



GLOBE Forum 2018 The Innovation Expo: Canada's Catalyzing Hub for Cleantech Trade and Investment

Vancouver, March 14–16, 2018



GLOBE Series, the Canadian Water Summit and Water Canada are partnering to provide water companies or organizations an integrated platform that provides high profile opportunities at GLOBE 2018 (March 14-16), Canadian Water Summit (June 20-22) and via multiple web, print and social media properties throughout 2018.



Event Overview

GLOBE Forum is the largest and longest-running corporate sustainability event in North America

What Happens

GLOBE Forum

The conference gathers 2,000 business and government leaders to network and advance global business and sustainability agendas

GLOBE Week

In addition to GLOBE Forum and Innovation Expo, GLOBE Series and a diverse group of partners host a range of on- and off-site activities as part of GLOBE Week

Innovation Expo

An international platform for cleantech companies to showcase products and services to public and private sector buyers and investors from more than 50 countries

Canadian Water Summit

Following GLOBE, and in Vancouver from June 20-22, this focused water conference and tradeshow attracts niche players in the industry

Global Hub for Accelerating Cleantech Trade and Investment

The Innovation Expo is an international platform to showcase products and services to public- and private-sector buyers from more than 50 countries.



1955

Delegates

204

Exhibiting Companies

755

Presidents & CEOs

54

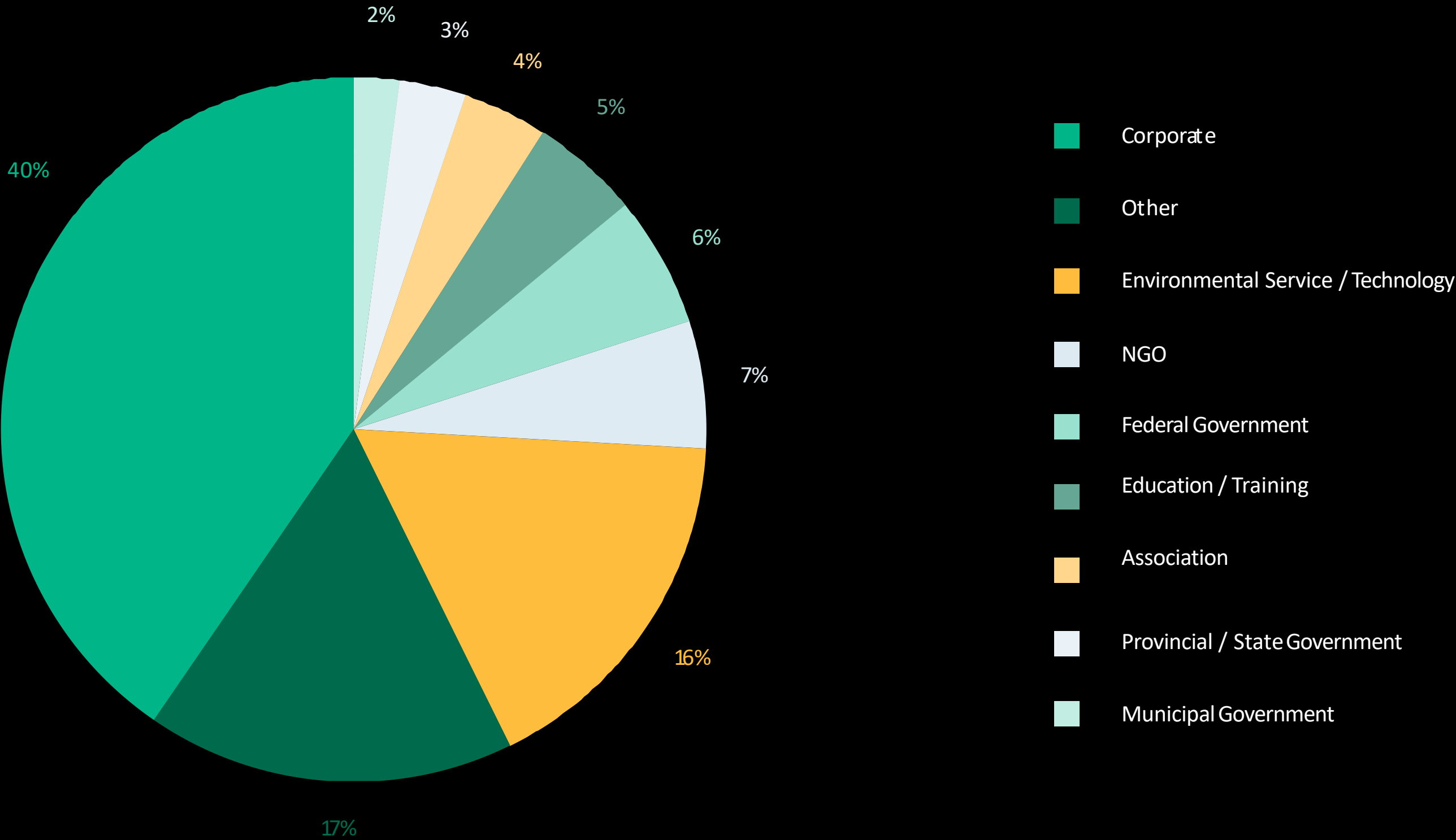
Participating Countries

3644

Participating Companies

10,150

Total Participants



48,500

WaterCanada.net average monthly pageviews

