

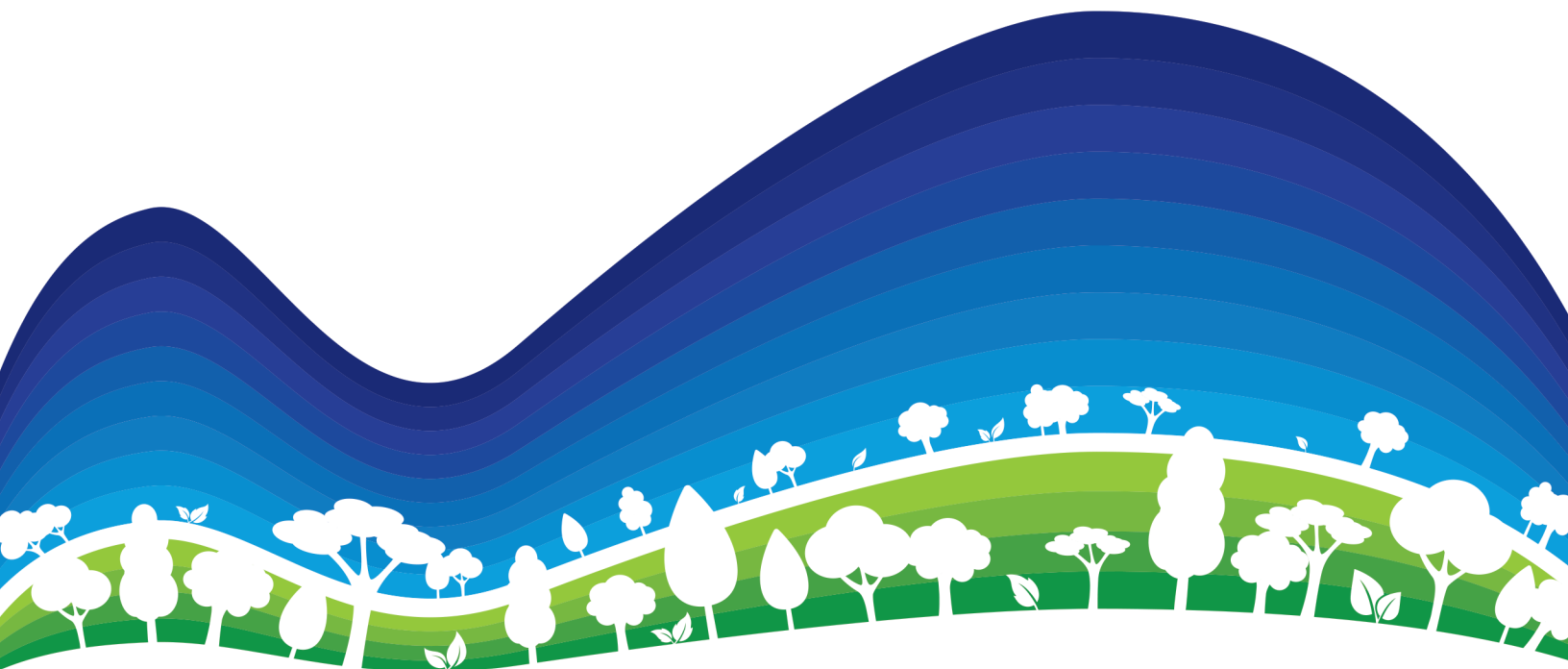
# cna2020



## SPONSOR + EXHIBITOR

OPPORTUNITIES

FEBRUARY 26 > 28, 2020  
WESTIN HOTEL | OTTAWA ON



## INTRODUCTION

The Canadian Nuclear Association Conference and Trade Show is the annual nuclear industry showcase. The theme of the 2020 Canadian Nuclear Association (CNA) Conference and Trade Show is Nuclear Now: Achieving our clean energy future.

The global fight to tackle climate change and save the planet is at a critical juncture. That is why Canada's nuclear industry must act now to help achieve our clean energy future. To transform electricity systems around the world, we will need every proven clean energy solution available. This includes recognizing the indispensable role Canada's nuclear industry will play in decarbonizing global economies through clean electrification. Join us in Ottawa in February 2020 as we look at the way forward.

