



# 5<sup>th</sup> Canadian Conference on **Nuclear Waste Management, Decommissioning & Environmental Restoration**

August 27 to 31, 2023 Sheraton Fallsview, Niagara Falls, Canada



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## Canadian Nuclear Society

### NWMDER 2023 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:

**Katie Hanlon**

**NWMDER 2023 Sponsorship and Exhibits Chair**

Email: [Sponsorships@nwmders.ca](mailto:Sponsorships@nwmders.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 NWMDER Conference that will be held in 2023.

To simplify the process, companies are encouraged to:

1. 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.
2. Reach out to the Conference Sponsorship & Exhibits Chair (contact information on front page) to discuss sponsorship and exhibition items of interest.

## 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

### **3. 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 3.1 through 3.3 outline the details of specific sponsorship and exhibition opportunities for companies supporting a single event.

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

### 3.1

### General Sponsorship Level Packages

**Table 1: Benefits of Different Sponsorship Levels for Conferences**

Benefit	Host	Platinum	Gold	Silver	Bronze
Number of complimentary registrations	5	4	3	2	1
Complimentary Exhibitor Booth (includes 1 additional complimentary registration 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 3 (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	✓				

**Table 2: Cost of Sponsorship Levels for each Conference**

Conference	Host	Platinum	Gold	Silver	Bronze
Nuclear Waste, Decommissioning and Environmental Restoration (NWDER) conference	\$15,000	\$12,000	\$9,000	\$5,000	\$3,000

### 3.2 Additional Sponsorship Opportunities

Table 3 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.
- It is also expected that the Host Sponsor will take up at least one more significant sponsorship opportunity and will participate in the organization committee for the event

**Table 3: Additional Sponsorship Opportunities**

Item	Comments	Value (In-Person)
<b>Banquet Dinner</b>	Verbal recognition to be given at the start of the event. Company name and logo to be displayed in prominent locations during dinner.  This Dinner will Be Held at the QUEEN VICTORIA PLACE RESTAURANT Overlooking the Falls  included in the Price  WORLD-FAMOUS NIAGARA FALLS LIT IN THE CORPORATE COLORS OF THE SPONSORING COMPANY.	\$35,000
<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.	\$9,000
<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
<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
<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

Item	Comments	Value (In-Person)
<b>Single Coffee Break</b>	For in-person events, coffee and tea is provided for all delegates	\$1,200
<b>Student &amp; Indigenous Speaker 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.	\$40,000
<b>Event Audio-Visual Services</b>	Covers the AV services required for all plenary and technical presentations during an in-person event.	\$15,000
<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)
<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
<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
<b>Event Wifi</b>	Verbal recognition to be given. Company name and logo to be displayed at all appropriate opportunities.	\$5,000
<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
<b>Electronic Monitors Outside Plenary Room</b>	Company name and logo to be displayed on monitors.	\$3,500
<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
<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
<b>General Contribution</b>	Pricing to be negotiated with event organizing committee	\$1,000 and more

Table 4: Features of Exhibitor Booths

Format	Exhibitor Booth Features	Value
<b>In-Person Events</b>	<ul style="list-style-type: none"> <li>• One full conference registration 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>	\$4,500

#### **4. 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 has 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 Conference Sponsorship & Exhibits Chair ([Sponsorships@nwmdr.ca](mailto:Sponsorships@nwmdr.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