305

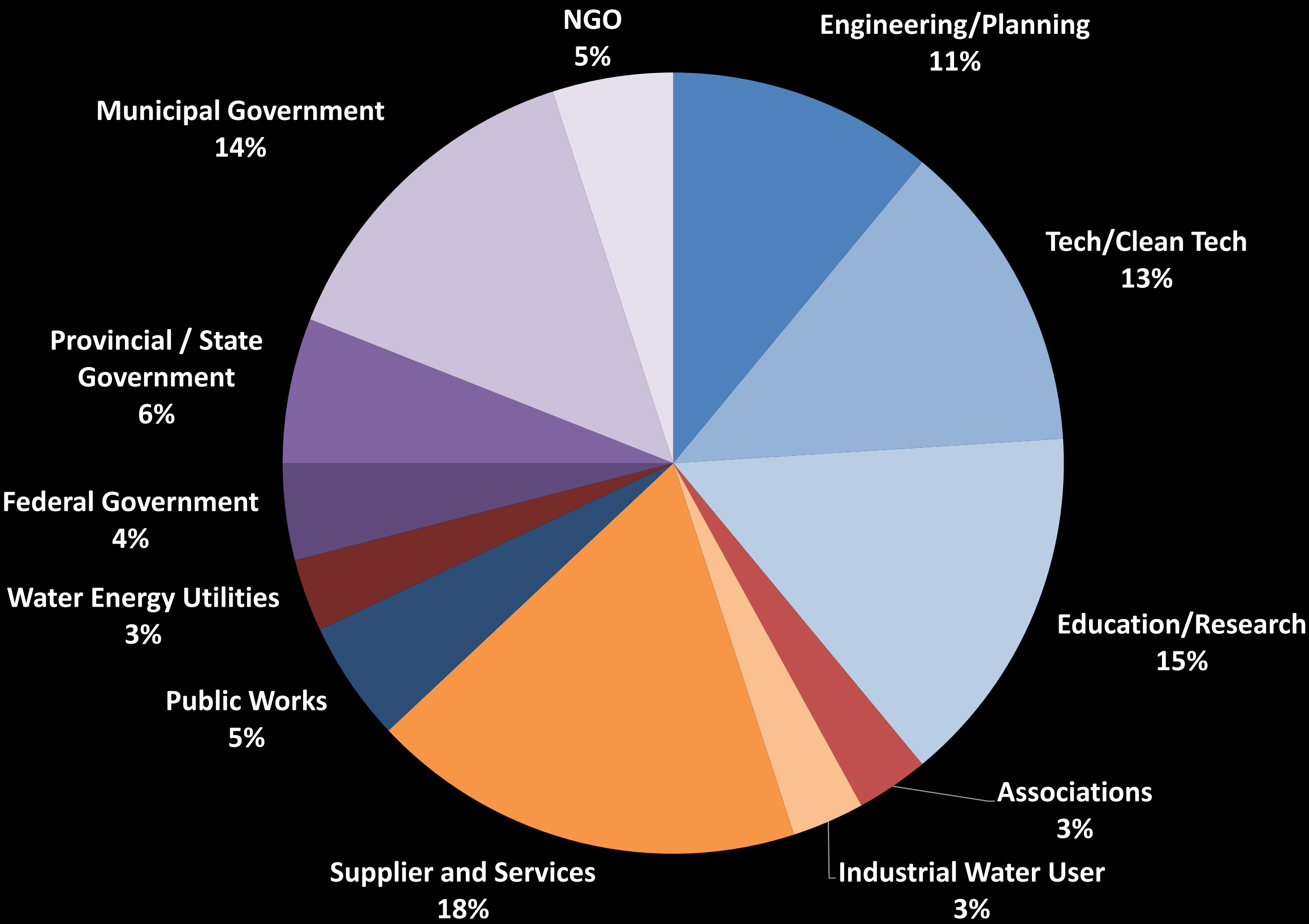
Canadian Water Summit 2017 delegates

18,000

Water Canada Magazine readers

15,000

WC Social Media platform followers



Who Will You Meet

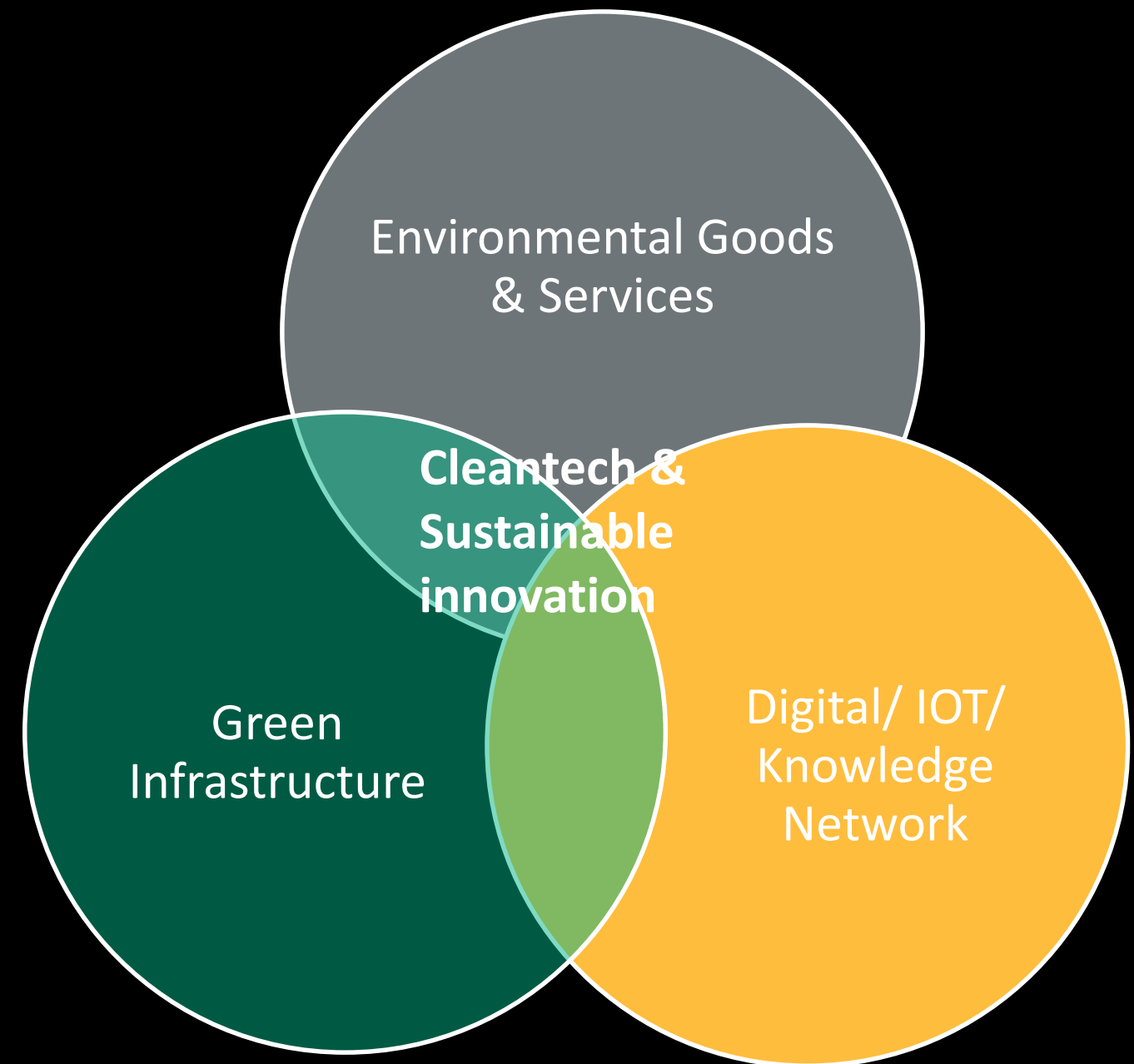
Canadian/International Buyers, Funders, Investors and suppliers

- Venture capitalist networks, angel investors, debt financiers
- Financial companies looking to invest in or purchase solutions from cleantech suppliers
- Financial institutions
- Federal trade commissioners
- Business Development Canada, Export Development Canada and key federal departments
- Funding agencies
- Municipal economic development agencies from across Canada



Where technology meets sustainability:

Through sector-specific partnerships and collaborations, we accelerate growth, investment and exports.



