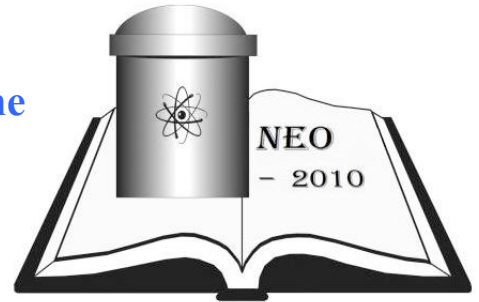




**Canadian Nuclear Society**  
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# Sponsorship Opportunities Package

## CNS 2010 Nuclear Education and Outreach Conference

### General Information

#### Conference Mission Statement

NEO 2010 strives to bring together those who engage in Nuclear Education and Outreach. Be it education of future nuclear professionals, public relations by the industry, outreach to policy-makers, the media, schools, community organizations, special-interest groups, or simply talking to your neighbour, our goal is to talk about what works, what doesn't, and what we should be doing to support the coming nuclear renaissance in Canada and around the world.

#### Conference Venue

The CNS NEO 2010 Conference will be held June 20<sup>th</sup> to the 22<sup>nd</sup>, 2010, the main campus of the University of Calgary.  
Social events and accommodations will be entertained at the Alma Hotel on the U of C campus.

#### The CNS NEO 2010 Conference is the ideal marketing vehicle to:

- Be a visible participant in Canada's likeliest new nuclear market
- Visibly support the Canadian Nuclear Society and Nuclear Technology in Canada
- Reach those who will be crafting the industry's message throughout Canada
- Educate the educators about your product, service, or solution
- Improve your visibility in the prospective new western Canadian markets
- Have input into how the industry interfaces with the public
- Demonstrate to corporate relations professionals that your organization is ready for new markets
- Support improved and expanded education in nuclear science and technology
- Show communities and stakeholders that your organization is interested in preparing for open, and meaningful dialogue.

## **Sponsorship Events**

Gain more visibility - by participating in our sponsorship program at the NEO 2010 Conference.

Stand Out - your company's name will appear on a large placard at the site of the sponsored event and will be mentioned in the official program and throughout the conference.

Sponsored Events are on a first-come, first-served basis

### **Benefits of being a Sponsor**

- Acknowledgement during the conference Sessions
- Your company logo prominently displayed at the sponsored function
- Your company logo posted on the NEO 2010 website, in the conference brochure and abstract book
- Promotional item or one brochure to be placed in the conference package
- Head-table seating of your representative at a conference luncheon or banquet
- Association with an event striving to promote openness, credibility and trustworthiness with the best interests of the local and global community at heart

# Sponsorship Opportunities

**The following sponsorships are available:**

### **'Host' Sponsorship - \$8,000**

In a unique and most enhanced manner, your organization's logo and name will be associated with the NEO 2010 Conference at all appropriate opportunities, with the following specific benefits:

- Your organization's logo and name will be on the Conference website, marketing, and promotional materials, posters, and banners, and on the Conference printed program. Your name and logo will appear in the most prominent positions available.
- Your representative will be guaranteed the opportunity to address the delegates at the welcome banquet.
- A representative of your organization will have the opportunity to present greetings to the delegates at the Opening Session of the Conference on behalf of all the sponsors.
- Verbal recognition of your sponsorship throughout the Congress.
- Most prominent display of your organization's logo during the plenary sessions on the main projection screens.
- Most prominent display of your organization's logo at key highly visible locations.
- Your organization may place a brochure and/or gift in each of the Delegate and Companion packs. Such items must be approved by the Conference organizing committee.
- 3 complimentary Delegate registrations for the complete Conference.
- 3 Student delegate registrations for the complete Conference. (Per sponsor selection, or 'with thanks to' as identified by the organizing committee).

### **'Patron' Sponsorship -\$5,000 (1 to 3 accommodated)**

Your organization's logo and name will co-associated with the NEO 2010 conference. It will be prominently but tastefully displayed in large print below, and slightly smaller than the 'Host' sponsors name, and logo. Specific mention of your organizations contributions will also be made at all appropriate venues, and opportunities.

#### Benefits of Patronizing the NEO 2010 conference

- Your organization's logo and name will be on the Conference website, marketing, and promotional materials, posters, and banners, and on the Conference printed program.
- A representative of your organization will have the opportunity to present greetings to, or address the delegates at an appropriate moment during the conference.
- Verbal recognition of your sponsorship throughout the Congress.
- Suitably prominent displays of your organization's logo during the conference
- Your organization may place a brochure and/or gift in each of the Delegate and Companion packs. Such items must be approved by the Conference organizing committee.
- 2 complimentary Delegate registrations for the complete Conference.
- 2 Student delegate registrations for the complete Conference. (Per sponsor selection, or 'with thanks to' as identified by the organizing committee).

