

cna2021

LEADING INNOVATIONS
TO ACHIEVE A NET-ZERO WORLD

VIRTUAL

september 15 › 17

SPONSOR + EXHIBITOR

OPPORTUNITIES

SEPTEMBER 15 › 17, 2021



INTRODUCTION

The Canadian Nuclear Association Conference and Trade Show is the annual nuclear industry showcase. This year's theme is CNA2021: Leading Innovations to Achieve a Net-zero World.

Canada's goal of net-zero emissions by 2050 can only be met with innovative advances in clean energy production. The nuclear industry is poised to play a leading role in transforming energy systems around the world, with small modular reactors (SMRs), advances in hydrogen and isotopes, and other innovations. This year's Annual Conference and Trade Show explores the leading-edge projects and technologies that promise to make Canada's nuclear industry an indispensable part of our clean energy future.

COVID UPDATE

Due to the COVID-19 pandemic and its ongoing challenges in Canada and around the world, the CNA's annual Conference and Trade Show will be held virtually this September 15-17, 2021.

The health and safety of all participants is our top priority and has guided our planning for this decision. We will miss the opportunity to meet you in person, but we look forward to connecting in new ways at this year's event.

The great part about CNA going virtual is that you can expect insightful discussions featuring speakers from all over the world, a wider variety of sessions and topics to choose from, and a program that caters to your business day in this "new normal." It also means a wider audience reach, a lower carbon footprint event, data-driven insights and programming, and a low barrier to entry.

We can promise that CNA2021 is an event you will want to add to your calendar and won't skip for another Zoom meeting! When is the last time you watched just one screen?

ADVANTAGES OF VIRTUAL



Low barrier
to entry



Increased
audience reach



Easier for
attendees



Multiple
cost-savings



Low carbon
footprint



Honest
feedback



Data-driven
insights



Reusable
content

WHO ATTENDS?

In 2020, we hosted an audience of over 850 individuals from within and outside Canada's nuclear industry. The high profile of our delegates makes the CNA Conference an excellent value to showcase your business. Here's a quick shot of who came in 2020.



245 Senior Executives



104 Elected Officials



**55 International
Delegates**



**Minister of Natural Resources,
The Honourable Seamus O'Regan
(Delivering the 2020
Opening Address)**

SPONSORSHIP AT A GLANCE

● available ● sold

Thank you for your interest in sponsoring the 2021 Canadian Nuclear Association Virtual Conference and Trade Show. Below is a high-level overview of the deliverables for each sponsorship level. Note that whichever level you choose you 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.

	GENERATOR	TERAWATT	GIGAWATT	MEGAWATT	KILOWATT
	Members Only			Members and Non-Members	
COST	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000
EXCLUSIVITY & OPPORTUNITIES	● 0/3 available	● 1/4 available	● 1/5 available	● 2/7 available	● 6/9 available
COMPLIMENTARY REGISTRATIONS	25	12	6	3	1
BOOTH	Enhanced booth assignment. Includes: • All Terawatt features plus; • Three assigned booth attendants	Enhanced booth assignment. Includes: • All Gigawatt features plus; • Two assigned booth attendants	Enhanced booth assignment. Includes: • All Megawatt features plus; • Two assigned booth attendants • Ability to video chat with attendees within booth • Live lead retrieval	Standard booth assignment. Includes: • Company listing w/ logo • Dedicated virtual environment within the platform • Company info • Ability to include contact information, weblink, downloadable files • Ability to feature a video asset • Text chat w/ attendees within booth <i>Upgrade to an enhanced booth for \$500</i>	No booth. <i>Upgrade to a standard virtual exhibit booth for \$500 or to an enhanced booth for \$1,000</i>
<i>Please note that booth attendants do not count towards complimentary registration allotment.</i>					
LOGO PLACEMENT ON:					
Event website (pre-registration)	✓	✓	x	x	x
Virtual event portal login page	✓	x	x	x	x
Virtual event lobby page (once logged in)	✓	✓	x	x	x
VIDEO INFOMERCIAL TO BE PLAYED AS PRE-ROLL (Video to be provided by sponsor organization)	Priority Keynote	Other Keynote	Priority Concurrent Session	x	x
SOCIAL MEDIA RECOGNITION	✓	✓	✓	✓	✓
LOGO ON VIRTUAL STAGE	✓	✓	x	x	x
PLATFORM BANNER AD	✓	✓	x	x	x
HOSTED NETWORKING ROOM	✓	✓	x	x	x



SPONSORSHIP AT A GLANCE CONT.

