Partnership Plan
Americana 2027

International Environmental Forum and Trade Show

Grand Quai du Port de Montréal, Montréal, Canada

March 10th and 11th, 2027

Réseau Environnement

Réseau Environnement at a Glance

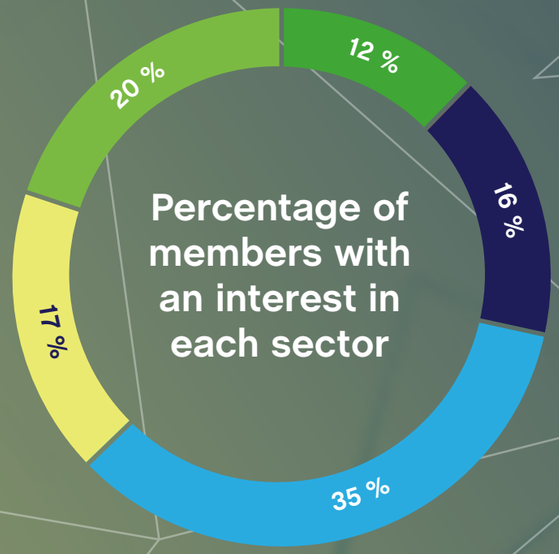
Réseau Environnement is Quebec's largest network of environmental specialists. Driven by its expertise, its collaborative strength and its pragmatic vision, the association fosters environmental solutions grounded in science and best practices. Its members, from the public, private and academic sectors, work in water, residual materials, air, energy, soil, groundwater and biodiversity. Together, they are committed to a successful transition toward a sustainable world, a goal shared with partners across Canada and around the globe.

The association initiates and organizes several major events, including Americana and the Salon des technologies environnementales du Québec. It publishes the specialized magazine Vecteur Environnement, runs excellence programs, builds expertise partnerships and issues recommendations on a wide range of environmental issues.

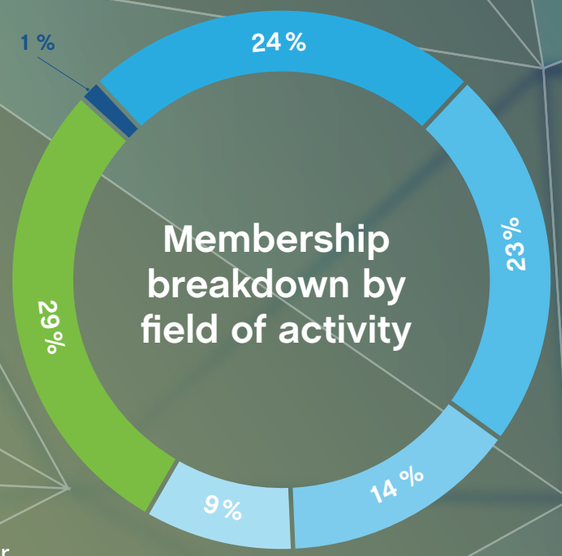
Held every two years since 1995, Americana is the place where Quebec's environmental expertise meets the world.

Réseau Environnement

Partnership Plan **AMERICANA 2027**



- **20%** Waste management
- **17%** Soil and Groundwater
- **16%** Air, Climate Change and Energy
- **12%** Biodiversity
- **35%** Water



- **24%** Private sector
- **23%** Students and young professionals
- **14%** Individual members
- **9%** Non-profit organizations
- **29%** Private sector
- **1%** Research and teaching institutions

Réseau Environnement

Why Partner with **Americana 2027?**

Americana 2027 is much more than an event :

It is the premier showcase of the Quebec and international environmental scene and the largest multi-sector environmental event in North America. Over two packed days of conferences, strategic networking, exhibitions and innovative activations, it brings together key players in biodiversity, climate, water, residual materials, and soil and groundwater, with your brand at the heart of the action.

In 2025, Americana brought together more than 2 500 participants, 80 speakers and some one hundred exhibitors at the Grand Quai du Port de Montréal.

In 2027, we are aiming even higher.

A Meeting Place for the World

Environmental challenges know no borders, and neither does Americana. The 2027 edition is designed for partners from every corner of the globe: from across Canada and the United States to the United Kingdom and Europe, Korea and Asia, Africa and beyond. Whatever your country, your language or your sector, you will find here a community ready to exchange ideas, share solutions and build lasting business relationships.

