



# **SOURCE** **of STREAM** CONFERENCE

**March 22 & 23, 2023**

# WELCOME TO SOURCE TO STREAM

Toronto and Region Conservation Authority (TRCA) in association with Credit Valley Conservation (CVC) and Lake Simcoe Conservation Authority (LSRCA), through the Sustainable Technologies Evaluation Program, invite your organization to showcase its leadership within Canada's water management industry at Source to Stream 2023!

Formerly known as TRIECA, Source to Stream is still Canada's premier stormwater and erosion and sediment control conference, attracting hundreds of delegates from all levels of government, industry, NGOs and academia. The two-day format features renowned speakers from throughout North America presenting the latest technological advancements, case study findings, innovative solutions and academic research. Source to Stream will also continue to include our industry trade show that provides delegates the opportunity to learn first-hand about new products and services available on the market.

At Source to Stream 2023, sponsorship and exhibiting opportunities will provide your organization the opportunity to reinforce its position as an industry leader. We invite you to explore our affordable and effective marketing opportunities, along with the benefits your organization will receive by registering for one of these exciting packages.

By registering as a sponsor, exhibitor or a combination of both, your organization's profile is sure to be enhanced within Canada's water management community at the annual Source to Stream Conference.

In association with:



**Lake Simcoe Region**  
conservation authority



**Credit Valley  
Conservation**  
inspired by nature

Presented by:



**Toronto and Region  
Conservation  
Authority**

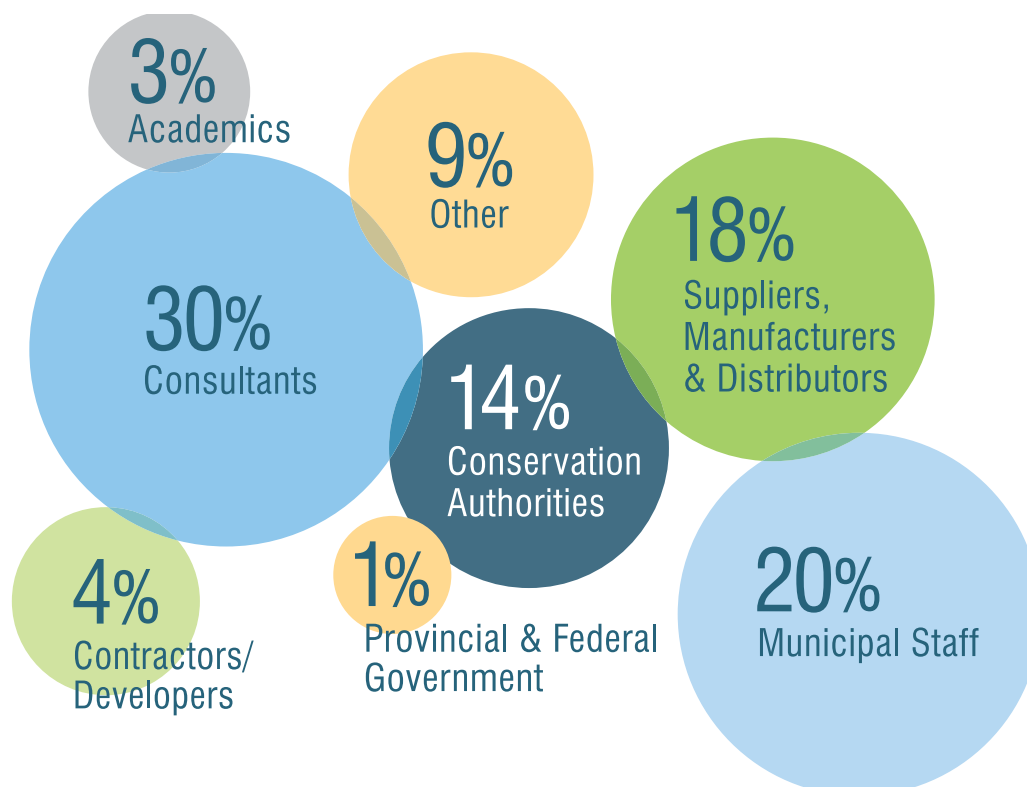
## KEY INFORMATION

<b>Venue:</b>	Pearson Convention Center, 2638 Steeles Avenue East, Brampton, ON L6T 4L7
<b>Show hours:</b>	Wednesday, March 22, 2023   8 a.m. – 8 p.m. Thursday, March 23, 2023   8 a.m. – 4 p.m.
<b>Networking reception:</b>	Wednesday, March 22, 2023   4:30 p.m. – 8 p.m.
<b>Trade show hours:</b>	Wednesday, March 22, 2023   8 a.m. – 8 p.m. Thursday, March 23, 2023   8 a.m. – 3 p.m.
<b>Sales inquiries:</b>	sara.finnimore@trca.ca

## WHO ATTENDS SOURCE TO STREAM

Two days with over 700+ consultants, municipal government staff, executives and decision-makers.

### Registration by sector:





# SPONSORS

## Reinforce your position as an industry leader:

Sponsorship at the Source to Stream Conference provides your organization a unique opportunity to increase its corporate visibility, enhance its strategic marketing objectives, and reach key market segments. Whether your organization is large or small, national or international, sponsorship is the perfect opportunity to engage, network and expand your business.

## Benefits of sponsorship at Source to Stream

- Increase your company's visibility with municipalities, governments, industry and NGOs
- Position your organization as a leader in the field of stormwater management
- Network and explore new business ventures
- Promote your company's products and/or services
- Reinforce your commitment and dedication to superior environmental protection

# ALL-INCLUSIVE SPONSOR PACKAGES

All prices are subject to 13% HST

## NEW! Learning Opportunities Sponsor Package - \$7,500

Representation matters. For the first time ever at Source to Stream, the Learning Opportunities sponsorship will be offered in 2023, as we strive towards improving equity, diversity and inclusion at this event and our industry as a whole.

### Fixed Benefits:

- This sponsorship will support 10 individuals from under-represented groups to receive full conference passes\*
  - 10' x 10' exhibit space positioned in high traffic area
  - Exclusive access to sponsor-only booths in lobby area or choice of booth on exhibit floor, subject to availability
  - Four full conference passes which include all access to trade show, presentations, networking reception, lunch buffet and refreshments
  - Ten networking reception passes (*valid March 22 only, after 3 p.m.*)
  - Access to opt-in delegate registration list
  - Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
  - Corporate recognition on on-site signage
  - Corporate recognition on direct email campaigns
  - Inclusion of one marketing item in conference tote (*Items must be received by March 8, 2023*)
  - Exclusive recognition on the conference tote (*if application is received prior February 15, 2023*)
  - Exclusive opportunity for corporate ad placement in conference program (*if application is received prior to January 15, 2023. Ad spaces are limited*)
  - Corporate recognition included in slide show during lunch and breaks
  - Corporate recognition in post conference proceedings
  - Exclusive opportunity for corporate ad placement in conference program (*if application is received prior to January 25, 2023. Ad spaces are limited*)
  - Acknowledgment on social media platforms
  - Enhanced corporate recognition on conference website
  - Option to purchase any size print or digital ad in Water Canada at a 15% discount.
- See page 11 "Advertising" section for details.

*\*Eligibility and distribution of passes to be managed by Source to Stream Stream Conference organizers. Eligible groups will include participants in the Professional Access Into Employment (PAIE) program ([paietraining.ca](http://paietraining.ca)) and the Newcomer Youth Green Economy Project ([trca.ca/get-involved/newcomer-youth-green-economy-project/](http://trca.ca/get-involved/newcomer-youth-green-economy-project/)).*



