

JUNE 2021



# Impulsion MTL <sup>20</sup>/<sub>21</sub>

Partnership Plan – 2021 Edition

Organized by



Co-presented by



In collaboration with





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# Overview of the event

The **Impulsion MTL** International Fleet Forum brings professionals and suppliers together around a common objective: upgrading fleets with new technologies and solutions to meet environmental, social, operational, and regulatory requirements.



## Specific objectives

- ⚡ Share best practices
- ⚡ Create opportunities for business development and networking
- ⚡ Present concrete and proven solutions

## A third edition as exciting as the previous ones

The resounding success of previous editions, both in-person and virtual, has set the stage for this fall's programming.



### First edition

- ⚡ 2 days in person
- ⚡ 23 workshops, panels and lectures, 2 announcements
- ⚡ More than 345 participants
- ⚡ More than 50 expert speakers from Quebec and around the world
- ⚡ 16 partners and exhibitors

### Second edition

- ⚡ 5 virtual events
- ⚡ 20 panels, 8 presentations, 3 announcements
- ⚡ Over 500 participants
- ⚡ 83 expert speakers from Quebec and around the world
- ⚡ 14 partners and exhibitors

### Experts from around the world

The name *International Forum* is deliberate. Previous editions have brought together experts from

Montreal – New York – Chicago – Philadelphie – Sacramento – Seattle – San Francisco – France – Londres – État du Michigan – Kingston – Dundee – Rennes Métropole – Columbus – Los Angeles .

Target audiences

*Sustainable development* Smart infrastructure

**PUBLIC TRANSPORTATION**  
Logistics and operations **COMPANIES**  
**Transportation and mobility**

*GOVERNMENT DEPARTMENTS AND AGENCIES*

**CITIES AND MUNICIPALITIES** Procurement and contracts

Rolling stock *Urban planning*

**Safety**



# Draft program

The event will be recorded live in professional studios and broadcast on the B2B/2GO platform.



## PANELS AND LECTURES

Top-notch content on four main topics:

1. Transportation electrification: from policy decisions to changing practices
2. Electrification in industrial and specialized environments: concrete applications
3. Rethinking urban development around electrification: charging stations and batteries
4. The mobility of the future: transforming freight and passenger transportation

## BUSINESS RALLY

- ⚡ 4 sessions with 5 quick presentations
- ⚡ 5 min. per presentation
- ⚡ 12 to 20 participating cities
- ⚡ Key geographic markets

## SMART NETWORKING (B2B)

The B2B/2GO platform fosters meaningful and lasting business relationships thanks to matchmaking technology that makes it easy to set up meetings. Participants can get in touch before the event. The platform offers a variety of features for a successful networking experience.







## BUYER DAY

## NETWORKING AND PRESENTATIONS BY INDUSTRY SUPPLIERS

- ⚡ Topic: Reinventing the industry for future mobility

# Partnership packages

	 <b>LEAD PARTNERS</b>	 <b>MAJOR PARTNERS</b>	 <b>OFFICIAL PARTNERS</b> September 21–22	 <b>OFFICIAL PARTNERS</b> September 23
<b>FINANCIAL CONTRIBUTION</b>	\$15 000	\$10 000	\$5 500	\$3 500
<b>Strategic positioning</b>				
Participation in the programming (official announcement such as a press conference, panelist, presenter, or moderator) <sup>i</sup>	X	X		
Participation in the Business Rally for Cities (on the topic of your choice, September 21 or 22) <sup>ii</sup>	X	X		
<b>Perks</b>				
Creation and presentation of a short video about your organization and/or one of your products (\$2,500 value for 120 secs. and \$2,000 value for 90 secs.)	120 secs.	90 secs.		
Free passes (\$200–300 value per pass)	7	5	3	3
<b>On site</b>				
Logo on the stage of the event	X			
Logo on the background of the press corner	X			
Promotional brochure available for the attendees <sup>iii</sup>	X	X		
Roll-up banner in the partners aisle	X	X		
<b>Virtual platform</b>				
Logo on the event banner	X			
Logo on the screens of the event's virtual stage	X			
Promotional video <sup>iii</sup> (under 60 seconds) shown before the start of an activity	X	X	X	X
Articles or press releases posted on the home page <sup>iv</sup>	2	2	1	1
Creation of Partner Profiles for all your representatives (including video, hyperlinks, and PDFs)	X	X	X	X
Display of your Partner Profiles on the homepage	X	X	X	X
Logo in the partner carousel	X	X	X	X
<b>Newsletter</b>				
Banner ad <sup>iii</sup>	1			
Logo in each of the newsletters sent about the event	Header	X	X	X
<b>Communications and promotional tools</b>				
Logo on ads (except for small banners)	X			
Logo on the ticketing page (Eventbrite)	Header	X		
Logo on any other promotional tool produced	X	v	v	v
<b>Propulsion Québec's social media</b>				
Mention of your organization	5	3	1	1
Sharing of some of your posts about the event	2	1	1	1
<b>Media relations</b>				
Mention of the partnership in event-related press releases and media advisories that Propulsion Québec issues	X	X	X	X
<b>Event Website (impulsionmtl.com)</b>				
Logo in the footer	X			
Logo (with hyperlink) on the Partners page	X	X	X	X

