
Canadian Nuclear Society

2024 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:

Guy Marleau, Program Chair (guy.marleau@polymtl.ca)

Keith Stratton, CNS Sponsorship and Exhibits Chair (oakbay240@gmail.com)

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 2024.

To simplify the process, companies are encouraged to:

1. Review the confirmed CNS conferences and courses/workshops planned for 2024 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, we would be happy to talk to you about details of each item and conferences.

2. GENERAL BENEFITS TO SPONSORING CNS EVENTS

The 2024 CNS events are proven 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;
- Providing personal development opportunities for your employees; and
- Visibly supporting the CNS and nuclear science and technology in Canada

Most events are in-person; however, the virtual medium suits some events and remains in the CNS's Event Program. Both in-person and virtual events are marketing opportunities. Please feel free to discuss this further with the CNS Sponsorship & Exhibits Chair (contact information on front page).

3. CNS EVENTS IN 2024 AND ASSOCIATED SPONSORSHIP LEVELS

1. For more information on these events, please visit <https://www.cns-snc.ca/cns-events>.
2. See Table 3 for benefits associated with each sponsorship level.
3. Sponsors may choose “items” from the Shopping Cart (Table 4) for specific Sponsorship as they remain available.
 - a. NOTE: There are NEW cart items for the 2024 CNS Annual Conference called “HR Event” G4SR5 called “G4SR Innovation Night”.
 - b. Shopping Cart items are available to sponsors who choose not to purchase a Sponsorship Level

Table 1: Confirmed CNS 2024 Events and Associated Sponsorship Levels

EVENT	SPONSORSHIP LEVELS				
	HOST	PLATINUM	GOLD	SILVER	BRONZE
43rd Annual Conference of the CNS and 48th Annual CNS/CNA Student Conference June 16-19, 2024; Saskatoon, Saskatchewan Chair: Derek Mullin (Dmullin@nbpower.com)	Awarded	\$20,000	\$15,000	\$10,000	\$5,000
Fifth International Conference on Generation IV and Small Reactors (G4SR-5) October 1-4, 2024; Ottawa, Ontario Chair: David Hummel (David.hummel@cnl.ca)	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
14 th International Topical Meeting on Nuclear Thermal-Hydraulics, Operation & Safety (NUTHOS-14) August 24-28, 2024; Vancouver, British Columbia Chair: David Novog (novog@mcmaster.ca)	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
5 th International Conference on Disruptive, Innovative and Emerging Technologies (DIET) in Nuclear November 2024; Toronto, Ontario Chair: Kevin Lee (kevin.lee@cnsccsn.gc.ca)	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
16 th CNS International Conference on Nuclear Fuel Fall 2024 Chair: Mukesh Tayal (tayal2000@gmail.com)	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
CNS CANDU Technology and Safety Course, Toronto March 2024; Toronto, Ontario Chair: Wei Chen (Wei.Shen@candu.org)			\$5,000	\$2,500	
Canadian Workshop on Accelerator Science and Technology Applications (CWASTA-2024) Virtual 1 day, September-October, 2024 Chair: Peter Schwanke (peter.schwanke@uoit.ca)			\$5,000	\$2,500	

The CNS is grateful for those companies who support more than one event and provide additional benefits per Table 2.

Table 2: 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 conferences of your choice in discussion with the Program Chair. The following limitations apply: <ol style="list-style-type: none"> 1. Bonus complimentary registrations cannot be used for International Conferences with ANS involvement. 2. Bonus complimentary registrations may be delayed until one month prior to the start of the event if there is concern the event may be sold out. 	1	2	4	6	8
Your logo displayed at all CNS events during 2024			✓	✓	✓
Additional complimentary sponsorship item (from Table 4) of your choice			✓ (≤\$4,000)	✓ (≤\$6,000)	✓ (≤\$8,000)

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

4. DETAILS OF SPONSORSHIP AND EXHIBITION ITEMS

This section provides benefits of the various Sponsorship Levels for Conferences, details the many event items available to be selected within a sponsorship level or purchased separately, and Exhibitor opportunities.

