

# Innovation Conference for Economic Development in Rural Areas

## Sponsorship Package

**September 10 , 11 & 12, 2024**



Southeast College, 532 Bourquin Rd,  
Estevan, SK S4A





# A Message from our Executive Director

Innovation is deeply impacting rural communities, influencing energy generation, mining, and agriculture.

A recent Stanford study highlights that innovation often originates not in major centers but from those on the periphery.

This insight is exemplified by Southeastern Saskatchewan, where innovation and resilience are deeply ingrained in our culture. The region is proud to be the birthplace of innovators such as Dr. Eric Grimson, former Chancellor of MIT, and Jeff Sandquist, former VP of Microsoft.

Given this rich heritage, we invite you to our inaugural Innovation Conference for Economic Development in Rural Areas, or “ICED Rural,” from September 10<sup>th</sup> to 12<sup>th</sup>, 2024, in Estevan, Saskatchewan, Canada.

Our region is a hub of pioneering efforts, hosting the world’s first coal power generation plant with Carbon Capture Utilization and Sequestration (CCUS), alongside advancements in lithium extraction, geothermal energy, and the upcoming establishment of Small Modular Reactors (SMRs).

Located in the heart of North America’s agricultural belt, our region also hosts a lignite coal mine exploring coal-to-hydrogen and graphite conversion.

These developments position Estevan as the perfect place for rural innovators across North America to come together. So join us in Estevan to connect, learn, and collaborate on driving economic development and diversification in our communities.

Let’s unite to harness the power of rural innovation for a strong future for our rural communities.



**Gordon More**  
**Executive Director**  
**Southeast TechHub in Estevan**



# How to Become a Sponsor

This year, individuals, institutions, and community leaders from around the North America will descend on Estevan, Saskatchewan, Canada for a 3-day conference on innovation in rural communities.

The goal will be to provide education, networking and marketing opportunities on energy, agriculture and mining.

## Sponsorship and Trade Show Opportunities

The ICED Rural Committee, invites you to become a sponsor and/or exhibitor at the 2024 ICED Conference from September 10<sup>th</sup> to 12<sup>th</sup>, 2024.

This will give you the opportunity to showcase your products and services and make important face-to-face contact with a broad audience of utilities, government officials and corporate decision-makers.

Reserve your sponsorship opportunity by contacting:

**Gordon More**  
Executive Director, SETH  
techhub@estevan.ca or 306.634.2724

For more information on the conference: [www.icedconference.ca](http://www.icedconference.ca)



# Sponsorship Levels

## ATOMIC

- Four complimentary conference tickets
- Two complimentary round-trip Flights(Regina to Estevan and return flights)
- Prime Breakout Session Slot
- Facility Signage and Sponsorship Recognition
- First right of refusal for keynote address session
- One 10' x 20' show booth space

**\$12,000 CASH AND/OR IN-KIND**

## ELECTRIC

- Two complimentary regular ticket packages
- One 10' x 10' booth
- Facility Signage and Sponsorship Recognition
- Discount on Flights (Regina to Estevan and Return)

**OVER \$5,000 (CASH)**

## KINETIC

- One complimentary regular ticket packages
- Facility Signage and Sponsorship Recognition
- One 10' x 10' booth

**OVER \$2,500(CASH)**



## Booth details

The conference will commence on the afternoon of Tuesday, September 10<sup>th</sup>, at Southeast College in Estevan, with registration, mingling, and speaker networking drinks. Sponsors are invited to have signage and booths to promote their businesses.

The event will continue on Wednesday, September 11<sup>th</sup> and 12<sup>th</sup> starting with morning registration, followed by a series of informative sessions and breakout sessions. Attendees will have ample opportunities for networking, with a special focus on building business relations and exploring opportunities.

Both days will include a lunch break and will conclude with a major session in the afternoon, followed by a break.

Set up starts September 10<sup>th</sup> at 9 am. Booths must be completed by September 10<sup>th</sup> at 12 noon.

Take down starts on September 12<sup>th</sup> at 3 and must be completed by 9pm.

