



# SOLAR CANADA



ANNUAL CONFERENCE & EXPOSITION | DECEMBER 4-5, 2017 | TORONTO, ONTARIO

## CANADA'S LARGEST SOLAR ENERGY CONFERENCE

A must-attend event for solar energy professionals, stakeholders and advocates

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 80% 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. Canada has established a national target to phase out coal-fired power and achieve 90% non-emitting power by 2030.

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.

Solar Canada Conference & Exposition 2017 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. Topics will include both utility scale and consumer/business focused installations. Industry experts, policy-makers and key stakeholders will be at Solar Canada to discuss the opportunities and challenges facing the Canadian solar energy market.

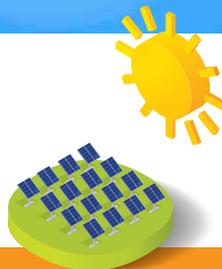
### WHY CANADA? (THE 3 KEY REASONS)

1. Canada's 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. Ontario is home to 99% of Canada's installed PV capacity and is the 3rd largest jurisdiction for PV solar installations in North America.
3. Western Canada's solar market is growing 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%.

## 3 GW CANADA IS APPROACHING 3GW OF INSTALLED SOLAR PV



**90%**  
CANADA 90%  
NON-EMITTING  
POWER BY 2030



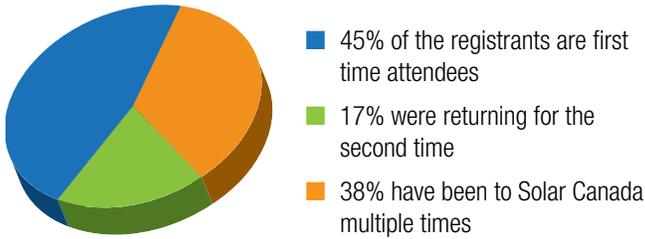
**50% BY 2030**  
SASKATCHEWAN HAS COMMITTED  
TO UP TO 50% OF ELECTRICITY  
FROM RENEWABLES BY 2030



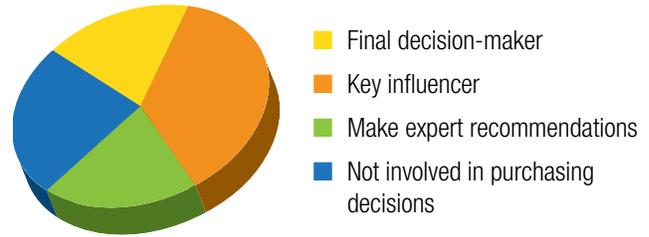
**30% BY 2030**  
ALBERTA HAS COMMITTED TO  
UP TO 30% OF ELECTRICITY  
FROM RENEWABLES BY 2030

“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

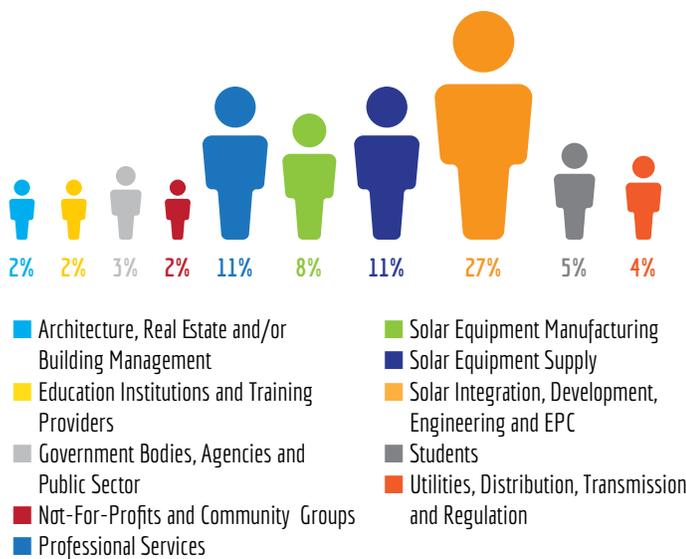
## SOLAR CANADA CONTINUES TO GROW – 45% OF 2016 PARTICIPANTS WERE FIRST TIME ATTENDEES!



## 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

## 29% 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.

## FOR EXHIBITION AND SPONSORSHIP OPTIONS, PLEASE CONTACT:

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