



# WHTC 2027

## WORLD HYDROGEN TECHNOLOGIES CONVENTION — HALIFAX, CANADA —

SEPTEMBER 14-16, 2027



**Sponsorship and Exhibitor Prospectus**



International Association  
for Hydrogen Energy



International Journal of  
Hydrogen Energy

**#WHTC2027**

[www.whtc2027.org](http://www.whtc2027.org)



## Welcome Letter from the WHTC 2027 Organizing Committee

On behalf of the World Hydrogen Technologies Convention Organizing Committee, we are delighted to invite you to join us for WHTC 2027, taking place September 14–16 at the Halifax Convention Centre in beautiful Halifax, Nova Scotia. This global gathering arrives at a pivotal moment in the clean-energy transition, as hydrogen continues to accelerate from emerging technology to a cornerstone of decarbonization strategies worldwide.

Halifax—known for its vibrant innovation ecosystem, worldclass research institutions, and deep maritime heritage—offers an inspiring setting for leaders across industry, academia, and government to convene. The city's growing commitment to clean energy and its strategic position on the Atlantic make it an ideal host for a convention focused on global collaboration and forwardlooking solutions.

WHTC 2027 will be more than a conference; it will be a dynamic platform where ideas, technologies, and partnerships converge. By sponsoring or exhibiting at this landmark event, your organization will not only demonstrate its leadership in hydrogen technologies but also align with a global movement shaping the future of energy systems, transportation, industry, and climate resilience.

Your participation will place you at the center of conversations that matter—conversations that will influence policy, accelerate commercialization, and unlock new pathways for innovation. From cutting-edge research to largescale deployment strategies, WHTC 2027 will bring together the expertise and ambition needed to drive meaningful progress.

We are confident that the collective knowledge and passion of our international community will spark new ideas, forge impactful collaborations, and propel the hydrogen sector into its next chapter. Halifax is ready to welcome you, and we look forward to creating an unforgettable event that advances not only our industry, but our shared vision for a cleaner, more sustainable world.

**We invite you to join us in Halifax for WHTC 2027—where global leadership, innovation, and opportunity meet to shape the future of hydrogen.**

## WHY SPONSOR/EXHIBIT?

We appreciate this World Hydrogen Technologies Convention would not be possible without the involvement and support of our important industry partners.

- 🍁 Become a valued Sponsor or Exhibitor at WHTC 2027 and participate in the premier international event for the global hydrogen energy community
- 🍁 Gain significant brand exposure to a diverse and influential audience of key potential customers
- 🍁 Receive maximum exposure through the combined exhibition, refreshment, and e-poster area
- 🍁 Increase awareness and exposure of your organization via a variety of marketing mediums
- 🍁 Develop business connections and strengthen relationships through face-to-face engagement
- 🍁 Exhibit and generate new leads, develop your brand, or launch a new product through the exhibition
- 🍁 Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions
- 🍁 Ensure your organization stays abreast of current developments and research in the field and use this information to stay ahead of the market
- 🍁 See how your contribution directly influences the industry by participating in this important and exciting event