What's New in 2027

Americana 2027 is reaching a new milestone. In addition to its proven partnership levels, the event is launching brand-new sponsorships and enhancing every offer with concrete, measurable benefits. New features are marked NEW throughout this plan.

What you get as a partner

- Direct access to decision-makers and experts from Canada and abroad, gathered in one place
- Concrete content formats that generate value well beyond the 2 days of the event
- Measurable deliverables: post-event report, visibility statistics, detailed participant profile
- Privileged access to Réseau Environnement's community of 2,500+ members
- A position at the heart of today's major environmental priorities, locally and globally

Why Montréal?

Montréal is a vibrant, bilingual and multicultural city and a recognized hub for international environmental cooperation: it is home to the Secretariat of the United Nations Convention on Biological Diversity and hosted the UN Biodiversity Conference (COP15) in 2022. The Grand Quai, on the St. Lawrence River in Old Montréal, is easily reached from Montréal-Trudeau International Airport (YUL), with direct flights to and from cities around the world.



Réseau Environnement

Our Reach

LinkedIn community	30,000+ followers
Newsletter open rate	34 %
Website visitors	75,000+ per year
Vecteur Environnement readership	3,000+ subscribers
Active members	2,500+

Major Partner

Partnership Plan **AMERICANA 2027**



Major Partner

Americana 2027's flagship partnership

$85,000 CAD	Exclusive sponsorship	15 complimentary conference passes

The Major Partner enjoys a unique 90-minute slot in plenary session, a 7-minute opening address to all participants, and naming association with the entire event. A presence that every participant, from Montréal to Seoul, will remember.

Réseau Environnement

NEW

- VIP Lounge access for conference pass holders
- Featured editorial signed by your organization in our À la Une newsletter
- Column in Vecteur Environnement magazine
- Dedicated carousel campaign on our social media in the year following the event
- Ready-to-use communications kit for YOUR networks
- Newsletter fully dedicated to your organization during the summer period
- Post-event report (participant profile, sectors, organizations)
- Logo and mention in the event wrap-up sent to all participants

- Three 10x10 booths (value $15,000 CAD) *
- 7-minute opening address in plenary session
- 90-minute session (Q&A included) **
- Placement of your roll-up banner at the event venue (location to be determined together)
- Logo in all conference rooms at all times

- Logo on participant badges
- Logo and “presented by ...” mention in the program
- Individual LinkedIn post ***
- Partner mention in all communications
- Logo on general visuals (email signature, banner, social media)
- Double-page ad in Vecteur Environnement magazine ****
- 10 banners in the À la Une newsletter ****
- Logo visibility: newsletter, Vecteur ad, website, ticketing, screens
- Carousel-style thank-you post featuring all our partners
- 15 complimentary conference passes (value $16,500 CAD) + guaranteed early-bird rate on additional passes

** Based on the standard turnkey booth model; any booth selected outside this model will be subject to additional fees.*

*** No sales pitches. Logo display at the bottom of the screen is permitted. All proposals will be submitted to the organizing committee for approval. Presentation details (title, abstract, speaker name, etc.) must be submitted no later than February 10, 2027; after this date, your presentation will be listed as a “partner presentation” in the official event program. The speaker’s pass is covered by Réseau Environnement on the day of the presentation, and co-speakers receive a 50% discount on the current rate for the day of their presentation.*

**** The publication date will be set at least one month in advance. All content must be ready the week of publication; otherwise, publication will be postponed to the end of the event year at the latest.*

***** To be used during the event year, subject to availability.*

Grand Partner

Maximum visibility and a speaking role on two levels

$58,000 CAD	Limit of 2	12 complimentary conference passes

Americana is North America's leading environmental gathering, attracting participants from Canada and beyond. As a Grand Partner, your organization stands out as a leading player on the international stage: visible, credible and essential.

