



Canadian  
**Heavy Oil**  
Association

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

**2024 ANNUAL SPONSORSHIP**

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# 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.

**3,000+**  
members

**11,800+**  
active  
audience



**30+**  
annual sponsor  
organizations

# Sponsorship Value

Sponsorship Level	Platinum	Gold	Silver	Bronze
<b>Sponsorship Investment</b>	<b>\$11,000</b>	<b>\$6,000</b>	<b>\$3,600</b>	<b>\$1,800</b>
Included company CHOA memberships	Unlimited	20 <sup>(1)</sup>	10 <sup>(1)</sup>	3 <sup>(1)</sup>
Access to members-only content, event registration discounts PD and volunteering credit.	✓	✓	✓	✓
Included flex credits to spend on CHOA events and Journal <sup>(2)</sup>	<b>\$2,750</b>	<b>\$1,500</b>	<b>\$900</b>	<b>\$450</b>
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.	✓	✓	✓	✓
<b>Total Available Sponsors Value</b>	<b>\$22,000+</b>	<b>\$13,000+</b>	<b>\$8,000+</b>	<b>\$4000+</b>

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-to-zero 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](http://www.choa.ab.ca)



# CHOA EVENTS 2024

**January 01**

**Energy  
Changemakers  
#1**

Future Innovators  
YEG  
Jan 30

**February 02**

**CHOA - CSEG  
Joint Symposium  
Feb 6**

Energy  
Changemakers  
#2

**March 03**

**International  
Women Day (IWD)  
Mar 5**

Future Innovators  
YEG  
Mar 26

**April 04**

**Slugging it Out  
Spring Conference  
Apr 16**

Energy  
Changemakers  
#3

**May 05**

**Annual General  
Meeting (AGM)  
May 29**

Future Innovators  
YEG  
May 28

**June 06**

**FORE!CHOA  
Golf Invitational  
Jun 27**

Energy  
Changemakers  
#5

**July 07**

**Stampede Social  
Jul 3 / 4**

Energy  
Changemakers  
#6

**August 08**

**September 09**

Energy  
Changemakers  
#7

**October 10**

**CHOA CONNECTS  
Fall Conference**

Energy  
Changemakers  
#8

**November 11**

Energy  
Changemakers  
#9

**December 12**

Energy  
Changemakers  
#10

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