

PARTNERSHIP PROGRAM



GREEN TECH FESTIVAL

MONTREAL
April 19 to 21, 2024
Olympic Stadium

Presented by



ECOSPHERE
Environmental and Green Building Fair

In collaboration with



**EARTH
DAY
.CA**

For our health and that of the planet!





ERIC FERLAND
General manager and co-founder

I am pleased to invite you to be a partner of the Green Tech Festival.

We are pleased to announce an association with the Montreal Electric Vehicle Show at the Olympic Stadium to present the second edition of the Green Tech Festival. In addition, we are partnering with Earth Day for a virtual fair that will be broadcast across Canada. We will be broadcasting highlights from the Green Tech Festival, the Electric Vehicle Show and the Earth Day conferences. It will take place from April 19 to 21, 2024.

The Green Tech Festival is a place for the exchange of ideas and an incubator for change. It brings together companies and individuals conscious of their impact on the environment. The actors brought together are innovators in the fields of health, food, lifestyle, housing and transportation.

Since the founding of the ECOSPHERE Fair, the comments have been glowing and have come from everywhere: from exhibitors, speakers, the media and visitors. They testify to our ability to present quality, well-attended events with a festive atmosphere.

Over the past 19 years, ECOSPHERE has held environmental fairs in 3 cities in Quebec. Magog - 19th edition in September 2024; Montreal - 10th edition, we changed the formula to create the Green Tech Festival; Gatineau - 5th edition June 8 & 9, 2024.

Together, it is possible to change the world! And it is with events like the ECOSPHERE fairs and partners like you that we can offer sustainable answers to reduce our ecological footprint. Little by little, we will be able to make a difference to ensure a comfortable future for present and future generations.

ERIC FERLAND
General manager and co-founder



OUR VALUES

Eco-responsibility

Social cohesion

Accessibility

Empowerment

WHO ARE WE?

OUR MISSION

The ECOSPHERE's mission is to inform and sensitize the public to the environmental challenges that affect us collectively and to offer sustainable solutions to reduce our ecological footprint, while promoting the visibility and sales of products from our eco-companies that exhibit at the fairs.

Through the organization of the most important eco-responsible festival in Quebec, the objective is to create a place of meeting and exchange where alternatives, products, services, organizations and technologies are highlighted, for our health and that of the planet. Together, the path towards the ecological transition is possible!

OUR COMMITMENT TO ECO-RESPONSIBILITY

We are committed to ensuring that the Green Tech Festival presents certified carbon neutral, committed and multicultural technologies.

- Maximum reduction of waste generated;
- Use of compostable tableware;
- Awareness of visitors;
- Eco-responsible suppliers;
- Offer of healthy meals and promotion of alternative food models;
- Collaboration with local and fair trade businesses as well as social and environmental organizations.

Last year's speakers:

Timothy Schoechle, Normand Mousseau, Pierre-Olivier Pineau, Jean-Pierre Finet, Emmanuel Cosgrove, André Bourassa and several other.

The Green Tech Festival in collaboration with the Electric Vehicle Show is held at the Olympic Stadium in association with Earth Day Canada.

In collaboration with La Maison du 21^e Siècle for the organization of conferences in April 2024. A virtual fair will be broadcast across Canada.



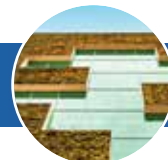
Eco-gourmet ZONE

Ecological agriculture
& permaculture
Food self-sufficiency
Healthy nutrition



Eco-health ZONE

Arts, culture,
outdoors & recreation
Beauty & personal
care
Healthy lifestyle



Eco-innovation ZONE

Carbon offset
Green technologies
Sustainable mobility
Tiny houses,
alternatives housing
& eco-building



Eco-design ZONE

Eco-friendly design
Eco-friendly fashion
Zero waste



Eco-committed ZONE

Ecological transition
Fair trade
Network & resources
Social economy

OUR FAIRS IN NUMBERS

- 3 physical fairs and 1 virtual fair for 2023
- 4 evenings of actors of change for an effective ecological transition
- 60 conferences
- 120 exhibitors
- 50 000 visitors expected
- Several festivities including music, networking cocktail and others
- More than \$2,500,000 in sales per fair for Quebec companies

PROPORTION OF EXHIBITORS BY SECTION

40% Housing and new technologies
 25% Health
 20% Food
 15% Others (fair trade, social economy enterprises, other products)

VISITORS' PROFILE

54% Men
 46% Women

9% 18 years old and under
 22% 19 – 34 years old
 34% 35 – 49 years old
 21% 50 – 64 years old
 14% 65 years old and over

In a festive atmosphere, each of the fairs presents about 50 exhibitors and about 20 speakers who introduce visitors to initiatives, projects and products that contribute to reducing our ecological footprint and, moreover, our greenhouse gas emissions.



