



Sponsorship & Exhibitor Opportunities

Calgary Petroleum Club, Calgary, Alberta, Canada | March 4, 2026



DIF DIGITAL
INNOVATION
FORUM
2026

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INTRODUCTION: DIF 2026

PTAC Petroleum Technology Alliance Canada invites you to **sponsor** the **Digital Innovation Forum 2026** on **March 4, 2026**, where the evolving landscape of **artificial intelligence** and **digital asset mining** will take center stage. With global demand for **data center capacity projected to triple by 2030**, Alberta's unique position as Canada's only **deregulated power market** offers unmatched opportunities.

Being a **sponsor** at the **DIF 2026** will connect you with the **visionaries**, **innovators**, and **industry leaders** shaping the future of **digital infrastructure**. This premier conference provides **exclusive access** to **groundbreaking insights** on **data center opportunities**, **cutting-edge industry intelligence**, and **unparalleled networking opportunities** that will define the sector's future. Elevate your brand's **visibility** and align with the forefront of Canada's **digital transformation**.



Join us at DIF 2026

for this defining moment in Canada's digital and energy evolution.





	Gold	Exhibitor Booth	Breakfast Sponsorship	Lunch Sponsorship	Lanyard (Sponsor supplies the lanyards)	Networking Break Sponsorship (30 mins)	Networking Reception Sponsorship	Selfie background (Sponsor to supply the banner. Must include PTAC branding)	Swag Bag (Sponsor supplies the tote)
PTAC Member	\$5,000	\$2,000	\$1,000	\$1,500	\$1,000 SOLD OUT	\$800	\$2,000	\$1,000	\$1,000
Non-Member	\$7,000	\$4,000	\$3,000	\$4,000	\$3,000 SOLD OUT	\$2,000	\$4,000	\$3,000	\$3,000
Technology Spotlight/Fireside Chat/Presentation (or possibly Panelist Spot)	10 min						5 min (before networking reception)		
Logo Placement	Priority	Event Guide Newsletter Website	Event Guide Newsletter Website	Event Guide Newsletter Website	Lanyards, Name Tags, Event Guide, Newsletter, Website	Event Guide Newsletter Website	Banner in the main room (provided by the sponsor), will be moved to be by the bar once the reception begins	Company logo on the background, as well as PTAC’s logo, which will be placed in the conference room. Sponsor to work with the PTAC communications team on the design.	Sponsor supplies the tote bag + any other swag they wish to include (Other swag from sponsors can be included, however, too many duplicates will not be allowed)
Delegate Passes	3	2	1	1	1	1	1	1	1
Discount for Additional Delegate Passes	15%	15%	15%	15%	15%	15%	15%	15%	15%
Exhibitor Table	Table Size: 6'X2'	Cocktail Table					Cocktail table		
Event Guide - Digital	1 page overview	Logo placement	Logo placement	Logo placement	Logo placement	Logo placement	Logo placement	Logo placement	Logo placement
Social Media	1 post of acknowledgement after signing the contract & leading up to the conference	1 post of acknowledgement after signing the contract and leading up to the conference							
Number of LinkedIn Posts	1 featured article or interview in the April or May newsletter (Interview to take place at the MLS)								
Newsletter Highlight	1			1			1		
Podcast (Optional) 20 Mins	1 (only 3 are available)						1		
Other	3 min video (played during lunch)	3 min video (played during lunch) QR Code will be displayed on the screen in the conference	3 min video (played during breakfast) QR Code - displayed on the screen in the conference	5 min video (played during lunch) QR Code - displayed on the screen in the conference	3 min video (played during lunch) QR Code - displayed on the screen in the conference	3 min video (played during Networking Break) QR Code - displayed on the screen in the conference	3 min video (played during Networking Reception) QR Code - displayed on the screen in the conference		Other sponsors of DIF will be allowed to include swag items (however, too many duplicates will not be allowed)
	QR Code will be displayed on the screen in the conference								



TERMS & CONDITIONS

Package Details: PTAC offers a Gold package with unique benefits, including booth selection, Technology Spotlights, and presentation slots.

Booth Selection: Sponsors with booths included can choose their location based on package priority and contract signing date.

Event Components: PTAC has approximately **4** booths, **5** cocktail tables, and up to **4** presentations for Gold sponsors.

Contractual Obligations: Sponsors are expected to fulfill all obligations outlined in the contract, including timely payments.

Cancellation Policy: Cancellations must be made in writing, with potential penalties for cancellations made after a specified deadline.

Limited Availability: Sponsorship opportunities are limited and granted on a first-come, first-served basis.

Additional Information: For more details on benefits, pricing, and inquiries, please contact us directly (choeppner@ptac.org).



CONTACT US



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PETROLEUM
TECHNOLOGY
ALLIANCE
CANADA

THANK YOU!

