

**ASTech  
Awards**  
Inspiring Innovation

**35**  
YEARS  
1989 - 2024

# 35TH ANNUAL ASTECH AWARDS

**CALGARY  
REGION**

Opening Ceremony

**EDMONTON  
REGION**

Awards Gala

**MORE TO BE  
ANNOUNCED**

Fall Sponsorship Package



# ABOUT THE ASTECH AWARDS

The ASTech Awards recognize and celebrate our brightest minds and the greatest achievements of outstanding individuals and organizations in the Alberta science and technology innovation community.

Since 1989, ASTech has showcased Alberta's excellence in science, technology, and innovation by recognizing more than 600 individuals, organizations, and teams at our annual prestigious awards event, bringing together industry, academia, government, and entrepreneurs to reward excellence and inspire innovation.

## Mission

To identify and celebrate outstanding achievements in science and technology in Alberta.

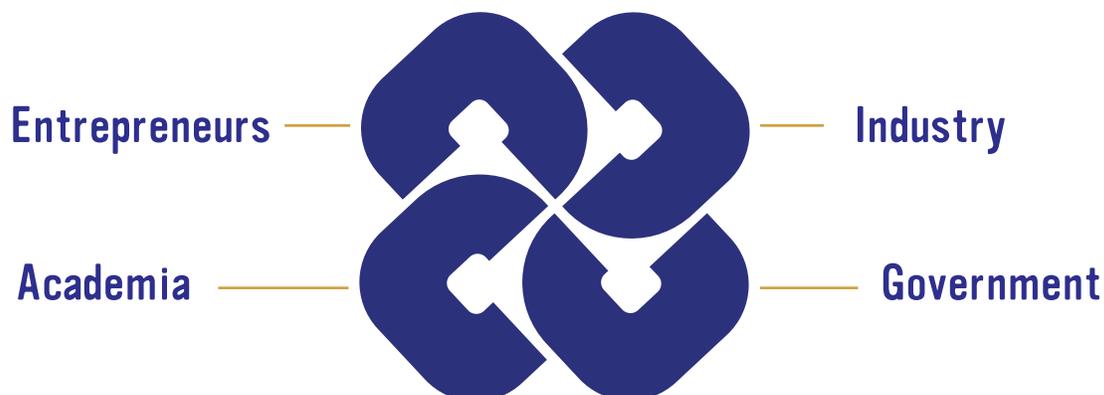
## Vision

To inspire the next generation of innovation.



*Minister Nate Glubish, President Annette Trimbee of MacEwan University, & ASTech Executive Director Gail Powley*

The four interlocking rings in the ASTECH logo represent the interrelationship of entrepreneurs, industry, academia, and government in our goal to support science and technology for economic and social benefit.



# BRIEFING FROM EXECUTIVE DIRECTOR



**Hundreds of innovators and champions from industry, academia, and government will come together in 2024 to celebrate the province’s brightest minds and most significant achievements.**

For 34 years, the ASTech Awards have recognized excellence in Alberta’s science, technology, and innovation community with a vision to inspire the next generation.

The 35th Annual Awards Gala Dinner and Awards Event will be held in Northern Alberta in 2024, with the Opening Ceremony in Southern Alberta. We are excited to announce that we are introducing a third event this year to celebrate rural innovation with the location yet to be announced.

The hosted Conversation Series will be expanded to offer more curated networking opportunities. The Innovation Showcase will also be expanded to offer more displays and networking opportunities for industry, government, and academia. The VIP receptions for sponsors and dignitaries will ensure optimal networking with key people in an exclusive setting.

With the support of our partners, we are anticipating continued growth in 2024, both in attendance and in nominations. Please join us in advancing Alberta’s dynamic science and technology community and helping to shine a light on the innovation that is happening across our province.

## **Gail J. Powley, P.Eng**

Executive Director, ASTech Awards

[president@technologyalberta.com](mailto:president@technologyalberta.com)

## HOW WE DO IT...

### **Shared Success**

As we honour excellence, we recognize that these achievements arise only through the collaboration of industry, academia, government and entrepreneurship over long time horizons, and that success reflects the contributions of many.

