



Sponsorship & Exhibition Prospectus

Canada's Premier & Largest Event for the Turnaround Community





Years Supporting
Canada's STO
Community



Sold-Out Event
High-Value
Networking &
Expo Experience



National Reach
Cross-Industry
Owner/Operator
Participation



**Hundreds of
Attendees**
Cross-Industry
Owner/Operator
Participation



Premier STO Event
Canada's Largest
Turnaround
Gathering



Where Canada's STO Leaders Connect, Benchmark & Execute

For 25 years, the Shutdowns Turnarounds Superconference has brought together Canada's turnaround community to connect, benchmark strategies, and explore solutions shaping STO execution across the energy, industrial, and process sectors.

WHY SPONSOR?

Reach the Right Audience



Connect directly with turnaround managers, maintenance leaders, planners, reliability professionals, plant leadership, and owner/operators actively seeking solutions, technologies and partners.

Build Meaningful Industry Relationships



Engage with attendees through networking events, peer exchange, exhibit hall conversations, and interactive discussions — all designed to foster genuine connections.

Showcase Your Expertise



Position your organization alongside industry leaders through exhibit presence, sponsorship activations, thought leadership participation, branding opportunities and innovation spotlights.

Align With a Trusted Industry Platform



Join the event the turnaround community has relied on for 25 years to share real-world lessons, benchmark strategies, and explore solutions that drive better STO outcomes.

PRAISE FROM ATTENDEES...



Great! Well organized. [I liked] networking with vendors and listening to the variety of good presentation topics [that] offered different perspectives.

—Wayne Keber, TA Planner, Cenovus

Great show, highly recommended it to anyone in the business.

—David Zyha, Master Planner, Shell

It was productive! [I especially liked the] access to vendors and their services.

—Colin Koples, Nova Chemicals

Fantastic experience!

—Gord Peterson, Shutdown Coordinator, K+S Potash Canada



Canada's Turnaround Community — All in One Place

The Shutdowns Turnarounds Superconference brings together owner/operators, contractors, EPCs, service providers, and STO leaders from across North America — creating valuable opportunities for networking, knowledge sharing, and industry collaboration.



Audience Profile

JOB FUNCTIONS IN ATTENDANCE

Turnaround & Shutdown Leaders

Maintenance, Reliability & Safety Professionals

Plant Managers & Operations Leadership

Executive Management & Decision Makers

Planning & Scheduling Teams

EPCs & Contractors

Engineering & Field Services Professionals

Procurement & Supply Chain Teams

Digital, AI & Operational Technology Stakeholders

Turnaround Managers

Turnaround Planners

Maintenance Managers

INDUSTRIES REPRESENTED



OIL & GAS



PULP & PAPER



PETROCHEMICAL



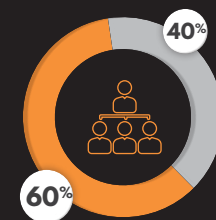
MINING & INDUSTRIAL OPERATIONS



POWER & UTILITIES



ENERGY & INFRASTRUCTURE



● Owner/Operators
● Vendors/Solution Providers



Attending Organizations:

Canadian Natural
Resources Guardian Chemicals Inc.
Shell Syncrude **Heartland Generation** Teck Metals Ltd
Canada Ltd **LNG Canada** Finning Canada
Co-op Refinery Complex **Shell Canada Ltd.**
AltaGas **Cenovus Energy** Newcrest Red
Chris Mining LTD
TransAlta Corporation ConocoPhillips
Koch Fertilizer LLC **Becht** Dow Chemical Canada ULC
General Presidents Maintenance Committee for Canada **Inter Pipeline** Imperial Oil
Irving Oil
Tidewater Midstream – NOVA Chemicals Nutrien
Prince George Refinery ENMAX Chemtrade Pulp Chemicals
North West Redwater Partnership **Suncor Energy**
Keyera Corp Domtar Pembina Pipelines Corporation –
Koch Ag & Energy Redwater Fractionation & Storage Facility
Rio Tinto Meg Energy Corp
City of Calgary BP
CF Industries

Sponsorship Opportunities

THOUGHT LEADERSHIP + NETWORKING

SILVER SPONSORSHIP

INCLUDES:

- ✓ Executive speaking opportunity (participate in a discussion on the conference program)
- ✓ 10' x 10' exhibit booth
- ✓ Enhanced branding location
- ✓ 1 conference pass
- ✓ 2 exhibit passes
- ✓ Opportunity to supply a prize for the Casino Night Reception (approx. \$200 in value).

Best For:

Companies looking to build strong visibility and networking opportunities through thought leadership.

Investment

\$20,000

PREMIUM EXPOSURE

GOLD SPONSORSHIP

INCLUDES:

- ✓ Executive speaking opportunity (participate in a discussion on the conference program)
- ✓ 10' x 20' exhibit booth
- ✓ Premium top-tier branding exposure
- ✓ 2 conference passes
- ✓ 2 exhibit passes
- ✓ Opportunity to supply a prize for the Casino Night Reception (approx. \$200 in value).

