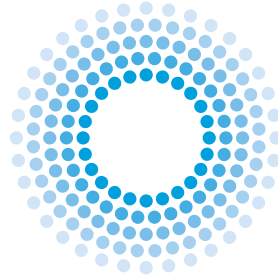


cna2022

TOGETHER FOR
NET ZERO /



SPONSOR + EXHIBITOR OPPORTUNITIES

FEBRUARY 23-25, 2022
WESTIN HOTEL | OTTAWA, ON



INTRODUCTION

The Canadian Nuclear Association (CNA) Conference and Trade Show is the annual nuclear industry showcase. The theme of the 2022 event is CNA2022: Together for Net Zero.

CNA2022: Together for Net Zero. Canada has pledged to phase out coal by 2030, reduce greenhouse gas emissions 40% to 45% below 2005 levels by 2030, create a net-zero electricity grid by 2035 and achieve net-zero emissions by 2050. This means that Canada will need to triple the amount of electricity it produces over the next thirty years. To address the climate emergency and meet growing energy demands, we need all available sources of clean energy – including nuclear energy. There is no realistic pathway to net-zero emissions by 2050 without nuclear. Net zero needs nuclear due to the scale of the challenge to decarbonize our economies. Nuclear can provide the clean electricity needed to decarbonize electricity grids and power the electrification of transportation and buildings. It also has the potential to decarbonize heat and power in Canada's industrial sectors. CNA2022 will bring together industry experts to explore and advance nuclear's role as an essential partner in achieving Canada's climate targets and reaching Net Zero.

WHO ATTENDS?

In 2020, we hosted an audience of over 900 from within and outside Canada's nuclear industry. The high profile of our delegates makes the CNA Conference an excellent venue to showcase your business. Here's a quick snapshot of who attended our last in-person conference in 2020:



**Minister of Natural Resources,
The Honourable Seamus O'Regan**

- **President of the Canadian Nuclear Safety Commission, Rumina Velshi**
- **Chairman of the World Nuclear Organization, Tom Mitchell**
- **Ontario Minister of Energy, Northern Development and Mines, the Honourable Greg Rickford**
- **President and CEO of the Nuclear Waste Management Organization, Laurie Swami**
- **240 Senior Executives**
- **105 Elected Officials**
- **52 International Delegates**

SPONSORSHIP AT A GLANCE

Thank you for your interest in sponsoring the 2022 CNA Conference and Trade Show. Below is a high-level overview of the deliverables for each sponsorship level. Note that sponsors at every level will have options within each category to ensure the most benefit for your organization. If you have any questions or wish to customize an opportunity, please reach out to Jessica Clifford at sponsorship@cna.ca.

BENEFIT/LEVEL	URANIUM	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
Cost	\$75,000	\$50,000	\$30,000	\$26,000	\$18,000	\$11,000 / \$15,000
Opportunities Available	One (1) available	One (1) available	One (1) available	Ten (10) available	Eleven (11) available	Twelve (12) available
Complimentary Registrations	15	10	7	5	3	2
Booth	Two adjoining eight-by-ten foot booths in the Confederation Foyer	Two adjoining eight-by-ten-foot booths in the Confederation Foyer	One (1) eight-by-ten-foot booth in the Confederation Foyer	One (1) eight-by-ten-foot booth in the Confederation Foyer	One (1) six-by-ten-foot booth in the Fourth Floor Escalator Foyer	One (1) eight-by-ten-foot booth in the GG Ballroom
Career Fair Booth in the GG Ballroom	One (1) CF booth	One (1) CF booth	One (1) CF booth	No	No	No
Access to Private Meeting Rooms for Staff (first-come, first served basis)	Yes	Yes	Yes	No	No	No
Speaker Introduction (upon availability)	Thursday morning plenary	Thursday lunch keynote speaker	Based on availability	No	No	No
Logo on signage	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Conference Materials	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Event Website	Yes	Yes	Yes	Yes	Yes	Yes
Logo Looped on Screens Throughout the Event	Yes	Yes	Yes	Yes	Yes	No
Logo, Company Profile and Booth Location on Event Mobile App	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Email Communication (Logo featured on Pre-Event Welcome Email and Post-Event Thank You Email)	Yes	Yes	Yes	Yes	Yes	Yes