NEW

- VIP Lounge access for conference pass holders
- Featured editorial signed by your organization in our À la Une newsletter
- Column in Vecteur Environnement magazine
- Dedicated carousel campaign on our social media in the year following the event
- Ready-to-use communications kit for YOUR networks
- Newsletter fully dedicated to your organization during the summer period
- Post-event report (participant profile, sectors, organizations)
- Logo and mention in the event wrap-up sent to all participants

- 10x10 booth (value $5,000 CAD) *
- 5-minute opening address in plenary session
- Participation in a 60-minute presentation (Q&A included) **
- Roll-up banner placement in the hallway at the event entrance
- Logo in all conference rooms at all times
- Logo on participant badges
- Logo and "presented by ..." mention in the program
- Individual LinkedIn post before the event ***
- Partner mention in all communications
- Logo on general visuals (email, banner, social media)
- Double-page ad in Vecteur Environnement ****
- 8 banners in the À la Une newsletter ****
- Logo visibility: newsletter, Vecteur ad, website, ticketing, screens
- Joint carousel-style thank-you post
- 12 complimentary conference passes (value $13,200 CAD) + guaranteed early-bird rate on additional passes

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Presenting Partner

A speaking role and extended visibility

$33,000 CAD	Limit of 2	8 complimentary conference passes

Speaking before Quebec's most influential environmental community and its international guests is much more than a presentation. It is a chance to showcase your expertise, share your vision with a global audience and position your organization as one that moves things forward.

NEW

- VIP Lounge access for conference pass holders
- Featured editorial signed by your organization in our À la Une newsletter
- Column in Vecteur Environnement magazine
- Dedicated carousel campaign on our social media in the year following the event
- Ready-to-use communications kit for YOUR networks
- Newsletter fully dedicated to your organization
- Post-event report (participant profile, sectors, organizations)
- Logo and mention in the event wrap-up sent to all participants

- 10x10 booth (value $5,000 CAD) *
- 3-minute opening address in plenary session
- Participation in a 30-minute presentation (Q&A included) **

- Roll-up banner placement in the hallway at the event entrance
- Individual LinkedIn post before the event ***
- "Presented by ..." mention in the program
- Partner mention in all communications
- Logo on general visuals (email, banner, social media)
- One-page ad in Vecteur Environnement ****
- 4 banners in the À la Une newsletter ****
- Logo visibility: newsletter, Vecteur ad, website, ticketing, screens
- Joint carousel-style thank-you post
- 8 complimentary conference passes (value $8,800 CAD) + guaranteed early-bird rate on additional passes

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Sector Partner

The go-to expert in your field

$14,000 CAD	Limit of 10 (2 per sector)	4 complimentary conference passes

Become the exclusive partner of the sector of your choice: Water · Residual Materials · Air, Climate Change and Energy · Soil and Groundwater · Biodiversity. Each sector brings together specialists from Quebec, the rest of Canada and abroad.

NEW	Communications kit for YOUR networks (with your photo)
	Logo and mention in the event wrap-up sent to all participants
	VIP Lounge access for conference pass holders
	2-minute opening address at the start of the sector program
	Participation in a 30-minute presentation in your sector (Q&A included) *
	Partner mention in related communications
	Quarter-page ad in Vecteur Environnement **

“Sector presented by ...” mention in the program
1 banner in the À la Une newsletter **
Logo visibility: newsletter, Vecteur ad, website, ticketing, screens
Joint carousel-style thank-you post
4 complimentary conference passes (value $4,400 CAD) + guaranteed early-bird rate on additional passes

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Networking Cocktail Partner

Exclusive host of the event's only networking cocktail

$15,000 CAD	Exclusive sponsorship	3 complimentary conference passes

The networking cocktail is THE moment for relaxed, informal exchanges. Conversations flow across sectors, languages and borders, business cards change hands, and your brand is the host.

NEW	Dedicated carousel campaign on our social media in the year following the event
	Ready-to-use communications kit for YOUR networks
	VIP Lounge access for conference pass holders
	Logo and mention in the event wrap-up sent to all participants
	Exclusive sponsorship of the networking cocktail
	Full branding of the space during the activity (banners, table linens, visuals) *
	Your organization officially invites participants to the cocktail: 3-minute announcement in all conference rooms at the end of the day
	"Cocktail presented by ..." mention in the program

Partner mention in related communications
Quarter-page ad in Vecteur Environnement ***
1 banner in the À la Une newsletter ***
Logo visibility: newsletter, website, ticketing, screens
Joint carousel-style thank-you post
3 complimentary conference passes (value $3,300 CAD) + guaranteed early-bird rate on additional passes
Video loop on the screens in the exhibition hall *

** Branding, printing and accessories are entirely at the partner's expense and subject to Réseau Environnement's approval. In keeping with our environmental values, we encourage the use of eco-responsible materials and minimal printing. Réseau Environnement handles logistical coordination with the Grand Quai.*

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WiFi Partner

Your logo with every new connection, all day long

$9,000 CAD	Exclusive sponsorship	2 complimentary conference passes

Every participant, wherever they come from, connects to the WiFi and sees your logo. An ad banner with your visual identity and a hyperlink appears with each connection, throughout the 2 days. Simple, far-reaching, unmissable.