## Executive Sponsor Package - \$5,000

### Fixed Benefits:

- 10' x 10' exhibit space positioned in high traffic area
  - Exclusive access to sponsor-only booths in lobby area or choice of booth on exhibit floor, subject to availability
  - Four full conference passes which include all access to trade show, presentations, networking reception, lunch buffet and refreshments
  - Ten networking reception passes (*valid March 22 only, after 3 p.m.*)
  - Access to opt-in delegate registration list
  - Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
  - Corporate recognition on on-site signage
  - Corporate recognition on direct email campaigns
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  - Acknowledgment on social media platforms
  - Enhanced corporate recognition on conference website
  - Option to purchase any size print or digital ad in Water Canada at a 15% discount.
- See page 11 "Advertising" section for details.**

### **Breakfast Sponsor Package - \$1,250/day** *(one per day available)*

- Two, one-day conference passes which include lunch and refreshments for day of sponsorship
- Table top signage at breakfast stations
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Access to opt-in delegate registration list
- Acknowledgment on social media platforms
- Recognition in conference program *(if application received before January 25, 2023)*

### **Morning & Afternoon Break Package - \$1,250/day** *(one per day available)*

- Two, one-day conference passes which include lunch and refreshments for day of sponsorship
- Table top signage at break stations during morning and afternoon breaks
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Access to opt-in delegate registration list
- Acknowledgment on social media platforms
- Recognition in conference program *(if application received before January 25, 2023)*

### **Lunch Break Package - \$1,500/day** *(one per day available)*

- Three, one-day conference passes which include lunch and refreshments for day of sponsorship
- Table top signage at food stations and on tabletops throughout trade show
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Access to opt-in delegate registration list
- Acknowledgment on social media platforms
- Recognition in conference program *(if application received before January 25, 2023)*

### **Networking Reception Package - \$2,000** *(one available)*

#### **Fixed Benefits**

- Corporate recognition on on-site signage during networking reception
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Access to opt-in delegate registration list
- Acknowledgment on social media platforms
- Recognition in conference program *(if application received before January 25, 2023)*



### **Optional Benefits**

- 20 networking reception passes (*valid March 22, 2023 only, after 3 p.m.*)

### **OR**

- 10, one-day trade show passes which include lunch and refreshments (*valid March 22, 2023*)

### **Student Poster Sponsor Package - \$1,500/day** (*one per day available*)

- 2' x 2' display space in student poster area
- Two, one-day conference passes which include lunch and refreshments for day of sponsorship
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Access to opt-in delegate registration list
- Corporate recognition on on-site signage
- Acknowledgment on social media platforms
- Corporate recognition in conference program (*if application received before January 25, 2023*)

### **Lanyard Sponsor Package - \$750** (*one available*)

- Sponsor agrees to provide 800 branded lanyards to TRCA by February 8, 2023 (*style of lanyard to meet TRCA specifications*)
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Acknowledgment on social media platforms

### **Charging Station Sponsor Package - \$500/day** (*one per day available*)

- Corporate recognition on on-site signage at charging station
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Acknowledgment on social media platforms

### **Coat Check Sponsor Package - \$500/day** (*one per day available*)

- Corporate recognition on on-site signage at charging station
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Acknowledgment on social media platforms



## Sponsor Rates in Canadian Funds

Choose Your Package	Total (tax not included)
Executive Sponsor Package (10'x10' exhibit space, trade show floor or lobby)	\$5,000.00
Breakfast Sponsor Package (two available)	\$1250.00
Break Sponsor Package (two available)	\$1,250.00
Lunch Break Package (two available)	\$1,500.00
Networking Reception Package (one available)	\$2,000.00
Student Poster Sponsor Package (two available)	\$1,500.00
Lanyard Sponsor Package (one available)	\$750.00
Charging Station Sponsor (two available)	\$500.00
Coat Check Sponsor (two available)	\$500.00

## Sponsor Application Process

- Step 1** Complete the application and submit payment by visiting:  
<https://sourcetostream.com/sponsors-exhibitors>
- Step 2** Receive booth conformation email from Source to Stream Conference staff.
- Step 3** Receive insurance reminder email from Source to Stream Conference staff with instructions on how to submit your Certificate of Insurance form. Email will be sent after January 1, 2023.

