

# cna2018



## **SPONSOR + EXHIBITOR**

OPPORTUNITIES

FEBRUARY 21 – 23, 2017  
WESTIN HOTEL | OTTAWA ON

# INTRODUCTION

The Canadian Nuclear Association Conference and Trade Show is the annual nuclear industry showcase. The theme of the 2018 Canadian Nuclear Association (CNA) Conference and Trade Show is Canada's Nuclear Advantage: The Next Generation.

Canada has the nuclear advantage. We have the tools, the technology, the people and the solutions to one of the world's most pressing problems: climate change. Governments and people are scrambling to figure out how we can swiftly, efficiently and with certainty de-carbonize our societies and get the clean and affordable energy we need for sustainable economic growth in the decades ahead.

Today's nuclear technology has proven the solution. Tomorrow's advanced nuclear technology will do even more to provide the power we need and want – not just to large urban centers, but also to remote, off-grid communities and those living in energy poverty. Think of what small and remote communities could achieve with clean water, health, and food security – if they had unlimited clean heat and electricity. Nuclear can make that possible. Think of mining and oil sands sites – where it's possible for these locations to be powered by small nuclear.

Nuclear technology contributes to nine of the United Nations 17 Sustainable Development Goals. Think of what advanced Canadian nuclear reactors, developed and built by young Canadians, can give to the world. Imagine! It's within our grasp. This is what CNA2018 is all about. This is Canada's Nuclear Advantage. This is the Next Generation. Come and be a part of it!

# WHO ATTENDS?

In 2017, we hosted an audience of over 750 individuals 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 came in 2017:



240 Senior Executives



110 Government Officials



58 International Delegates



Minister of Natural Resources, Jim Carr  
(Delivering the 2017 Opening Address)

# ⚡ SPONSORSHIP OPPORTUNITIES

⚡ available ⚡ sold

LEVEL	OPPORTUNITY	MEMBER VALUE	SPONSOR
<b>URANIUM</b>	Opening reception	<b>\$75,000</b>	⚡ sold
<b>PLATINUM</b>	Thursday lunch	<b>\$50,000</b>	⚡ sold
<b>DIAMOND</b>	Thursday trade show reception	<b>\$30,000</b>	⚡ available
<b>GOLD</b>	Conference carrier		⚡ sold
	Conference facilities and wifi		⚡ available
	Thursday breakfast		⚡ sold
	Friday breakfast		⚡ sold
	Friday lunch	<b>\$26,000</b>	⚡ sold
	Internet cafes		⚡ sold
	Mobile application		⚡ sold
	Student participation program (2)		⚡⚡ 1 of 2 available
<b>SILVER</b>	Career advisory program		⚡ sold
	CNA workshops (2)		⚡ available
	Conference lanyard branding		⚡ sold
	Hotel key card branding		⚡ sold
	Master of ceremonies	<b>\$16,000</b>	⚡ available
	Thursday morning networking break		⚡ sold
	Thursday afternoon networking break		⚡ sold
	Friday morning networking break		⚡ available
	Water stations and branded collapsible bottle		⚡ sold
Conference USB flash drive		⚡ sold	
<b>BRONZE</b>	Conference coat check		⚡ sold
	Conference photography		⚡ sold
	Conference promotional item (SWAG)	<b>\$9,000</b> (Member)	⚡ sold
	Conference registration		⚡ sold
	Conference security	<b>\$12,500</b> (Non-member)	⚡ sold
	Charging stations		⚡ sold
	Wednesday trade show refreshments		⚡ sold
<b>CNA MEMBER EXHIBIT BOOTH</b>		<b>\$7,000</b> (price after Sept. 30)	⚡ available
<b>CNA NON-MEMBER EXHIBIT BOOTH</b>		<b>\$11,000</b> (price after Sept. 30)	⚡ available
<b>CNA GENERAL SUPPORTER</b>		<b>\$3,500</b>	⚡ available

## SPONSORSHIP OPPORTUNITIES

All sponsors and exhibitors of the 2017 Canadian Nuclear Association Conference and Trade Show will receive the following features, in addition to items described in specific packages:

- All sponsors and exhibitors will have participation announced through social media platforms upon confirmation
- All sponsors and exhibitors who have paid in full by December 4, 2017 will be featured as locations to visit in the CNA passport

### URANIUM » \$75,000

The uranium level sponsorship is the CNA conference and trade show's exclusive sponsorship opportunity. It is associated with the opening reception, the conference's premier networking event.