SPONSORSHIP AT A GLANCE (CONTINUED)

BENEFIT/LEVEL	URANIUM	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
Banner Ad for Mobile App	Yes	Yes	Yes	Yes	No	No
Social Media Recognition (CNA will reshare pertinent comms materials of the sponsor's choice)	Yes	Yes	Yes	Yes	Yes	Yes
One (1) Company Promotional Item Available for Download on the Mobile App	Yes	Yes	Yes	Yes	Yes	Yes
Delegate List Supplied (CASL Compliant)	Yes	Yes	Yes	Yes	Yes	Yes
Guest Blog on TalkNuclear Pre-Event (Content to be provided by the sponsor to CNA)	Yes	Yes	Yes	No	No	No



Please note that at the time of publication, CNA is planning to adopt public health guidelines and social distancing measures at CNA2022, particularly in the most traditionally crowded spaces including the Confederation Foyer which will impact the number of booths that can be installed. As such, booth spaces and booth availabilities will be on a first come, first served basis. Sponsorships associated with booth locations after a certain date may not be available as advertised.

SPONSORSHIP OPPORTUNITIES

URANIUM » \$75,000

The uranium level sponsorship is the top sponsor of the 2022 CNA Conference and Trade Show with only one (1) exclusive opportunity available. The uranium sponsor will receive the following:

In addition to the deliverables noted on page 3–4, sponsor will benefit from:

- **Welcome Reception Sponsor on February 23** [SOLD]

- Highest visibility at the CNA Conference and Trade Show
- Opportunity to have your corporate name associated with the Opening Reception
- Logo on signage throughout the Provinces Ballroom, where the reception will take place
- Logo recognition on the screens in the Provinces Ballroom
- Thank you from the stage, ahead of welcome reception remarks
- Opportunity to make brief remarks at another session during CNA2022, that is not associated with another sponsor



PLATINUM » \$50,000

The platinum level sponsorship offers a high degree of visibility before, during and post-conference. One (1) platinum level sponsorship is available for the 2022 CNA Conference and Trade Show as the Thursday lunch sponsor.

In addition to the deliverables noted on page 3–4, sponsor will benefit from:

- **Lunch Sponsor on February 24** [SOLD]

- Opportunity to have your corporate name associated with the Thursday Lunch
- Logo on signage throughout the Provinces Ballroom, where lunch will take place
- Logo recognition on screens in the Provinces Ballroom
- Thank you from the stage, ahead of the lunch speaker
- Opportunity to introduce lunch speaker



DIAMOND » \$30,000

The diamond level sponsorship offers a variety of benefits, including networking opportunities with industry leaders and brand visibility in front of all event participants. One (1) diamond level sponsorship is available for the 2022 CNA Conference and Trade Show.

In addition to the deliverables noted on page 3–4, sponsor will benefit from:

- **Trade Show Reception Sponsor on February 24 [SOLD]**

- Opportunity to have your corporate name associated with the Thursday Trade Show Reception
- Logo on signage throughout the Trade Show area
- Logo on screens within the GG Ballroom
- Thank you from the stage during the Trade Show Reception Prize Draw

GOLD » \$26,000

The gold level sponsorship opportunities offer a variety of benefits ranging from high on-site visibility to networking opportunities with industry leaders. In addition to the deliverables noted on page 3–4, gold-level sponsors have the choice to sponsor one of the following:

