



# SOLAR CANADA

Canadian Solar Industries Association  
**ANNUAL CONFERENCE & EXPOSITION**  
December 5-6, 2016 | Toronto, Ontario

## DISCOVER NEW POSSIBILITIES

## CANADA'S LARGEST SOLAR ENERGY CONFERENCE

If you are a solar energy professional, practitioner, stakeholder or advocate, you should not miss this event!

Canada ranks as one of the largest producers and exporters of energy in the world and boasts one of the cleanest electricity systems in the world with 79 per cent from non-emitting sources.

All levels of Canadian government are strongly committed to sustainable development and are seeking ways to reduce greenhouse gas (GHG) emissions through renewable energy and other conservation policies.

With the decreasing costs of solar technology and many benefits of distributed energy resources, Canada is now approaching 3 GW of solar PV installed capacity and 2 million m<sup>2</sup> of solar heating collector area – and the market outlook is only getting brighter.

The election of Prime Minister Justin Trudeau and his Liberal Party will mean definite changes for the Canadian energy industry. The Financial Post reports they expect the new government will affect five key areas of the economy, with renewable energy being a major component.

The Canadian solar energy market is growing rapidly. Provincial governments and consumers are focusing more on renewable energy in an effort to lower greenhouse gases and utilize more affordable sources of energy. This has created a tremendous opportunity for companies to expand their market presence in Canada. Solar Canada Conference & Exposition 2016 will provide an excellent platform to connect with industry professionals and get established in this growing market.

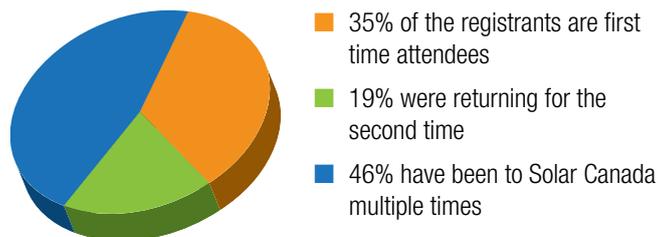
This year's conference will focus on important issues and trends facing the industry. Industry experts, policy-makers and key stakeholders will be at Solar Canada to discuss the opportunities and challenges facing the Canadian solar energy market.

### WHY CANADA? (THE 3 KEY REASONS)

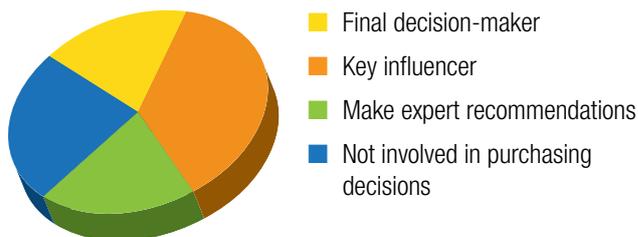
1. Canada's new federal government is committed to accelerating renewable energy through new policy initiatives including a commitment to making Canada the most tax-competitive jurisdiction for investment in cleantech in the world.
2. In 2016, Ontario will award almost 500 MW of long-term contracts for small, medium and large installations (solar installations in Ontario will create the equivalent of over 12,000 jobs and the industry will invest over \$5.5 billion in Ontario between 2010 and 2020).
3. Western Canada's solar market is about to grow rapidly with Alberta committing to tripling its electricity from renewable resources from 10 to 30% and Saskatchewan has committed to doubling its capacity from renewable resources by 2030 from 25 to 50% and to start procuring 60 MW of utility-scale solar in 2016.

"The environment and the economy, they go together. They go together like paddles and canoes. If you don't take care of both, you're never going to get to where you're going. Because you can't have a strong economy without a healthy environment." — Justin Trudeau

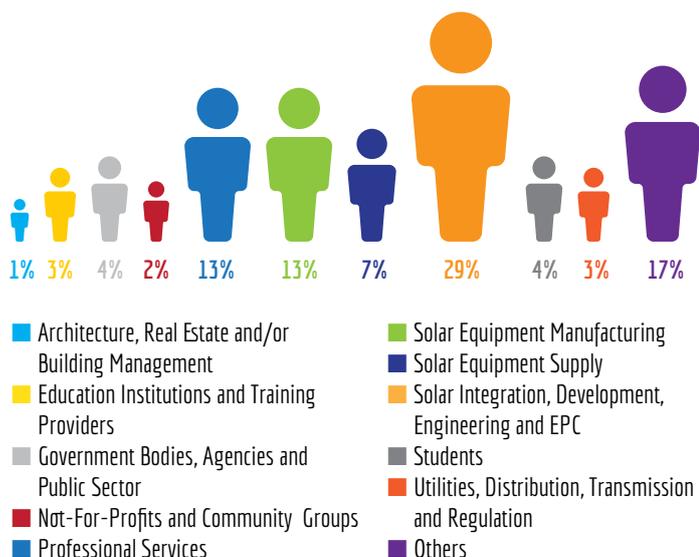
## SOLAR CANADA CONTINUES TO GROW - 35% OF 2015 PARTICIPANTS WERE FIRST TIME ATTENDEES!



## ATTENDEE ROLE IN PURCHASING DECISIONS



## SOLAR CANADA ATTENDEES REPRESENT THE ENTIRE SPECTRUM OF THE SOLAR INDUSTRY:



## 57% OF THE ATTENDEES ARE KEY INFLUENCERS IN THE INDUSTRY AND CAN MAKE EXPERT RECOMMENDATIONS

## 28% OF THE ATTENDEES ARE FINAL DECISION-MAKERS

### WHY SOLAR CANADA?

#### NETWORK WITH NATIONAL & INTERNATIONAL LEADERS

Meet top members of the solar industry at our SolarPalooza and Welcome Reception networking events.

**LEARN** about cutting edge research and technology that will revolutionize the solar energy industry.

**PARTICIPATE** in high-level conference sessions and panel discussions covering all aspects of the industry including technology, market, and policy.

**DISPLAY** your latest solutions and share your ideas with the industry

## CO-ORGANIZERS

The **Canadian Solar Industry Association (CanSIA)** is recognized as the trusted voice of the Canadian solar energy industry. Since 1992, CanSIA has worked to develop a strong, efficient, ethical and professional Canadian solar energy industry and play a major role in the global transition to a sustainable, clean energy future.

**Deutsche Messe** is one of the largest and most experienced event organizers in the world, annually producing over 100 trade fairs and conferences that host 25,000 exhibiting companies and 2 million visitors. Deutsche Messe's international network and expertise will help CanSIA provide a better program and increase support for the solar energy industry and market.

## SUPPORTING THE INDUSTRY YEAR-ROUND, NATIONWIDE

### SOLAR ONTARIO | MAY 16 - 17, 2016

This high-level conference focuses on issues facing Canada's largest solar energy market in Ontario.

For more information, please visit [www.solarontarioconference.ca](http://www.solarontarioconference.ca).

### SOLAR WEST | OCTOBER 5-7, 2016 EDMONTON, ALBERTA

Focuses on the growing markets of Alberta and Canada's western provinces.

For more information, please visit [www.solarwestconference.ca](http://www.solarwestconference.ca).

## FOR EXHIBITION AND SPONSORSHIP OPTIONS, PLEASE CONTACT:

### Sales:

Marius Westenfeld, Sales Director  
+49 511 89 34116  
Marius.westenfeld@messe.de

Ethan Carter, Sales Director  
(773) 796-4250  
Ecarter@hfusa.com



Presented by

