



Canadian Nuclear Society

2023 Sponsorship and Exhibition Information Package

TABLE OF CONTENTS

| SECTION | PAGE |
|-------------------------------------------------------------|------|
| 1. INTRODUCTION | 2 |
| 2. GENERAL BENEFITS TO SPONSORING CNS EVENTS | 2 |
| 3. CONFIRMED CNS EVENTS IN 2023 | 3 |
| 4. DETAILS OF SPONSORSHIP AND EXHIBITION ITEMS | 5 |
| 4.1 Sponsoring Multiple CNS Events | 5 |
| 4.2 General Sponsorship Level Packages | 6 |
| 4.3 Additional Sponsorship Opportunities | 7 |
| 4.4 Exhibitor Package | 11 |
| 5. TERMS AND CONDITIONS / INSTRUCTIONS / METHODS OF PAYMENT | 12 |

For all inquiries pertaining to sponsorship and exhibition opportunities for the Canadian Nuclear Society, please contact:

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CNS Sponsorship and Exhibits Co-Chairs

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1. INTRODUCTION

The Canadian Nuclear Society (CNS) promotes the exchange of information on all aspects of nuclear science and technology and its applications. This includes nuclear power generation, fuel production, radioisotope production and application, and management and transportation of radioactive wastes and used fuel. Other topics include but are not limited to medical and industrial uses of radionuclides, occupational and environmental radiation protection, the science and technology of nuclear fusion, and associated activities in research and development.

The CNS is grateful for the financial and resource (volunteers, speakers and registrants) support by the nuclear industry for CNS-organized events. Without this support, these events would not be possible. We perceive the benefits to the industry being involved with CNS events to include enhancing corporate image and developing personnel. Our goal is to hold events that deliver on these benefits.

This package includes everything you need to know about our Sponsorship and Exhibition opportunities for the major CNS events that will be held in 2023.

To simplify the process, companies are encouraged to:

1. Review the confirmed CNS conferences and courses/workshops planned for 2023 and identify the event(s) they have interest in supporting.
2. Review the variety of sponsorship and exhibition opportunities available, including:
 - Benefits to sponsoring multiple events;
 - General event sponsorship levels and the benefits associated with each;
 - Additional sponsorship opportunities; and
 - Exhibition opportunities.
3. Reach out to the CNS Sponsorship & Exhibits Chair (contact information on front page) to discuss sponsorship and exhibition items of interest.

We thank you sincerely for your support and look forward to an exciting year of engaging CNS events!

General Note: all the items listed in this package may not be available for all events, would be happy to talk to you about details of each item and conferences.

2. GENERAL BENEFITS TO SPONSORING CNS EVENTS

The 2023 CNS events are the ideal marketing vehicle for your company, whether you sponsor the event, participate as an exhibitor, or both! Some of the many benefits include:

- Showcasing your company's products and innovations to your intended audience;
- Gaining direct face-time with clients and prospects, and accessing ideal customer profile data;
- Generating immediate sales, and increasing your leads;
- Increasing your website and social media traffic, and promoting content engagement;
- Strengthening your brand through increased visibility, positive PR, and building credibility;
- Enhancing your relationships with customers and suppliers; and
- Visibly supporting the CNS and nuclear science and technology in Canada

Please note that the CNS is prepared to hold events virtually based on public health guidance regarding the COVID-19 pandemic situation. The CNS feels that the benefits of sponsoring and/or exhibiting at virtual events are equal in nature to in-person events. Please feel free to discuss this further with the CNS Sponsorship & Exhibits Chair (contact information on front page).

3. CONFIRMED CNS EVENTS IN 2023

For more information on these events, please visit <https://www.cns-snc.ca/>.

Table 1: Confirmed CNS Conferences for 2023

| Event | Date | Location |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------------------------|
| 42 nd Annual Conference of the CNS and 47 th Annual CNS/CNA Student Conference | June 4-7, 2023 | In-Person Saint John New Brunswick |
| CANDU Maintenance & Nuclear Components Conference | April 23-26, 2023 | In-Person Meadowvale Ontario |
| 11th International Conference on Isotopes (11ICI) | July 23-27, 2023 | In-Person Saskatoon, Saskatchewan |
| 21 st International Conference on Environmental Degradation of Materials in Nuclear Power System - Water Reactors | August 6-10, 2023 | In-Person St. John's Newfoundland |
| M&C 2023 International Conference on Mathematics and Computational Methods Applied to Nuclear Science and Engineering | August 13-17, 2023 | In-Person, Niagara Falls, Ontario |
| Nuclear Waste Management, Decommissioning and Environmental Remediation (NWMDER) conference | August 27-31, 2023 | In-Person, Niagara Falls, Ontario |
| FSEP 2023 Fire Safety & Emergency Preparedness for the Nuclear Industry | October 18-20th, 2023 | In-Person, Niagara Falls, Ontario |
| 4 th International Conference on Disruptive, Innovative and Emerging Technologies (DIET 23) | November 6-8, 2023 | Hybrid Toronto |