4.1

General Sponsorship Level Packages

Table 3: Benefits associated with the Various Sponsorship Levels for Conferences

Benefit	Host	Platinum	Gold	Silver	Bronze
Sponsorship Level Pricing for Conferences in 2024	See Table 1				
Number of complimentary registrations (number in parentheses if the event is held virtually)	5 (10)	4 (8)	3 (6)	2 (4)	0 (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>	✓	✓	✓	✓	
Select specific event activities from the Shopping Cart (Table 4) that fit within the Sponsorship level chosen.	✓	✓	✓	✓	✓
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	✓				
Deleted Complimentary booth at the 2024 CNS Annual Conference HR Event	✓	✓	✓	✓	✓

Note: 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.

4.2 Sponsorship Shopping Cart

Table 4 provides a list of specific items that are typical of events. Depending on their Sponsor level, Sponsors may select items they want to cover with their sponsorships. Please note the following:

- 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) depending 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.
- There are limited opportunities for these items, and these will be assigned on a “First come, first served” basis. Two exceptions are noted in the Table.
- 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).
- As event preparations finalize, events may add items to the shopping cart on their events websites. Sponsors will be informed as these occur.
- There are two new items for 2024: ANNCON2024 “Student HR Event” and G4SR5 “G4SR Innovation Night”.
- 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 4: Shopping Cart for Inclusion with Appropriate Level

Item	Comments	Value (In-Person)	Value (Virtual)
Banquet Dinner	The Host Sponsor (if any) has priority for this item. Verbal recognition to be given at the start of the event. Company name and logo to be displayed in prominent locations during dinner.	\$30,000 (Awarded for Annual Conference)	N/A
Pre-Banquet Reception	Verbal recognition to be given as reception ends. Company name and logo to be displayed in prominent locations during reception.	\$5,000 (Awarded for Annual Conference)	N/A
Banquet Entertainment	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 (Awarded for Annual Conference)	N/A
Virtual Platform	This item is automatically allocated to the host sponsor (if any). 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
Opening Reception	The 1 st Platinum Sponsor (if any) has priority for this item. 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

Item	Comments	Value (In-Person)	Value (Virtual)
Luncheon with Keynote Speaker	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	N/A
CNS Annual Honours & Awards Luncheon	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	N/A
Student Poster Session	Not 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.	\$2,000	N/A
Single Coffee Break	For in-person events, coffee and tea is provided for all delegates. Please note, sponsors are allowed to select one coffee break over the course of the conference.	\$2,000	N/A
Student Participation Assistance	Not available for the Annual conference. 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	Helps offset the AV services required for all plenary and technical presentations during an in-person event.	\$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	Events Programs receive much viewing during the event and therefore over an opportunity for Sponsors to have their logos viewed many times.	\$5,000	\$2,500

Item	Comments	Value (In-Person)	Value (Virtual)
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
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	N/A
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.	N/A	\$1,500
General Contribution	Pricing to be negotiated with event organizing committee	\$1,000 and more	\$1,000 and more

Item	Comments	Value (In-Person)	Value (Virtual)
NEW Student HR Event	ANNCON2024 specific: Booth space to enable companies to have face-to-face interface with university, technology and community college students.	\$2,000	N/A
NEW G4SR Innovation Night	G4SR5 specific: Verbal recognition to be given at the start of the event. Opportunity to provide a company representative to do an opening speech and introduce the event. Company name and logo to be displayed in prominent locations during event.	\$20,000	N/A

4.3 Exhibitor Package

Table 5: 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 	\$4,500
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, we 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
1 Eglinton Ave E. Suite 705
Toronto, ON, M4P 3A1
- Electronic Funds Transfer

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 on the first page. (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 ()
TOTAL COST		

SECTION C - EXHIBITOR ITEM SELECTION

EVENT NAME	COST ()
TOTAL COST ()	

All pricing excludes HST. HST will be added on the final invoice for Exhibit Booth only.

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.

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SECTION E - PAYMENT INFORMATION

METHOD OF PAYMENT – CREDIT CARD		
VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Cheque <input type="checkbox"/> EFT <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	
METHOD OF PAYMENT - WIRE TRANSFER		
WIRE TRANSFER INFORMATION (an Invoice Number will be provided on request)		
ACCOUNT NAME	Canadian Nuclear Society,	
BANK	CIBC 2 Bloor St. W Toronto, ON M4W 3E2	
ACCOUNT NUMBER	2303019 Transit Number: 00502 Institution Number: 010, SWIFT: CIBCCATTXXX	
PAYEE ADDRESS	1 Eglinton Ave E, Suite 705, Toronto ON M4P 3A1	

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