#### **Opening Reception on February 22 – SOLD**

The opening reception has been one of the highlights of the conference in the past, and many sponsors have enjoyed great visibility through it. The uranium sponsor will also receive these benefits:

- Opportunity to have corporate name associated with opening reception and to introduce a Thursday morning plenary speaker
- Up to two pairs of adjoining eight by ten foot booths in the Confederation Foyer (booths 105/106 and 116/117)
- Twelve complimentary full conference registrations (which includes booth staff)
- Up to two career fair booths in the Governor General Ballroom
- Opportunity to have access to private meeting rooms for staff on a first-come first-serve basis
- Logo recognition on signage, in conference materials and on conference website
- Logo recognition on back page of trade show passport



## PLATINUM » \$50,000

The platinum level sponsorship offers CNA conference sponsors the opportunity to achieve a high degree of visibility before, during, and after the conference by way of one of the opportunities outlined below. One platinum level sponsorship is available for the 2017 CNA Conference and Trade Show as the Thursday lunch sponsor.

The platinum sponsor of the 2017 Canadian Nuclear Association conference and trade show will also receive the following benefits, in addition to items described in each specific package:

### **Thursday, February 23 Lunch – SOLD**

- Two adjoining eight by ten foot booths in the Confederation Foyer (booths 102/103)
- One career fair booth in the Governor General Ballroom
- Ten complimentary full conference registrations (which includes booth staff)
- Opportunity to have access to private meeting rooms for staff on a first-come first-serve basis
- Logo recognition on signage, in conference materials and on conference website
- Opportunity to introduce the Thursday lunch keynote speaker



## DIAMOND » \$30,000

The diamond level sponsorship offers CNA Conference sponsors a variety of benefits from ongoing networking opportunities with industry leaders to opportunities to put your brand identity in front of participants. Three diamond level sponsorships are available for the 2017 CNA conference and trade show.

Diamond sponsors of the 2017 Canadian Nuclear Association Conference and Trade Show will also receive the following features, in addition to other items described in each specific package:

- One eight by ten foot booth in the Confederation Foyer (Booth 104, 112, or 116)
- One career fair booth in the Governor General Ballroom
- Seven complimentary full conference registrations (which includes booth staff)
- Opportunity to have access to private meeting rooms for staff on a first-come first-serve basis
- Logo recognition on signage, in conference materials and on conference website

### **Thursday Career Fair and Trade Show Reception – AVAILABLE**

- Opportunity to introduce a plenary speaker or session, to be determined by CNA
- Opportunity to participate in CNA passport 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. All seven of these options have been very popular opportunities in the past and we are delighted to continue offering them in 2017.

Gold sponsors of the 2017 Canadian Nuclear Association Conference and Trade Show will each receive the following features, in addition to items described in specific packages:

- One eight by ten foot booth in the Confederation Foyer (Booth 107, 108, 109, 110, 111, 115, 117, 118 or 119)
- Five complimentary full conference registrations (which includes booth staff)
- Logo recognition on signage, in conference materials and on conference website
- Opportunity to purchase a career fair booth for a discounted rate of \$250 (CNA members only & subject to availability)

