



Electricity
Transformation
Canada

Transformation
Électrique
Canada

2024 POST SHOW REPORT

OCTOBER 21-23, 2024 | CALGARY, ALBERTA

POWERING THE TRANSITION

Electricity Transformation Canada 2024, with its 2600+ attendees and 150+ exhibitors, catalyzes the country's energy transition. ETC 2024 provided a unique platform for collaboration and knowledge-sharing, featuring 60+ sessions on technology-specific and policy-driven advocacies. Attendees engaged in meaningful discussions on the show floor and at multiple dynamic networking gatherings. Electricity Transformation Canada is Canada's premier clean energy event, inspiring change and progress!



BY THE NUMBERS



2,700+
ATTENDEES



83%
BUYING POWER

1,000+
CANREA MEMBERS

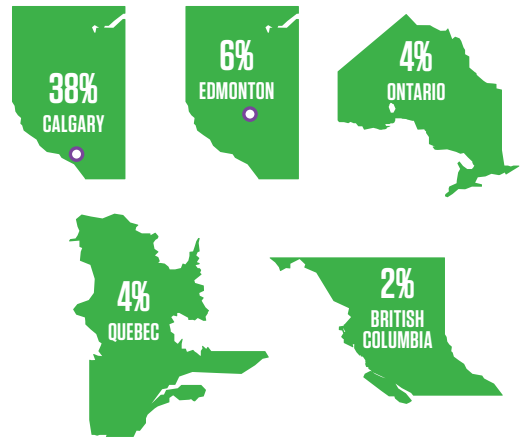


150+
EXHIBITORS



20
SPONSORS

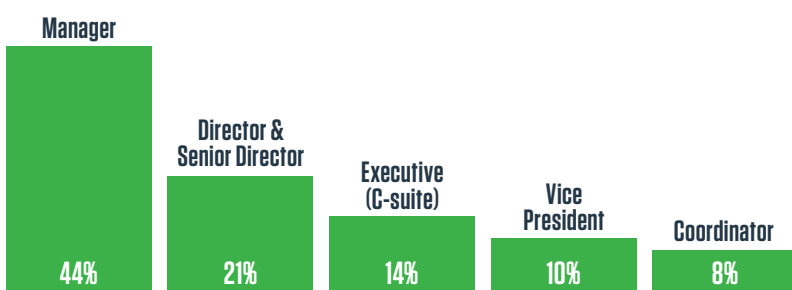
GEOGRAPHIC BREAKDOWN



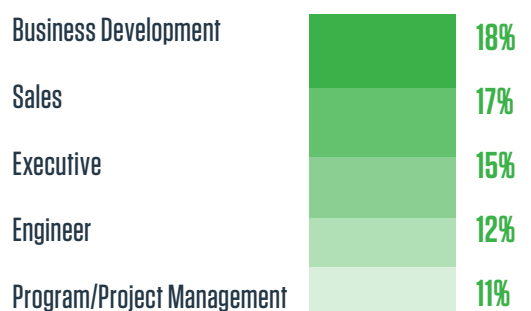
TOP INDUSTRY SEGMENTS



JOB LEVELS



TOP JOB TITLES



ORGANIZED BY



Association canadienne
de l'énergie renouvelable
ÉOLIEN, SOLAIRE, STOCKAGE



ITALIAN
EXHIBITION
GROUP
Providing the future



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EDUCATION AT ETC 24

ETC 24 delivered an exceptional full conference and show floor education program, gathering leaders from solar, wind, hydrogen, and energy storage to address critical topics shaping Canada's clean energy future.

FULL CONFERENCE EDUCATION HIGHLIGHTS

- » Word to the Wise: Insights from Canada's Clean Energy Leaders
- » U.S. Election Outlook: What's Next for Renewable Energy and Storage?
- » Small World: Leading Manufacturers on the Challenges of Supplying the Canadian Market
- » Learning from Canada's North: Renewable Energy Challenges, Innovations, and Successes
- » Taking Credit: Capitalizing on Canada's New Investment Tax Credits
- » Green Light for Green Hydrogen: Realizing Canada's Clean and Green Hydrogen Potential
- » Electricity: Canada's Growth Agenda
- » Power Players: Insights from Canada's Top Utilities and System Operators
- » Raise the Roof: Scaling Up Commercial and Industrial Rooftop Solar in Canada
- » Indigenous Equity in Renewable Energy Projects: Financial Options, Legal Structures and Partnership Opportunities
- » CanREA's Policy and Markets Cross-Canada Update

NETWORKING HIGHLIGHTS

- » Welcome Reception
- » Networking with the Canadian Francophonie
- » Expo Hall Happy Hour
- » Poster Reception with 16 posters and representatives
- » National on 10th Offsite Networking Reception

EXPO HALL HIGHLIGHTS

- » Indigenous Business Pavilion
- » Energy Storage & Hydrogen Pavilion
- » Start-up Pavilion
- » The Great Canadian Electricity Map by EHRC

EVENT & MEDIA PARTNERS



SHOWFLOOR EDUCATION

15 SESSIONS	17 SESSIONS	15 SESSIONS
Energy Transition Stage	Industry Insights Stage	Technical Training & Innovation Stage

TECHNOLOGIES OF INTEREST

Energy Storage	63%
Utility-Scale Wind Energy (land based)	47%
Photovoltaics	44%
Solar & Water	36%
Other Renewable Energy Technologies (non-solar)	35%
PV Modules	35%
Community Solar	33%
EVs & Infrastructure	31%

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