## WHO ATTENDS?

In 2019, we hosted an audience of over 830 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 2019:



**240 Senior Executives**



**102 Elected Officials**



**56 International Delegates**



**Parliamentary Secretary to the Minister of Natural Resources, Paul Lefebvre  
(Delivering the 2019 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		● available
	Friday Breakfast	<b>\$26,000</b>	● sold
	Friday Lunch		● sold
	Internet Cafés		● available
	Mobile Application		● available
	Student Participation Program		●● one of two available
<b>SILVER</b>	Career Advisory Program		● available
	Cna Seminars		● three of three available
	Conference Lanyards		● sold
	Hotel Keycard Branding		● sold
	Master of Ceremonies		● available
	Espresso Bar	<b>\$16,000</b>	● available
	Water Stations		● available
	Friday Morning Networking Break		● available
	Thursday Morning Networking Break		● sold
	Thursday Afternoon Networking Break		● sold
	Conference USB Flash Drives		● sold
	Conference Social Wall		● available
	<b>BRONZE</b>	Conference Coat Check	
Conference Photography		<b>\$9,000</b> (Member)	● available
Pocket Program			● available
Conference Registration		<b>\$12,500</b> (Non-member)	● sold
Conference Security			● sold
Charging Stations			● sold
Wednesday Trade Show Refreshments		● sold	
<b>CNA MEMBER EXHIBIT BOOTH</b>		<b>\$7,000</b> (price after Sept. 27)	● available
<b>CNA NON-MEMBER EXHIBIT BOOTH</b>		<b>\$11,000</b> (price after Sept. 27)	● available
<b>CNA GENERAL SUPPORTER</b>		<b>\$3,500</b>	● available

## SPONSORSHIP OPPORTUNITIES

All sponsors and exhibitors of the 2020 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, 2019 will be featured as locations to visit in the CNA program

### 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.

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:

#### ● **Opening Reception on February 27** [SOLD]

- 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
- 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



## PLATINUM » \$50,000

The platinum level sponsorship offers the opportunity to achieve a high degree of visibility before, during, and post conference by way of the benefits outlined below. One platinum level sponsorship is available for the 2020 CNA Conference and Trade Show as the Thursday lunch sponsor.

The platinum sponsor will receive the following benefits:

- **Thursday, February 28 Lunch [SOLD]**

- Two adjoining eight by ten foot booths in the Confederation Foyer
- 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 a variety of benefits including: networking opportunities with industry leaders at the Trade Show Reception and putting your brand in front of all event participants. One diamond level sponsorship is available for the 2020 CNA Conference and Trade Show.

The diamond sponsor will receive the following benefits:

● **Thursday Career Fair and Trade Show Reception** [AVAILABLE]

- One eight by ten foot booth in the Confederation Foyer
- 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
- Opportunity to introduce a plenary speaker or session, to be determined by CNA



## 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 gold level sponsorships have been very popular in the past and we are delighted to continue offering them to you at the 2020 Canadian Nuclear Association Conference and Trade Show.

Gold sponsors will receive the following benefits, in addition to the items described in their opportunity of choice:

- One eight by ten foot booth in the Confederation Foyer
- Five complimentary full conference registrations (which includes booth staff)
- Logo recognition on signage, in conference materials and on conference website
  
- **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 28 Breakfast** [AVAILABLE]
  - Opportunity to introduce the Thursday breakfast keynote speaker
- **Friday, March 1 Breakfast** [SOLD]
  - Opportunity to introduce the Friday breakfast keynote speaker
- **Friday, March 1 Lunch** [SOLD]
  - Opportunity to introduce the Thursday breakfast keynote speaker
- **Internet Cafés** [AVAILABLE]
  - Your corporate website will be set as the default home page
- **Mobile App** [AVAILABLE]
  - 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 2020 CNA Conference and Trade Show. From branded items like the official event lanyards to high-profile on-site workshops, the silver level sponsors are certain to receive excellent benefits for their investment at the 2020 Canadian Nuclear Association Conference and Trade Show.

Silver sponsors will receive the following benefits, in addition to the items described in their opportunity of choice:

- One six by ten foot booth in the Fourth Floor Escalator Foyer
- Three complimentary full conference registrations (which includes booth staff)
- Logo recognition on signage, in conference materials and on conference website
- **Career Advisory Program** [AVAILABLE]
  - Opportunity to provide an executive for the career development seminar
  - Opportunity to provide a resume review service
- **CNA Seminars** [3 of 3 AVAILABLE]
  - Opportunity to provide brief introductory remarks at the application workshop with signage outside the room (choice of public affairs, regulatory or SMR sessions)
- **Conference Lanyard Branding** [SOLD]
- **Hotel Keycard Branding** [SOLD]
- **Master of Ceremonies** [AVAILABLE]
- **Espresso Bar** [AVAILABLE]
- **Thursday, February 27 Morning Networking Break** [SOLD]
- **Thursday, February 27 Afternoon Networking Break** [SOLD]
- **Friday, February 28 Morning Networking Break** [AVAILABLE]
- **Water Stations** [AVAILABLE]
  - Corporate logo placement at water stations which are available throughout the event
- **Conference USB Flash Drive** [SOLD]
  - Opportunity to include logo and corporate information on the flash drive
- **Conference Social Wall** [AVAILABLE]
  - Opportunity to show company branded content within #CNA2020 social media tweets, shown on a large screen in a prominent location

