



ORGANIZATION OF
CANADIAN NUCLEAR
INDUSTRIES

Clean Energy for a Low Carbon Economy

SPONSORSHIP PROSPECTUS

For Inquiries

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INVITATION TO PARTICIPATE

As we continue to adjust to a world impacted by COVID-19, virtual events and networking will allow companies, government organizations, research groups and more from all over Canada to connect, share knowledge and learn about the latest developments, regulatory standards and the future of the Nuclear sector.



We are confident that our comprehensive virtual programming will deliver the knowledge-rich and relevant experience you have come to expect from OCNI.

Using a digital platform offers many exciting opportunities and we hope you will join us as we rise to the challenge of producing quality learning, programming, and promotion. Our sponsors are integral to providing our network with events and industry highlights. This opportunity to explore new ideas and hear from local and international experts presents the perfect forum to support the industry, connect with colleagues, and promote your business through online sponsorship.

There are various ways to be involved. This prospectus outlines the developed sponsorship packages. These packages are not fixed – so if you have ideas, let's talk! I hope you can join us to connect with clients and build your brand 2020/2021.

A handwritten signature in black ink, appearing to read 'Ron Oberth', written in a cursive style.

Dr. Ron Oberth

President & CEO
OCNI

ABOUT OCNI

OCNI is an association of more than 200 leading suppliers of the nuclear industry in Canada and the international marketplace. OCNI member companies employ more than 15,000 highly skilled and specialized people in Canada, who manufacture major equipment, medical and safe applications of nuclear technology, and provide engineering support services with CANDU and SMR technology for nuclear power plants domestically and internationally. OCNI is the leading voice of the Canadian nuclear supply chain and actively promotes the production of safe, clean, and reliable nuclear base load electricity as a central part of Ontario's balanced electricity generation portfolio. OCNI also encourages and supports its member companies with taking their unique capabilities and high standards of quality and customer value to offshore nuclear markets through partnerships with local suppliers, power plant designers, nuclear utilities, and government agencies.

BUSINESS BENEFITS OF SPONSORSHIP

PERSONAL CONTACT

Put a face to your brand – the best way to create and maintain relationships with your target audience.

EDUCATION

Stay up to date with industry trends and how you can be part of them.

PRESENCE

Show your commitment to the industry – support the community that supports your business.

BUZZ

Launch a new product, service, or marketing campaign – with the undivided attention of your target audience, there is no better way to let your potential and current clients know what you are doing.

WEBSITE

A pivotal marketing tool, this is the key source of information about the event and is constantly updated and refreshed to reflect the latest news. Advertise on the site to extend your ad dollars beyond the event itself.

BUSINESS BENEFITS OF SPONSORSHIP

COMMUNICATIONS STRATEGY

Marketing and communications efforts will create maximum awareness and position Strength Through Innovation 2020 as the “must-attend” event for those working in advanced manufacturing. The strategy will combine and integrate the following aspects:

DIRECT MARKETING

Frequent email blasts update registered delegates with general information, latest news, key dates, and program and speaker details. This ensures delegates remain engaged in activities leading up to the conference.

MARKETING COLLATERAL

Branded electronic and printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and the “call for abstracts”. These will be shared via direct email and the conference website.

ADVERTISING AND ARTICLES

Regular e-blasts will promote program highlights and key speakers.

MEDIA COVERAGE

This will be attracted closer to the event through both specialist and general media channels, profiling key developments in the field.

SOCIAL MEDIA

This will be used to create excitement around the event and speakers. LinkedIn, Twitter and Facebook will feature heavily in the social media campaign.

A variety of sponsorship and promotion opportunities are available including the opportunity to create personally tailored packages that meet your needs or budget. We encourage those interested to contact **Sarina Harrison** to discuss what is possible.

EVENT SPONSORSHIP OPPORTUNITIES AT A GLANCE

Major Event Sponsor

Exclusive - \$5,000 CAD

Opening Keynote Sponsor

Exclusive - \$3,000 CAD

Technology Sponsor

Exclusive - \$3,000 CAD

Session Sponsor

Limited Opportunities - \$2,500 CAD

Registration Sponsor

Limited Opportunities - \$1,500 CAD

Break Sponsor

Limited Opportunities - \$1,000 CAD

Social Media Sponsor

Limited Opportunities - \$300 CAD

MEMBER SPOTLIGHT OPPORTUNITIES AT A GLANCE

Hosted Webinar

Limited Opportunities - \$3,000 CAD

Member Spotlight

Limited Opportunities - \$2,000 CAD

Newsletter Spotlight

Limited Opportunities - \$1,000 CAD

Social Media Spotlight

Limited Opportunities - \$300 CAD

Website Spotlight

Limited Opportunities - \$650 CAD

EVENT SPONSORSHIP OPPORTUNITIES



Major Event Sponsor - EXCLUSIVE - \$5,000 CAD

- Exclusive major event sponsorship of one event
- Opportunity to provide a 60-second video to present at the commencement of the Event on day one
- Acknowledgement as the Major Event Sponsor with company logo and link in prominent position throughout the event website
- Company logo recognition as the Major Event Sponsor displayed on the title slides throughout the Virtual event website
- Verbal recognition as the Major Event Sponsor by Emcee throughout the event
- Sponsorship of one session which includes corporate branding and recognition and provide one speaker to speak on the topic selected as part of the panel discussion
- Opportunity to provide a 20-second video to present at the commencement of the session
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in two OCNI Newsletters
- Recognition of sponsorship in OCNI e-news
- Delegate list – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event
- Two free conference virtual registration tickets