i. Depending on the feasibility of inclusion in the established program and tie-in with the rest of the event's content.  
 ii. Depending on your availability, but you're guaranteed priority.  
 iii. In line with Propulsion Québec's editorial policy, the partner must provide valid files in French and English in the format(s) Propulsion Québec requests.  
 iv. In line with Propulsion Québec's editorial policy, the partner must write the article beforehand in French and English and provide two images at most.  
 v. At our discretion.  
 vi. We recommend the use of QR code promotional brochures to comply with the eco-friendly event policy.



# Lead Partners

Regular price: **\$ 15 000**

## WHAT YOU GET

- Participation in the programming (official announcement such as a press conference, panelist, presenter, or moderator)<sup>i</sup>
- Participation in the Business Rally for Cities (on the topic of your choice<sup>ii</sup> – \$300 value – more details on page 10)
- Production and presentation of a short video about your organization and/or one of your products:
  - Duration: around 120 seconds
  - Estimated value: \$2,500 for 120 secs and \$2,000 for 90 secs.
  - Option to show/share the video on your platforms
- Seven (7) free passes (\$200–300 value per pass)
- Visibility on-site :
  - Logo on the stage of the event
  - Logo on the background of the press corner
  - Promotional brochure available for the attendees<sup>v</sup>
  - Roll-up banner in the partners aisle
- Visibility on the B2B/2GO virtual platform, including:
  - Logo on the event banner
  - Logo on the screens of the event’s virtual stage
  - Promotional video (less than 60 seconds) shown before the start of an activity<sup>iii</sup>
  - Publication of two articles and/or press releases<sup>iv</sup> on the homepage
  - Creation of Partner Profiles for all your representatives (including video, hyperlinks, and PDFs) and display of these Partner Profiles on the homepage
  - Logo in the partner carousel
- Visibility during our promotion of the event, including:
  - Logo on ads (except for small banners)
  - Logo on the ticketing page (Eventbrite)
  - Logo on any other promotional tool produced
  - Logo in each of the newsletters sent about the event (in the header)
  - One (1) banner ad<sup>iii</sup> in one of the newsletters
  - Mention of your organization in at least five (5) Twitter/LinkedIn posts about the event
  - Sharing of at least two (2) of your Twitter/LinkedIn posts about the event
  - Mention of the partnership in event-related press releases and media advisories that Propulsion Québec issues
  - Logo in the footer and on the Partners page of the [impulsionmtl.com](http://impulsionmtl.com) site

i. Depending on the feasibility of inclusion in the established program and tie-in with the rest of the event’s content.

ii. Depending on your availability, but you’re guaranteed priority.

iii. In line with Propulsion Québec’s editorial policy, the partner must provide valid files in French and English in the format(s) Propulsion Québec requests.

iv. In line with Propulsion Québec’s editorial policy, the partner must write the article beforehand in French and English and provide two images at most.

v. We recommend the use of QR code promotional brochures to comply with the eco-friendly event policy.



