

8th Annual

# canadian water summit

Sheraton  
Centre Hotel  
TORONTO  
June 22, 2017



## Collaboration to Action

Leadership and Investment  
in Canada's Blue Economy

## Event Prospectus

Follow for updates and input on our program

 @CdnWaterSummit #CWSummit2017

 [bit.ly/CdnWaterSummit17](http://bit.ly/CdnWaterSummit17)

 The Canadian Water Summit

[watersummit.ca](http://watersummit.ca)

## Your invitation to the 2017 Canadian Water Summit

The 2017 Canadian Water Summit attracts hundreds of senior professionals from environmental consulting, government agencies, cleantech, manufacturing, trade officers, investors, engineering firms, industry associations, and NGOs. In our 2016 delegate survey, 91 per cent of respondents said they would like the Summit to be a coming together of water industry groups to break down silos. In response, we are inviting sponsors, supporters and partners to support activities as part of a 'Water Summit Week'.

### Programming will include:

- Women in Water networking breakfast
- Canada 150 - water history and celebration
- Policy Leaders Dialogue meeting
- Toronto Region Conservation Authority Paddle the Don and LID tours
- Infrastructure Investment VIP Roundtable
- Young Professionals reception
- 3rd annual Water's Next Awards gala dinner

Other networking and program opportunities are available for your organization. Contact us to discuss how we can customize a sponsorship package that will best leverage this annual gathering of water leaders and deliver high value and ROI for your engagement throughout 2017.

## The Organizing Team

Actual Media Inc. is proud to continue the leadership role for the eighth annual Canadian Water Summit in 2017.

Actual Media is the creative agency that publishes Water Canada and ReNew Canada magazines. [actualmedia.ca](http://actualmedia.ca)

Actual Media is a partner in Blue Events Inc. — an organization formed in 2015 to manage the Canadian Water Summit and its associated business.

To partner with Canadian Water Summit and discuss your ideas for participation, please contact us:



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**June 22, 2017**

Sheraton Centre  
Toronto Hotel



(L-R) Usha Srinivasan, Jodi Glover, Peter Gallant, Sunit Mohindroo.

## Engagement

Every year, hundreds of water leaders from government, industry, non-profit organizations, and academia gather for the Canadian Water Summit. Attendees come from across Canada and internationally to network with their peers and establish new linkages and relationships in the water sector. A large percentage of delegates each year are new to the event and many are local to the city and province in which the summit is located. New or old, everyone agrees it is a ‘must attend’ event.



Jessica Bratty of GEMM Dialogues and Theresa Fresco of Fraser Basin Council (FBC) on the left flank Judith Guichon, Lieutenant Governor of British Columbia, with Lynn Kriwoken of the BC Ministry of Environment and Steve Litke of FBC.



Minister Sohi connects with a young professional after his closing keynote.

## CWS 2016 By the Numbers

- Over 230 people attended the main event; 20 companies in the Dutch B2B sessions; field trip excursions sold out.
- From June 23-24, event Tweets through @CdnWaterSummit received more than 7.1K impressions per day, and Water Canada’ magazine’s coverage of the event through the @CanadianWater received 27.1K impressions per day.
- During the June 23 event, the hashtag #CdnWaterSummit was trending nationally for four hours and received 76,000 impressions.

**“Representation from industry was phenomenal.”**

**“With all of the water-related events happening this year, you were able to find a space that was not covered by anyone else—well done!”**

**“The overall discussion was thought-provoking and the speakers were very passionate and frank with their opinions.”**

**“It was a great mix of people with different perspectives which brought about real, tough questions and helped us all see a different view or angle.”**

# Thought Leadership

Get to the podium with great water minds and an influential audience.



Andrew Molson, Chairman of the Molson Coors Brewing Company, addresses the Canadian Water Summit audience as the 2012 Presenting Sponsor.



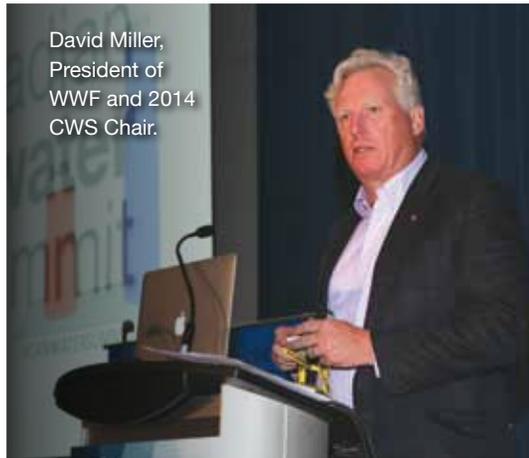
Amarjeet Sohi, Minister of Infrastructure and Community delivered a heartfelt closing plenary at the 2016 Summit.