### **Best of All Worlds**

We celebrate innovation in science and technology inclusively and with a panoramic view: across our great province and across industry sectors as well as the public sector. We applaud impact, whether by furthering discovery, knowledge, application, adoption, or community.

# THE 2023 ASTECH AWARDS IMPACT

In 2023, the Awards were expanded with the Opening Ceremony held in Edmonton and the Awards Gala held in Calgary.

**73%** reported significant knowledge improvement regarding Alberta's Innovation Community.

**88%** reported that the event exceeded or met their expectations.

**92%** attendees made 1 to 10+ new connections.

**69%** had follow-up plans from the Innovation Showcase.

**255%** increase in attendance growth and a 20% increase in nominations from 2022.

**75%** identified up to 3 new business opportunities.

In 2024, Northern Alberta will host the Awards Gala event, and the Opening Ceremony will be held in Southern Alberta. A third regional innovation event will be held in a rural region.



# AWARD CATEGORIES \*

\*Award categories subject to change

## Best in Sector Awards

Agriculture/Agrifood

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AI/ML Advancement and Application

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Construction/Smart Cities/  
Transportation

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Energy/Cleantech

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Environmental Innovation  
in Energy Applications

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Medical/Healthcare

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Social Innovation

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Sustainability Solutions/Approaches

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Aerospace Innovation

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Hydrogen/Alternative Energy

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## Leadership / Equity, Diversity, & Inclusion Awards

Change Maker

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Early Adopter of Innovation

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Indigenous-Led Entrepreneurship  
and Contribution to Knowledge

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Innovation of the Year Award

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Regional Champions

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Researcher of the Year

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Woman in Innovation

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Alberta-Wide Community Champion  
of Innovation

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# VALUE IN SPONSORING

The ASTech Awards bring together innovators and champions from industry, academia, entrepreneurship and government to celebrate excellence in Alberta's science and technology community.

Make a lasting impact through sponsorship of ASTech Week. Don't miss your chance to be a part of this highly anticipated event!



Value in sponsoring the ASTech Awards and supporting the achievements of the science and technology industry in Alberta:

**1**

**Impact on building community** within the science and technology sector in Alberta.

**2**

**Brand alignment** with Alberta's premiere award program for excellence and in science and technology.

**3**

**Increased exposure** for your organization across Alberta's innovating business sectors.

**4**

**Four strategic networking opportunities** including VIP Reception, Conversation Series, Company Showcase, and Venue Breakout Rooms.

**5**

**Collaboration** with leaders from industry, academia, government, and entrepreneurship.

## TARGETED REACH

Innovation community champions from industry, academia, entrepreneurship and government.

**500-800**

In-person event attendees expected

**62,000+**

ASTech Awards LinkedIn Impressions Annually

**91,000+**

ASTech Awards LinkedIn post-event Impressions

**20,000+**

Combined social media reach

# SPONSORSHIP BENEFITS

The tiers presented here may be customized to best fit your needs. Multi-year sponsorship is also available.

	TITLE SPONSORS \$50,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000	INNOVATION SHOWCASE \$2,500
<b>ASTech Awards Events <sup>1</sup></b>					
Event Co-Branding	1 Event				
Individual Award Co-Branding	1 Award	1 Award			
Tickets (Split between events) <sup>2</sup>	16	12	8	4	2
Branded Tables	2	1			
Podium Remarks <sup>3</sup>	Priority 1	Priority 2	Priority 3		
VIP Pre-Event Podium <sup>4</sup>	Priority 1	Priority 2			
VIP Pre-Event <sup>5</sup>	✓	✓	✓	✓	
Award Presentation <sup>6</sup>	Priority 1	Priority 2	Secondary	If Available	
Press and Media Recognition	Priority 1	Priority 2	Secondary	If Available	
ASTech Gift Bag Inserts	3	2	1	1	
<b>Logo Recognition Feature Levels <sup>7</sup></b>					
E-News	1	2	3	4	4
Social Media	1	2	3	4	4
Program	1	2	3	4	n/a
Banners on Site	1	2	3	4	4
Website	1	2	3	4	4
<b>Participation Opportunities and Priorities</b>					
E-news Feature <sup>8</sup>	Priority 1	Priority 2	Priority 3	Priority 4	
Semi-Annual Stakeholder Meetings <sup>9</sup>	Priority 1	Priority 2	Participant	Participant	
Innovation Showcase Display <sup>10</sup>	Priority 1	Priority 2	Priority 3	Priority 4	
Conversation Series Host <sup>11</sup>	Priority 1	Priority 2	Priority 3	Priority 4	Priority
Partner Roles/Committees	6	4	2	1	1