With our Water Innovation Cluster partners, Water Canada and the Canadian Water Summit, the sponsor's GLOBE 2018 experience will continue beyond March 16-18 with engagement as a sponsor and exhibitor at the Canadian Water Summit in Vancouver June 20-22 as well as ongoing visibility throughout the year via Water Canada publication, website and social media channels.

Reasons to Attend

Three Reasons to Attend as an Exhibitor or Expo Visitor

- 1. Showcase your solutions and engage with buyers from more than 50 countries
- 2. Explore investment and joint funding opportunities with a diverse range of organizations, including angel and venture capitalists, economic development agencies, and funding organizations
- 3. Join the B2B Platform and participate in a range of activities designed to maximize return-on-investment

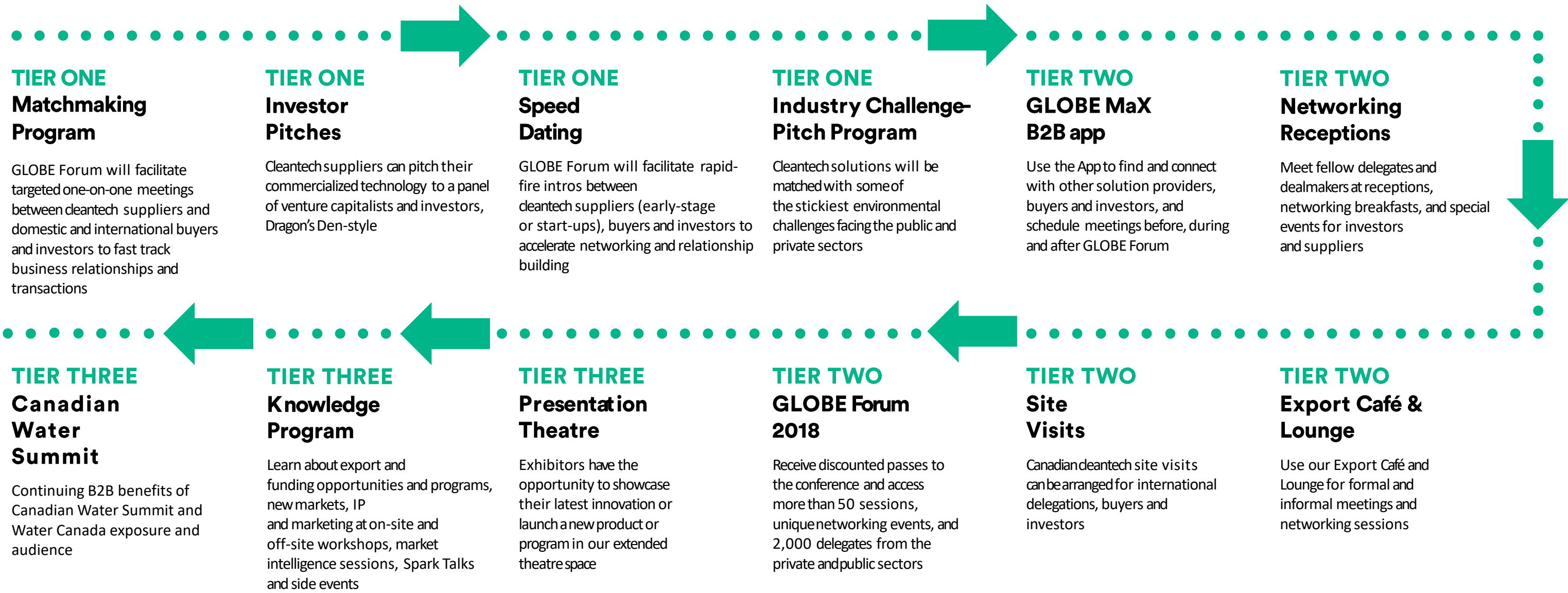
(access to the B2B Platform is available to exhibitors and conference delegates)

