

MARCH 22-26, 2021



**CYBR
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OCNI ATPC Presents:
**Nuclear
Cybersecurity Week
2021**

SPONSORSHIP PROSPECTUS

For Inquiries

JOSEPH.BASTIEN@OCNI.CA



OCNI ATPC Presents: Nuclear Cybersecurity Week 2021

Date: March 22-26, 2021

Time: 9:00AM - 5:00PM ET

Cost:

OCNI Members:

\$125 Early Bird (Until March 1)

\$225 General Admission

Non-Members:

\$349

Students/Faculty/Researchers:

Free

AGENDA AND TOPICS*

DAY 1: Cybersecurity Threats

DAY 2: Canadian Nuclear Customer Requirements and Expectations

DAY 3: Fundamental Concepts in Intelligence and Cybersecurity

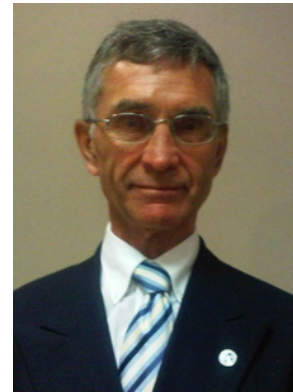
Day 4: Canadian Cybersecurity Resources

Day 5: International Cybersecurity Resources

*Agenda and topics are subject to change.

INVITATION TO PARTICIPATE

**New to the OCNI event line-up is the first virtual
Nuclear Cyber Security Week!**



Join us for the OCNI Advanced Technologies and Processes (ATP) Council Nuclear Cyber Security Week, on March 22 – 26, 2021. As we continue to adjust to a world impacted by COVID-19, this virtual event will be a forum for all stakeholders, including government, utilities, cybersecurity experts, and researchers to exchange ideas, review current methodologies, and discover new and innovative technologies in the interest Nuclear Cyber Security.

The event will focus on exploring innovative manufacturing technologies, identifying customer expectations and requirements, and understanding the regulatory environment with an underlying theme of nuclear supply chain strength through innovation. We are confident that our comprehensive virtual program will deliver the knowledge-rich and relevant experience you have come to expect from OCNI.

These talks will:

- Educate on cybersecurity threats to the Canadian, and international nuclear sectors
- Identify nuclear customer cybersecurity concerns, and expectations of supply chain
- Introduce participants to fundamental intelligence and cybersecurity concepts
- Raise awareness of current Canadian, and international standards on cybersecurity
- Share cybersecurity guidance from Canadian law enforcement, intelligence, and regulatory agencies, and international organizations
- Highlight innovation within the Canadian nuclear supply chain, and share best practices

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. Our sponsors are integral to providing participants with an event that continues to raise the bar. We are confident that our comprehensive virtual program will deliver the knowledge-rich and relevant experience you have come to expect from OCNI.

There are various ways to be involved. This document 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 at Nuclear Cyber Security Week 2021.

Ron Oberth

President/CEO
OCNI

ABOUT OCNI

OCNI, The Organization of Canadian Nuclear Industries (formerly, The Organization of CANDU Industries) was incorporated in 1979 by several privately owned Canadian manufacturers and engineering consultants. Its purpose was to promote companies in the Canadian private sector engaged in the supply of goods and services for CANDU and LWR nuclear power plants in domestic and export markets. In doing so, it provided a focal point for industrial collaboration on matters that are of vital importance to its members.

Organization of Canadian Nuclear Industries (OCNI) is an association of more than 240 leading Canadian suppliers to 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 and components and provide engineering services and support for CANDU and SMR technology for nuclear power plants in Canada and around the world. 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 key part of a balanced electricity generation portfolio in Canada. OCNI also encourages and supports member companies in 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 (CONTD.)

COMMUNICATIONS STRATEGY

Marketing and communications efforts will create maximum awareness and position ***Nuclear Cyber Security Week 2021*** 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 partnership opportunities are available for your organization's exposure at ***Nuclear Cyber Security Week 2021***. There is also the opportunity to create personally tailored packages should the following packages not meet your needs or budget. We encourage those interested in exposure to contact **Joseph Bastien** to discuss what is possible.

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Title Sponsor

Exclusive - \$7,500

Technology Sponsor

Exclusive - \$6,000

Session Sponsor

Limited Opportunities - \$4,000

Lunch Keynote Sponsor

Exclusive - \$3,500

Networking Room Sponsor

Exclusive - \$2,000

Registration Sponsor

Exclusive - \$1,500

Break Sponsor

Limited Opportunities - \$1,000

Social Media Sponsor

Limited Opportunities - \$350



Title Sponsor - EXCLUSIVE - \$7,500

- Exclusive major event sponsorship of Nuclear Cyber Security Week 2021
- Opportunity to provide a 60-second video to present at the commencement of the Event on day one
- Acknowledgement as the Title Sponsor with company logo and link in prominent position throughout the event website
- Company logo recognition as the Title Sponsor displayed on the title slides throughout the Virtual event website
- Verbal recognition as the Title 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 the March and April 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



Technology Sponsor - Exclusive - \$6,000

- 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 the March and April 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
- One free conference virtual registration ticket

Session Sponsor - Limited Opportunities - \$4,000

- 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 the March 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

Lunch Keynote Sponsor - Exclusive - \$3,000

- 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 the March 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

Networking Room Sponsor - Exclusive - \$2,000

- Exclusive sponsorship as the event Networking Sponsor
- Sponsor Acknowledgement as the Networking Sponsor with company logo and link throughout the event website
- Verbal recognition as Networking Sponsor by Emcee throughout event
- 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 the March OCNi Newsletter
- One free conference virtual registration ticket

Registration Sponsor - Exclusive - \$1,500

- Exclusive sponsorship as the event Registration Sponsor
- Sponsor Acknowledgement as the Registration Sponsor with company logo and link throughout the event website
- 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 the March OCNi Newsletter
- One free conference virtual registration ticket

Break Sponsor - Limited Opportunities - \$1,000

- Sponsorship as the event Break Sponsor
- Acknowledgement as the Break Sponsor with company logo and link throughout the event website
- Opportunity to provide a 20-second video to play before the QnA portion of 2 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 the March OCNI Newsletter
- One free conference virtual registration ticket

Social Media Sponsor - Limited Opportunities - \$350

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

Looking for something different?

Give us a call and we would be happy to create something for you.

Joseph A. Bastien

Manager, Indigenous Engagement
and Special Projects
(Lead, OCNI ATP Council)

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