Sponsor to provide artwork.

### Session Sponsor – \$2,500

Ten (10) Available

#### Benefits:

- Includes branding on signage located outside the technical session room, and inside the room.
- Recognition as stream sponsor on all technical session agendas and relevant event materials/signage.
- Opportunity to co-moderate session.

### Exhibit Space – \$2,995

Ten (10) Available

#### Benefits:

- Table top exhibition space with one table, two chairs and company sign.
- Includes two (2) conference passes.
- Company listing in the Official Conference Program and on the event website.





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## CONTACT US

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## ORGANIZER



dmg :: events is the name behind many of the largest energy events in the world such as Global Petroleum Show (Calgary, Canada); ADIPEC (Abu Dhabi, UAE); International Pipeline Exposition (Calgary, Canada); Heavy Oil Latin America Conference & Exhibition (Mexico); Oil Sands Trade Show & Conference (Fort McMurray, Canada); and GasTech (Japan). Headquartered in London, UK with offices in key locations including Calgary, Canada; Abu Dhabi, UAE, Houston, Texas and Dallas, Texas, dmg::events brings more than 100 years' experience in organizing exhibitions and conferences around the world.

For more information visit [dmgevents.com](http://dmgevents.com)