● available
 ● sold

	GENERATOR	TERAWATT	GIGAWATT	MEGAWATT	KILOWATT
	Members Only			Members and Non-Members	
COST	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000
"BROADCAST" ANNOUNCEMENTS INSIDE PLATFORM To promote organization and/or direct attendees to an exhibitor booth or sponsored session	✓	✓	✓	x	x
ONE (1) ITEM IN DELEGATE BOX MAILER (Sent pre-event to first 250 attendees registered). Item to be supplied by sponsor organization	✓	✓	✓	✓	✓
ANALYTICS REPORT ON VIRTUAL EXHIBIT BOOTH (Virtual booth attendance, chat data, lead retrieval information)	Accessible in real time	Accessible in real time	Accessible in real time	Not applicable	Not applicable
DELEGATE LIST SUPPLIED (CASL compliant)	Provided once pre/post-event	Provided once pre/post-event	Provided once post-event	Provided once post-event	Not provided
CUSTOMIZED POST-EVENT REPORT (Details on sponsored events, social media posts, sessions, Attendee feedback etc.)	✓	✓	Not provided	Not provided	Not provided
OPPORTUNITY TO INCLUDE PRIZES Which will be used to engage attendees and encourage actions and behaviours within the virtual environment.	✓	✓	✓	✓	✓
EMAIL COMMUNICATION LOGO FEATURED ON:					
Welcome email (sent to all registrants pre-event)	✓	x	x	x	x
Thank you email (sent to all attendees post-event)	✓	✓	✓	✓	✓
GUEST BLOG ON TALKNUCLEAR PRE-EVENT	✓	✓	x	x	x

SPONSORSHIP OPPORTUNITIES

GENERATOR » \$35,000

Generator is the premium sponsorship level of the 2021 Canadian Nuclear Association Virtual Conference and Trade Show, with only two (2) opportunities available. Generator sponsors will have a choice to sponsor one of the following:

● Welcome Reception (hosted in AirMeet) [SOLD]

In addition to the deliverables noted on pages 4-5, sponsor will benefit from:

- Opportunity to have your corporate name associated with the Welcome Reception
- Representative from sponsor organization to introduce a plenary speaker on Wednesday, September 15, 2021
- Exclusive sponsor of the Welcome Reception event
- Welcome Reception entertainment
- Logo and branding on Welcome Reception platform

● Luncheon Sponsor (hosted in AirMeet) [SOLD]

In addition to the deliverables noted on pages 4-5, sponsor will benefit from:

- Opportunity to have your corporate name associated with the Thursday Lunch
- Representative from sponsor organization to introduce a plenary speaker on Thursday, September 16, 2021
- Lunch session will be preceded by an interactive chef demonstration
- Co-branded (CNA and sponsor organization) recipe card will be sent to all attendees. Will include: recipe and ingredients list*. *N.B. Attendees to provide own ingredients*
- Logo and branding on Luncheon platform

● Friday Luncheon Sponsor (hosted in AirMeet) [SOLD]

In addition to the deliverables noted on pages 4-5, sponsor will benefit from:

- Opportunity to have your corporate name associated with the Friday lunch
- Opportunity to have your corporate name associated with a \$15 Uber Eats discount code for each participant to order their lunch
- Logo and branding on the Friday Luncheon platform
- Push notification with your branding to all participants, Friday morning, to remind attendees to pre-order their lunch ahead of the final networking session in Airmeet

TERAWATT » \$25,000

Terawatt-level sponsorship offers the opportunity to achieve a high degree of visibility before, during, and post-conference. With four (4) opportunities available, Terawatt-level sponsors will have a choice to sponsor one of the following:

● **Delegate Box Mailer [SOLD]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Corporate logo included on delegate box mailer (think of a conference carrier / swag bag, this is the same but tailored to meet the needs of a virtual event). Mailer will be sent to the first 250 conference registrants. Target delivery date is September 13, 2021 pre-event
- Attendees who are not one of the first 250 registrants have the option to upgrade their registration to receive the delegate box mailer

● **Live Illustration [AVAILABLE]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Live illustration of up to six (6) prominent sessions throughout the conference
- CNA will engage a graphic recorder who will create visuals to help illustrate session topics and themes of discussion. This is a creative and unique way to engage audience members and to be a part of something that will live beyond the conference:
 - » artwork will be shared with attendees post-event
 - » artwork can be used to amplify the themes of the session with stakeholders and non-industry members
- This session enhancement and the sponsor organization will be highlighted in session description on the conference platform
- All graphic illustrations will be watermarked with "Powered by *Sponsor Organization Name/Logo*"