Table 2: Confirmed CNS Courses/Workshops for 2023

| Event | Date | Location |
|--------------------------------------------------------------------|-----------------|--------------------------------|
| CANDU Technology & Safety Course | Mar 20-22, 2023 | Marriott Courtyard, Toronto |
| Fuel Technology Course: The Division plans to organize this course | Fall 2023 | TBD |

4. DETAILS OF SPONSORSHIP AND EXHIBITION ITEMS

In the following sections you will find the details of each of the sponsorship and exhibition opportunities available to your company.

Sections 4.2 through 4.4 outline the details of specific sponsorship and exhibition opportunities for companies supporting a single event. **The CNS would like to encourage companies to support more than one event, and are pleased to offer the additional benefits listed in Section 4.1 to those who chose to do so!**

Kindly note that all sponsorship and exhibition opportunities are subject to harmonized sales tax dependent on the location of the event.

4.1 Sponsoring Multiple CNS Events

If your company chooses to sponsor more than one CNS event, the CNS would like to offer you additional benefits, including:

- Increased attendance at an event (or events) of your choice;
- Increased visibility on our website and at other CNS events; and
- Complimentary sponsorship items.

Table 3: Benefits of Sponsoring Multiple CNS Events

| Additional Benefits Depending on the Total Amount Sponsored | \$5,000 - \$9,999 | \$10,000 - \$19,999 | \$20,000 - \$29,999 | \$30,000 - \$39,999 | ≥ \$40,000 |
|-------------------------------------------------------------------------------|-------------------|---------------------|---------------------|---------------------|-----------------|
| Number of additional complimentary registrations at conference of your choice | 1 | 2 | 4 | 6 | 8 |
| Your logo displayed on CNS website during 2023 as a “CNS Friend” | | ✓ | ✓ | ✓ | ✓ |
| Your logo displayed at all CNS events during 2023 | | | ✓ | ✓ | ✓ |
| Additional complimentary sponsorship item (from Table 6) of your choice | | | ✓ (≥\$4,000) | ✓ (≥\$6,000) | ✓ (≥\$8,000) |

4.2

General Sponsorship Level Packages

Table 4: Benefits of Different Sponsorship Levels for Conferences

| Benefit | Host | Platinum | Gold | Silver | Bronze |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|-------|--------|--------|
| Sponsorship Level Pricing for Conferences in 2023 | See Table 5 | | | | |
| Number of complimentary registrations (number in parentheses if the event is held virtually) | 5 (10) | 4 (8) | 3 (6) | 2 (4) | (1) |
| Complimentary Exhibitor Booth (includes 2 additional complimentary registrations for running the booth). <i>Host and Platinum sponsors have first choice of location on floorplan for in-person events.</i> | ✓ | ✓ | ✓ | ✓ | |
| A complimentary sponsorship item from Table 6 (up to 20% of the sponsorship value). Note that for the host sponsor, this item is in addition to their recognition as social event/entertainment sponsor. | ✓ | ✓ | ✓ | | |
| Visibility and Involvement Prior to Event | | | | | |
| Logo and link to company website featured on event website, and a 'thank you for sponsoring' announcement on LinkedIn | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to display company marketing video on screen in the plenary room (if held in-person) or on rotating banner of event website homepage (if this is held virtually). | ✓ | ✓ | ✓ | | |
| Logo on all conference marketing communications | ✓ | ✓ | | | |
| Opportunity to provide representative on event organizing committee to participate in key decisions | ✓ | | | | |
| Visibility and Involvement During Event | | | | | |
| Logo and name displayed at all appropriate opportunities during event both for virtual and in-person events (e.g., scrolling slide show during program-free times, signage, etc.) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Verbal recognition of sponsorship at all appropriate opportunities during event | ✓ | ✓ | ✓ | | |
| Number of event meals at which company receives a reserved table | All | 2 | 1 | | |
| Opportunity for podium appearances such as welcoming registrants at the start of event | ✓ | | | | |
| Recognized as the Banquet Dinner sponsor | ✓ | | | | |

** It should be noted that some of the items may not be applicable to some of the conferences, and items are subject to availability in the specific conferences.