# EXHIBITORS

## More face-time with delegates

The Source to Stream trade show is one of the most popular features of the conference. Year after year, attendees say the trade show floor provides an excellent opportunity to learn about the latest products and services available in the market directly from the suppliers themselves. Exhibiting at Source to Stream 2023 positions your organization as a leader in your field.

Participating as a trade show exhibitor gives your organization an opportunity to connect with hundreds of industry delegates and to showcase your company's products and services to key decision makers. Exhibit at the annual Source to Stream Conference to enjoy these benefits and many more:

- Promote your company's products and/or services
- Increase your company's visibility with municipalities, governments, industry and NGOs
- Position your organization as a leader in the field of stormwater management
- Generate new business leads, drive sales, and explore new business ventures

# ALL EXHIBITOR PACKAGES INCLUDE

## Fixed Benefits

- 10' x 10' exhibit space
- Two full conference pass which include all-access to trade show, presentations, networking reception, lunch buffet and refreshments
- Four networking reception passes (*valid March 22, 2023 only, after 3 p.m.*)
- Access to opt-in delegate registration list
- Option to purchase additional conference passes at discounted rate for additional employees, guests or clients
- Acknowledgment on social media platforms
- Corporate recognition on conference website

## Exhibit Rates in Canadian Funds

Choose Your Space	Total (tax not included)
10' x 10' Early bird price before December 9, 2022	\$1,650.00
10' x 10' Regular price on and after December 9, 2022	\$1,925.00

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# ADVERTISING

## GAIN MORE EXPOSURE

### Boost your company profile with Water Canada

This is your chance to enhance your visibility and strengthen your brand awareness within the water management community across Canada and at Source to Stream 2023.

Water Canada, the media sponsor for Source to Stream 2023, is offering special advertising rates to conference sponsors and exhibitors. The rates represent a discount of 15%, which can be applied towards the purchase of one digital or print ad.

Special advertising rates available include:

Placement	1 x Rate (not including taxes)	15% Discount Rate (not including taxes)
Full Page	\$2,985	\$2,537.25
Half Page	\$1,945	\$1,653.25
Third Page	\$1,645	\$1,398.25
Quarter Page	\$1,345	\$1,143.25

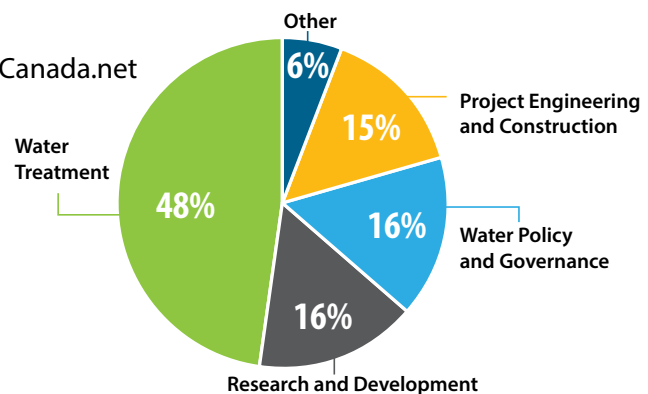
For more information and deadline dates, please contact:

**Jackie Pagaduan,**  
Business Development,  
416-444-5842 ext. 0112  
[jackie@actualmedia.ca](mailto:jackie@actualmedia.ca)

*Issues are printed bi-monthly and monthly digital media rates available.*

### Connect with Water Canada's highly engaged audience in the water industry:

- 16,000 average monthly page views for WaterCanada.net
- 10,000 average monthly unique visitors
- 5,200 recipients of "The Droplet" weekly e-newsletter.
  - Deployed every Monday
- 3,630 subscribers to Water Canada Magazine
- 18,900 Twitter followers





Source to Stream will help shape  
the future direction of the stormwater and  
erosion and sediment control industries.

Be part of the future.

CONTACT:

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[sara.finnimore@trca.ca](mailto:sara.finnimore@trca.ca)

Exhibit & Sponsorship Opportunities

In association with:



**Lake Simcoe Region**  
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