### **⚡ Conference Carrier – SOLD**

- Corporate logo printed on item for conference materials

### **⚡ Conference Facilities and Wifi – AVAILABLE**

- Attendees will be delivered to your corporate website upon wifi login

### **⚡ Thursday, February 23 Breakfast – SOLD**

- Opportunity to introduce the Thursday breakfast keynote speaker

### **⚡ Friday, February 24 Breakfast – SOLD**

- Opportunity to introduce the Friday breakfast keynote speaker

### **⚡ Friday, February 23 Lunch – SOLD**

- Corporate logo to be shown on screen during lunch, and mention from MC

### **⚡ Internet Cafés – SOLD**

- Your corporate website will be set as the default home page

### **⚡ Mobile App – SOLD**

- Logo placement in key areas of the active app screen

### **⚡ Student Participation Program – 1 OF 2 AVAILABLE**

- Recognition as sponsor of career development seminar
- Priority location for career fair booth in the Governor General Ballroom
- Opportunity to speak at the Wednesday Student career development seminar

## SILVER » \$16,000

The silver level sponsorships offer a wide range of options for promoting your brand at the 2017 CNA Conference and Trade Show. From frequent-access logo items like the official conference lanyards to specific high-profile on-site events, 2017 silver level sponsors are certain to receive excellent benefits for their investment.

Silver sponsors of the 2017 Canadian Nuclear Association Conference and Trade Show will receive the following features, in addition to items described in specific packages:

- One six by ten foot booth in the fourth Floor Escalator Foyer (Booths 201 to 210)
- Three complimentary full conference registrations (which includes booth staff)
- Logo recognition on signage, in conference materials and on conference website
- Opportunity to purchase a career fair booth for a discounted rate of \$500 (CNA members only & subject to availability)

### **Career Advisory Program – SOLD**

- Opportunity to provide an executive for the career development seminar
- Opportunity to provide a resume review service

### **CNA Workshops – 2 AVAILABLE**

- Opportunity to provide brief introductory remarks at the applicable workshop with signage outside the room (choice of communications or regulatory workshops)

### **Conference Lanyard Branding – SOLD**

### **Hotel Keycard Branding – SOLD**

### **Master of Ceremonies – AVAILABLE**

### **Thursday, February 23 Morning Networking Break – SOLD**

### **Thursday, February 23 Afternoon Networking Break – SOLD**

### **Friday, February 24 Morning Networking Break – AVAILABLE**

### **Water Stations & Branded Collapsible Bottle – SOLD**

- Corporate logo placement at water stations and on a collapsible water bottle which will be distributed to each participant through registration

### **Conference USB Flash Drive – SOLD**

- Opportunity to include logo and corporate information on the flash drive

## BRONZE » \$9,000 (Member) » \$12,500 (Non-Member)

The bronze level sponsorship offers CNA conference sponsors an excellent opportunity to have their brand noticed at the conference. Each of these opportunities is an essential component of the CNA Conference and Trade Show, and in appreciation for their support, bronze level sponsors will receive recognition during the conference.

Bronze sponsors of the 2017 Canadian Nuclear Association Conference and Trade Show will receive the following features, in addition to items described in specific packages:

- One eight by ten foot booth in the Governor General Ballroom (Booths 302 to 308, 313, 319 or 321)
- Two complimentary full conference registrations (which includes booth staff)
- Name recognition on signage, in conference materials and on conference website
- Opportunity to purchase a career fair booth for a discounted rate of \$1,000 (CNA members only & subject to availability)

### ⚡ Conference Coat Check – SOLD

### ⚡ Conference Photography – SOLD

- Sponsor will receive an electronic copy of the conference and trade show photographs

### ⚡ Conference Promotional Item (SWAG) – SOLD

- Item will include your logo and will be distributed to all delegates at registration

### ⚡ Conference Registration – SOLD

### ⚡ Conference Security – SOLD

### ⚡ Charging Stations – SOLD

- Sponsorship includes two cell phone charging stations placed appropriately with logo branding

### ⚡ Wednesday, February 22 Trade Show Refreshments – SOLD

## CNA Member Exhibitor Booth »

**\$6,500 (prior to September 30, 2017)**

**\$7,000 (regular, as of September 30, 2017)**

- One eight by ten foot booth in the Governor General Ballroom
- Two complimentary full conference registrations (which includes booth staff)