Additional Benefits for Exhibitors

- Listing on the GLOBE Forum 2018 website
- Listing in the Official onsite Expo Directory
- Listing in the GLOBE MaX B2B app – connect with other solution providers, buyers and investors
- Visibility in email communications sent to more than 50,000 sustainability professionals in North America, Asia and Europe
- Exhibitor announcement on GLOBE Series Twitter account, reaching thousands of followers
- Press release listing on the GLOBE Forum 2018 website
- Exhibitor marketing kit with tips and resources for maximizing your presence at the Expo
- Innovation Expo floorplan and activities optimized to increased footfall to your booth
- Unlimited use of the B2B Platform
- Access to hundreds of international media seeking technologies to feature

The B2B Platform

The Innovation Expo includes a comprehensive B2B program that drives transactions and is designed to capitalize on the opportunities in the clean economy



Innovation Expo Floorplan

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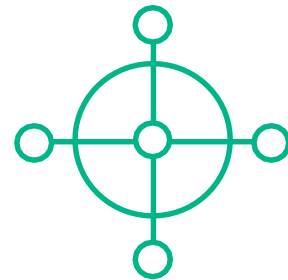
New for 2018: Technology Clusters

Demonstrating Canadian Capacity

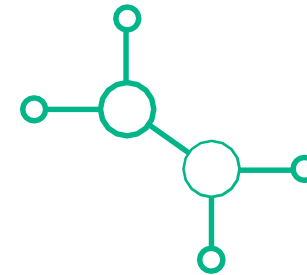
The Innovation Expo will focus on six tech clusters, these are available for sponsorship.

Sponsored by a sector leader, each cluster will feature:

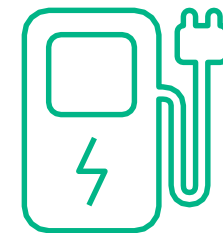
- Up to 25 exhibits, with emphasis on commercialized solutions
- Theatre area for product demonstrations
- Supplier pitches to a panel of venture capitalists and investors (Dragon's Den-style)
- Networking receptions
- Meeting space



**Smart Grid/
Microgrid**



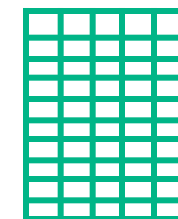
**Carbon Capture,
Utilization & Storage**



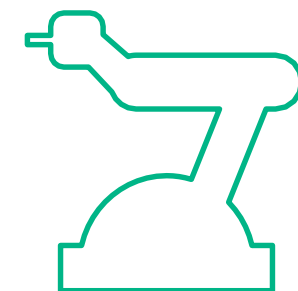
**Sustainable
Mobility**



**Water
Innovation**



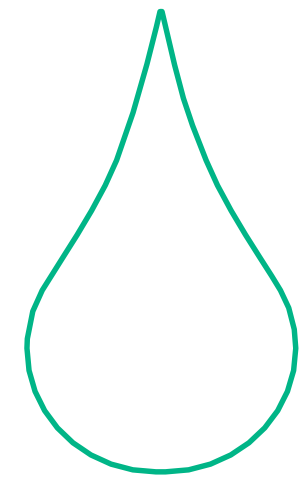
**Smart & High
performing
Buildings**



**Advanced
Manufacturing &
Materials**

The Water Innovation Cluster

The Water Innovation Cluster will have an emphasis on commercialized water solutions and be at the heart of the Innovation Expo. The highlight area will attract high traffic and interest from domestic buyers, investors and international delegations that generate quality business leads, facilitate relationships and help initiate new channels to new market products and services.