NEW	Ready-to-use communications kit for YOUR networks
	Logo and mention in the event wrap-up sent to all participants
	VIP Lounge access for conference pass holders
	Ad banner with logo and hyperlink at each new WiFi connection
	Guaranteed visibility with all participants over 2 days
	Partner mention in related communications
	Logo visibility: newsletter, website, ticketing, screens
	Joint carousel-style thank-you post
	2 complimentary conference passes (value $2,200 CAD) + guaranteed early-bird rate on additional passes

Exclusive Themed Sponsorships

These one-of-a-kind sponsorships are designed to leave a lasting impression, each one tied to a highlight or a dedicated space of the event.

NEW Private Space: Tour Vitrée (Glass Tower)

A panorama, a brand, an unforgettable moment

$25,000 CAD	$25,000 CAD	5 complimentary conference passes

Perched atop the Grand Quai's glass tower, with a breathtaking view of the St. Lawrence River and Old Montréal, this exceptional space is yours for a private activity in your organization's image: an after-work reception, a business cocktail or a strategic breakfast. A rare setting to welcome your clients and partners from Canada and around the world.







NEW	VIP Lounge access for conference pass holders
	Logo and mention in the event wrap-up sent to all participants
	Post-event report (participant profile, sectors, organizations)
	Dedicated carousel campaign on our social media in the year following the event
	Ready-to-use communications kit for YOUR networks
	Exclusive sponsorship of the photo space for the 2 days (dimensions to be confirmed)
	Space open and accessible to all participants
	Full branding of the space in your image for the duration of the event, including accessories and décor *
	2 banners in the À la Une newsletter ***
	Partner mention in related communications
	Individual LinkedIn post before the event **
	Half-page ad in Vecteur Environnement ***
	Logo visibility: newsletter, website, ticketing, screens
	Dedicated signage inviting participants to go up
	Joint carousel-style thank-you post
	5 complimentary conference passes (value $5,500 CAD) + guaranteed early-bird rate on additional passes

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NEW Innovation & AI Lab

Where tomorrow's solutions are demonstrated today

$20,000 CAD	Exclusive sponsorship	4 complimentary conference passes

A zone dedicated to artificial intelligence and environmental innovation: live demos, startup pitches and interactive screens featuring innovators from here and abroad. Your organization is its exclusive host.

NEW	
	VIP Lounge access for conference pass holders
	Dedicated carousel campaign on our social media in the year following the event
	Logo and mention in the event wrap-up sent to all participants
	Ready-to-use communications kit for YOUR networks

- Exclusivity and full branding of the Innovation Lab zone *
- Welcome address at the zone's inauguration
- Opportunity to give express presentations in the Innovation Lab zone during breaks **
- Quarter-page ad in Vecteur Environnement ****
- 2 banners in the À la Une newsletter ****
- Logo in the zone's conference rooms

- Mention in the press release
- Individual LinkedIn post before the event ***
- Partner mention in related communications
- Logo visibility: newsletter, website, ticketing, screens
- Joint carousel-style thank-you post
- 4 complimentary conference passes (value $4,400 CAD) + guaranteed early-bird rate on additional passes

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** To preserve the integrity of the official program, express presentations in the Innovation Lab zone are only permitted during breaks. All content is subject to Réseau Environnement's prior approval.

*** The publication date will be set at least one month in advance. All content must be ready the week of publication; otherwise, publication will be postponed to the end of the event year at the latest.

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NEW VIP Lounge Partner

The private evening that opens Americana

$30,000 CAD	Exclusive sponsorship	8 complimentary conference passes

On the eve of the event, the VIP Lounge welcomes speakers, strategic partners and key guests, including international delegates, in a closed, exclusive setting. Your organization is its official host.

