



*Alberta Science & Technology  
Leadership Awards*

# 36TH ANNUAL ASTECH AWARDS

3 ALBERTA EVENTS EVERY YEAR

## GRANDE PRAIRIE

REGIONAL SPOTLIGHT  
Wednesday, February 19, 2025

## EDMONTON

OPENING CEREMONIES  
Friday, September 19, 2025

## CALGARY

AWARDS GALA  
Friday, November 7, 2025

## Partnership Package



# ABOUT THE ASTECH AWARDS

The ASTech Awards recognize and celebrate our brightest minds and the greatest achievements of outstanding individuals and organizations in the Alberta science and technology innovation community.

Since 1989, ASTech has showcased Alberta's excellence in science, technology, and innovation by recognizing more than 600 individuals, organizations, and teams at our annual prestigious awards event, bringing together industry, academia, government, and entrepreneurs to reward excellence and inspire innovation.

## Mission

To identify and celebrate outstanding achievements in science and technology in Alberta.

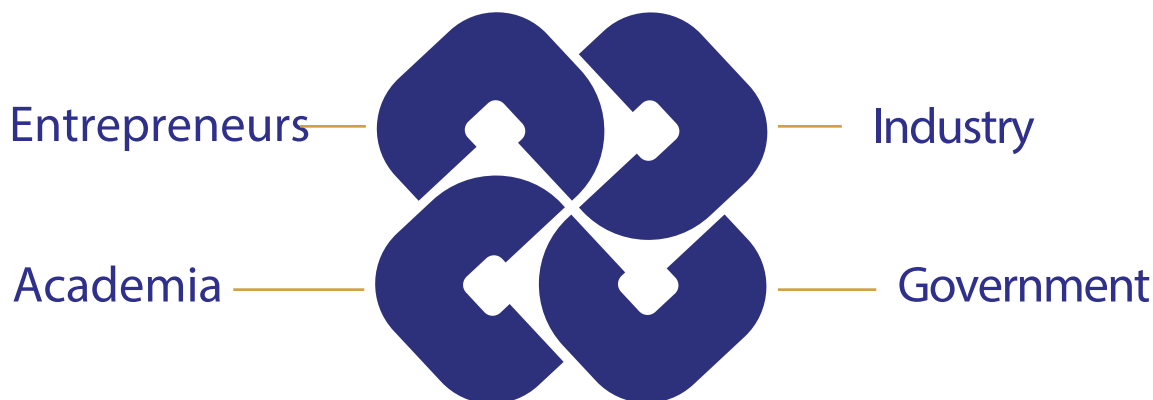
## Vision

To inspire the next generation of innovation.



Minister Nate Glubish, President Annette Trimbee of MacEwan University, & ASTech Executive Director Gail Powley

The four interlocking rings in the ASTech logo represent the interrelationship of entrepreneurs, industry, academia, and government in our goal to support science and technology for economic and social benefit.



# BRIEFING FROM EXECUTIVE DIRECTOR



**Hundreds of innovators and champions from industry, academia, and government will come together to celebrate the province's brightest minds and most significant achievements.**

For 35 years, the ASTech Awards have recognized excellence in Alberta's science, technology, and innovation community with a vision to inspire the next generation.

The hosted Conversation Series will be expanded to offer more curated networking opportunities. The Innovation Showcase will also be expanded to offer more displays and networking opportunities for industry, government, and academia. The VIP receptions for sponsors and dignitaries will ensure optimal networking with key people in an exclusive setting.

With the support of our partners, we are anticipating continued growth in both in attendance and in nominations. Please join us in advancing Alberta's dynamic science and technology community and helping to shine a light on the innovation that is happening across our province.

Gail J. Powley, P.Eng  
Executive Director, ASTech Awards  
[president@technologyalberta.com](mailto:president@technologyalberta.com)

## HOW WE DO IT...

### Shared Success

As we honour excellence, we recognize that these achievements arise only through the collaboration of industry, academia, government and entrepreneurship over long time horizons, and that success reflects the contributions of many.