Countless business opportunities are emerging in the changes we are experiencing towards a carbon neutral society!



"Jobs in the clean energy sector are expected to increase by nearly 50 percent, or 208,700 new jobs by 2030, while fossil fuel jobs are expected to decline by 9 percent, or 125,800 fewer jobs."


- Clean Energy Canada, June 2021

https://cleanenergycanada.org/wp-content/uploads/2021/06/Report_CEC_CleanJobs2021.pdf



VISIBILITY OPPORTUNITIES

Please note that this is a basis for future collaboration and that we are open to any proposals on your part that would enable you to further achieve your strategic objectives via the Green Tech Festival networks.

	GREEN TECH PARTNER \$35 000	ENERGY PARTNER \$20 000	WORKSHOP PARTNER \$15 000
SPECIFICS OF THE PACKAGE			
Description	Official presenter of the GTF*	Associate presenters	Presentator of the speakers series
Exclusivity in your activity sector (in the sponsored fair)	X	X	X
Right of first refusal	X	X	X
NESTED PRESENCE			
A stage or a zone will bear the name of your organization	30 by 30 foot space (\$20,000 value) and main stage	20 by 20 foot space (value \$9,000) and innovation section in your name	15 by 15 foot space (\$5,000 value) and main stage
To present a theme within the program (physical exploitation of the attached area and visibility on all the platforms related to program)	Major conferences and Change Actors Evening	A series of conferences	One serie of conferences
Possibility to broadcast a promotional message before the conferences of the sponsored series.	X 30 seconds	X 15 seconds	X 10 seconds
Logo and public thank you on the screens (in rotation)	X	X	X
Possibility to deliver a conference or a workshop (some conditions apply)	X	X	X
Personalized exploitation of the partnership: contests, sampling, animation, bunting, exhibit, etc.	At the entrance of the site and in an exclusive space	Exclusive space	In the sponsored zone
Banners on the Fair site	X	X	X
VISIBILITY ON SOCIAL MEDIA			
Logo in the main Facebook page	X	X	
Logo in the Events section of the Facebook	X	X	X
Thank you text in the events description in the Events section in our Facebook page	X	X	X
Mention in post on the Facebook page	4	4	2
Banners in the PARTNERS Broadcast Kit (logo)	X	X	X



**GREEN TECH PARTNER
\$35 000**

**ENERGY PARTNER
\$20 000**

**WORKSHOP PARTNER
\$15 000**

VISIBILITY ON WEBSITE AND NEWSLETTERS

Banner on the ECOSPHERE welcome page and blog section	X	X	
Banners on the cities section in the ECOSPHERE website (logo)	X	X	Montreal
Sponsored blog article	X	X	Montreal
Welcome page and blog on ECOSPHERE website	X		
Your advertisement double bigbox format (300x600 pixels) or leaderboard prime location (728x90 pixels).	X	X	
Your advertisement bigbox format (300x250 pixels) or leaderboard secondary location (728x90 pixels).	X	X	Montreal
Advertisement text in the newsletter to visitors (2 per month)	24	24	3
Advertisement text in the newsletter to exhibitors (2 per month)	24	24	3
Logo at the bottom of the newsletter sent to visitors (24)	X	X	
Logo at the bottom of the newsletter sent to exhibitors (12)	X	X	
Thank you note in the events on ECOSPHERE website	X	X	Montreal

ADVERTISEMENT CAMPAIGNS AND MEDIA RELATIONS

Banners and advertisement spots on electronic medias (logo)	X	X	X
Logo on advertising inserts in newspapers and regional magazines	X	X	X
Logo in ECOSPHERE promotional video	X	X	X
Logo in advertisements in Facebook and Instagram	X	X	X
Mention in the press release	With quote	With quote	Without quote

PROMOTIONAL MATERIAL

Logo on volunteers' teeshirt	X	X	
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MEDIA AND PROMOTIONAL REACH

INVESTMENT DETAILS AND TOOLS

IMPRESSIONS ON THE WEB

In addition to the 1 450 000 impressions for the five fairs, we will also have advertising.

