



POWER OF WATER CANADA TECHNICAL CONFERENCE

MAY 7 - 9, 2025

Celebrating 25 years



EXHIBITOR PROSPECTUS

For more information, contact
Jessica Worosz, Events Manager
at jworosz@owa.ca or **289-685-3035**



2025

ANNUAL CONFERENCE & TRADESHOW

White Oaks Conference Resort | [Niagara, Ontario](#)

www.owa.ca



ACCELERATING ELECTRIFICATION

**It is our pleasure to invite you to exhibit at the
2025 Power of Water Canada Technical Conference & Trade Show!**

This is an unprecedented time in the electricity sector to advance waterpower as a solution to our emergent and enduring energy needs and decarbonization goals. Continued investment in existing waterpower facilities and new waterpower development will be essential to addressing electricity needs across the province. Electricity systems are undergoing a generational shift to meet decarbonization, electrification and economic development objectives. By some estimates, the many jurisdictions will have to double their installed capacity of electricity generation by 2050 – the equivalent of building as much generation and transmission in the next three (3) decades as has been built in the last century. In addition, with the exception of waterpower, assets which last virtually forever, almost all other existing generation facilities will need to be rebuilt or replaced within the same timeframe.

Resource Type	ESSENTIAL RELIABILITY SERVICES					FLEXIBILITY			OTHER
	Frequency Response (Inertia & Primary)	Voltage Control	Regulation	Contingency Response	Load Following	Cycle	Short Min. Run Time (<2 hrs.) / Multiple Starts Per Day	Startup/Notification Time <30 Minutes	Black Start Capable
Waterpower	●	●	●	●	●	●	●	●	●
Gas	●	●	◐	●	◐	●	●	●	●
Nuclear	◐	●	○	○	◐	○	○	○	○
Battery Storage	◐	◐	●	●	○	●	●	●	◐
Demand Response	○	○	◐	◐	◐	●	●	◐	○
Solar	◐	◐	○	○	◐	●	●	●	○
Wind	◐	◐	○	○	◐	●	●	●	○

Adapted from Various Sources

YOUR OPPORTUNITY TO DO BUSINESS IN THE HYDROELECTRIC SECTOR

Below is a summary of what is included with your exhibit space investment and the complimentary marketing tools that are part of your booth package.

MARKETING TOOLS INCLUDED:

Online Exhibitor Listing – Your company’s information will be posted on our event website pre and post event, with links to your website. Additionally, your company will be featured in email and social media marketing.

Onsite Marketing – Your company has the opportunity to provide 3 PowerPoint slides that showcase your organization’s expertise. These slides will be displayed on large video monitors throughout the tradeshow floor.

Mobile App – Your company’s profile, booth location and logo will be featured on our mobile app both pre and post event. Lead retrieval will be available through the event app and through the passport contest which encourages delegates to visit your booth.

YOUR INVESTMENT:

BOOTH FEE:

10' X 10' booth space

OWA Member Price: \$2,500.00

Non-Member Price: \$3,000.00

10' X 20' booth space

OWA Member Price: \$4,250.00

Non-Member Price: \$4,750.00

YOUR 10 x 10 BOOTH INCLUDES:

- 8' tall back drape and 3' tall side rails
- One (1) draped 8 ft table with two (2) chairs and one (1) waste basket
- *NEW* 15amp power to booth throughout the duration of the conference
- Two (2) full conference passes, including admittance to all meals, educational sessions and networking events.

* Note, the Gala Dinner and special event tickets are not included and must be purchased separately.



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