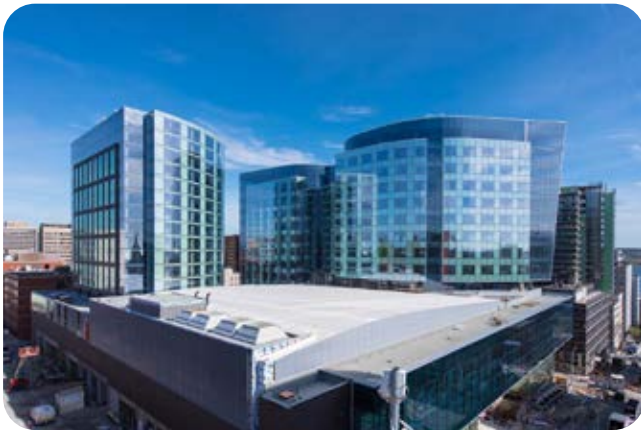
## LOCATION

Located on the edge of the Atlantic Ocean, Halifax, Nova Scotia offers an unforgettable setting for WHTC 2027. As one of Canada's most historic and culturally rich coastal cities, Halifax blends maritime charm with a thriving innovation ecosystem shaped by world-class universities, clean-tech research hubs, and a rapidly growing hydrogen and renewable-energy sector. Nova Scotia's dramatic landscapes—from the iconic Peggy's Cove lighthouse and rugged coastal trails to the UNESCO-designated Lunenburg waterfront and the breathtaking Cabot Trail—provide a backdrop that is both inspiring and uniquely East Coast. With its welcoming spirit, walkable downtown, vibrant culinary scene, and deep commitment to sustainability, Halifax is the ideal destination for a global gathering focused on the future of clean energy. The city looks forward to hosting what promises to be a landmark event for the hydrogen community.



## VENUE

WHTC 2027 will be hosted at the Halifax Convention Centre, a modern, lightfilled facility designed to bring people together in the heart of downtown Halifax. Featuring over 120,000 square feet of flexible event space—including a spacious ballroom, multiple multipurpose meeting rooms, and a versatile exhibition hall—the Centre offers an exceptional environment for technical sessions, networking, and industry showcases. Built with sustainability in mind, the venue incorporates energyefficient systems, wastereduction initiatives, and environmentally responsible operations that align with the values of the global hydrogen community. Its central location places delegates steps away from hotels, restaurants, waterfront attractions, and cultural landmarks, creating a seamless and engaging experience for all participants. The Halifax Convention Centre provides the perfect stage for a dynamic and impactful WHTC 2027.



## Sponsorship Opportunities

Prices in Canadian Dollars	Diamond 2 available	Platinum 3 available	Gold 4 available	Silver Unlimited	Bronze Unlimited
	\$55,000 CAD	\$45,000 CAD	\$35,000 CAD	\$25,000 CAD	\$10,000 CAD
Logo with link on sponsors page of Convention website and Mobile App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo displayed on rotating slides at the beginning/end of sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo displayed at the top of all pages of Convention website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
High-level speaking opportunity during the Convention	<input checked="" type="checkbox"/>				
Complimentary full Convention registrations including tickets to Gala Dinner	6	5	4	3	2
Discount on purchasing additional full Convention registrations	15%	10%	5%		
Complimentary exhibit space	18 sqm	18 sqm	9 sqm	9 sqm	
Priority in selecting exhibit location and sponsoring additional items	1 <sup>st</sup> priority	2 <sup>nd</sup> priority	3 <sup>rd</sup> priority	4 <sup>th</sup> priority	5 <sup>th</sup> priority
Verbal recognition during the opening ceremony	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo displayed on Sponsor signage on-site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad in the Digital Convention Program Book	1 page	½ page	¼ page	Logo	Logo
Access to VIP table during meal functions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
60-second video ad to be played during session breaks SpaceTech Awards	2 Time Slots	1 Time Slot			
Post on WHTC Social Media (content to be approved by WHTC)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Logo on footers of marketing emails sent by the Convention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Please note that Sponsorship and Exhibitor benefits will not be implemented until payment has been received in full.

# Additional Sponsorship Opportunities

Prices in Canadian Dollars

## Social Event Opportunities

### Gala Dinner Sponsor

**\$12,000 CAD**

#### Exclusive Opportunity

The Gala Dinner and after-gala dinner party will be a great opportunity for networking. Align your brand with one of the highlights of the Convention bringing everyone together for a night of dinner and fun! There will also be an opportunity to make a brief verbal pitch during the dinner. As the Gala Dinner Sponsor of WHTC 2027 you will benefit from the following entitlements:

- Logo printed on dinner menus
- Signage at the entrance to the Gala Dinner (additional branding can be done at Sponsor's expense)
- Acknowledgement from the Convention Chair
- Speaking opportunity – 5 minutes
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

### Welcome Reception Sponsor

**\$10,000 CAD**

#### Exclusive Opportunity

The Welcome Reception is included in all full delegate Convention registrations. Sponsorship provides you with brand visibility as well as acknowledgment in speeches. There will also be an opportunity to make a brief verbal pitch during the reception. As the Welcome Reception Sponsor of WHTC 2027 you will benefit from the following entitlements:

- Signage at the entrance to the Welcome Reception (additional branding can be done at Sponsor's expense)
- Acknowledgement from the Convention Chair
- Speaking opportunity – 5 minutes
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

## Educational Opportunities

### Lunch Symposium Sponsor

**\$8,000 CAD**

#### *Multiple Opportunities*

There is an opportunity on each day of the Convention for a 1 hour “lunch and learn” with either a limited number of attendees through preregistration or open to all attendees, depending on the sponsor’s preference. WHTC will provide the room and basic AV (lectern, microphone, projector, and screen). Food and Beverage and any additional AV requirements are paid by the Sponsor. Sponsor will receive recognition in the program, website, and signage.

### Posters Sponsor

**\$6,000 CAD**

#### *Exclusive Opportunity*

One of the busiest and most popular areas at the Convention, the Posters sponsorship is an ideal opportunity to promote your brand. As the Posters Sponsor of WHTC 2027 you will benefit from the following entitlements:

- Signage will be displayed featuring the Sponsor’s logo as the exclusive sponsor of the Poster Boards
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

## Catering Opportunities

### Water Stations

**\$6,000 CAD**

#### *Exclusive Opportunity*

Water stations are placed in convenient locations providing participants with complimentary access to fresh drinking water. As the Water Stations Sponsor of WHTC 2027 you will benefit from the following entitlements:

- Sponsor logo displayed at all water stations
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

### Lunch Break Sponsor

**\$5,000 CAD**

#### *Multiple Opportunities*

Align your brand with the daily catering of tasty lunch breaks served to all participants. As a Lunch Break Sponsor of WHTC 2027, you will benefit from the following entitlements:

- Signage for each catering station will be displayed featuring the Sponsor’s logo
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship



## Coffee Break Sponsor

**\$3,000 CAD**

### Multiple Opportunities

Align your brand with the daily catering of delicious morning and afternoon breaks served to all participants. As a Coffee Break Sponsor of WHTC 2027 you will benefit from the following entitlements:

- Signage for each catering station will be displayed featuring the Sponsor's logo
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

## Advertising Opportunities

### Charging Station

**\$10,000 CAD**

#### Exclusive Opportunity

Align your company brand with the Convention Charging Stations. With the increasing reliance on mobile phones and tablets, no-one needs to be offline because of a flat battery. Facilitate the opportunity for participants to be able to charge their devices to ensure they can remain in communication throughout the Convention.

- Company logo displayed on the customized branding of the charging station unit that will be placed in a high traffic area of the venue
- Opportunity to place company literature (e.g. flyers, brochures) at the charging station (to be provided by the Sponsor)
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

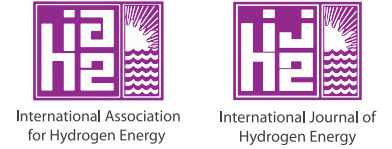
### Mobile App Sponsor

**\$8,000 CAD**

#### Exclusive Opportunity

Place your brand in every attendee's hand by exclusively sponsoring the official Convention Mobile App!

- Logo on the splash screen of the mobile app and up to 2 push notifications can be sent to delegates via the app
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship



## Wi-Fi Sponsor

**\$6,000 CAD**

### Exclusive Opportunity

Be the exclusive Sponsor of WHTC 2027 Wi-Fi available in the common areas and session rooms of the Halifax Convention Centre.

