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**WHTC**  
2021

World  
Hydrogen Technologies  
Convention

Digital | June 20–24, 2021

together with  
 **f-cell**  **HFC**

# Creating Stronger Bonds

Participation Opportunities

World Hydrogen  
Technologies Convention  
Digital Edition  
June 20–24, 2021

[whtc2021.org](http://whtc2021.org)

# WHTC 2021

World Hydrogen Technologies Convention

Digital | June 20–24, 2021

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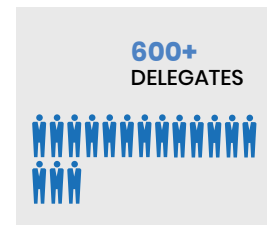
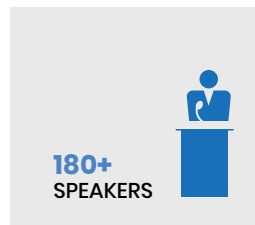


## WHTC 2021 together with f-cell+HFC

- **World Hydrogen Technologies Convention (WHTC)** is the most well-known convention in the fields of hydrogen energy and fuel cell technologies, held biannually under the auspices of the International Association for Hydrogen Energy (IAHE).
- **f-cell+HFC The Hydrogen and Fuel Cell Event** is Canada's premier platform for professionals to meet, discuss and promote the latest developments in technology, policy and applications of hydrogen and fuel cells. It is a co-brand of f-cell and the Canadian Hydrogen and Fuel Cells Association.
- **WHTC 2021 together with f-cell+HFC** offers numerous opportunities for individual and organizational participants to share and exchange scientific information with global leaders in business, government and scientific communities. In addition, the market side of the event brings together a diverse array of international hydrogen energy and fuel cell applications from industry leaders and research institutions.

## Advantages to participating as an organization

- **Raise brand awareness** for your products and services
- **Reach an international network** to build longstanding business relationships
- **Find new projects** for further development
- **Meet top experts** in the worldwide Hydrogen and Fuel Cell community
- **Meet top candidates** looking to work on your next project
- **Position your company** as a forerunner and important pioneer
- **Create a platform** for a larger networking opportunity



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## Be a part of WHTC 2021!

### Branding & Networking Opportunities à la carte

Instead of selling traditional “exhibitor” and “sponsor” packages, we’re taking a different approach: At WHTC 2021, you choose when, where and how you want to be seen and heard!

Our marketing team has created a variety of innovative opportunities to meet your needs... and your budget. Pick from the options below, then turn the page for Marketing & Press upgrades.



<b>Be seen!</b>		<b>Give your brand a spot on the platform...</b>	
1	Digital Platform Logo (10 available)	<b>\$ 2,000</b>	Promote your attendance in our our digital platform banner/ logo carousel - all day, every day
2	Session Logo Branding (1 per session)	<b>\$ 2,000</b>	Associate your logo/name with a specific session topic on our website, digital platform, social media and in the session
3	Plenary Logo Branding (2 per plenary)	<b>\$ 5,000</b>	Elevate your visibility by associating your logo/name with an event-wide plenary (details as above)
<b>Be interactive!</b>		<b>Setup a hub with 3 dedicated daily 1-hr agenda slots...</b>	
4	Basic Networking Hub: 3 days	<b>\$ 3,000</b>	Offer participants direct access to your staff, schedule live meetings and share content like your logo and description, plus we'll advertise your attendance on the public event website
5	Advanced Networking Hub: 3 days	<b>\$ 5,000</b>	Boost the Basic Hub with videos, document links, PLUS 1 full ticket
6	Additional Hub Staff Ticket (Be interactive!)	<b>\$ 250</b>	Bring in additional off-site specialists or sales team members to chat with participants
<b>Be on-screen!</b>		<b>Tell your story in a 2-minute video...</b>	
7	Morning Video: 2-min pre-event	<b>\$ 2,000</b>	Catch the morning crowd as they come to network
8	Promo Video: 2-min at Intermission	<b>\$ 3,000</b>	Explain your latest project between sessions or at lunch
<b>Be live! (🔊)</b>		<b>Show-off products or Organize a mini panel...</b>	
11	Speaker's Corner: 2 min Pitch	<b>\$ 2,000</b>	Introduce yourself or your busines during the daily Dialog Session
12	Interactive Intermission: 10-min Slot	<b>\$ 5,000</b>	Compliment your branding with a prime spot in the program
13	Interactive Lunch: 20-min Slot	<b>\$ 8,000</b>	Share your story or products, or a short speaker panel
15	Full Workshop: 90-min Session	<b>\$ 10,000</b>	Create a Workshop or Topic Table in the agenda: The theme, guests and plan are up to you (subject to approval)
16	Additional Non-WHTC Panelist (Be live!)	<b>\$ 250</b>	Bring in additional off-site specialists or stakeholders to be a part of your panel
<b>Be there!</b>		<b>Invite your team, stakeholders and clients too...</b>	
17	6 WHTC Full Event Tickets	<b>\$ 5,125</b>	Buy 5, Get 1 free / Save \$1,025 (17%) off the Early Bird price
18	10 WHTC Full Event Tickets	<b>\$ 8,200</b>	Buy 8, Get 2 free / Save \$2,050 (20%) off the Early Bird price