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

The bronze level sponsorships offers excellent opportunities to have your brand noticed. From the coat check sponsorship to the event security, each of these opportunities is an essential component of the 2020 CNA Conference and Trade Show.

Bronze sponsors will receive the following benefits, in addition to the items described in their opportunity of choice:

- One eight by ten foot booth in the Governor General Ballroom (Booths 302 to 308, 313, 314, or 319)
- Two complimentary full conference registrations (which includes booth staff)
- Name recognition on signage, in conference materials and on conference website
  
- **Conference Coat Check** [SOLD]
- **Conference Photography** [AVAILABLE]
  - Sponsor will receive an electronic copy of the conference and trade show photographs
- **Pocket Program Sponsor** [AVAILABLE]
  - Sponsor will receive logo recognition on back page of pocket program distributed to all participants
- **Conference Registration** [SOLD]
- **Conference Security** [SOLD]
- **Charging Stations** [SOLD]
  - Sponsorship includes two cell phone charging stations placed appropriately with logo branding
- **Wednesday, February 26 Trade Show Refreshments** [SOLD]

## CNA Member Exhibitor Booth >>

**\$6,500 (prior to September 27, 2019)**

**\$7,000 (regular, as of September 28, 2019)**

- 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 27, 2019)**

**\$11,000 (regular, as of September 28, 2019)**

- 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 26 to September 2, 2019
First right of refusal payment deadline:	September 2, 2019
Sponsorship opportunities open to general sale:	August 30, 2019
Earlybird booth price deadline:	September 27, 2019
Deadline for inclusion in trade show passport:	December 4, 2019
Payment in full deadline:	December 4, 2019

### 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 30, 2019 or the opportunity, will open for general sale
- The balance is due before December 4, 2019

### 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, 2019. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

# FLOOR PLAN



-  Sold
-  Gold (available)
-  Uranium (available)
-  Silver (available)
-  Platinum (available)
-  Bronze (available)
-  Diamond (available)
-  Exhibitor only (available)
-  Internet Cafe

# SPONSORSHIP APPLICATION

NAME OF ORGANIZATION \_\_\_\_\_

I am pleased to confirm that \_\_\_\_\_ wishes to sponsor the 2020 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 \$75,000	<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. 27, 2019)
<input type="checkbox"/> Gold Level Sponsor \$26,000	<input type="checkbox"/> CNA Non-Member Exhibitor Booth \$10,500 (early bird)
<input type="checkbox"/> Silver Level Sponsor \$16,000	<input type="checkbox"/> CNA Non-Member Exhibitor Booth \$11,000 (after Sept. 27, 2019)
<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: _____

COMPANY LOGO	
<input type="checkbox"/> New logo files attached	<input type="checkbox"/> We confirm that you can use the same logo used for CNA2019

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 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" prior to the 2020 CNA Conference and Trade Show.

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:		CVC Number:	
Signature:		Expiry Date:			
Address:		Postal Code:			

### 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, 2019 or the opportunity will become open for general sale
- The balance is due before December 4, 2019

### 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, 2019. 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>Canadian Nuclear Association          1610-130 Albert St.          Ottawa ON K1P 5G4          Tel: 613 237 4262</p>	<p><b>Sponsorship and Exhibit Inquiries:</b></p> <p>Jessica Clifford          Membership and Project Manager          Canadian Nuclear Association          Tel: 613-701-8972          Email: sponsorship@cna.ca</p>
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<b>ACCEPTANCE (applicable to Non-CNA Members only)</b>	
<p>On behalf of the 2020 Canadian Nuclear Association Conference and Trade Show, I am the authorized representative with the full power and authority to sign and accept this application.</p>	
<input type="checkbox"/> This application is accepted.	<input type="checkbox"/> This application is declined.
<p>Name of Authorized Representative:</p>	
<p>Title:</p>	<p>Signature:</p>
<p>City:</p>	<p>Date:</p>

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