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# Canadian Nuclear Society

## 2022 Sponsorship and Exhibition Information Package

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

**Moe Fadaee**  
**CNS Sponsorship and Exhibits Chair**

Phone: 647-909-0816

Email: [moe.fadaee@cns-snc.ca](mailto:moe.fadaee@cns-snc.ca)

Note 1: Please note that this package does not include the **G4SR-4** Sponsorship and Exhibition, for any enquiries related to G4SR please contact Dr Ben Rouben at [benjamin.rouben@sympatico.ca](mailto:benjamin.rouben@sympatico.ca).

## 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 2022.

To simplify the process, companies are encouraged to:

1. Review the confirmed CNS conferences and courses/workshops planned for 2022 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!**

## 2. GENERAL BENEFITS TO SPONSORING CNS EVENTS

The 2022 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 2022

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

**Table 1: Confirmed CNS Conferences for 2022**

Event	Date	Location
41 <sup>st</sup> Annual Conference of the CNS and 46 <sup>th</sup> Annual CNS/CNA Student Conference	June 5-8 2022	Virtual
15 <sup>th</sup> International Conference on CANDU Fuel	August 21-24 2022	Ajax Ontario
4 <sup>th</sup> International Conference on Generation IV & Small Reactors (For G4SR conference enquiries please reach out to Dr Ben Rouben at <a href="mailto:benjamin.rouben@sympatico.ca">benjamin.rouben@sympatico.ca</a> )	October 2-6 2022	Toronto Ontario
CANDU Maintenance & Nuclear Components Conference	November 13-17 2022	Meadowvale Ontario
3 <sup>rd</sup> International Conference on Artificial Intelligence, Machine Learning, and other Innovative Technologies in the Nuclear Industry (CAIMIN)	October/November 2022	Virtual

**Table 2: Confirmed CNS Courses/Workshops for 2022**

Event	Date	Location
CANDU Reactor Technology and Safety Course	March 21-24 2022	Toronto Ontario
STORI Workshop	Nov/Dec	Hamilton Ontario

#### 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	\$5000 - \$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 2022 as a “CNS Friend”		✓	✓	✓	✓
Your logo displayed at all CNS events during 2022			✓	✓	✓
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
Cost for Conferences to be held in 2022	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). Host and Platinum sponsors have first choice of location on floorplan for in-person events.	✓	✓	✓	✓	
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.	✓	✓	✓		
<b>Visibility and Involvement Prior to Event</b>					
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 rotating banner of event website homepage	✓	✓	✓		
Logo on all conference marketing communications	✓	✓			
Opportunity to provide representative on event organizing committee to participate in key decisions	✓				
<b>Visibility and Involvement During Event</b>					
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 social event/entertainment sponsor	✓				

**Table 5: Cost of Sponsorship Levels for each Conference**

Conference	Host	Platinum	Gold	Silver	Bronze
41 <sup>st</sup> Annual Conference of the CNS and 46 <sup>th</sup> Annual CNS/CNA Student Conference	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
15 <sup>th</sup> International Conference on CANDU Fuel	\$10,000	\$8,000	\$5,000	\$3,000	\$1,000
CANDU Maintenance & Nuclear Components Conference	\$10,000	\$8,000	\$5,000	\$3,000	\$1,000
3 <sup>rd</sup> International Conference on Artificial Intelligence, Machine Learning, and other Innovative Technologies in the Nuclear Industry (CAIMIN)	\$10,000	\$8,000	\$5,000	\$3,000	\$1,000
4 <sup>th</sup> International Conference on Generation IV & Small Reactors	For G4SR conference pricing please reach out to Dr Ben Rouben at <a href="mailto:benjamin.rouben@sympatico.ca">benjamin.rouben@sympatico.ca</a>				

### 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)
<b>Banquet Dinner</b>	<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

Item	Comments	Value (In-Person)	Value (Virtual)
<b>Pre-Banquet Reception</b>	Verbal recognition to be given as reception ends. Company name and logo to be displayed in prominent locations during reception.	\$4,500	N/A
<b>Banquet Entertainment</b>	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.	\$5,000	\$3,500
<b>Virtual Platform</b>	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.	N/A	\$15,000
<b>Opening Reception</b>	Verbal recognition to be given at the start of the reception. Company name and logo to be displayed in prominent locations during reception.	\$20,000	N/A
<b>Luncheon with Keynote Speaker</b>	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.	\$15,000	\$5,000
<b>CNS Annual Honours &amp; Awards Luncheon</b>	This event is held each year within the CNS Annual Conference. 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.	\$15,000	\$5,000
<b>Event “On-Demand Days”</b>	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.	\$10,000	\$10,000
<b>Student Poster Session</b>	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
<b>Courses</b>	Applicable to conferences with embedded courses.	\$3,500	\$3,500
<b>Single-Day Delegates Continental Breakfast</b>	Verbal recognition to be given. Company name and logo to be displayed in prominent locations during breakfast.	\$3,000	N/A
<b>Single-Day Speaker’s Breakfast</b>	Verbal recognition to be given. Company name and logo to be displayed in prominent locations during breakfast.	\$1,500	N/A
<b>Single Coffee Break</b>	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).	\$1,200	\$1,200