# Major partners

Regular price : **\$10 000**

## WHAT YOU GET

- Participation in the programming (official announcement such as a press conference, panelist, presenter, or moderator)<sup>i</sup>
- Participation in the Business Rally for Cities (on the topic of your choice<sup>ii</sup> – \$300 value – more details on page 10)
- Production and presentation of a short video about your organization and/or one of your products:
  - Duration: around 60 seconds
  - Estimated value: \$2,250
  - Option to show/share the video on your platforms
- Five (5) free passes (\$200–300 value per pass)
- Visibility on-site :
  - Promotional brochure available for the attendees<sup>v</sup>
  - Roll-up banner in the partners aisle
- Visibility on the B2B/2GO virtual platform, including:
  - Promotional video (less than 60 seconds) shown before the start of an activity<sup>iii</sup>
  - Publication of two articles and/or press releases<sup>iv</sup> on the homepage
  - Creation of Partner Profiles for all your representatives (including video, hyperlinks, and PDFs) and display of these Partner Profiles on the homepage
  - Logo in the partner carousel
- Visibility during our promotion of the event, including:
  - Logo on the ticketing page (Eventbrite)
  - Logo in each of the newsletters sent about the event (in the lower banner)
  - Mention of your organization in at least three (3) Twitter/LinkedIn posts about the event
  - Sharing of at least one (1) of your Twitter/LinkedIn posts about the event
  - Mention of the partnership in event-related press releases and media advisories that Propulsion Québec issues
  - Logo on the Partners page of the [impulsionmtl.com](http://impulsionmtl.com) site

i. Depending on the feasibility of inclusion in the established program and tie-in with the rest of the event's content.

ii. Depending on your availability, but you're guaranteed priority.

iii. In line with Propulsion Québec's editorial policy, the partner must provide valid files in French and English in the format(s) Propulsion Québec requests.

iv. In line with Propulsion Québec's editorial policy, the partner must write the article beforehand in French and English and provide two images at most.

v. We recommend the use of QR code promotional brochures to comply with the eco-friendly event policy.





# Official partners

Regular price : **\$5,500 for September 21–22**  
**\$3,500 for September 23**

## WHAT YOU GET

- Three (3) free passes (value of \$200–300 per pass) for the three days of the event
- Visibility on the B2B/2GO virtual platform, including:
  - Promotional video (under 60 seconds) shown before the start of an activity<sup>iii</sup>
  - Publication of an article and/or press release<sup>iv</sup> on the homepage
  - Creation of Partner Profiles for all your representatives (including video, hyperlinks, and PDFs) and promotion of these Partner Profiles on the homepage or during the sponsorship days
  - Logo in the partner carousel on the sponsorship day(s)
- Visibility during our promotion of the event, including:
  - Logo in each of the newsletters sent about the event (in the lower banner)
  - Mention of your organization in at least one (1) Twitter/LinkedIn publication about the event
  - Sharing of at least one (1) of your Twitter/LinkedIn posts about the event
  - Mention of the partnership in event-related press releases and media advisories that Propulsion Québec issues
  - Logo on the Partners page of the [impulsionmtl.com](http://impulsionmtl.com) site

i. Depending on the feasibility of inclusion in the established program and tie-in with the rest of the event's content.

ii. Depending on your availability, but you're guaranteed priority.

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iv. In line with Propulsion Québec's editorial policy, the partner must write the article beforehand in French and English and provide two images at most.



## Participate in our Business Rallies!

SPOTS ARE LIMITED



### Present your company to procurement managers for different cities

- Briefly present your company (5 minutes max) and your products/services to procurement managers for various cities in five strategic markets:
  - Western US
  - US Midwest
  - Mid-Atlantic region
  - Europe
  - Canada
- Choose the topic(s) of your choice:
  - A. **Transportation electrification:** from policy decisions to changing practices (September 21, from 11:15 to 12:00)
  - B. **Electrification in industrial and specialized environments:** concrete applications (September 21, from 4:15 to 5:00)
  - C. **Rethinking urban development around electrification:** charging stations and batteries (September 22, from 11:15 to 12:00)
  - D. **The mobility of the future:** transforming freight and passenger transportation (September 22, from 4:15 to 5:00)



## For even more exposure...

DEPENDING ON THE COVID-19 SITUATION – SPOTS ARE LIMITED

If the health situation improves, and in compliance with the instructions, the IMPULSION MTL Forum could be held in a hybrid format and welcome a limited audience indoors.