Best For:

Organizations seeking premium visibility and industry leading positioning.

Investment

\$30,000

EXHIBITOR ENTRY PACKAGE

BRONZE SPONSORSHIP

INCLUDES:

- ✓ 10' x 10' exhibit booth
- ✓ Event branding inclusion
- ✓ 1 conference pass
- ✓ 2 exhibit passes
- ✓ Opportunity to supply a prize for the Casino Night Reception (approx. \$200 in value).

Best For:

Organizations focused on face-to-face client & prospect engagement.

Investment

\$11,500

PACKAGE COMPARISON

BENEFIT	GOLD	SILVER	BRONZE
Booth Size	10'x20'	10'x10'	10'x10'
Speaker Participation	✓	✓	—
Conference Passes	2	1	1
Exhibit Passes	2	2	2
Premium Branding	✓	✓	✓

Custom opportunities available

Ask about networking receptions, lounges, activations, branded experiences, and tailored sponsorship opportunities.

Additional Sponsorship Opportunities

Extend your visibility beyond the exhibit hall with high-impact networking and attendee engagement opportunities.

Position Your Brand at the Center of a High-Traffic Networking Experience

EXCLUSIVE OPPORTUNITIES



Ice-Breaker Welcome Reception

SOLD

Investment: \$25,000

Kick off the Superconference by sponsoring this gathering that welcomes attendees, speakers, exhibitors, and industry leaders; bringing them together for an evening of connection before the conference begins.

Sponsorship Includes:

- ✓ Premium reception branding
- ✓ Dedicated onsite signage
- ✓ 10' x 10' exhibit booth
- ✓ Additional conference passes
- ✓ Enhanced branding inclusion
- ✓ Special recognition in conference materials



Hard Hats Off! BBQ & Drinks

SOLD

Investment: \$25,000

Bring attendees together for an evening of Calgary flavour and industry connection at the Hard Hats Off! BBQ & Drinks networking event. This relaxed offsite experience encourages meaningful conversations and relationship building beyond the conference floor.

Sponsorship Includes:

- ✓ Premium reception branding
- ✓ Dedicated onsite signage
- ✓ Additional event passes
- ✓ Enhanced branding inclusion
- ✓ Special recognition in conference materials



Speaker Faculty Steakhouse Dinner

Investment: \$15,000

Host an intimate evening bringing together conference speakers for premium dining and high-level industry conversation.

Sponsorship Includes:

- ✓ Premium dinner branding
- ✓ Dedicated onsite signage
- ✓ Additional event passes
- ✓ Enhanced branding inclusion
- ✓ Special recognition in conference materials



Luncheon Sponsorship

Investment: \$7,500

2 OPPORTUNITIES AVAILABLE

Align your brand with one of the event's busiest networking periods. Sponsor a high-traffic networking luncheon bringing attendees, speakers, and exhibitors together for industry conversation and connection.

Refreshment Break Sponsorship

Investment: \$7,500

MULTIPLE OPPORTUNITIES AVAILABLE

Secure frequent brand exposure during high-traffic networking moments like impromptu conversations over coffee. Gain repeated attendee visibility during networking breaks as attendees refuel and stretch their legs.

Maximize Your Brand Visibility Across the Full Event Experience



WIFI Sponsorship

Investment: \$10,000

Keep attendees connected throughout the event with branded WIFI access and repeated visibility brand exposure throughout the conference experience.



Conference App Sponsorship

Investment: \$7,500

Drive traffic to your booth, promote a session, or promote a giveaway with full audience visibility!

Put your brand at the centre of attendee experience with prominent visibility throughout the conference app, where attendees access schedules, speakers, updates and event information. Inclusive of the opportunity for 3 push notifications sent to the entire audience.



Networking for Prizes Sponsor

Investment: \$5,000

Drive booth traffic and tie your brand to one of the conference's most interactive attendee engagement activities.



Push Notification Sponsorship

Investment: \$5,000

Reach attendees with your targeted messages delivered through event app alerts and conference notifications.



Sponsored Decals & Signage

Investment: \$5,000–\$10,000*

Increase your visibility across key attendee movement areas with branded floor decals and signage placed throughout high-traffic conference areas. *Dependent on size and location



Hotel Branding Opportunities

Investment: \$5,000

Extend your reach throughout the attendee experience through branded hotel key cards, check-in materials, or in-room drops.

New Opportunities to Connect and Showcase Your Expertise



Executive STO Summit

Investment: \$15,000

LIMITED AVAILABILITY

Support an executive-level forum bringing together STO leadership for strategic discussion, peer benchmarking, and industry exchange.



Safety LAB

Investment: \$3,500

SOLD

EXCLUSIVE OPPORTUNITY

Align your brand with a hands-on super-session focused on safety leadership, workforce engagement, and practical approaches to risk reduction and continuous improvement.



STO Readiness Clinic (Virtual)

Investment: \$3,500

SOLD

LIMITED AVAILABILITY

Extend your reach before the conference begins with exposure at this virtual session designed engage STO teams with discussions and practical takeaways.