PRINT MEDIA

Promotional tools

- 4 x 30 foot banners prominently displayed at the fairgrounds;
- 500 11 x 17 inch posters distributed in strategic locations;
- Program sent to 10,000 fair subscribers;
- 25,000 3 x 8 inch promotional bookmarks distributed at the events:
National Home Show, Expo Manger Santé et Vivre Vert and Festival Zéro-déchet.

SPECIALIZED MAGAZINES

- 4 pages of advertising in the magazine La Maison du 21^e siècle (50 000 copies distributed)

WEB

- Newsletter sent twice a month to over 5,000 visitors and 3,000 businesses;
- Newsletter sent once a month to over 7,000 businesses and 70,000 Earth Day members;
- Newsletter of the Salon du véhicule électrique;
- Newsletter of the Regroupement pour la transition énergétique with more than 1,800,000 members;
- 7,000 US in advertising on Google and YouTube platforms;
- 100 TV ads on PBS;
- Web banners on the Ecohabitation portal.

Impressions: 1 450 000

Montreal: 800,000 impressions on La Presse

STATISTICS RELATED TO THE ECOSPHERE PLATFORMS

WEBSITE – foireECOSPHERE.org

82 000 Annual visits

Weekly average:
950 Unique Visitors

FACEBOOK PAGE

As of today

11 470 subscribers

63% Women	22% 18 - 24 years
37% Men	35% 25 - 34 years
	24% 35 - 44 years
	10% 45 - 54 years
	5% 55 - 64 years
	4% 65 years and over

PARTNERS IN 2023

PARTENAIRES

Desjardins
UBIK
Gazifère
financement canada
Minotair
Maryse Leduc
Ville de Montréal
Cerro de pasco

PARTENAIRE MÉDIAS

La Presse
Météo Média
ÉcoHabitation
Électricité Plus
Les pages vertes
La Maison du 21^e Siècle
Libre Média
Formes
Le Reflet
3R Québec
PBS
WPBS
104.7 fm





GREEN TECH FESTIVAL TEAM

THE BOARD OF DIRECTORS

Simon Boudreau: President

General Manager of 3R Quebec Inc.

Sits on the boards of the following organizations:

Admin. SACO, Admin. RCCG, Admin. 121 trésors, Admin. CSÉE and Membre Optimiste div. Gatineau.

France Levert: Administrator

Mrs. Levert is an expert in the domain of the environment and of sustainable development. She received a degree in business management and a Master's in urban planning. While pursuing her doctoral studies, she became interested in factors influencing businesses making environmental decisions and adopting healthy lifestyles. She took on many duties at Hydro-Québec as manager and as an expert in the field of the environment, sustainable development, corporate social responsibility, and sustainable communities. She collaborates with several organizations as: CA Vice-President of the Network of Women in the Environment, VP of CA, Quebec Network of Environmental Groups, chairs the Sustainable Development Committee of the Ordre des urbanistes du Québec and member of Coalition Climat Montreal.

Nancy Cloutier: Secretary

Nancy has over 20 years of experience in the field of information technology, developing clinical solutions for the public health sector. Providing healthcare professionals with powerful tools that support their daily work is very motivating!

A few years ago, she took a course at the University of Sherbrooke on the challenges of sustainable development because the subject interested her. It changed her way of seeing things, her way of consuming and her lifestyle. She wanted to do more by getting involved as a volunteer in various organizations such as Nousrîres, Quintus and the ECOSPHERE Fairs. Finally, she is also a patroller for the Parc des Sommets. They have as mandate: ensure the safety of trails for users and ensure the sustainability of trails by reducing the ecological footprint.

Geneviève Carrier: Administrator

Geneviève Carrier is executive director of the non-profit organization Enviro Éduc-Action. This Gatineaubased social economy enterprise aims to educate and support individual and collective citizens of the Outaouais in their eco-citizen turns. The organization specializes in environmental and eco-citizenship education, advisory services and the management of environmentally responsible events, as well as the management of environmental awareness projects. Present in Gatineau since 2005, Enviro Éduc-Action is proud to be part of the ECOSPHERE team!