NEW	VIP Lounge access for conference pass holders
	Post-event report (participant profile, sectors, organizations)
	Dedicated carousel campaign on our social media in the year following the event
	Logo and mention in the event wrap-up sent to all participants
	Ready-to-use communications kit for YOUR networks
	Exclusive sponsorship of the private pre-Americana evening *
	Welcome address to VIP guests
	Full branding of the space in your image (banner, table linens, visuals) **

One-page ad in Vecteur Environnement ****
2 banners in the À la Une newsletter ****
Mention in the press release
Logo visibility: newsletter, website, ticketing, screens
Partner mention in related communications
Joint carousel-style thank-you post
8 complimentary conference passes (value $8,800 CAD) + guaranteed early-bird rate on additional passes

** The partner may provide catering for its guests, at its own expense, according to terms approved by the Grand Quai. Réseau Environnement can help coordinate with a caterer on request, for an additional fee.*

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Réseau Environnement

NEW Networking Zone

Americana's exclusive Business Lounge

$22,000 CAD	Exclusive sponsorship	5 complimentary conference passes

A private space for business meetings at Americana 2027, where Canadian and international organizations connect. Your organization is its exclusive host, with priority access for your own strategic meetings.

NEW

- Dedicated carousel campaign on our social media in the year following the event
- Ready-to-use communications kit for YOUR networks
- Logo and mention in the event wrap-up sent to all participants
- VIP Lounge access for conference pass holders

- Exclusivity and full branding of the Business Lounge *
- Priority access for your meetings with clients and prospects
- A representative of your organization on site to welcome visitors
- Partner mention in related communications

- Quarter-page ad in Vecteur Environnement ***
- 2 banners in the À la Une newsletter ***
- Individual LinkedIn post before the event **
- Logo visibility: newsletter, website, ticketing, screens
- Joint carousel-style thank-you post
- Your logo on the online B2B meeting booking platform
- 20 visitor passes to offer your network (value $3,600 CAD)
- 5 complimentary conference passes (value $5,500 CAD) + guaranteed early-bird rate on additional passes

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NEW Impact Partner

Your environmental commitment in action

$14,000 CAD	Limit of 2	4 complimentary conference passes

Certified tree planting, quantified carbon offsetting. Help us reduce Americana's environmental footprint, including the travel of participants who join us from around the world, by enabling us to measure it and put reduction initiatives in place. We commit to sharing the good news with all participants.

Commitment to a certified project of your choice (one per partner; examples):

- Tree planting
- Wetland restoration
- Agroforestry projects in agricultural areas
- Other impact projects available on request

NEW

- Dedicated carousel campaign on our social media in the year following the event
- Ready-to-use communications kit for YOUR networks
- Logo and mention in the event wrap-up sent to all participants
- VIP Lounge access for conference pass holders

Your commitment officially announced during the event in all conference rooms

- Partner mention in related communications
- Quarter-page ad in Vecteur Environnement **
- 1 banner in the À la Une newsletter **
- Logo visibility: newsletter, website, ticketing, screens
- Joint carousel-style thank-you post
- Your banner on our eco-responsibility page
- 4 complimentary conference passes (value $4,400 CAD) + guaranteed early-bird rate on additional passes

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NEW Private Roundtable

A closed space, strategic discussions, your rules

$12,000 CAD	4 slots available: morning or afternoon, over 2 days	3 complimentary conference passes

A private room for 30 people is yours. Topic, guests, facilitator, format: you decide. An ideal setting for cross-border dialogue with your clients and partners. Réseau Environnement can help you recruit participants among its members if desired.

What you fully control :

- *The topic and agenda*
- *The guest list (up to 30 people)*
- *The moderator or facilitator*
- *The level of confidentiality of the discussions*

NEW

- Logo and mention in the event wrap-up sent to all participants
- VIP Lounge access for conference pass holders
- Exclusive booking of a private 30-seat room * for a half-day, at the heart of the event
- Full branding of the space in your image **, to be removed at the end of the period
- Réseau Environnement support to recruit participants (optional)
- Mention in the official program (roundtable title) if desired
- Logo visibility: newsletter, website, ticketing, screens
- Joint carousel-style thank-you post
- 3 complimentary conference passes (value $3,300 CAD) + guaranteed early-bird rate on additional passes
- 30 complimentary visitor passes to invite your participants *** (value $5,400 CAD)