- **Conference Carrier** [SOLD]
Corporate logo printed on item for conference materials
- **Conference Facilities and Wi-Fi** [AVAILABLE]
Attendees will be automatically directed to your corporate website upon Wi-Fi login
- **Breakfast Sponsor on February 24** [AVAILABLE]
Corporate logo to be shown on screen during breakfast; one (1) seat at VIP table
- **Breakfast Sponsor on February 25** [AVAILABLE]
 - Corporate logo to be shown on screen during breakfast; one (1) seat at VIP table
 - Opportunity to introduce the Friday breakfast keynote speaker
- **Lunch Sponsor on February 25** [SOLD]
Corporate logo to be shown on screen during lunch; one (1) seat at VIP table
- **Mobile App** [SOLD]
Logo placement in key areas of the active mobile app screen
- **Conference Social Wall** [AVAILABLE]
Opportunity to show company branded content within #CNA2022 social media tweets, shown on a large screen in a prominent location
- **Sustainability Sponsor** [AVAILABLE]
 - Sustainability is integral to our conference planning; this sponsorship opportunity ensures minimal impact on the environment with event signage printed on sustainable materials, a minimal paper-usage policy for exhibitors, a post-event recycling program and more
 - Logo placement in key areas, including an icon in the event mobile app on sustainability practices
- **Student Program** [1 OF 2 AVAILABLE]
 - Sponsorship makes it possible for 100 students to travel and attend CNA2022 from across Canada
 - Opportunity to speak at the Wednesday student career development seminar

SILVER » \$18,000

The silver level sponsorships offer a wide range of options for promoting your brand at the 2022 CNA Conference and Trade Show. In addition to the deliverables noted on page 3–4, silver-level sponsors have the choice to sponsor one of the following:

- **Career Advisory Program** [AVAILABLE]
 - Opportunity to introduce a speaker at the Wednesday student career development seminar
 - Opportunity to provide a resume review service
- **Conference Lanyard Branding** [SOLD]
Logo placement on the conference lanyard worn by all attendees for the event duration
- **Hotel Keycard Branding** [SOLD]
Logo placement on Westin Hotel keycards which each attendee, staying at the hotel, will receive to access their hotel room
- **Master of Ceremonies** [SOLD]
Logo recognition on screen in plenaries, throughout the event duration
- **Espresso Bar** [BASED ON AVAILABILITY]
Specialty espresso coffees available for all delegates one (1) full day, Thursday, February 24
- **Morning Networking Break on February 24** [SOLD]
Logo recognition on signage during the networking break
- **Afternoon Networking Break on February 24** [SOLD]
Logo recognition on signage during the networking break
- **Morning Networking Break on February 25** [AVAILABLE]
Logo recognition on signage during the networking break
- **Water Stations** [AVAILABLE]
Corporate logo placement at water stations which are available throughout the event in various locations
- **Conference USB Flash Drive** [SOLD]
Opportunity to include logo and corporate information on the flash drive given to all attendees as part of the delegate bag
- **Headshot Sponsorship** [BASED ON AVAILABILITY]
Opportunity to have logo recognition for the professional photography service offered to all attendees for two days during the event

BRONZE » \$11,000 (Member) / \$15,000 (Non-Member)

The bronze level sponsorships offer excellent opportunities to have your brand noticed. From coat check to event security, each opportunity is an essential component of the 2022 CNA Conference and Trade Show. In addition to the deliverables noted on page 3–4, bronze-level sponsors have a choice to sponsor one of the following:

- **Conference Coat Check** [SOLD]
Logo recognition in prominent location throughout event duration
- **Conference Photography** [AVAILABLE]
Sponsor will receive digital copies of the conference and trade show photographs
- **Pocket Program Sponsor** [SOLD]
Sponsor will receive logo recognition on back page of pocket program distributed to all participants
- **Conference Registration** [AVAILABLE]
Logo recognition in prominent location throughout event duration
- **Conference Security** [AVAILABLE]
Logo recognition in prominent location throughout event duration
- **Charging Stations** [AVAILABLE]
Sponsorship includes two charging stations placed appropriately with logo branding
- **Refreshment Break on February 23** [AVAILABLE]
Logo recognition on signage during the refreshment break
- **CNA Seminars** [2 OF 2 AVAILABLE – CHOICE OF PUBLIC AFFAIRS OR REGULATORY AFFAIRS SEMINAR]
 - Opportunity to provide brief introductory remarks
 - Logo placement on signage outside of the room
 - Five complimentary tickets to your sponsored seminar
- **Traffic Flow Coordination Sponsor** [SOLD]
 - Logo on signage in the GG Ballroom to manage attendee traffic flow and provide directional assistance
 - Signage will be visible for the duration of the event
- **PPE Sponsor** [2 OF 2 AVAILABLE]
Opportunity to have branded face mask OR branded hand sanitizer included in conference carrier given out to all event attendees