# NOTES ON SPONSORSHIP

1. ASTech reserves the right to set ticket prices at each of the three events.
2. Ticket allocation is split equally between events and can also be donated to winners, finalists, and students (with allocation assistance provided).
3. Opportunity to speak on stage.
4. Opportunity to address our VIP pre-event audience.
5. VIP passes to attend pre-event mixers based on availability.
6. Present an award during the Awards Gala event based on availability.
7. Logo will be prominently displayed according to the level of commitment on all event materials, including the event website, promotional materials, event signage, and program brochure.
8. Dedicated e-newsletter spotlight highlighting their commitment, company description, executive quote, paired with their logo and representative headshot.
9. Participate in semi-annual stakeholder meetings with decision makers in the Alberta innovation ecosystem.
10. Display area in Innovation Showcase based on availability. Priority of location is based on level of sponsorship.
11. Conversation Series Co-Host throughout the year with pre-event marketing, and recognition during and after the event. Selection and priority is based on level of sponsorship.

## Partner Roles/Committees

### Strategic Planning Roles

- Event Logistics Development Plan Coordinator
- Venue Selection and Oversight Coordinator
- Vendor and Supplier Relations Coordinator
- Stakeholder Engagement Coordinator

### Sponsorship and Partnerships Roles

- Cash Sponsorship Coordinator
- In-Kind Sponsorship/Partnership Coordinator
- Volunteer Recruitment Coordinator
- Volunteer Management Coordinator

### Marketing and Communications Roles

- Social Media Coordinator
- Public Relations Coordinator
- Graphic Design and Content Coordinator
- Website Coordinator
- Finalist Video Production Coordinator
- Video Interview Coordinator
- Year-In-Review poster Coordinator
- Finalists/Winners E-Booklet Coordinator

### Event Roles

- ASTech Awards Opening Ceremonies Coordinator
- ASTech Gala Event Coordinator
- ASTech Regional Events Coordinator
- Attendee Experience Coordinator
- Sponsors, Speakers, and VIP Coordinator
- Speakers Bureau Coordinator
- Conversation Series Coordinator
- Company Showcase Coordinator
- Finalist and Sponsor Visibility and Value Coordinator

### Nominations and Selections Roles

- Application Process Coordinator
- Selection Criteria Coordinator
- Selection Process Coordinator

## Specialty Marketing (Additional)

ASTech Gift Bag with One Insert	\$1,500	Insert to be provided
Registration Table Sponsorship	\$2,500	Logo prominently displayed on registration table
Innovation Showcase Co-Branding	\$5,000	Naming rights with banner display



# ASTech Awards

Inspiring Innovation

## 2023 SPONSORS



Supported by:  
Prairies Economic  
Development Canada



2022 - 2024

# ASTECH ADVISORY BOARD



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ASTech Awards,  
Executive Director



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Director, Western  
Management Consultants  
(WMC)



**Heather Herring**  
CEO, Make It So

# CONNECT WITH US



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

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“

To me, the ASTech awards have always been a wonderful opportunity to see and engage with an amazing cross-section of the outstanding people, projects, and companies that Alberta has to offer in science and technology. I can't wait to connect with the next generation!"

**Jeff LaFrenz, VizworX**

*2019 ASTech Winner, ASTech Alumni*



*Members of the  
ASTech Advisory Board*