

SPONSOR + EXHIBITOR
Opportunities

cna2023



🍁 CANADA'S GLOBAL
LEADERSHIP /

february 22-24 Westin Hotel



Introduction

The Canadian Nuclear Association (CNA) Conference and Trade Show is the annual nuclear industry showcase. The theme of the 2023 event is CNA2023: Canada's Global Leadership. Strengthening Canada's role as a global leader in nuclear technology and innovation.

The Canadian nuclear industry is enjoying momentum that hasn't been seen in over a decade. New projects are being announced and financed, public support for nuclear is growing, and governments at all levels that are increasingly coming to understand the promise of nuclear for not only meeting Canada's energy and climate goals, but also market opportunities overseas.

Maintaining this momentum and ensuring Canada remains competitive will require the industry to coordinate more than ever. At CNA2023, we will highlight the significant opportunities available for the Canadian nuclear industry, both domestic and international, but also focus in on the barriers that could prevent Canada from realizing the full economic and climate benefits of nuclear power.

Who attends?

In 2022, 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 conference in 2022:



- **President of the Canadian Nuclear Safety Commission, Rumina Velshi**
- **President and CEO of the Nuclear Waste Management Organization, Laurie Swami**
- **Vice Chairman, Eurasia Group, Gerald Butts**
- **Ontario Minister of Energy, the Honourable Todd Smith**

- **240 Senior Executives**
- **105 Elected Officials**
- **52 International Delegates**

**Minister of Natural Resources,
The Honourable Johnathan Wilkinson**

Sponsorship at a glance

Thank you for your interest in sponsoring the 2023 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	\$80,000	\$55,000	\$35,000	\$28,000	\$20,000	\$11,000 / \$15,000
Opportunities Available	One (1) available	One (1) available	One (1) available	Ten (10) available	Twelve (12) available	Thirteen (13) 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
Change text to Guest Blog Pre-Event (Content to be provided by the sponsor to CNA)	Yes	Yes	Yes	No	No	No

URANIUM \$80,000

The uranium level sponsorship is the top sponsor of the 2023 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 [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 CNA2023, that is not associated with another sponsor



PLATINUM **\$55,000**

The platinum level sponsorship offers a high degree of visibility before, during and post-conference. One (1) platinum level sponsorship is available for the 2023 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 23 [AVAILABLE]

- 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 **\$35,000**

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 2023 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 23 [AVAILABLE]

- 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 **\$28,000**

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 [AVAILABLE]

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 23 [AVAILABLE]

Corporate logo to be shown on screen during breakfast; one (1) seat at VIP table

Breakfast Sponsor on February 24 [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 24 [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 #CNA2023 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 [SOLD]

- Sponsorship makes it possible for 100 students to travel and attend CNA2023 from across Canada
- Opportunity to speak at the Wednesday student career development seminar

SILVER **\$20,000**

The silver level sponsorships offer a wide range of options for promoting your brand at the 2023 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 [AVAILABLE]

Logo placement on the conference lanyard worn by all attendees for the event duration

Hotel Keycard Branding [AVAILABLE]

Logo placement on Westin Hotel keycards which each attendee, staying at the hotel, will receive to access their hotel room

Espresso Bar [AVAILABLE]

Specialty espresso coffees available for all delegates one (1) full day, Wednesday, February 23

Morning Networking Break on February 23 [AVAILABLE]

Logo recognition on signage during the networking break

Afternoon Networking Break on February 23 [SOLD]

Logo recognition on signage during the networking break

Morning Networking Break on February 24 [AVAILABLE]

Logo recognition on signage during the networking break

Conference USB Flash Drive [AVAILABLE]

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 ^{member} **\$11,000** / ^{non-member} **\$15,000**

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 2023 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 [AVAILABLE]

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 [AVAILABLE]

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 22 [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 [AVAILABLE]

- 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

Water Stations [AVAILABLE]

Corporate logo placement at water stations which are available throughout the event in various locations

CNA Member Exhibitor Booth

\$7,500 (prior to December 14, 2022)

\$8,500 (regular, as of December 14, 2022)

- One (1) eight-by-ten-foot booth in the GG Ballroom
- Two (2) complimentary Full Conference registrations (includes booth staff)

CNA Non-Member Exhibitor Booth

\$11,000 (prior to December 14, 2022)

\$12,500 (regular, as of December 14, 2022)

- One (1) eight-by-ten booth in the GG ballroom
- Two (2) complimentary Full Conference registrations (includes booth staff)

CNA General Supporter

\$5,000

- Logo recognition on signage and on conference website
- One (1) complimentary Full Conference registration

Indigenous Business Exhibitor Rate

\$3,750

- One (1) eight-by-ten booth in the GG ballroom
- Two (2) complimentary Full Conference registrations (includes booth staff)



Key information

Milestone Dates

First right of refusal deadline	November 30, 2022
Sponsorship opportunities open to general sale	December 1, 2022
Early bird booth price deadline	December 14, 2022
Deadline for inclusion in trade show passport	December 31, 2022
Payment in full deadline	December 31, 2022

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 November 30, 2022, or the opportunity will open for general sale
- The balance is due before December 31, 2022