● **Closed Captioning [SOLD]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Associating your corporate brand with accessibility and inclusivity. CNA will be offering attendees the enhanced feature of closed captioning for select sessions throughout the conference (up to four (4) sessions)
- This session feature and the sponsor organization will be highlighted in the session description on the conference platform

● **Sponsored Happy Hour / Reception [SOLD]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to have your corporate name associated with the Thursday Happy Hour / Reception event
- Sponsor organization will have the opportunity to work collaboratively with the CNA to select a source of entertainment to accompany this event (for example: DJ, Comedian, Mixologist, Wine Tasting / Sommelier)

GIGAWATT » \$15,000

Gigawatt-level sponsorship offers a variety of benefits, including educating the next generation of the nuclear industry and supporting student attendance at the conference. With five (5) opportunities available, the Gigawatt sponsors will have a choice to sponsor one of the following:

● **Virtual Site/Facility Tour [SOLD]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to take attendees on a 15-minute (max) virtual tour of your facility. Tour to be pre-recorded (by sponsor organization) and supplied to CNA pre-event
- This content piece will have a dedicated place on the virtual platform and will be accessible to attendees asynchronously, throughout the duration of the conference

● **Student Program [SOLD]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- The unique opportunity to welcome and network with the next generation of the Canadian nuclear industry. The sponsors of this opportunity will make it possible for 100 students to attend the conference compliments of the sponsoring organizations
- Student attendees to be “tagged” as part of the student program and associated with the sponsored organization
- Built-in match-making functionality to be leveraged to increase the sponsor organization’s ability to connect and develop meaningful conversations with student attendees throughout the duration of the conference

● **Career Advisory Program - Resume Review and Student Panel [SOLD]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Recognition as sponsor of the career advisory program
- Opportunity to provide an executive for the career development seminar
- Opportunity to provide a resume review service

● **Pre-Event “Open House” Host [AVAILABLE]**

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to have your corporate name associated with the pre-event “open house” where all registrants will be invited to explore and experience the virtual platform ahead of the event (date to be confirmed)
- Opportunity for sponsor organization to welcome guests, or provide a video asset to be played at some point throughout the event
- Sponsor will be given an exclusive code to entice registrants to participate. This code will allow attendees to claim points for a chance to win great prizes

MEGAWATT » \$10,000

Megawatt-level sponsorship offers a variety of benefits and engagement opportunities for sponsors and attendees alike. With seven (7) sponsorships available, Megawatt sponsors will have a choice to sponsor one of the following:

● **Meal Gift Card** [1/2 AVAILABLE]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to have your corporate name associated with a discount code to Uber Eats, a popular meal delivery service that is available in most places across the country
- Attendees will be encouraged to take advantage of this offer for lunch on either Wednesday, September 15 or Friday, September 17 during the lunch break

● **Information-Help Desk** [SOLD]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to have your corporate name and logo associated with the information-help desk, which will be a valuable resource to conference attendees throughout the duration of the conference
- The information-help desk will be accessible from every page of the virtual event platform

● **Conference Social Wall** [SOLD]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to have your corporate social media content aggregated and displayed in the lobby area of the virtual event platform. In addition to the dedicated conference hashtag (#CNA2021), the sponsor will have the ability to aggregate up to three (3) content sources (for example: hashtag, Twitter, Facebook, etc.)

● **Virtual Photo Booth** [SOLD]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Opportunity to have your corporate name and logo displayed as part of the virtual photo booth which will reside in the lobby area of the virtual event platform for the duration of the conference
- Guests will have the opportunity to take “selfies” using their web cameras within the virtual photo booth throughout the duration of the event

● **Vendor Demo** [1/2 AVAILABLE]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Your company will be able to host a 15-minute vendor demonstration, listed in the virtual program for all attendees to view and engage with your company
- Your company logo featured on the looping video prior to the demonstration starting

KILOWATT » \$5,000

Kilowatt-level sponsorship offers options for promotion to elevate your brand. With nine (9) sponsorships available, Kilowatt sponsors will have a choice to sponsor one of the following:

● **Registration Sponsor** [SOLD]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Logo on registration confirmation email, sent to all registrants once they've registered
- Logo on virtual conference ticket (sent via email, as a PDF attachment to all registrants)