**Water
Innovation**

Typical Technology Cluster

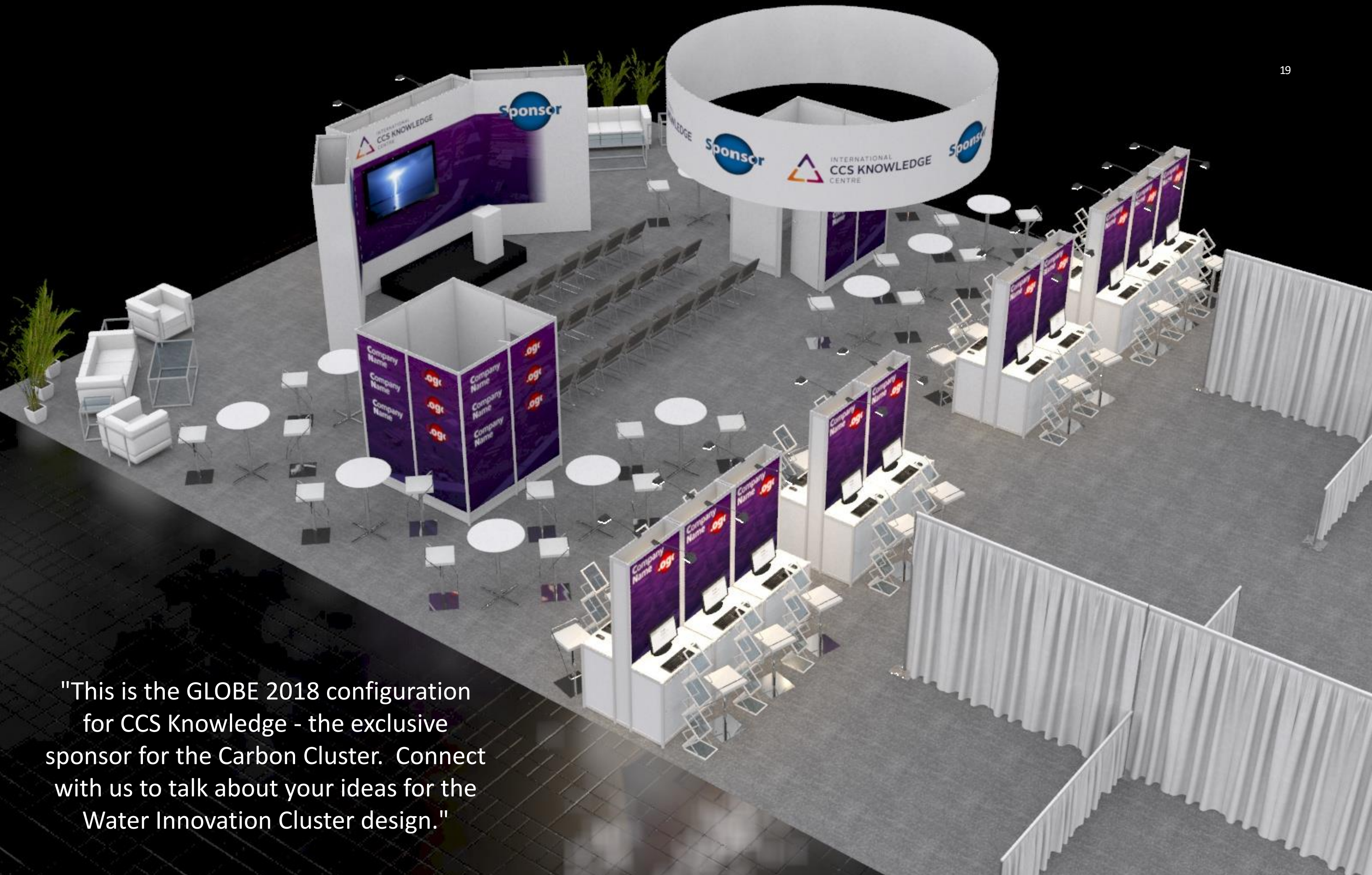
18

Bold, eye-catching overhead signage and unique design elements, the clusters will be the heart of your Innovation Expo and attract high traffic and interest from buyers, investors and international delegations (including US, Korea, China and Japan) dedicated to your technology eco-system.



Cluster Highlights:

- Interactive Space of 3,000 sq/ft
- Up to 25 complementary companies surrounding the hug anchor
- Dedicated meeting and theatre space for product/service demonstrations



"This is the GLOBE 2018 configuration for CCS Knowledge - the exclusive sponsor for the Carbon Cluster. Connect with us to talk about your ideas for the Water Innovation Cluster design."

What's the Water Cluster advantage?

The GLOBE Series and Water Canada teams along with such event partners as PWGSC, NRCan, ISED, MaRS, EDC, BDC and SDTC will work with the Water Innovation Cluster sponsor(s) to create a vibrant sector water-focused ecosystem. GLOBE Series and Water Canada will facilitate matchmaking services for targeted one-on-one meetings between suppliers + domestic and international buyers and investors (including US, Korea, China and Japan) to fast track business relationships and transactions.

The Water Innovation Cluster sponsor(s) will take a title role with the organisation of the interactive space of 3,000 sq ft that includes 1,200 sq ft dedicated to the sponsor(s) as an anchor position, which includes unique design elements that showcases sponsor(s) brands, products and services.

