# Canadian Heavy Oil Association CONNECT. SHARE. LEARN. LEAD.

# **2024 ANNUAL SPONSORSHIP**

# **WHY SPONSOR CHOA?**

## **CONNECT. SHARE. LEARN. LEAD.**



## THE CANADIAN HEAVY OIL ASSOCIATION (CHOA) meets the

heavy oil and oil sands industries' need for an influential environment in which to effectively network, share information and ideas, and generate action toward transforming our Industry's future.

Today, CHOA is the essential hub for knowledge exchange and relationship-building in heavy oil, oil sands and beyond.

We are dedicated to accelerating the careers of our members and supporting the long-term success of our sponsors.

### **SPONSORSHIP PROGRAMS**

CHOA's Annual Sponsorships provide sponsor organizations and their members with valuable, customized Opportunities to **Connect. Share. Learn. Lead.** with key industry professionals at all levels across the entire value chain – and related sectors.

#### **ANNUAL SPONSORSHIPS**

- PLATINUM
- GOLD
- SILVER
- BRONZE

Annual Sponsorships offer a range of benefits to fit the needs of each organization and its members.

#### **TYPICAL CHOA EVENTS**

• **Slugging It Out** – Spring Technical Conference

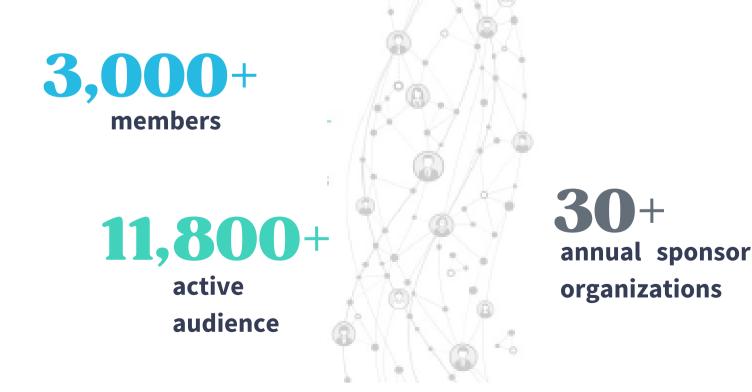
• CHOA Connects – Fall Business Conference

• FORE!CHOA Golf Invitational -

Spring Golf Tournament at Priddis Greens

- Professional Breakfasts/Lunches
- Technical and Commercial
- Presentations/Webinars
- CHOA eJournal and Magazine
- Over the Barrel Podcasts
- Stampede Party

Overarching 2024 themes include the Energy Transition, Clean Tech, CCUS, ESG, Indigenous, Diversity, Equity and Inclusion, and Digitalization.



## WHAT ARE THE OPTIONS AVAILABLE? Sponsorship Value



Sponsorship Level	Platinum	Gold	Silver	Bronze
Sponsorship Investment	\$11,000	\$6,000	\$3,600	\$1,800
Included company CHOA memberships	Unlimited	<b>20</b> <sup>(1)</sup>	<b>10</b> <sup>(1)</sup>	<b>3</b> <sup>(1)</sup>
Access to members-only content, event registration discounts PD and volunteering credit.	Ø	Ø	Ø	Ø
Included flex credits to spend on CHOA events and Journal <sup>(2)</sup>	\$2,750	\$1,500	\$900	\$450
Advertising in two CHOA Journals plus social media <sup>(3)</sup>	Full page + emails +LinkedIn	1/2 page + emails	1/2 page + emails	
Feature article in one CHOA Journal	1			
Priority opportunities for event sponsorship, advertising, etc.	Ø	Ø	Ø	Ø
Total Available Sponsors Value	\$22,000+	\$13,000+	\$8,000+	\$4000+

Notes:

(1) Plus 50% discount on additional company memberships

(2) Flex credits can be applied to CHOA event tickets and sponsorships (except Slugging It Out), and promotional opportunities

(3) For ads details and pricing, contact office@choa.ab.ca

## What Our Annual Sponsors Say...

"Acceleware is intently focused on commercializing its low-tozero GHG production solutions in the heavy oil and oil sands sector - and beyond.

Being a CHOA Annual Sponsor has been valuable to our overall strategy for connecting with industry operators and peers. We are confident that together we can create a lower- carbon intensity future."

**Geoff Clark** Chief Executive Officer Acceleware Ltd. "As an oil sands operator, Athabasca is proud to be a CHOA Annual Sponsor. Our staff members benefit professionally from accessing CHOA's technical, commercial, and thought-leadership content. CHOA networking and business events are also a great draw.

Overall, CHOA Annual Sponsorship is a powerful platform for our people to, as CHOA says it, CONNECT. SHARE. LEARN. LEAD."

Karla Ingoldsby, P.Eng. Vice President, Thermal Oil Athabasca Oil Corporation

Watch what other CHOA Annual Sponsors say HERE.





## WHAT CHOA DELIVERS FOR YOUR MEMBERS AND YOUR ORGANIZATION

• Influential platforms to **CONNECT** with industry thought leaders and decision-makers across heavy oil, oil sands, energy and related sectors

• Customized outlets to **SHARE** best practices, innovations, and project status while maximizing brand exposure

• Numerous opportunities to **LEARN** from operators, suppliers, service providers, regulators and teaching institutions

• Meaningful ways to participate and **LEAD** in creating the future directions for our dynamic industry

• Full priority event access and discounts, members-only content such as Project Updates, and opportunities for volunteer and professional development

## **CANADIAN HEAVY OIL ASSOCIATION**

**Contact Us** CHOA operates a virtual office. +1 403 269 1755 office@choa.ab.ca

#### Mailing Address

Canadian Heavy Oil Association Suite 1920, 401 9th Avenue SW Calgary, Alberta, Canada T2P 3C5 Follow Us www.choa.ab.ca





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## CHOA EVENTS 2024

January 01	February 02	March 03	April 04
Energy Changemakers #1 Future Innovators YEG Jan 30	CHOA - CSEG Joint Symposium Feb 6 Energy Changemakers #2	International Women Day (IWD Mar 5 Future Innovators YEG Mar 26	Slugging it Out Spring Conference Apr 16 Energy Changemakers #3
May 05	June 06	July 07	August 08
Annual General Meeting (AGM) May 29 Future Innovators YEG May 28	FORE!CHOA Golf Invitational Jun 27 Energy Changemakers #5	Stampede Social Jul 3 / 4 Energy Changemakers #6	
September 09	October 10	November 11	December 12
Energy Changemakers #7	CHOA CONNECTS Fall Conference Energy Changemakers #8	Energy Changemakers #9	Energy Changemakers #10

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