CNA Member Exhibitor Booth »

- **\$7,500 (prior to December 10, 2021)** [AVAILABLE]
- **\$8,500 (regular, as of December 13, 2021)** [AVAILABLE]
 - One (1) eight-by-ten-foot booth in the GG Ballroom
 - Two (2) complimentary Full Conference registrations (includes booth staff)

CNA General Supporter »

- **\$3,500** [AVAILABLE]
 - Logo recognition on signage and on conference website
 - One (1) complimentary Full Conference registration

CNA Non-Member Exhibitor Booth »

- **\$11,000 (prior to December 10, 2021)** [AVAILABLE]
- **\$12,500 (regular, as of December 13, 2021)** [AVAILABLE]
 - One (1) eight-by-ten-foot booth in the GG Ballroom
 - Two (2) complimentary Full Conference registrations (includes booth staff)



KEY INFORMATION

Milestone Dates

First right of refusal deadline	December 10, 2021
Sponsorship opportunities open to general sale	December 13, 2021
Early bird booth price deadline	December 10, 2021
Deadline for inclusion in trade show passport	December 31, 2021
Payment in full deadline	December 31, 2021

Payment Terms

- A 50% deposit is due upon submitting the sponsorship application
- For first right of refusal applications, the deposit must be received by the Canadian Nuclear Association before December 13, 2021, or the opportunity will open for general sale
- The balance is due before December 31, 2021

Cancellation Policy

The sponsor/exhibitor agrees and understands that notification of intent to cancel sponsorship or exhibit must be provided in writing. Cancellation of sponsorship or exhibit within thirty days of signing the sponsorship agreement is subject to a 50% cancellation fee (i.e., 50% of the total agreement cost). Cancellation of sponsorship or exhibit within sixty days of signing the sponsorship agreement is subject to a 75% cancellation fee. No refunds will be granted, and the total agreement costs will be due, if cancellation occurs after January 23, 2022. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

Public Health Considerations

Given that we expect the COVID-19 pandemic to be ongoing during the 2022 CNA Conference and Trade Show, changes may be required to address public health challenges. As a result, all plans, commitments and agreements with respect to the event, including all of those described or referenced in this document, may be modified in CNA's sole discretion. While CNA will endeavour to provide as much notice as possible of changes, the evolving nature of the pandemic may limit our ability to do so. In particular, CNA reserves the right to limit capacities to the conference and tradeshow and make any other required adjustments.

All attendees to the 2022 CNA Conference and Trade Show must follow public health measures in place at that time (including but not limited to masking, handwashing, physical distancing, etc.) In addition, attendees must show proof of vaccination (as provided by their jurisdiction of residence) in order to gain access to the event. Failure to provide such certification is not grounds for refund of any fees paid.

CNA will consider exceptions to its mandatory vaccination policy on a case-by-case basis. Generally, accommodations will be considered only for potential attendees who face extraordinary health challenges and for whom all of the available COVID-19 vaccinations are contraindicated. Unequivocal medical information from the individual's treating physician will be required to support an accommodation request. CNA will give due consideration to all reasons cited for an exemption to this policy in accordance with human rights legislation.

CNA may be limited in its ability to accommodate those who are not vaccinated by the venue owners, government regulations and/or public health. Furthermore, if CNA determines that an accommodation is warranted, certain conditions may be imposed on the unvaccinated attendee by which other attendees are not bound. Such conditions may be necessary to minimize the risk of COVID-19 transmission created by the accommodation measure. Some conditions may be imposed by governmental authorities, like Public Health.

An unvaccinated individual considering attending the event should inquire about the accommodation process prior to confirming attendance. Requests should be made in writing directly to Jessica Clifford at cliffordj@cna.ca. The request must state the specific reason the individual seeks an accommodation, and any medical proof must be attached.

