



# CanSIA

CANADIAN SOLAR  
INDUSTRIES  
ASSOCIATION

L'ASSOCIATION DES  
INDUSTRIES SOLAIRES  
DU CANADA

Webinar Services Produced By:



# WEBINAR SPONSORSHIP PROGRAM



Learn About

# CanSIA

## MISSION

A national, not-for-profit association, CanSIA works on behalf of its members to facilitate and promote the responsible and sustainable growth of solar energy across Canada.

CanSIA provides education and networking opportunities for members, researches and develops renewable energy policy options for different levels of Canada's government and implements a broad range of communications activities on solar energy

## VISION

CanSIA actively represents the Canadian solar industry by promoting the unique economic, environmental and technology benefits of solar energy in Canada.

Our goal is to be the source of trustworthy information about solar energy and its growing importance to Canadian energy consumers.

Reach

## Our Members & Peer Network

Nearly 15,000 strong, our membership & peer network consists of companies and professionals working in and for the solar industry.





# CanSIA Members Include the Entire Spectrum of the Solar Industry

## Members

- Builder/Developers
- Government Body, Agencies or Public Sector
- Education Institutions and Training Providers
- Engineering, Procurement and Construction
- Financial Services
- Insurance
- Legal Services
- Not-for-profit
- Community Groups
- Research and Consulting Services
- Retailer/Installer
- Service Providers
- Solar Equipment Manufacturing
- Solar Equipment Supply
- Technology Service Provider
- Utilities, Distribution, Transmission and Regulation

# Benefits of Webinar Sponsorship



## Lead the Market

1. Build brand awareness
2. Achieve thought leadership status
3. Present from a competitor-free stage
4. Have audience attention for 60 minutes



## Gain New Leads

5. Generate quality leads
6. Extend geographic reach
7. Re-qualify existing contacts



## Optimize Marketing Performance

8. Improve sales pipeline management
9. Penetrate new markets
10. Gather market intelligence

## Why Webinars?

- ✓ No travel or accommodation cost
- ✓ Easily accessible to members
- ✓ Focused & current content
- ✓ Interactive & intimate for members
- ✓ Available on demand
- ✓ Reduced carbon footprint



# Webinars Made Easy

We have the best webinar professionals in the business at your disposal

## Pre-Event Prep

- ✓ Get a Personalized Project Plan
- ✓ Learn Best Practices
- ✓ We Market the Webinar
- ✓ Get a Branded Webinar Page
- ✓ Receive a Quality Control Check
- ✓ Get a Guided Webinar Practice

## Live Webinar

- ✓ Green Room Ready
- ✓ Use Our Moderators
- ✓ Do Audience Polling
- ✓ Do a Q&A Session
- ✓ Upload Handouts
- ✓ Have Technical Support
- ✓ Webcam Ready Options

## Post-Event

- ✓ Get a Registration Report
- ✓ We Host the Recording Online
- ✓ Receive a Recorded Copy



Webinar Services Provided By:





# Webinar Sponsorship Package



- 1) Full webinar production support facilitated by WebinarHub
- 2) Marketing outreach by CanSIA to its members & peer network
- 3) Detailed registration and attendee report with full contact information and associated data

**Total Package Cost:** \$4500 CAD (Special Introductory Rate)

**CanSIA Corporate 1 & 2 Members:** Benefit from an additional 15% discount

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