Table 5: Cost of Sponsorship Levels for each Conference

| Conference | Host | Platinum | Gold | Silver | Bronze |
|-----------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---------|
| 42nd Annual Conference of the CNS and 47th Annual CNS/CNA Student Conference | \$30,000 | \$20,000 | \$15,000 | \$10,000 | \$5,000 |
| M&C 2023 International Conference on Mathematics and Computational Methods Applied to Nuclear Science and Engineering | - | \$10,000 | \$5,000 | \$2,500 | \$1,000 |
| Nuclear Waste, Decommissioning and Environmental Remediation (NWDER) conference | \$15,000 | \$12,000 | \$9,000 | \$5,000 | \$3,000 |
| CANDU Maintenance & Nuclear Components Conference | \$10,000 | \$8,000 | \$5,000 | \$3,500 | \$1,500 |
| 21st International Conference on Environmental Degradation of Materials in Nuclear Power System - Water Reactors | Note 1 | | | | |
| 11th International Conference on Isotopes (11ICI) | Note 2 | | | | |
| FSEP 2023 Fire Safety & Emergency Preparedness for the Nuclear Industry | \$10,000 | \$8,000 | \$6,000 | \$4,000 | \$2,000 |
| 4th International Conference on Disruptive, Innovative and Emerging Technologies (DIET 23) | \$10,000 | \$8,000 | \$6,000 | \$4,000 | \$2,000 |

** Note:

1. For Environmental Degradation of Materials sponsorship opportunities reach out to conference chair Stuart Medway at confchair.envdeg2023@gmail.com
2. For 11ICI sponsorship opportunities reach out to conference chair at 11ici-sponsorship@venuewest.com

4.3 Additional Sponsorship Opportunities

Table 6 provides a list of all other sponsorship opportunities. Please note the following:

- The availability of each item depends on the format of the event. For example, some events might not have a keynote luncheon, program pamphlet or a delegate bag. Please reach out to the CNS Sponsorship & Exhibits Chair (contact information on the front page) to inquire further.
- Some items are applicable only to in-person events, and some only to virtual events – the third and

fourth columns indicate this applicability, and the price difference (if any).

- Co-sponsorship is available for many of the items. Please reach out to the CNS Sponsorship & Exhibits Chair (contact information on the front page) if you are interested in co-sponsoring.

Table 6: Additional Sponsorship Opportunities

| Item | Comments | Value (In-Person) | Value (Virtual) |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------|
| Banquet Dinner | <p>This item is automatically allocated to the host sponsor (if any).</p> <p>If event is virtual, there are still opportunities to provide delegates with an enjoyable social event. The options are endless, but some examples include providing dinner through something like Uber Eats (with company branded gift cards) or mailing each delegate a small bottle of wine (company branded) to be enjoyed together virtually.</p> <p>Verbal recognition to be given at the start of the event. Company name and logo to be displayed in prominent locations during dinner.</p> | \$30,000 | \$15,000 |
| Pre-Banquet Reception | <p>Verbal recognition to be given as reception ends. Company name and logo to be displayed in prominent locations during reception.</p> | \$4,500 | N/A |
| Banquet Entertainment | <p>Some examples include a band for an in-person event, or a cooking class with a renowned chef for a virtual event. Verbal recognition to be given during event, and company name and logo to be displayed in prominent locations during event.</p> | \$5,000 | \$3,500 |
| Virtual Platform | <p>Running a virtual event requires sophisticated software to ensure a smooth and enjoyable user experience. The virtual platform sponsor will be given verbal recognition during opening of conference and will have company name and logo displayed at all appropriate opportunities.</p> | N/A | \$15,000 |
| Opening Reception | <p>Verbal recognition to be given at the start of the reception. Company name and logo to be displayed in prominent locations during reception.</p> | \$20,000 | N/A |
| Luncheon with Keynote Speaker | <p>Verbal recognition to be given at the start of the luncheon. Company name and logo to be displayed in prominent locations during luncheon. Opportunity to provide a company representative to do an opening speech and introduce the keynote speaker.</p> | \$15,000 | \$5,000 |
| CNS Annual Honours & Awards Luncheon | <p>This event is held each year within the CNS Annual Conference.</p> <p>Verbal recognition to be given at the start of the luncheon. Company name and logo to be displayed in prominent locations during luncheon. Opportunity to provide a company representative to do an opening speech and introduce the Chair of the Honours & Awards Committee.</p> | \$15,000 | \$5,000 |
| Event “On-Demand Days” | <p>For events where the presentations are recorded (both virtual, and some in-person events), this sponsorship item allows event delegates to come back and watch the content on demand for a period of time. Company logo and name to be displayed prominently during this time.</p> | \$10,000 | \$10,000 |