25

Years
as Canada's
Leading STO Event

3

Days
of Innovation
and Connections

400+

Attendees

>65%

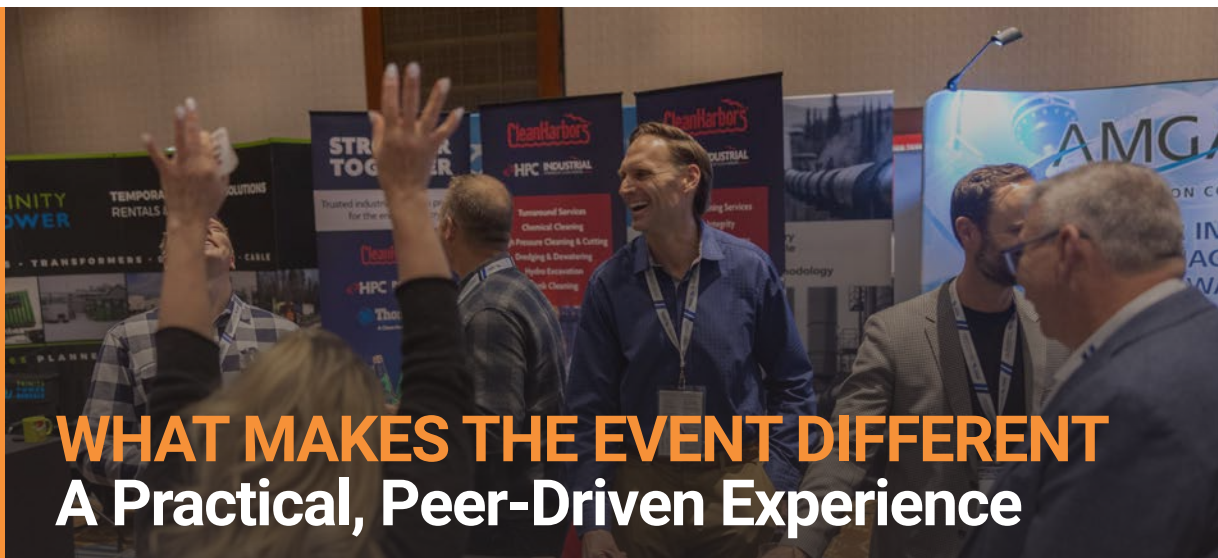
Owner/Operator
Companies

170+

Companies
in Attendance

80+

Exhibitors
in the Expo Hall



WHAT MAKES THE EVENT DIFFERENT A Practical, Peer-Driven Experience

The Shutdowns Turnarounds Superconference is known for candid conversations, practical benchmarking, and lessons learned shared by industry peers facing the same operational pressures and turnaround challenges.

High-Value Networking Built Into the Experience

From the Icebreaker Reception and Casino Night to networking lunches, owner/operator briefings, and the exhibit hall, the event is intentionally designed to maximize interaction between attendees and sponsors.

A Right-Sized Event With the Right People

Large enough to deliver fresh perspectives and broad industry participation — but focused enough to enable real conversations and lasting connections. You won't be lost in a crowd but will leave with a list of new contacts — and potential clients.

Why Sponsors Return

- ✓ Strong owner/operator participation
- ✓ High exhibit hall engagement
- ✓ Industry-focused audience
- ✓ Meaningful networking opportunities
- ✓ Practical, solutions-driven environment
- ✓ Trusted STO industry reputation

What Our Sponsors Say...

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It was an exceptional event and the best I've experienced in the last five years.

—Candice De Melo, Regional Product Development Manager, Tools Managed Services, United Rentals

There is a great opportunity to meet so many industry members and this is the place to really show up for it. There's so much opportunity not just during the event but after the event ... a lot of really good conversation.

—Alia Geethan, Senior Manager, Business Development, Graham Construction

If you've got a customer base that's that lives anywhere in the shutdown, turnaround, midstream level, this is one of the better shows I've been to... It's a very targeted demographic and allows you to get a little more personal than some of the bigger show that are around.

—Tom Murphy, Territory Account Manager, Trinity Power

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CI EVENTS OVER THE PAST 40+ YEARS

6,900

Conferences

753,000

Participants

175,500

Speakers

120+

Cities Across 40 Countries

ABOUT CANADIAN INSTITUTE

For over 40 years, Canadian Institute (CI) has produced industry-leading conferences focused on business intelligence, executive networking, and practical industry knowledge exchange.

Combining the power of people and the power of information to accelerate your growth.
Learn more at CanadianInstitute.com.

EXPAND YOUR REACH

Shutdowns Turnarounds Superconference Houston★ June 2027

The same trusted format and peer-driven discussions that keep STO leaders returning year after year, new location.

Don't miss this extraordinary opportunity to showcase your organization's expertise in Houston too!

CONNECT WITH KEN FOR MORE INFORMATION.

OUR COMMITMENT TO YOU

- Prompt response to your questions
- Clear and timely information in regards to your sponsorship and exhibition package and the logistics of putting the benefits into action
- Maximizing the exposure of your brand by ensuring that your logos appear promptly on the event website and collateral as per your package

CONTACT US



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