Item	Comments	Value (In-Person)	Value (Virtual)
<b>Student Participation Assistance</b>	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
<b>Event Audio-Visual Services</b>	Covers the AV services required for all plenary and technical presentations during an in-person event.	\$15,000	N/A
<b>Event Security</b>	Verbal recognition to be given. Company name and logo to be displayed at all appropriate opportunities.	\$15,000	N/A
<b>Event Delegate Bags</b>	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.	\$8,000	N/A
<b>Event Program</b>	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
<b>Minimericals</b>	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
<b>Event Check-In Desk</b>	Sponsor logo will be displayed at the event check-in desk.	\$6,000	N/A
<b>Event Proceedings</b>	The event proceedings serves 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
<b>Event Mobile App</b>	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
<b>Event Wifi</b>	Verbal recognition to be given. Company name and logo to be displayed at all appropriate opportunities.	\$5,000	N/A
<b>Delegate Badge Holders</b>	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
<b>Electronic Monitors Outside Plenary Room</b>	Company name and logo to be displayed on monitors.	\$3,500	N/A
<b>Conference IT Help Station and Charging Station</b>	Sponsor logo will be displayed at the station.	\$3,500	N/A



Item	Comments	Value (In-Person)	Value (Virtual)
<b>Water</b>	For every station/room. Company name and logo to be displayed.	\$3,000	N/A
<b>Sponsored Virtual Notifications and Announcements</b>	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
<b>Technical Session</b>	Verbal recognition to be given during session. Company name and logo to be displayed at appropriate opportunities during session.	\$1,000	\$1,000
<b>Plenary Session</b>	Verbal recognition to be given during session. Company name and logo to be displayed at appropriate opportunities during session.	\$2,000	\$2,000
<b>Virtual Networking Lounge</b>	For virtual events, this provides an opportunity for conference delegates to connect and network. Company name and logo to be displayed prominently.	\$1,500	\$1,500
<b>General Contribution</b>	Pricing to be negotiated with event organizing committee	\$1,000 and more	\$1,000 and more

4.4

Exhibitor Package

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

Format	Exhibitor Booth Features	Value
<p><b>In-Person Events</b></p>	<ul style="list-style-type: none"> <li>• Two full conference registrations for staff to attend to 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).</li> <li>• One booth space (~8-ft x 8-ft, to be confirmed for each individual event)</li> <li>• One 6-ft draped table</li> <li>• Two side chairs and waste basket</li> <li>• List of event attendees</li> <li>• General company visibility:               <ul style="list-style-type: none"> <li>○ Company logo displayed on event website, with link to company website</li> <li>○ Company logo displayed on large poster on-site, and in a scrolling slide show during event down-time</li> </ul> </li> </ul>	<p>\$3,500</p>
<p><b>Virtual Events</b></p>	<ul style="list-style-type: none"> <li>• 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).</li> <li>• Dedicated virtual booth within the exhibitor area on the event virtual platform that includes:               <ul style="list-style-type: none"> <li>○ Company logo, description, and ability to include contact information, link to company website, and/or downloadable files</li> <li>○ Ability to feature a video asset</li> <li>○ Text chat with attendees within booth</li> <li>○ Dedicated video chat room</li> <li>○ Opportunity to donate prizes to support attendee engagement</li> <li>○ List of attendees who visited booth provided after conference</li> </ul> </li> </ul>	<p>\$1,500</p>

For G4SR conference pricing please reach out to Dr Ben Rouben at [benjamin.rouben@sympatico.ca](mailto:benjamin.rouben@sympatico.ca)

## 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.

# CNS SPONSOR AND EXHIBITOR APPLICATION FORM

To reserve sponsorship or exhibition opportunities for your company, **please first check the event website, as the selection and payment may be possible directly on the site.** If reservation is not available directly through the event website, please fill out this form and send it to the CNS Sponsorship & Exhibits Chair ([moe.fadaee@cns-snc.ca](mailto:moe.fadaee@cns-snc.ca)). Please feel free to reach out if you have any questions.

## SECTION A - COMPANY AND CONTACT INFORMATION

FULL NAME OF COMPANY FOR DISPLAY DURING EVENT	
FULL NAME OF COMPANY THAT THE CNS CAN EXPECT PAYMENT FROM (if different from above)	
COMPANY ADDRESS	
CONTACT PERSON (to receive all correspondence)	BUSINESS TITLE
EMAIL	PHONE

## SECTION B - SPONSORSHIP ITEM SELECTION

EVENT NAME	SPONSORSHIP ITEM	COST (excluding HST)
TOTAL COST (excluding HST)		

## SECTION C - EXHIBITOR ITEM SELECTION

EVENT NAME	COST (excluding HST)
TOTAL COST (excluding HST)	

## 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