- Customized Wi-Fi login password and acknowledgment on Wi-Fi signage
- Company logo with link on the sponsor page of website and mobile app acknowledging this sponsorship

## Email Ad - \$2,000 CAD

### Multiple Opportunities

Ad to be included in one (1) of marketing eblasts going to potential attendees and registered delegates. Ad is to be produced by the sponsor and may include 75 words, 1 image, and 2 hyperlinks. Dimensions: 1350x875 pixels (.png or .jpg format)

## Digital Program Book Ad

### Multiple Opportunities

Full Page Ad - \$2,500 CAD

Half Page Ad - \$1,500 CAD

Specs: High-resolution file (at least 300 dpi, or eps format)

## Further Opportunities

### Lanyards

**\$8,000 CAD**

### Exclusive Opportunity

Your organization's logo and the WHTC 2027 logo prominently displayed around every attendee's neck! Sponsor to provide logo - Convention organizers produce the lanyards.

### Delegate Bags

**\$10,000 CAD**

### Exclusive Opportunity

Your logo and the WHTC 2027 logo on the re-usable bag given to all Convention delegates. These eco-friendly satchels are provided by the organizers and designed to be used after the Convention to further promote branding. Sponsor to provide logo - Convention organizers produce the bags.



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## **Pads and Pens**

**\$5,000 CAD**

### *Exclusive Opportunity*

Include your logo on pads and pens provided to all Convention delegates. Eco-friendly pads and pens are to be paid for and shipped to the venue by the Sponsor. Final design to be approved by the committee.

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## **Water Bottles**

**\$5,000 CAD**

### *Exclusive Opportunity*

Sponsorship is sought to provide water bottles for every registered delegate to be given out in the Registration area. The bottle is the perfect travel and work companion after the Convention and can be filled at the various water stations throughout the venue. Opportunity to provide water bottles that can be branded with your company logo along with the WHTC 2027 logo. Sponsor to pay for the production and shipping to the venue of the water bottles. Final design to be approved by the committee.

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## **Volunteers T-Shirts**

**\$3,500 CAD**

### *Multiple Opportunities*

All front-line volunteer staff at the Convention will wear specially designed and easily recognizable shirts with the WHTC 2027 logo and the Sponsor logos. Sponsor to provide their logo – organizers will produce the t-shirts.



## Exhibitor Opportunities

By exhibiting at WHTC 2027, you will gain exposure to the world's foremost innovators, thinkers, and leaders in the hydrogen industry.

### Being an exhibitor means:

- Your organization will be associated with the world's premier hydrogen energy event
- You will showcase your work to a diverse and influential audience of delegates, including technology developers, decision makers, and leaders from the global hydrogen community.
- You will gain international exposure and the opportunity to interact and build relationships with other stakeholders

### Exhibit Booth (10' x 10' – 3m x 3m) - \$6,000 CAD

10' x 10' draped booth including

- 8' high draped backwall
- 3' high draped sidewalls
- Two (2) chairs
- One (1) 6' skirted table
- One (1) waste basket
- One (1) standard power outlet
- One (1) Booth ID sign
- Two (2) complimentary exhibitor registrations
- Logo and website URL on the Convention Website
- Logo and short profile in the exhibitor section of the Convention Mobile App
- Acknowledgement in Digital Program Book

All exhibit packages include 2 exhibit-only registrations which include admission to the Exhibit Hall, Welcome Reception, lunches, and coffee breaks.

Booth space is allocated on a first come first served basis. Sponsors will be given priority based on level of sponsorship and date of commitment.



## Logistics

Exhibitors move-in and move-out dates as well as detailed shipping instructions and more will be communicated to all exhibitors in a separate exhibitors' manual closer to the Convention start.

## Contact Information

To assist your decision making or should you have any requests for customized sponsorship packages, please contact the Convention Secretariat:

### **WHTC 2027 Secretariat**

c/o Global Planning Solutions

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