

**ASTech
Awards**
Inspiring Innovation

35
YEARS
1989 - 2024

35TH ANNUAL ASTECH AWARDS

CALGARY

University of Calgary

Opening Ceremony

Friday, September 27, 2024

EDMONTON

Delta Hotels South
Conference Centre

Awards Gala

Friday, November 1, 2024

REGIONAL INNOVATION EVENT

LOCATION TO BE
ANNOUNCED



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.

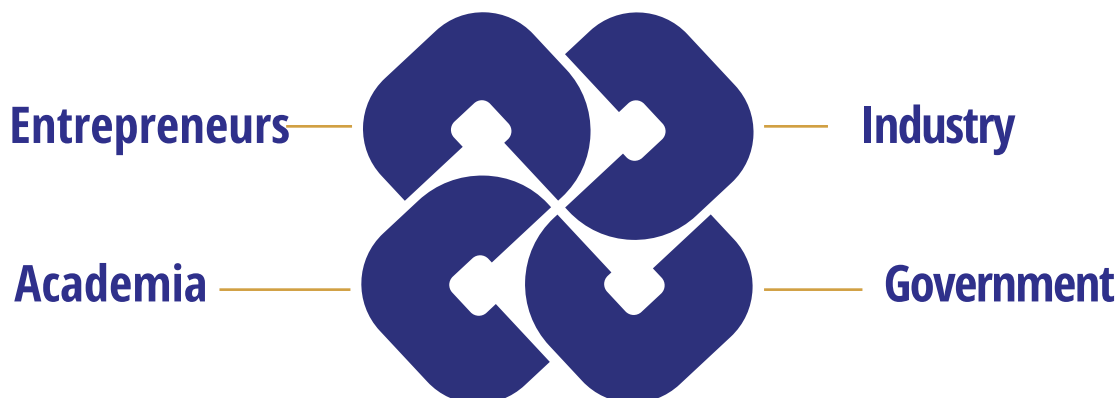
Vision

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

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

AI/ML Advancement and Application

Construction/Smart Cities/
Transportation

Energy/Cleantech

Environmental Innovation
in Energy Applications

Medical/Healthcare

Social Innovation

Sustainability Solutions/Approaches

Aerospace Innovation

Hydrogen/Alternative Energy

Leadership / Equity, Diversity, & Inclusion Awards

Change Maker

Early Adopter of Innovation

Indigenous-Led Entrepreneurship
and Contribution to Knowledge

Innovation of the Year Award

Regional Champions

Researcher of the Year

Woman in Innovation

Alberta-Wide Community Champion
of Innovation



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	COPPER \$10,000	BRONZE \$5,000	INNOVATION SHOWCASE \$2,500
ASTech Awards Events¹						
Event Co-Branding	1 Event					
Individual Award Co-Branding	1 Award	1 Award				
Tickets (Split between events) ²	16	12	8	6	4	2
Branded Tables	2	1				
Podium Remarks ³	Priority 1	Priority 2	Priority 3	Priority 4		
VIP Pre-Event Podium ⁴	Priority 1	Priority 2				
VIP Pre-Event ⁵	✓	✓	✓	✓	✓	
Award Presentation ⁶	Priority 1	Priority 2	Secondary	Third	If Available	
Press and Media Recognition	Priority 1	Priority 2	Secondary	Third	If Available	
ASTech Gift Bag Inserts	3	2	1	1	1	
Logo Recognition Feature Levels⁷						
E-News	1	2	3	4	5	5
Social Media	1	2	3	4	5	5
Program	1	2	3	4	5	n/a
Banners on Site	1	2	3	4	5	5
Website	1	2	3	4	5	5
Participation Opportunities and Priorities						
E-news Feature ⁸	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	
Semi-Annual Stakeholder Meetings ⁹	Priority 1	Priority 2	Participant	Participant	Participant	
Innovation Showcase Display ¹⁰	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	
Conversation Series Host ¹¹	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Priority



Supported by:
Prairies Economic
Development Canada



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
Conversation Series Sponsorship	\$5,000	Per Topic & Per Location – Innovation Topics Include*: Health, Digital/AL, Construction, Advanced Manufacturing, Cleantech/Sustainability. Engagement Opportunities are Province-wide. (*are are not limited to)

2022 - 2024

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ASTech Awards



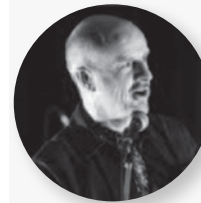
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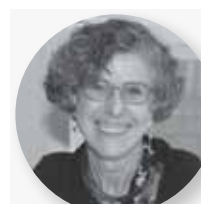
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To me, the ASTech awards have always been a wonderful opportunity to see and engage with an amazing cross-section of the outstanding people, projects, and companies that Alberta has to offer in science and technology. I can't wait to connect with the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

Jeff LaFrenz, VizworX

2019 ASTech Winner, ASTech Alumni



*Members of the
ASTech Advisory Board*