### **General Sponsorships**

*(Sponsorships of less than the full suggested amount, or joint sponsorships may be considered; at the full discretion of the organizing committee)*

### **Sunday Evening Conference Reception \$4,000**

The conference reception provides a chance for guests to meet, and set the tone for the ensuing conference.

- Your organization's logo and name will appear throughout the reception.
- You may provide a tasteful, self spooling slide show or other media to run during the reception.
- Your delegate may elect to address the guests of the banquet following the Host sponsor's delegate.
- Bearing in mind the reception is a less formal affair, your delegate may address or otherwise engage the conference delegates.
- You may provide party favours, gifts or other suitable mementos to the conference delegates.
- Suggestions to provide Entertainment, or Activities are welcome

### **Conference Banquet \$6,000**

The Conference Banquet encourages a social atmosphere and an opportunity for further networking and informal discussion. During the course of the banquet your contribution will be suitably recognized.

- Your organization's logo and name will appear throughout the banquet, further you may specify materials be placed at each guests location.
- You may provide a tasteful, self spooling slide show or other media to run during the dinner.
- Your delegate may elect to address the guests of the banquet following the Host sponsor's delegate.

### **Luncheon Sponsor \$3000 (day1 of 2)**

The luncheon provides excellent opportunities to network, promote your business, and educate the attendees.

- Your organization's logo and name will appear throughout the luncheon, further you may specify materials be placed at each guests location.
- You may provide a tasteful, self spooling slide show or other media to run during the luncheon.
- Your delegate may elect to address the guests of the luncheon.

### **Luncheon Sponsor \$3000 (day2 of 2)**

The luncheon provides excellent opportunities to network, promote your business, and educate the attendees. The last luncheon provides an opportunity to leave you message with

- Your organization's logo and name will appear throughout the luncheon, further you may specify materials be placed at each guests location.
- You may provide a tasteful, self spooling slide show or other media to run during the luncheon.
- Your delegate may elect to address the guests of the luncheon.

### **Refreshment Station \$500 per break 2 per day (4 available)**

During the conference a refreshment station will be setup featuring coffee, tea, and other beverages. Smaller snack items may be placed out at the station during the course of the conference at appropriate times.

- Your organization's name and logo will appear on the refreshment station.
- You may craft/provide a visible message to display on the refreshment station.
- Your organization may provide handouts, goodie bags, gifts, or other tasteful, and relevant distributable items on the refreshment table.

### **Additional Sponsorship Opportunities**

#### ***Recruiting Booth???(?)***

As the conference is sited on the University of Calgary Campus. The organizing committee will consider any interest in setting up recruiting booths at, in, or near the conference with the intent of possibly recruiting students from the U of C campus. Any official recruiting presence must be in keeping with the University's policies, and standards, and is subject to the approval of the University of Calgary.

Conference packages (3 co-sponsors @ \$500 each) \$ 1500

Badge Holders \$ 750

Internet Café / wireless access \$ 1000

Student Travel Assistance (2 co-sponsors @ \$2,000 each) \$ 4,000

**Suggestions, Ideas, or customized sponsorships are encouraged.**

**Outings, trips, spousal entertainment, or other activity suggestions are also openly encouraged.**

Note that some sponsorships may be shared among two or more sponsors as indicated above or as negotiated with the Sponsorship Chair. **We reserve the right to refuse sponsorship offers not in keeping with the conference theme, or those considered by the organizing committee to be in poor taste.**

Banquet/Reception – is held in the Senate Room from 6 pm to 9 pm on Sunday the 20<sup>th</sup> of June 2010. The Reception is open to all in attendance at the time of the event. The reception will feature a host bar, hors d'oeuvres, fruit and cheese trays.

There is an opportunity for the Event 'Host' Sponsor(s) to speak as part of the brief "Welcome to the Conference" ceremony during this important kick-off event. Additionally the Sponsor(s), as well as the Conference Chair, may participate in a "receiving line" at the beginning of the reception.

#### Refreshment Breaks

Refreshment breaks are held mid-morning and mid-afternoon each day for all Conference participants and include coffee, tea, juices and soft drinks.

#### Luncheons

Luncheons will be served each day to Conference participants, from 12:00 noon to 1:30 pm.

Please send all inquiries regarding sponsorship to the sponsorship chair, Jay Harris at [jay.k.harris@gmail.com](mailto:jay.k.harris@gmail.com).

Email is preferred as the contact means, however occasional contact by mobile is possible at 519-373-3470.

Do not directly forward funds unless previously agreed and arranged, as we will be directing funding to the Canadian Nuclear Society head office for invoicing. Do not directly forward funds or sponsorship requests without first communicating with the sponsorship chair.

On behalf of the Canadian Nuclear Society's, Nuclear Education Outreach 2010 organizing committee. I would like to thank all of our supporters for their interest, and generous commitments.

Jay Harris,  
Sponsorship Chair,  
NEO 2010 Calgary.