Aubert Michaud: Administrator

Researcher in Soil and Water Conservation at the Institut de recherche et de développement en agroenvironnement (IRDA), he works with his team to describe the processes of diffuse contamination of surface water in agricultural areas and to develop tools to better deal with it. Stream monitoring, geomatics, remote sensing and hydrological modelling are their main tools of work, within the framework of concerted actions at the scale of small watersheds.



GREEN TECH FESTIVAL TEAM

THE BOARD OF DIRECTORS

Élisabeth Gaudreault: Administrator

Seassions by Valeriya Born in Quebec City, she spent part of her life supporting her family's food business. Several long trips have also cultivated her curiosity and her questioning of the meaning of life, here and elsewhere. Élisabeth completed a Bachelor's degree in Philosophy at the University of Sherbrooke, then undertook graduate studies in cooperation. Then she returned to Quebec City, where she invested herself in the world of communications. Finally, life brought her to his bedside. For the past ten years, Élisabeth have been accompanying people in Quebec City to carry out their last wishes, as a professional in funeral rituals. Glebova

Armel Ntwari: Administrator

Armel is currently pursuing an MBA in Investment Management at the John Molson School of Business at Concordia University in Montreal. In 2019, he was working as a credit analyst in Toronto helping Canadians become business owners. He led workshops for the Women's Business Accelerator with Access Community Capital Fund, an impact investment fund that provides newcomer women with the tools they need to build a profitable business and economic independence. In 2021, Armel advised a high-growth company to win a competition organized by PME Montreal, in collaboration with university incubators and accelerator programs.

Pierre Bédard: Administrator

Proud collaborator of the ECOSPHERE fairs since its foundation as events coordinator and active volunteer for the organization of the fairs and the administration of the website, Pierre is a versatile ally with a great spirit!

With his expertise in business administration, operations management and production, Pierre has always been a precious help and still allows us to evolve the organization to better support the community in this journey towards the ecological transition.



GREEN TECH FESTIVAL TEAM

THE MANAGEMENT

Éric Ferland: General Manager and founding member

A former leader of the Green Party of Quebec, he contributed to the establishment of the Frelighsburg Festiv'Art (24,000 visitors in two days), as well as the art exhibition of Pierre Gauvreau and Janine Carreau at the Frelighsburg Art Centre. As a Frelighsburg city councillor for 12 years, he established a recycling infrastructure, collaborated on a forestry cutting regulation and promoted an integration and architectural development plan. He is a founding member of Les AmiEs de la terre de Brome-Missisquoi and the Marché de solidarité régionale de Cowansville. Eric was named an "Eco All Star" by Harrowsmith Countrylife in 2008. He has run as an NDP candidate in the 2019 federal election.

Ruth Moseka Lisona: Events Coordinator

Ruth has always been passionate about organizing events, motivated by human contact. Graduated with a Master 2 from Kedge Business School (Bordeaux, France), she evolves in the field of event management, thanks to various professional experiences. From large public events (Foire de Paris, Le Grand Pique-nique Dacia), to medical congresses (Lyon Hip Arthroplasty), through car shows (Rétromobile), she acquired solid skills. Good living in the soul, life is for her the opportunity to enjoy and evolve by discovering new things. This is how she embarked on the Canadian adventure with her family in 2022. It was here that she decided to pursue her aspirations by joining the Écosphère team: to put her passion at the service of a greener economy.

Estelle Guidez: Communication agent

Estelle Guidez holds a Master's degree in environmental management from France, and is therefore skilled in sustainable resource management, renewable energies and social and political aspects of the environment. She is versatile and has experience in a variety of fields, and likes to bring her know-how. She has also participated in two studies on the perception of air quality and on coastal risks in flood-prone areas.

She is a travel enthusiast and constantly in search of new challenges. It is therefore quite natural that she decided to come and discover Quebec, in particular to develop her professional opportunities, after her studies in France and a stay in Albania.

By joining the ECOSPHERE team, she hopes to make a concrete contribution to the transformation of organizations towards sustainable development and to raising public awareness of environmental issues.



GREEN TECH FESTIVAL

CONTACT US

GREEN TECH FESTIVAL

12A, Principale Street South
Sutton, Quebec J0E 2K0
T : 450 538-5005
greentechfestival.tech

Éric Ferland,
General Director and Co-Founder
T : 450 538-5005
C : 450 525-4004
e.ferland@foireecosphere.org



Eco-gourmet ZONE

Ecological agriculture
& permaculture
Food self-sufficiency
Healthy nutrition



Eco-health ZONE

Arts, culture,
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