| Item | Comments | Value (In-Person) | Value (Virtual) |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------------|
| Student Poster Session | Usually only available for the Annual conference. Verbal recognition to be given at the start of the session. Company name and logo to be displayed in prominent locations during the session. Opportunity to aid in announcing the winners of the prizes for best poster presentation. | \$10,000 | \$5,000 |
| Courses | Applicable to conferences with embedded courses. | \$3,500 | \$3,500 |
| Delegates Breakfast Sponsor | Verbal recognition to be given. Company name and logo to be displayed in prominent locations during breakfast. Please note, sponsors are allowed to select one delegate breakfast over the course of the conference. | \$3,000 | N/A |
| Speaker's Breakfast Sponsor | Verbal recognition to be given. Company name and logo to be displayed in prominent locations during breakfast. Please note, sponsors are allowed to select one speaker breakfast over the course of the conference. | \$1,500 | N/A |
| Single Coffee Break | For in-person events, coffee and tea is provided for all delegates. For virtual events, sponsor logo (or a promotional video) will be displayed on the conference stream during the break (playing the promotional video will have an extra cost of \$2,000). Please note, sponsors are allowed to select one coffee break over the course of the conference. | \$1,200 | \$1,200 |
| Student Participation Assistance | This opportunity helps to offset the cost to students for travel and accommodations to increase participation across Canada. Verbal recognition to be given at the start of the conference. Company name and logo to be displayed in prominent locations during event. | \$20,000 | N/A |
| Event Audio-Visual Services | Covers the AV services required for all plenary and technical presentations during an in-person event. | \$15,000 | N/A |
| Event Security | Verbal recognition to be given. Company name and logo to be displayed at all appropriate opportunities. | \$15,000 | N/A |
| Event Delegate Bags | Provided to each delegate with a full registration. Sponsoring company logo (in addition to conference and CNS logo) to be printed on bag. Only applicable to events with delegate bags. | \$10,000 | N/A |
| Event Program | This item can take several forms, depending on the event. For an in-person event, the organizers may choose to provide a printed program to all event delegates. The sponsoring company can have a promotional advertisement (size ~4" x 7") on the back cover of the program pamphlet. If the organizers choose to go paperless, or if the event is virtual, the event program may be in the form of a downloadable PDF and the company name and logo will be displayed prominently. | \$10,000 (if printed) \$3,000 (if PDF) | \$3,000 |
| Minimericals | This item is available only for on-demand content. It includes a 10-30 second sponsored commercial that will be played before specified on-demand sessions. Attendees will have to watch the commercial in full prior to accessing the session content. | N/A | \$5,000 |
| Event Check-In Desk | Sponsor logo will be displayed at the event check-in desk. | \$6,000 | N/A |

| Item | Comments | Value (In-Person) | Value (Virtual) |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|
| Event Proceedings | The event proceedings serve as a permanent record of the technical content of the event, including final papers of the presenters. In some cases, this may also include content from the plenary program. Company logo to be prominently featured. | \$5,000 | \$5,000 |
| Event Mobile App | Verbal recognition to be given. Company name and logo to be prominently displayed on event app (in addition to the CNS and conference logo). | \$5,000 | \$5,000 |
| Event Wifi | Verbal recognition to be given. Company name and logo to be displayed at all appropriate opportunities. | \$5,000 | N/A |
| Delegate Badge Holders | This item ensures prominent visibility for the company throughout entire event. Company logo to be printed or displayed next to conference logo. For in-person events, this is a wallet-sized holder to be worn on a lanyard. For virtual events, this is a badge displayed to all attendees in the list of event delegates. | \$4,500 | \$4,500 |
| Electronic Monitors Outside Plenary Room | Company name and logo to be displayed on monitors. Please note, this is dependent on venue. | \$3,500 | N/A |
| Conference IT Help Station and Charging Station | Sponsor logo will be displayed at the station. | \$3,500 | N/A |
| Water | For every station/room. Company name and logo to be displayed. | \$3,000 | N/A |
| Sponsored Virtual Notifications and Announcements | Specific announcements on virtual platform to encourage attendees to interact with your company representatives. Company name and logo to be included in announcement. | N/A | \$1,500 |
| Technical Session | Verbal recognition to be given during session. Company name and logo to be displayed at appropriate opportunities during session. | \$1,000 | \$1,000 |
| Plenary Session | Verbal recognition to be given during session. Company name and logo to be displayed at appropriate opportunities during session. | \$2,000 | \$2,000 |
| Virtual Networking Lounge | For virtual events, this provides an opportunity for conference delegates to connect and network. Company name and logo to be displayed prominently. | \$3,000 | \$1,500 |
| General Contribution | Pricing to be negotiated with event organizing committee | \$1,000 and more | \$1,000 and more |

General Note: all the items listed in this package may not be available for all events (and may have slightly different values for some of the events), would be happy to talk to you about details of each item and conferences.

