



# 2026-27 Membership Package





# Membership Segmentation & Annual Pricing Schedule



**Technology & Service Providers, Academia, Government Collaborators & Regulators**

**Small | \$999**

(1-24 Employees)

**Medium | \$3,499**

(25-499 Employees)

**Large | \$9,499**

(+500 Employees)



**Midstream Companies**

**\$15,000**

Annual Membership Fee



**Oil & Gas Producers**

**Junior | \$12,500**

<100k BOE/d

**Medium | \$25,000**

100k to 500k BOE/d

**Major | \$32,000**

>500k BOE/d



**VCs, Banks & Accounting Institutions**

**\$3,000**

Annual Membership Fee



**Associations & Ecosystem Collaborators**

**Complimentary Relationship**

Collaboration Agreements



# General Benefits for All Segments



# Collaborate. Influence. **Deliver Impact.**

..... **180+** MEMBER ORGANIZATIONS .....



## **Trusted Network**

Organizations collaborating to solve shared challenges



## **Seat at the Table**

Direct influence on research priorities and working groups



## **Reduced Risk**

Share risk and accelerate innovation with trusted partners



## **More Impact per Dollar**

Co-funded projects and leveraged government support



## **Early Insight**

Access to pilots, field trials, and technical studies



## **Faster Time to Value**

Move ideas to deployment more efficiently

**WHY PTAC  
MEMBERSHIP  
MATTERS**



## WHY PTAC MEMBERSHIP MATTERS

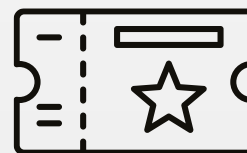
# Practical Benefits of PTAC Membership

What members get, every year:



### Knowledge & Assets

- PTAC research and project results
- Access to the **PTAC Technical Library**
- Reports, tools, and best practices
- PTAC resources and overall ecosystem



### Engagement & Access

- Event discounts and sponsor priority
- PTAC Energy Table
- Digital Innovation Forum (**DIF**)
- Methane Leadership Summit (**PTAC-MLS**)
- Member-only invitations



### Recognition & Community

- Participation in PTAC AGM and Awards
- Member recognition across PTAC channels
- Seasonal appreciation and networking
- Annual Report Spotlights



# Specific Segment Benefits

# Oil & Gas Producers & Midstream Companies

## 8 Core Benefits

Midstream Companies have access to the same benefits, tailored to their interests.



### Consortia & Pilot Pathways

PTAC-led pathways that move ideas to aligned partners → pilots → action



### Communities of Practice (CoPs)

Optional, PTAC-facilitated peer conversations on producer-identified topics such as methane, water, and reclamation



### Targeted Matchmaking & Visibility

PTAC enables targeted producer-technology connections through introductions, SME pitches, and champion briefings



### **NEW** Producer-Only PTAC Briefings

Invite-only semi-annual intel on regulatory signals and emerging innovation drivers



### **NEW** Rapid Issue Response & Peer Problem-Solving

Producer-only roundtables to tackle emerging issues, with optional funded analysis



### Regulatory Collaboration & Alignment

PTAC acts as a neutral convener to support clarity, shared understanding, and technology-driven collaboration between producers and regulators on emerging regulatory gaps



### **NEW** Curated Producer Digest

Quarterly 1- pager: funding, trends, success stories, and what's coming next



### PTAC Annual Impact Package (*Annual*)

A producer-ready **2-page ESG-style summary + PTAC Annual Report**

# Technology & Service Providers

## 3 Core Benefits



### Product–Market Fit & Producer Signal Intelligence

Insight-driven | Non-sales

High-level insight into real producer needs, innovation priorities, and adoption readiness + early signals on emerging themes and selective opportunities for briefings, pilots, and field trials



### Credible Pathway to Deployment

PTAC as pathway builder not funder or vendor

A clearer route from demo → pilot → commercial reference, with guidance on readiness, producer decision criteria, and connections to aligned pilot hosts, consortia, and validation partners



### **NEW** Earned Visibility & Market Readiness

Visibility based on relevance and readiness

Participation in PTAC briefings, events, outcome-focused case studies, **PTAC COMPASS** catalogue inclusion, logo placement on PTAC website/materials, and strategic guidance on positioning, alignment, and funding competitiveness

# Government Collaborators & Regulators

## 7 Core Benefits



### Support Aligned to Government Mandates

- Helping advance policy, innovation, and ecosystem goals through PTAC's neutral, practical industry lens



### **NEW** Neutral Producer-Perspective Intelligence

- Candid, signal-level insights – not sales pitches – to inform decisions



### **NEW** 1:1 Quarterly Touchpoints

- Relationship-driven updates preferred by government over group sessions



### Policy & Program Design Input

- Quick, grounded feedback to test program fit, market needs, and regulatory impacts