Please note: All prices CAD before tax and processing fee. We reserve the right to make modifications to meet technological capabilities.

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## Be a Catalyst for Hydrogen! Prestigious Marketing & Press add-ons


In addition to helping you promote your brand and meet the right people in our new networking-focused online event platform, we'd like to publicly recognize your level of commitment to the Hydrogen and Fuel Cell sectors in all our event and media channels.

After making your selections on the previous page and meeting the minimum spend (as listed below), add on these Marketing & Press opportunities.




Be front and centre! 		Stand out as an event sponsor ...	
30	"Bronze Sponsor" Title & Benefits (min. \$10,000)	\$ 5,000	Add this prestigious title, prominent logo placement and items 34, 37, 38
31	"Silver Sponsor" Title & Benefits (min. \$20,000)	\$ 5,000	Add this prestigious title, prominent logo placement and items 34, 37, 38
32	"Gold Sponsor" Title & Benefits (min. \$30,000)	\$ 5,000	Add this prestigious title, prominent logo placement and items 34, 37, 38

Be heard! 		Let the Hydrogen community know you're attending ...	
33	Logo on Participant E-Ticket (min. \$10,000)	\$ 2,000	Take the spotlight with this coveted logo placement
34	Full Press Announcement (min. \$10,000)	\$ 1,000	Let us write a dedicated Press Release about your support and attendance for the media, our public website and social media
35	Logo/Quote in our Press Release (min. \$10,000)	\$ 500	Present your organization with a quote and logo in our press release
36	Your Press Release on our Website (min. \$10,000)	\$ 250	Post your press release on our public website
37	Logo in our Social Media (min. \$10,000)	\$ 100	We'll announce your attendance on our Twitter and LinkedIn
38	Logo in our event Newsletters (min. \$10,000)	\$ 1,500	Make your support public with a logo in our newsletters

## Pre-assembled bundles to support the event and your marketing strategy

These bundles include Networking Hubs to introduce your team and engage with attendees, plus further branding and media recognition to your preferred level. Please note that we cannot make changes or substitutions here.

Be prepared! 		Choose with just one click and save ...	
40	WHTC 2021 prix fixe A	\$ 6,888	Bundle items 2, 4, 6, 11 and save \$ 362 (5%)
41	WHTC 2021 prix fixe B	\$ 17,575	Bundle items 1, 3, 5, 11, 30 and save \$ 1,425 (7.5%)
42	WHTC 2021 prix fixe C	\$ 28,913	Bundle items 1, 3, 5, 15, 17, 31 and save \$ 3,212 (10%)

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