### Best of All Worlds

We celebrate innovation in science and technology inclusively and with a panoramic view: across our great province and across industry sectors as well as the public sector. We applaud impact, whether by furthering discovery, knowledge, application, adoption, or community.

# THE ASTECH AWARDS IMPACT

**73%** Reported significant knowledge improvement regarding Alberta's Innovation Community.

**88%** Reported that the event exceeded or met their expectations.

**92%** Attendees made 1 to 10+ new connections.

**69%** Had follow-up plans from the Innovation Showcase.

**255%** Increase in attendance growth and a 20% increase in nominations from 2022.

**75%** Identified up to 3 new business opportunities.





# AWARD CATEGORIES

\*Award categories subject to change

## Best in Sector Awards

Advanced Manufacturing

Aerospace / Transportation

Agriculture/Agrifood

AI/ML Advancement / Quantum

Construction / Smart Cities

Digital Innovation / Visualization

Energy / Petrochemical / Resources

Environmental / Ecosystems

Hydrogen / Alternative Energy

Medical / Healthcare

Social Innovation / EdTech

Sustainability Solutions / Cleantech

Fintech / Productivity / Automation

## Leadership / Equity, Diversity, & Inclusion Awards

Change Maker

Early Adopter of Alberta Innovation

Indigenous-Led Entrepreneurship  
and Contribution to Knowledge

Innovation of the Year

Regional Champions

Researcher of the Year

Woman in Innovation

Alberta-Wide Community  
Champion of Innovation



# VALUE IN PARTNERING

The ASTech Awards bring together innovators and champions from industry, academia, entrepreneurship and government to celebrate excellence in Alberta's science and technology community.

Make a lasting impact through sponsorship of ASTech Week. Don't miss your chance to be a part of this highly anticipated event!



Value in sponsoring the ASTech Awards and supporting the achievements of the science and technology industry in Alberta:

**1**

Impact on building community within the science and technology sector in Alberta.

**2**

Brand alignment with Alberta's premiere award program for excellence and in science and technology.

**3**

Increased exposure for your organization across Alberta's innovating business sectors.

**4**

Collaboration with leaders from industry, academia, government, and entrepreneurship.

**5**

Four strategic networking opportunities including VIP Reception, Conversation Series, Company Showcase, and Venue Breakout Rooms.

## TARGETED REACH

Innovation community champions from industry, academia, entrepreneurship and government.

**500-800**

In-person event attendees expected

**62,000+**

ASTech Awards LinkedIn Impressions Annually

**91,000+**

ASTech Awards LinkedIn post-event Impressions

**20,000+**

Combined social media reach



*Youth Innovation and  
Entrepreneurship Champion*



## Specialty Marketing (Additional)

Registration Table Sponsorship	\$2,500	Logo prominently displayed on registration table
Innovation Showcase Branding	\$5,000	Naming rights with banner display
Conversation Series Sponsorship	\$5,000	Per Topic & Per Location - Innovation Topics Include*: Health, Digital/AI, Construction, Advanced Manufacturing, Cleantech/Sustainability. Engagement Opportunities are Province-wide. (*are not limited to)

# ASTECH ADVISORY BOARD



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Levven Electronics



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**Gail Powley**

Executive Director  
ASTech Awards



## VICE CHAIR

**Jeff LaFrenz**

Co-Founder and President  
VizworX



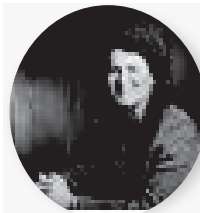
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**Heather Herring**

CEO  
Make It So



# CONNECT WITH US



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“

To me, the ASTech awards have always been a wonderful opportunity to see and engage with an amazing cross-section of the outstanding people, projects, and companies that Alberta has to offer in science and technology. I can't wait to connect with the next generation!”

**Jeff LaFrenz, VizworX**  
2019 ASTech Winner



*Members of the  
ASTech Advisory Board*