4.4

Exhibitor Package

Table 7: Features of Exhibitor Booths for In-Person and Virtual Events

| Format | Exhibitor Booth Features | Value |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| In-Person Events | <ul style="list-style-type: none"> • Two full conference registrations for staff to attend to booth. This includes full access to the event and all conference programming, including meals.! Please note that the staff must register at least one month before the event (discount codes to be provided). • One booth space (~10-ft x 10-ft, to be confirmed for each individual event) • One 6-ft draped table • Two side chairs and waste basket • List of event attendees • General company visibility: <ul style="list-style-type: none"> ○ Company logo displayed on event website, with link to company website ○ Company logo displayed on large poster on-site, and in a scrolling slide show during event down-time | \$3,500 |
| Virtual Events | <ul style="list-style-type: none"> • Two full conference registrations for staff to attend the booth. This includes full access to the event! Please note that the staff must register at least one month before the event (discount codes to be provided). • Dedicated virtual booth within the exhibitor area on the event virtual platform that includes: <ul style="list-style-type: none"> ○ Company logo, description, and ability to include contact information, link to company website, and/or downloadable files ○ Ability to feature a video asset ○ Text chat with attendees within booth ○ Dedicated video chat room ○ Opportunity to donate prizes to support attendee engagement ○ List of attendees who visited booth provided after conference | \$1,500 |

General Note: all the items listed in this package may not be available for all events, would be happy to talk to you about details of each item and conferences.

5. TERMS AND CONDITIONS / INSTRUCTIONS / METHODS OF PAYMENT

Terms and Conditions

Sponsorship and exhibition opportunities will be confirmed on a first-come, first-served basis. After your participation has been confirmed, you will be provided with an invoice for payment.

Payment of invoices for sponsorship and exhibition items is expected in full within 30 days of invoicing. Sponsorship and exhibition items with payment not received within 30 days of invoicing are not considered guaranteed.

The CNS does not assume liability for loss of or damage to company's material or equipment when on-site at an in-person event.

Methods of Payment

Payments can be made directly through the event website in most cases. In cases where this is not obvious, please reach out to the CNS Sponsors & Exhibits Chair (contact information on front page). Payment methods include:

- Credit card (VISA / MasterCard / AMEX)
- Cheque payable to "Canadian Nuclear Society" and mailed to
Canadian Nuclear Society
998 Bloor St. W. #501
Toronto, ON, M6H 1L0

Cancellation and Refund Policy

No refunds will be provided for cancellation of sponsorship and exhibition items once the booking had been finalized.

SECTION D - TERMS AND CONDITIONS

Sponsorship and exhibition opportunities will be confirmed on a first-come, first-served basis. After your participation has been confirmed, you will be provided with an invoice for payment.

Payment of invoices for sponsorship and exhibition items is expected in full within 30 days of invoicing. Sponsorship and exhibition items with payment not received within 30 days of invoicing are not considered guaranteed.

The CNS does not assume liability for loss of or damage to company's material or equipment when on-site at an in-person event.

No refunds will be provided for cancellation of sponsorship and exhibition items once the booking had been finalized.

SECTION E - PAYMENT INFORMATION

| | | |
|---------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| METHOD OF PAYMENT | | |
| VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Cheque <input type="checkbox"/> | | |
| CREDIT CARD INFORMATION (fill out only if credit card selected above) | | |
| CARD NUMBER | EXPIRATION DATE | |
| | | |
| CARDHOLDER NAME (full name as it appears on card) | EMAIL | PHONE |
| | | |
| ADDRESS ASSOCIATED WITH CARD | | |
| | | |
| TOTAL AMOUNT CHARGED TO CARD (including applicable HST) | SIGNATURE OF CARDHOLDER | |
| | | |

AUTHORIZATION

By signing below, I hereby confirm that I am authorized by the company listed in Section A to make the financial commitment(s) listed in Section B and/or Section C, and agree in full to the terms and conditions listed in Section D.

| | | |
|------|-----------|------|
| NAME | SIGNATURE | DATE |
| | | |