Based on the company's objectives, this space will feature bold, eye-catching overhead signage and be custom developed with unique design elements that showcase the sponsor(s) brands, products and services. The Water Innovation Cluster will also host a collection of up to 25 companies working within the water innovation sector that surrounds and compliments the title sponsor(s) feature display and leadership presence.

Water Cluster Details

A theatre area for sponsor(s) and exhibitor information sessions and product/capacity demonstrations will be incorporated into the meeting space. These sessions would include investor pitches where suppliers can pitch their commercialized technology to a panel of venture capitalists and investors, Dragon's Den-style.

Receptions can be provided within the Cluster to further encourage dialogue with foreign and domestic investors, buyer's delegates, clients and invited guests. Customized side workshops and meetings could also be arranged during both the GLOBE and Canadian Water Summit events to gather relevant industry stakeholders and partners.

In addition to the technology specific sessions hosted in the Water Innovation Cluster, the sponsor and exhibitors will have the opportunity to learn about export and funding opportunities and programs, high-priority markets, intellectual property and marketing at on-site and off-site workshops, market intelligence sessions, Spark Talks and side events.

Sponsor branding will appear on the GLOBE and Canadian Water Summit websites, a number of water social media platforms, and the onsite conference programs. Targeted sponsor messaging will also be provided in the print and digital marketing channels of Water Canada with a reach of over 30,000 buyers and opinion multipliers within the water management, technology and innovation sectors.

Sponsorship perks:

- 1,200 sq ft of floor space reserved for the cluster anchor customized to reflect sponsor(s) objectives
- Bold signage included for greater visibility, enticing international, governmental and private organisations to visit your space, and to help close those important deals
- Reserved product/service demonstration time in your cluster's theatre to promote your innovations
- Brand Visibility: Company logos will be visible on the Globe and on the Canadian Water Summit event signage, websites and social media platforms
- Reserved Globe conference and expo passes
- Possibility of speaking opportunity in the Expo program to communicate your industry message
- Possibility of participating in the many B2B activities, for example, the Dragon's Den
- Possibility of assistance in organizing a press conference or connecting with the media
- Brand Visibility in the Water Canada magazine and on the Water Canada website
- Canadian Water Summit Sponsorship

Available Sponsorship Packages

| Sponsor Package Advantages | Exclusive Sponsorship | Collaborative Sponsorship |
|---|---|---|
| | 1 Organization | 3 Organizations |
| Globe Cluster Anchor Branding & Customization | Exclusive to Cluster Sponsor | Shared among Cluster Sponsors |
| Brand Visibility | Company logos visible on the Globe and on the Canadian Water Summit event signage, websites, social media platforms and conference programs | Company logos on the Globe and on the Canadian Water Summit event signage, websites and social media platforms |
| Globe Expo B2B Activities | Active Participation | Sponsors logo displayed on material supporting cluster B2B activities |
| Expo Speaking Opportunities | Available time slot for speaking at Cluster Theater and Expo Theater | Available time slot for speaking at Cluster Theater |
| Press Conference/Connecting with the media | Available upon request | Available upon request |
| Included Water Canada Marketing | 4 full page ads in the 2018 editions of Water Canada magazine and 10 month banner ad on watercanada.net (March-December) | Two full page ads in 2018 editions of Water Canada magazine and 6 month banner ad on watercanada.net (March-Aug) |
| Included Canadian Water Summit Sponsorship | Gold sponsorship of Canadian Water Summit - June 20-22, 2018, with double booth, speaking opportunity, multiple delegate passes and Water's Next Awards presenter table | Silver sponsorship of Canadian Water Summit - June 20-22, 2018, with booth, multiple delegate passes and Water's Next Awards corporate table. |

Exclusive Cluster Sponsorship: Leading the Disruption!
Be the WoW factor of your industry cluster!

\$100,000 + tax

Collaborative Cluster Sponsorship: Collective Disruption!
Be the WoW factor of your industry cluster!

\$45,000 + tax per Partner

GLOBE 2016 Sponsors

PARTNER



Canada's
Pacific Gateway

DIAMOND



RioTinto



Canada

PLATINUM



GOLD



SILVER



BRONZE

WITH THE SUPPORT OF



LEGACY SPONSOR

The 2017 Canadian Water Summit was made possible
by the generous support of our sponsors.