** Room logistics are coordinated by Réseau Environnement. Catering costs, if any, are the partner's responsibility.*

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**** Visitor passes are reserved for the partner's guests. As the roundtable is a private space, recruiting participants among Americana registrants is not permitted, except through Réseau Environnement's optional support.*

Booth Rates

	Stratégique		Standard		
Inclusions	Strategic, Turnkey	Strategic, Space only	Standard, Turnkey	Standard, Space only	Startup & Non-profit
10x10 space	✓	✓	✓	✓	✓
Conference pass (2 days, value $1,100)	2	1	1	1	
Exhibitor passes (2 days, value $450)	2	2	2	2	2
Visitor passes (2 days, value $180)	7	7	7	7	7
Cocktail drink coupons	4	3	3	3	2
Electrical power	✓	✓	✓	✓	✓
Front signage	✓		✓		
Counter + stool	✓		✓		
Waste bin	✓		✓		
Strategic location	✓	✓			
Member rate (CAD)	5 500 $	4 800 $	5 000 $	4 400 $	3 000 $
Non-member rate (CAD)	7 200 $	6 500 $	6 700 $	5 900 $	4 100 $

Corner supplement (booth on 2 aisles): $300 CAD

Please send any special request well in advance so that we can accommodate it as far as possible.

Pass inclusions

Conference pass: access to conferences, lunches, networking cocktail and coffee breaks.

Exhibitor pass: lunches, networking cocktail and coffee breaks; conference access not included.

Visitor pass: access to the exhibition hall and coffee breaks only.

Have an Idea in Mind?

Does your organization have a goal, a vision or a partnership idea that isn't in this plan? We love custom collaborations, with partners from Canada and from abroad. Write to us and we'll find the formula that suits you.

All proposals are welcome: hybrid format, special editorial content, original activation, targeted digital visibility... Americana 2027 is a living event, and your ideas, wherever they come from, help shape what it becomes.

Payment terms

Sponsorships are payable within 30 days of receipt of the invoice and, in all cases, before the event. Cheque payments should be sent to:

Réseau Environnement, 295 Place d'Youville, Montréal, Quebec H2Y 2B5, Canada (please enclose a copy of the invoice)

For booths, payment must be received within 30 days of receipt of the invoice; otherwise, the space will be released and put back on sale.

Any sponsorship or registration is considered confirmed only upon receipt of full payment. International partners are invited to contact us with any questions about invoicing and payment.

Cancellation terms

All issued invoices are due in full. Cancellations are not refundable, except in cases of force majeure or duly documented serious illness.

Réseau Environnement reserves the right to make last-minute operational adjustments when required by circumstances. Such adjustments, necessary for the smooth running of the event, shall in no case give rise to a refund, credit or compensation.

Any cancellation or change request must be sent by email to info@reseau-environnement.com.

Refund policy

Refund requests are accepted only in cases of force majeure or duly documented serious illness. To submit a request, write to info@reseau-environnement.com stating your invoice number and the reasons for your request.

Réseau Environnement undertakes to process any request within 30 days of receiving all required documents. Refunds are made using the same payment method as the original transaction, unless otherwise agreed.

Approval of visuals and promotional material

All promotional material, branding or content produced by the partner as part of its sponsorship must be submitted to Réseau Environnement for approval before production or distribution. Réseau Environnement reserves the right to refuse any content that does not reflect the event's values and image. In keeping with our environmental commitments, we invite our partners to favour eco-responsible materials.

Currency and taxes

All amounts in this plan are in Canadian dollars (CAD), before taxes. Applicable Canadian taxes (GST and QST) will be added to the invoice.

Allocation of sponsorships and booths

Sponsorships and booths are allocated on a first-come, first-served basis. Réseau Environnement reserves the right to refuse any sponsorship deemed incompatible with the event's values or interests.

Insurance

The partner is responsible for holding appropriate insurance for its activities at the event. Specific requirements will be communicated upon confirmation of the sponsorship.

Americana 2027
Partnership Plan

We look forward to welcoming you to Montréal.

Contact Us

For any questions or to book your sponsorship:

Claire Gaouditz, Strategy and Partnerships Manager

cgaouditz@reseau-environnement.com

+1 514 512-2934