### Offer the lanyards used throughout the Forum as an exclusive gift

- Devenez le fournisseur exclusif des cordons de cocardes qui se retrouveront au cou de nos participants du 21 au 23 septembre 2021!



### Give a promotional item to the audience

- Become the exclusive supplier of a promotional item of your choice that will be given to all participants attending the Forum



### Become the sponsor of the cocktail during the Forum

One cocktail could be held during the IMPULSION MTL Forum, on September 21, 2021

- Logo and mention as the official partners of the cocktail
- Speech given at the opening of the cocktail
- 3 invitations to be distributed to the participants of your choice

# About Propulsion Québec

Founded in the fall of 2017, Propulsion Québec has quickly become a key player in Quebec’s electric and smart transportation ecosystem.

**Our mission : position Quebec as a global leader!**

Our cluster now has more than 215 members including startups, big businesses, institutions, research centers, and mobility operators across Quebec.

Our team and our membership have grown exponentially, giving us the confidence and energy to carry out projects in each of our six working groups.

We receive financial support from the Quebec government, the Canadian government, Communauté métropolitaine de Montréal (CMM), Desjardins, Québecor, Fonds de solidarité FTQ, Hydro-Québec, and ATTRIX as Lead Partners, and Langlois Avocats as a Strategic Partner.

## OUR SECTORS



Charging infrastructure



Electric vehicles



Smart vehicles



Smart infrastructure



Mobility services



Batteries

## OUR MEMBERS



**117**

small businesses

*Fewer than 25 employees*



**46**

mid-sized businesses



**20**

large companies

*More than 500 employees*

## Let's keep in touch



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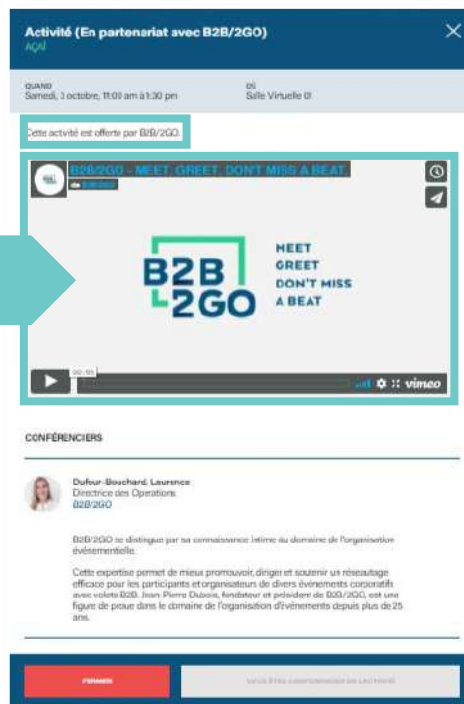
Appendix A

**Visual guide to your visibility  
on our virtual platform**



Logo on the screens of the virtual stage

Promotional video before activities begin



The screenshot displays the B2B/2GO networking platform interface. At the top, a navigation bar includes icons for Participants, Webinaires, Tables rondes, Agenda, Nouvelles, Messages, and Profil. The main content area features a large event banner with the text "RENCONTREZ. ÉCHANGEZ. MULTIPLIEZ LES OPPORTUNITÉS." and a "COMPLÉTEZ VOTRE PROFIL..." button. Below the banner, there are sections for "50 JOURS AVANT LE DÉBUT DE L'ÉVÈNEMENT", "L'OUTIL DE RÉSEAUTAGE" (describing the platform's success and services), and "LES PARTENAIRES" (displaying partner profiles like "Hélène, Marie" and "Steve, John"). A "MUR DE NOUVELLES" section shows an article titled "VOYAGEZ AVEC NOUS!" with a photo of an airplane. On the left, a "Partner carousel" displays the B2B/2GO logo, and a "MESSAGES ET DEMANDES DE RENCONTRES" sidebar shows incoming messages from "Doz, Jane" and "Fish, Gold".

Event banner

Partner carousel

Display of Partner Profiles

Articles and press releases posted on the homepage

Creation of **Partner Profiles** for all your representatives (including video, hyperlinks, and PDFs)