Opening Keynote Sponsor - Exclusive - \$3,000 CAD

- Exclusive sponsorship of the Opening Keynote Speaker
- Acknowledgement as the Opening Keynote Speaker with company logo and link throughout the event website
- Opportunity to introduce the sponsored speaker, or host closing remarks
- Company logo to appear on slides displayed throughout sponsored keynote session
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in one OCNI Newsletter
- Recognition of sponsorship in one OCNI e-news
- Delegate list – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event
- One free conference virtual registration ticket

Technology Sponsor - Exclusive - \$3,000 CAD

- Exclusive sponsorship as the technology sponsor for the event
- Acknowledgement as the Technology Sponsor with company logo and link throughout the event website
- Opportunity to provide a 60-second video to present at the commencement of the Event
- Company logo to appear on slides displayed throughout sponsored keynote session
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in one OCNI Newsletter
- Recognition of sponsorship in OCNI e-news
- Delegate list – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event
- One free conference virtual registration ticket

Session Sponsor - Limited Opportunities - \$2,500 CAD

- Sponsorship of a chosen session. Abstract must be provided and approved by OCNI event staff
- Acknowledgement as a session sponsor with company logo and link throughout the event website
- Company logo to appear next to the session stream listing throughout the duration of the webinar and post event
- Opportunity to provide a 20-second video to present at the commencement of session
- Company logo to feature on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in one OCNI Newsletter
- Recognition of sponsorship in OCNI e-news
- Delegate list – supplied in accordance with Canadian Privacy and Anti-Spam legislation, both prior to and at the conclusion of the Virtual event
- One free conference virtual registration ticket

Registration Sponsor - Exclusive - \$1,500 CAD

- Exclusive sponsorship as the event Registration
- Sponsor Acknowledgement as the Registration Sponsor with company logo and link on the official registration page of the event
- Company logo visual focus of event registration page
- Company logo to featured on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in one OCNI Newsletter
- One free conference virtual registration ticket

Break Sponsor - Limited Opportunities - \$1,000 CAD

- Sponsorship as the event Break Sponsor
- Acknowledgement as the Break Sponsor with company logo and link throughout the event
- Opportunity to provide a 20-second video to play before the QnA portion of two sessions
- Company logo to featured on all email and social marketing (LinkedIn, Facebook and Twitter) in the lead up and during the event
- Recognition of sponsorship in one OCNI Newsletter
- One free conference virtual registration ticket

Social Media Sponsor - Limited Opportunities - \$300 CAD

- Must be purchased in conjunction with Pitch Session/Exhibitor or Sponsorship Package
- Acknowledgement as a Social Media Sponsor with company logo and link throughout the event website
- Three social media campaigns:
 - One pre-event blast on Facebook, LinkedIn, and Twitter
 - One concurrent event blast on Facebook, LinkedIn, and Twitter
 - One post event blast on Facebook, LinkedIn, and Twitter

For more information, contact:

Sarina Harrison

Executive Assistant & Events Coordinator

Organization of Canadian Nuclear Industries

Email: Sarina.harrison@ocni.ca

Phone: (905) 839 - 0073

MEMBER SPOTLIGHT OPPORTUNITIES



Hosted Webinar - \$3,000 CAD

- Availability: One per month
- OCNI will host a one-hour, member facing webinar to highlight a product, service or initiative of your choice
- Member to provide topic and up to four speakers
- Two dedicated event email blasts (~1800 distribution) to promote the event
- Registration capturing Name, Email, Company and Title
- Social media (LinkedIn, Facebook and Twitter) promotion of event (three posts/platform)
- Technical support includes a speaker A/V test and event moderation

Member Spotlight - \$2,000 CAD

- Availability: One per month
- A ten minute podcast style interview with a member of your company's leadership (audio or video)
- A member spotlight page on ocni.ca featuring the interview and three to five paragraph write up
- A home page banner featured for two weeks on ocni.ca
- A feature in OCNI monthly newsletter (~1800 distribution)
- Social media (LinkedIn, Facebook and Twitter) distribution of company artwork, text, and dedicated link (three posts/platform)

Newsletter Promo - \$1,000 CAD

- Availability: One per month
- A promo page on ocni.ca featuring a three to five paragraph write up
- A feature in OCNI monthly newsletter (~1800 distribution)
- Social media (LinkedIn, Facebook and Twitter) distribution of company artwork, text, and dedicated link (two posts/platform)

Website Banner Ad - \$650 CAD

- Availability: two per month
- Company graphic and text featured on ocni.ca as scrolling homepage banner (banner provided by company. Additional cost if created by OCNI)
- Link to external company site

Social Media Campaign - \$300 CAD

- Social media (LinkedIn, Facebook and Twitter) distribution of company artwork, text, and dedicated link (three posts/platform)
- Company provides graphics, text and specify link

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