PLATINUM, GOLD, AND SILVER

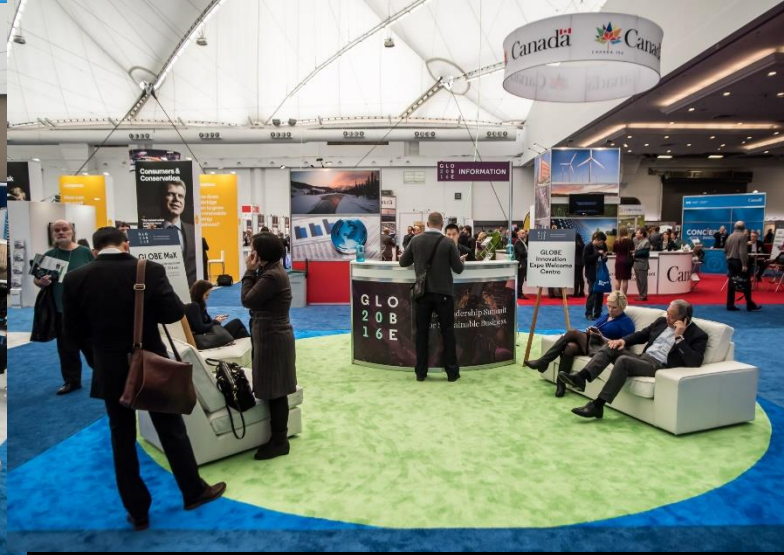
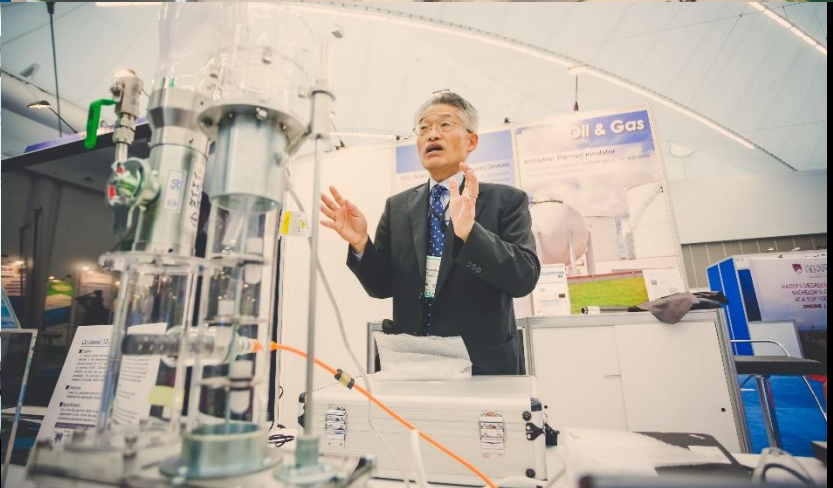
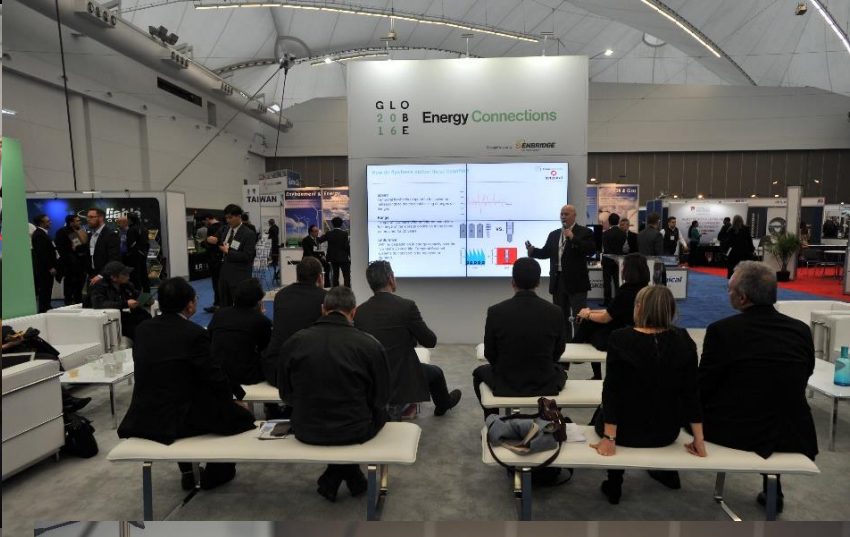


CONTRIBUTING



MEDIA





Please join us in March 2018

Water you waiting for?

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