



*Alberta Science & Technology
Leadership Awards*

36TH ANNUAL ASTECH AWARDS

3 ALBERTA EVENTS EVERY YEAR

GRANDE PRAIRIE

REGIONAL SPOTLIGHT

Wednesday, February 19, 2025

EDMONTON

OPENING CEREMONIES

Friday, September 19, 2025

CALGARY

AWARDS GALA

Friday, November 7, 2025

Partnership 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.

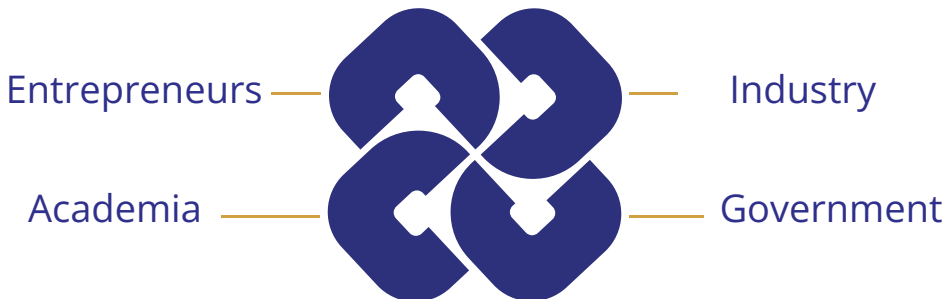
Vision

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 to celebrate the province's brightest minds and most significant achievements.

For 35 years, the ASTech Awards have recognized excellence in Alberta's science, technology, and innovation community with a vision to inspire the next generation.

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 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 ASTECH AWARDS IMPACT

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.



AWARD CATEGORIES

*Award categories subject to change

Best in Sector Awards

Advanced Manufacturing

Aerospace / Transportation

Agriculture/Agrifood

AI/ML Advancement / Quantum

Digital Innovation / Visualization

Energy / Petrochemical / Resources

Environmental / Ecosystems

Hydrogen / Alternative Energy

Medical / Healthcare

Social Innovation / EdTech

Sustainability Solutions / Cleantech

Fintech / Productivity / Automation

Leadership / Equity, Diversity, & Inclusion Awards

Change Maker

Early Adopter of Alberta Innovation

Indigenous-Led Entrepreneurship
and Contribution to Knowledge

Innovation of the Year

Regional Champions

Researcher of the Year

Woman in Innovation

Alberta-Wide Community

Champion of Innovation



VALUE IN PARTNERING

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 in science and technology.

3

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

4

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

5

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

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



Youth Innovation and
Entrepreneurship Champion



Specialty Marketing (Additional)

Registration Table Sponsorship
Innovation Showcase Branding
Conversation Series Sponsorship

Logo prominently displayed on registration table

Naming rights with banner display

Per Topic & Per Location - Innovation Topics Include*:

Health, Digital/AI, Construction, Advanced Manufacturing,
Cleantech/Sustainability. Engagement Opportunities are Province-wide.
(*are not limited to)

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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



Members of the
ASTech Advisory Board