## CNA Non-Member Exhibitor Booth »

**\$10,500 (prior to September 30, 2017)**

**\$11,000 (regular, as of September 30, 2017)**

- One eight by ten foot booth in the Governor General Ballroom
- Two complimentary full conference registrations (which includes booth staff)

## CNA General Supporter »

**\$3,500**

- Name recognition on signage, in conference materials and on conference website
- One complimentary full conference registration

## KEY INFORMATION

### Milestone Dates

First right of refusal period:	February 27 to September 1, 2017
First right of refusal payment deadline:	September 1, 2017
On-line participant registration opens:	August 31, 2017
Sponsorship opportunities open to general sale:	September 1, 2017
Earlybird booth price deadline:	September 30, 2017
Deadline for inclusion in trade show passport:	December 4, 2017
Payment in full deadline:	December 4, 2017

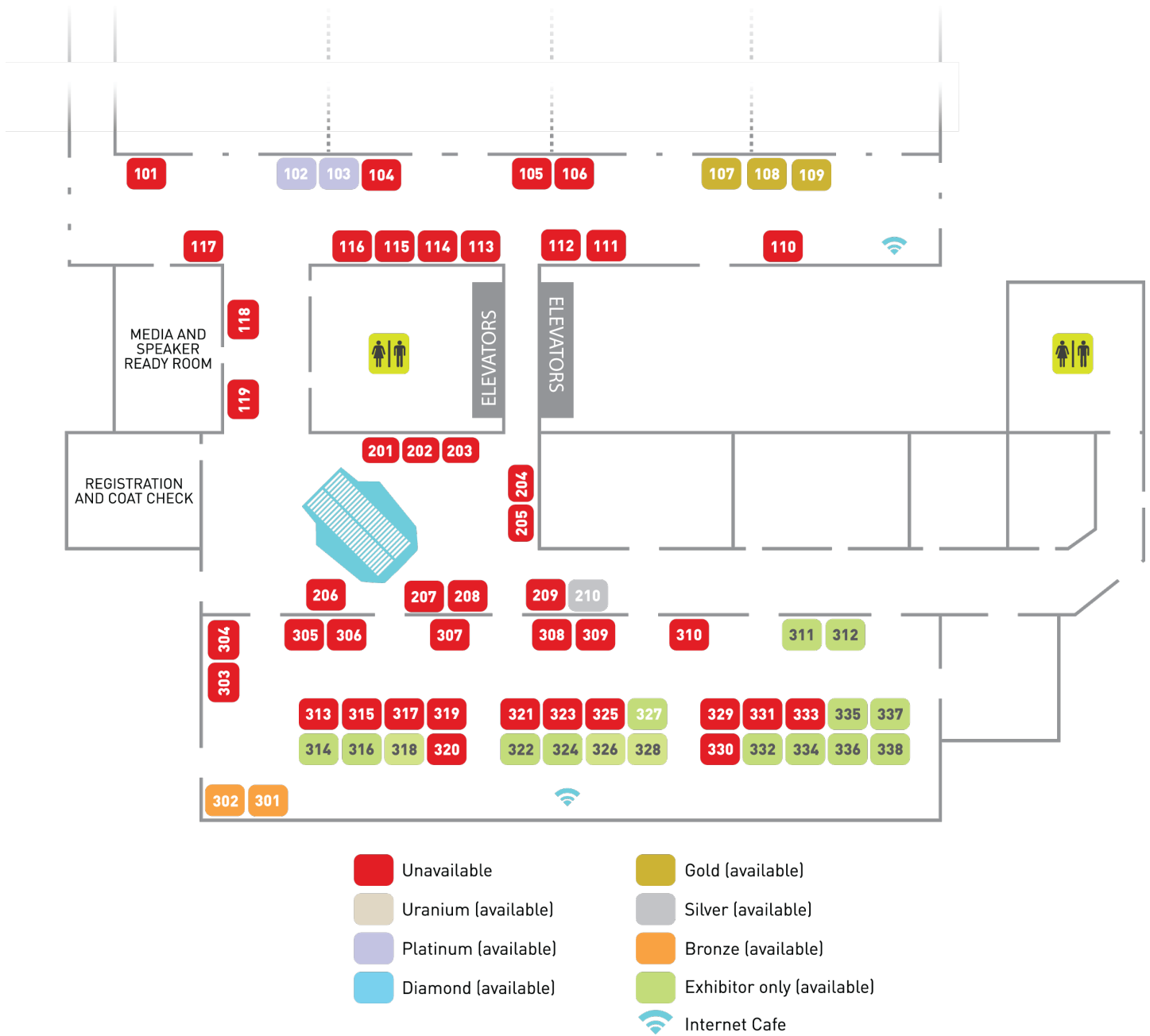
### Payment Terms

- 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 August 31, 2017 or the opportunity, will open for general sale
- The balance is due before December 4, 2017

### 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 December 4, 2017. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

# FLOOR PLAN



# SPONSORSHIP APPLICATION

NAME OF ORGANIZATION

I am pleased to confirm that \_\_\_\_\_ wishes to sponsor the 2017 Canadian Nuclear Association Conference and Trade Show. The details of our support commitment are as follows:

Please check appropriate boxes.

## CONFERENCE SPONSORSHIP

- |  |   |
|--|---|
| <input type="checkbox"/> Uranium Level Sponsor \$100,000 | <input type="checkbox"/> CNA General Supporter \$3,500                                  |
| <input type="checkbox"/> Platinum Level Sponsor \$50,000 | <input type="checkbox"/> CNA Member Exhibitor Booth \$6,500 (early bird)                |
| <input type="checkbox"/> Diamond Level Sponsor \$30,000  | <input type="checkbox"/> CNA Member Exhibitor Booth \$7,000 (after Sept. 30, 2017)      |