### **NEW** Recognition & Visibility

- Logo placement on PTAC Website/materials, public acknowledgement and optional “impact snapshot” showing how your support advanced innovation



### Staff Recognition Opportunities

- On-stage AGM recognition is high value for organizations with limited internal recognition channels



### Trade & Mission Support Content

- Stories, case studies, and tech insights to help promote Alberta & Canada's innovation and competitiveness abroad

# Learning & Research Institutions

## 5 Core Benefits



### **NEW Industry Challenge Briefs**

- Clear, accessible summaries of real industry problems
- Helps researchers target high-impact, high-relevance proposals



### **Pathway-to-Adoption Support**

- Practical implementation notes and applied guidance
- PTAC convenes partners, builds consortia, and structures scope/governance



### **NEW Student & Postdoc Talent Pipeline**

- Streamlined placements: internships, research projects, applied engagement
- Direct connection to industry-driven innovation



### **Research-to-Commercialization Support**

- Connect promising research to partners, pilots, and spin-out pathways
- Complements tech-transfer offices with PTAC's industry ecosystem reach



### **NEW Amplification of Student Opportunities**

- Promote competitions, events, and showcases through academic channels
- Boost visibility, participation, and student-industry engagement

# VCs, Banks & Accounting Institutions

## 3 Core Benefits



### Strengthen the SME & Innovation Pipeline

- Support a stronger, higher-quality flow of emerging companies
- PTAC ecosystem helps mature SMEs into investment-ready innovators
- Membership signals commitment to growing a robust, credible innovation landscape



### **NEW** Event Access & Member-Only Advantages

- Discounts on PTAC events, workshops and briefings
- Speaking and participation opportunities to showcase expertise
- Case-study features highlighting real-world applications and outcomes



### **NEW** Brand Visibility & Innovation Leadership

- Logo exchange and recognition across PTAC platforms
- Association with a trusted, industry-connected innovation ecosystem
- Position your organization as an enabler for real-world innovation

# Associations & Ecosystem Collaborators

## 3 Core Benefits



### Strengthen the SME & Innovation Pipeline

- Support a stronger, higher-quality flow of emerging companies
- PTAC ecosystem helps mature SMEs into investment-ready innovators
- Membership signals commitment to growing a robust, credible innovation landscape



### **NEW** Event Access & Member-Only Advantages – Agreement Based

- Discounts on PTAC events, workshops and briefings
- Speaking and participation opportunities to showcase expertise
- Case-study features highlighting real-world applications and outcomes



### Brand Visibility & Innovation Leadership

- Logo exchange and recognition across PTAC platforms
- Association with a trusted, industry-connected innovation ecosystem
- Position your organization as an enabler for real-world innovation

# AUPRF Contributors

## 5 Core Benefits



### Exclusive Access to the AUPRF Portfolio

- Direct visibility into ~30+ active projects each year
- Full access to AUPRF Technical Library and research outputs
- Early insight into emerging solutions and priority areas



### Committee Participation

- Producer committee roles
- Shape priorities, guide project selection and influence portfolio direction



### **NEW** The AUPRF Digest

- Semi-annual & ad-hoc updates focused solely on AUPRF content
- Clear line of sight into gaps, priorities, project direction, and levy-to-outcome pathways



### AUPRF Impact Package (Annual)

- **NEW** Producer-ready, ESG-style 2-pager summarizing results and outcomes
- AUPRF Annual Report delivered directly to each AUPRF Champion
- Supports internal reporting, board updates, and stakeholder communications



### **NEW** Contributor Recognition

- Invitations to AUPRF-exclusive events (e.g., AUPRFest) to celebrate progress, connect with peers, and spotlight contributor leadership

# PTAC & AUPRF for Producers



## Why Both Matter

### PTAC

- ✓ Agile, customized innovation
- ✓ Cross-sector collaboration
- ✓ Nimble, targeted solutions

### Alberta Upstream Petroleum Research Fund

- ✓ Producer-governed research
- ✓ Sector-wide coordination
- ✓ Long-term, scaled impact



**Together:** Immediate innovation + long-term strategic advantages



# PTAC Members & Ecosystem Partners

## Oil & Gas Producers & Midstream Companies

## Government Collaborators, Regulators & Associations

## Technology & Service Providers



Plus, over 100 more PTAC members!

# CONTACT US



## **Allison Kraus**

*Membership and Events Coordinator*

*PTAC Petroleum Technology Alliance Canada*

[akraus@ptac.org](mailto:akraus@ptac.org)