● **Refreshment Break** [4 of 5 AVAILABLE]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Your brand will be front and center during a guided stretch, yoga session, or light physical activity of your choice
- Your company name will be featured on a looping video used to announce the refreshment break before it starts

● **Vendor Demo** [2 of 3 AVAILABLE]

In addition to the deliverables noted on page 4-5, sponsor will benefit from:

- Your company will be able to host a 5-minute vendor demonstration, listed in the virtual program for all attendees to view and engage with your company
- Your company logo featured on the looping video prior to the demonstration starting



ADDITIONAL OPPORTUNITIES

Virtual Exhibit Opportunities

The virtual exhibit hall allows your organization to express themselves with graphics, videos, downloadable files, and live conversations within the virtual booth environment. Live conversations can take place via audio and video (**enhanced booth**) and text chat (**standard and enhanced booths**).

» **CNA MEMBER - \$2,000**

» **NON-MEMBER - \$3,000**

Standard exhibitor booth includes:

- Company listing w/ logo
- Dedicated virtual booth within the exhibitor area on the virtual platform
- Company description
- Ability to include contact information, weblink, downloadable files
- Ability to feature a video asset
- Text chat w/ attendees within booth
- Opportunity to donate a prize(s) to support attendee engagement
- One company-assigned booth attendant to staff the booth

Upgrade to an enhanced booth for an additional \$500. Enhanced booth includes all standard features plus:

- Audio and video chat capabilities within the virtual booth
- Additional booth attendant for a total of two (2)
- Live lead retrieval

● **Delegate Box Mailer Insert: One (1) Item - \$2,000 [AVAILABLE]**

- The first 250 registrants will be sent a delegate box via mail. The box will be shipped and received by registrants pre-event.
- Attendees who are not one of the first 250 registrants have the option to upgrade their registration to receive the delegate box mailer
- Promotional items to be provided by sponsoring organizations. All items to be received no later than August 9, 2021. Items received after this date may not be included. This deadline will allow for packing, shipping, and any COVID-19 delays, in hopes of getting these much anticipated packages into the hands of our registrants

● **General Conference Supporter Sponsorship - \$1,000 [AVAILABLE]**

- Logo placement on conference website and virtual event platform, pre-event and throughout the duration of the event

KEY INFORMATION

Milestone Dates

First right of refusal deadline:	June 14, 2021
Sponsorship opportunities open to general sale:	June 14, 2021
First right of refusal payment deadline:	June 25, 2021
Payment in full deadline:	August 20, 2021

Payment Terms

- A 50% deposit is due upon submitting the sponsorship application
- For first right of refusal applications, the sponsorship application must be received by the Canadian Nuclear Association before June 14, 2021 or the opportunity will become open for general sale
- The balance is due before August 20, 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 August 20, 2021. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

SPONSORSHIP APPLICATION

NAME OF ORGANIZATION _____

I am pleased to confirm that _____ wishes to sponsor the 2021 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"/> Generator Level Sponsor \$35,000	<input type="checkbox"/> CNA Member Exhibitor Booth \$2,000	<input type="checkbox"/> with enhancement \$500
<input type="checkbox"/> Terawatt Level Sponsor \$25,000	<input type="checkbox"/> CNA Non-member Exhibitor Booth \$3,000	<input type="checkbox"/> with enhancement \$500
<input type="checkbox"/> Gigawatt Level Sponsor \$15,000	<input type="checkbox"/> Delegate Box Mailer Insert \$2,000	
<input type="checkbox"/> Megawatt Level Sponsor \$10,000	<input type="checkbox"/> General Conference Supporter \$1,000	
<input type="checkbox"/> Kilowatt Level Sponsor \$5,000		
Total Conference Support: \$ _____		
Specific Sponsorship (closed captioning, social wall, happy hour, etc.): _____		
If providing an item for the delegate box mailer, please provide the weight and dimensions: _____		

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 CNA2020

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 2021 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 sponsorship application must be received by the Canadian Nuclear Association before June 14, 2021 or the opportunity will become open for general sale the following week
- The balance is due before August 20, 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 August 20, 2021. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

<p>Please return this application form with your payment to:</p> <p>Canadian Nuclear Association 1500-275 Slater Street Ottawa, ON K1P 5H9</p>	<p>Sponsorship and Exhibit Inquiries:</p> <p>Jessica Clifford Membership and Project Manager Canadian Nuclear Association Tel: 613-701-8972 Email: sponsorship@cna.ca</p>
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ACCEPTANCE (applicable to Non-CNA Members only)	
On behalf of the 2021 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).