| <input type="checkbox"/> Gold Level Sponsor \$26,000     | <input type="checkbox"/> Non-CNA Member Exhibitor Booth \$10,500 (early bird)           |
| <input type="checkbox"/> Silver Level Sponsor \$16,000   | <input type="checkbox"/> Non-CNA Member Exhibitor Booth \$11,000 (after Sept. 30, 2017) |
| <input type="checkbox"/> Bronze Level Sponsor \$9,000    |   |

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:	Fax:	Email:

## 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 full payment. 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".

Name of Authorized Officer:	Title:
Signature of Authorized Officer:	
City:	Date:

## PAYMENT

Method of Payment	<input type="checkbox"/> Cheque	<input type="checkbox"/> Mastercard	<input type="checkbox"/> AMEX	<input type="checkbox"/> Visa	<input type="checkbox"/> Please invoice
Organization:					
Card Holder:			Card Number:		
Signature:			Expiry Date:		

### 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 April 30, 2017 or the opportunity will become open for general sale
- The balance is due before December 4, 2017

### 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 December 4, 2017. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

<p><b>Please return this application form with your payment to:</b></p> <p>Attn.: Marie-Danielle Davis          Canadian Nuclear Association          130 Albert Street, Suite 1610          Ottawa, Ontario          K1P 5G4          Tel: 613-237-4262          Fax: 613-237-0989</p>	<p><b>Sponsorship and Exhibit Inquiries:</b></p> <p>Marie-Danielle Davis          Director of Member Services and Corporate Secretary          Canadian Nuclear Association          Tel: 613-237-4262 x 102          Email: davism@cna.ca</p>
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**ACCEPTANCE (applicable to Non-CNA Members only)**

On behalf of the 2017 Canadian Nuclear Association Conference and Trade Show, I am the authorized representative with the full power and authority to sign and accept this application.

<input type="checkbox"/> This application is accepted.	<input type="checkbox"/> 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).