FLOOR PLAN



Please visit the CNA Conference website for the most up to date floor plan

SPONSORSHIP APPLICATION

NAME OF ORGANIZATION

I am pleased to confirm that _____ wishes to sponsor the 2022 Canadian Nuclear Association Conference and Trade Show. The details of our support commitment are as follows:

Please check appropriate boxes

CONFERENCE SPONSORSHIP

- | | |
|--|--|
| <input type="radio"/> Uranium Level Sponsor \$75,000 | <input type="radio"/> CNA General Supporter \$3,500 |
| <input type="radio"/> Platinum Level Sponsor \$50,000 | <input type="radio"/> CNA Member Exhibitor Booth \$7,500 (early bird) |
| <input type="radio"/> Diamond Level Sponsor \$30,000 | <input type="radio"/> CNA Member Exhibitor Booth \$8,500 (after Dec. 11, 2021) |
| <input type="radio"/> Gold Level Sponsor \$26,000 | <input type="radio"/> CNA Non-Member Exhibitor Booth \$11,000 (early bird) |
| <input type="radio"/> Silver Level Sponsor \$18,000 | <input type="radio"/> CNA Non-Member Exhibitor Booth \$12,500 (after Dec 11, 2021) |
| <input type="radio"/> Bronze Level Sponsor \$11,000 / \$15,000 | |

Total Conference Support: \$

Specific Sponsorship (Internet Cafés, Conference Security, etc.):

Please list Company Name as it should appear on printed materials
Do not use CAPITAL LETTERS unless your official name is all capitals

CONTACT INFORMATION

Company Name:

Exhibitor Contact:

Title:

Mailing Address:

City:

State/Prov.:

Zip/Postal Code:

Tel:

Email:

COMPANY LOGO

- ☐ New logo files attached ☐ We confirm that you can use the same logo used for CNA2021

New logos are to be provided in the following two file formats:

1. As a .png or .jpg file for electronic applications
2. As a high-resolution vector illustration for print production (e.g. .ai, .eps)

AUTHORIZATION

I am the authorized representative of the above-mentioned company with the full power and authority to sign and deliver this application. The company agrees to comply with all policies governing our support.

Total Conference Support	\$ _____
13% HST (#100769082RT0001)	\$ _____
TOTAL	\$ _____

This application will not be processed unless accompanied by payment as per the schedule above. Sponsor commitments will be negotiated on a "first-come, first-served" basis.

A statement of account will be issued with confirmation of your support commitment. Full payment, plus applicable taxes, is due and payable to "Canadian Nuclear Association" prior to the 2022 CNA Conference and Trade Show.

Name of Authorized Officer:	Title:
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Signature of Authorized Officer:

City:	Date:
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PAYMENT

Method of Payment ☐ Cheque ☐ Mastercard ☐ AMEX ☐ Visa ☐ Please invoice

Organization:

Card Holder:	Card Number:	CVC Number:
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Signature:	Expiry Date:
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Address:	Postal Code:
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Payment Terms

- A 50% deposit is due upon submitting the Sponsorship Application
- For first right of refusal applications, the deposit must be received by the Canadian Nuclear Association before December 13, 2021, or the opportunity will become open for general sale
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**Please return this application form
with your payment to:**

Canadian Nuclear Association

1500–275 Slater St.
Ottawa, ON K1P 5H9
Tel: (613) 237-4262

Sponsorship and Exhibit Inquiries:

Jessica Clifford

Membership and Project Manager
Canadian Nuclear Association
Email: sponsorship@cna.ca

ACCEPTANCE (APPLICABLE TO NON-CNA MEMBERS ONLY)

On behalf of the 2022 Canadian Nuclear Association Conference and Trade Show, I am the authorized representative with the full power and authority to sign and accept this application.

☐ This application is accepted

☐ This application is declined

Name of Authorized Representative:

Title:

Signature:

City:

Date:

(When signed by an Authorized Representative of CNA, a copy will be returned to the applicant).