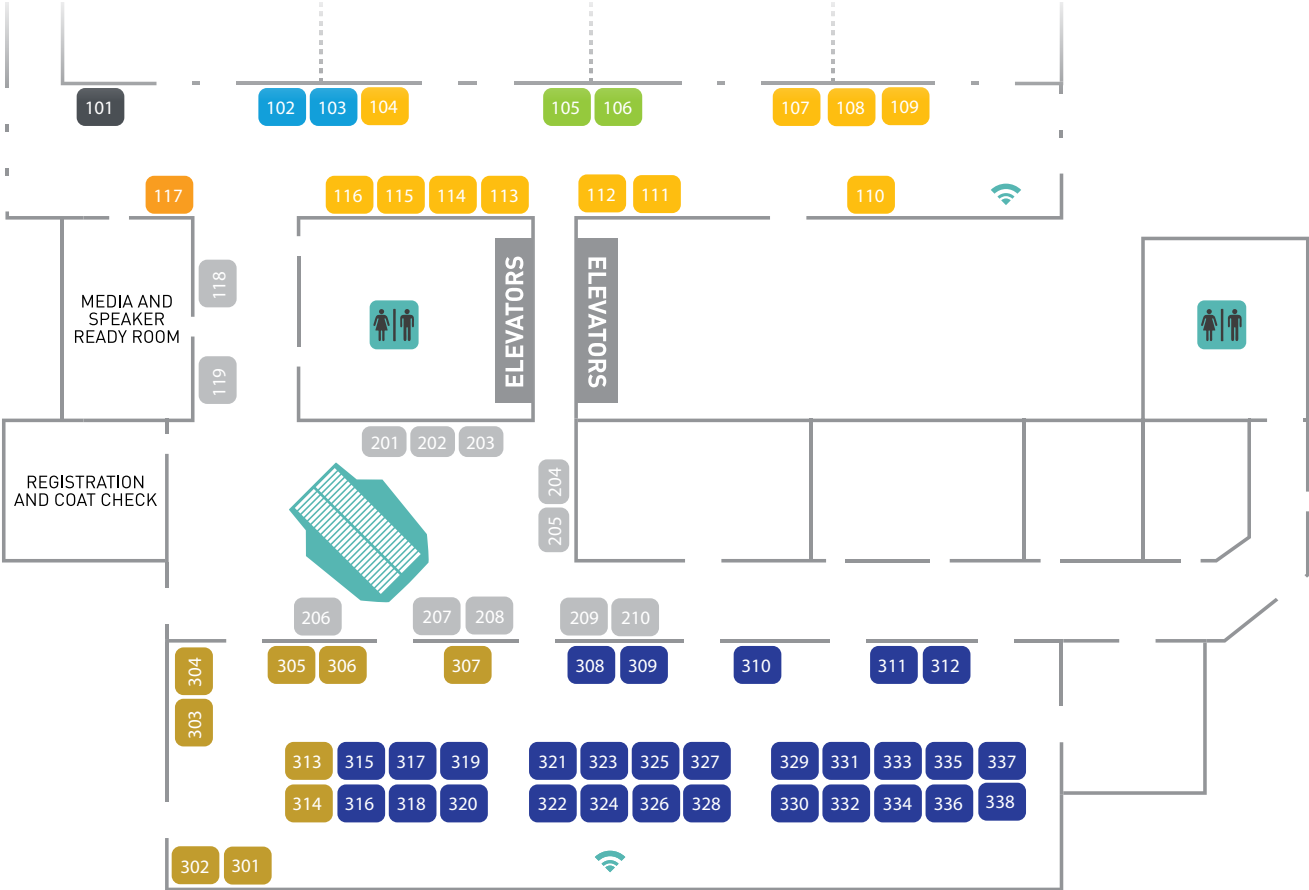
Cancellation Policy

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 31, 2022. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

Impossibility

The performance of this agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, government regulations, disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible for CNA to hold the 2023 Conference and Trade Show. The ability to terminate this agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical – but in no event longer than ten (10) days – after learning of such basis.

Floor plan



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

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 2023 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 \$80,000 | <input type="radio"/> CNA General Supporter \$5,000 |
| <input type="radio"/> Platinum Level Sponsor \$55,000 | <input type="radio"/> CNA Member Exhibitor Booth \$7,500 (early bird) |
| <input type="radio"/> Diamond Level Sponsor \$35,000 | <input type="radio"/> CNA Member Exhibitor Booth \$8,500 (after Dec. 14, 2022) |
| <input type="radio"/> Gold Level Sponsor \$28,000 | <input type="radio"/> CNA Non-Member Exhibitor Booth \$11,000 (early bird) |
| <input type="radio"/> Silver Level Sponsor \$20,000 | <input type="radio"/> CNA Non-Member Exhibitor Booth \$12,500 (after Dec 14, 2022) |
| <input type="radio"/> Bronze Level Sponsor \$11,000 / \$15,000 | <input type="radio"/> Indigenous Business Exhibitor Rate \$3,750 |

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 CNA2022

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	\$ _____

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 Cheque Credit card EFT Please invoice

Organization:

Card Holder:

Card Number:

CVC Number:

Signature:

Expiry Date:

Address:

Postal Code:

Payment Terms

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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

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

ACCEPTANCE (APPLICABLE TO NON-CNA MEMBERS ONLY)

On behalf of the 2023 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).