Edward Burtynsky, 2014 Keynote Luncheon Speaker.



Brenda Lucas, Executive Director at Southern Ontario Water Consortium and 2016 CWS Chair.



David Miller, President of WWF and 2014 CWS Chair.



The Honourable Diana McQueen, Minister of Environment and Sustainable Resource Development for Alberta, delivering the morning keynote at the 2013 Summit.



The 2016 morning plenary featured international experts in corporate sustainability and water management. From left: Peter Nicol, CH2M; Alex van der Helm, Netherlands, Jonathan Radtke, Coca-Cola N.A.; Matt Howard, AWS and Diann Dillon-Ridgley, Board of Directors, Interface.



BC Minister of Environment Mary Polak delivers the morning plenary address at the 2015 Summit. She spoke about the *Water Sustainability Act*, among other key environmental issues in the province.

# Active Networking

Award celebrations, field trips and receptions add to the Summit fun.

## Paddle the Don



Network in the sunshine. In 2016, thirty participants joined the Toronto Region Conservation Authority on guided paddle of the mouth of the Don River and Toronto Islands.



## water's next

Celebrating Canada's  
Water Champions

Toronto ■ June 22, 2017



Water's Next winners receive a plaque and an individually hand crafted glass pin by artisan glassblower Aaron Calenda of Guelph, Ont.



See all the award winners  
and photos from 2016 at  
[watersnext.ca](http://watersnext.ca)

Follow us on Twitter.

 @WatersNext

Nominations for  
Water's Next 2017  
are now open!

## Sponsorship Investment Levels

Platinum/Presenting* \$25,000	Gold* \$15,000	Silver* \$10,000	Contributing \$4,000
<ul style="list-style-type: none"> <li>• Participate as a plenary speaker and/or introduce keynote</li> <li>• Sector exclusivity, VIP access at receptions and meetings, media benefits</li> <li>• Prominent logo inclusion in all communications</li> <li>• Logo + 50-word profile in the Sponsors' section of the CWS website</li> <li>• Electronic distribution of a water-related report and/or literature with delegate package</li> <li>• Full page ad in Summit Program</li> <li>• Onsite signage and verbal recognition by Chair and emcee</li> <li>• Corporate table of eight at Water's Next Awards – evening of June 22</li> <li>• Eight (8) full delegate registrations</li> <li>• 16' x 10' exhibition space (double booth)</li> <li>• Study Tours, Custom Programming</li> </ul>	<ul style="list-style-type: none"> <li>• Participate as a moderator/speaker in a plenary or breakout session</li> <li>• VIP access at receptions and meetings, media benefits</li> <li>• Large logo inclusion in all communications</li> <li>• Logo inclusion in the Sponsors' section of the CWS website</li> <li>• Half page ad in Summit Program</li> <li>• Onsite signage and verbal recognition</li> <li>• Six (6) tickets to Water's Next Awards – evening of June 22</li> <li>• Six (6) full delegate registrations</li> <li>• Onsite distribution of literature with delegate package</li> <li>• 8' x 10' exhibition space</li> </ul>	<ul style="list-style-type: none"> <li>• Participate as a moderator in a breakout session</li> <li>• Logo inclusion in all communications</li> <li>• Logo inclusion in the Sponsors' section of the CWS website</li> <li>• Quarter page ad in Summit Program</li> <li>• Onsite signage recognition</li> <li>• Four (4) tickets to Water's Next Awards – evening of June 22</li> <li>• Three (3) full delegate registrations</li> <li>• Onsite distribution of literature with delegate package</li> <li>• 8' x 10' exhibition space</li> </ul>	<ul style="list-style-type: none"> <li>• Logo inclusion on all communications</li> <li>• Bolded and hyperlinked company name in the Sponsors' section of the CWS website</li> <li>• One ticket to Water's Next Awards – evening of June 22</li> <li>• Onsite signage recognition</li> <li>• Two (2) full delegate registrations</li> </ul> <div data-bbox="1198 1234 1474 1377" style="background-color: #008080; color: white; padding: 5px; text-align: center;"> <b>Tradeshow Partner \$2,000</b> </div> <div data-bbox="1198 1381 1474 1625" style="background-color: #e0f2f1; padding: 5px;"> <p>8' x 10' space with 6' draped table, listing in program and one full delegate registration</p> </div> <p>* Major sponsors receive delegate information, survey results and additional year-long benefits.</p>

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# Thank You to our 2016 Sponsors

Presenting, Gold and Silver sponsors



Contributing



Media



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