



ORGANIZATION OF
CANADIAN NUCLEAR
INDUSTRIES

Clean Energy for a Low Carbon Economy

SPONSORSHIP PROSPECTUS

For Inquiries

COMMUNICATIONS@OCNI.CA

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 communications@ocni.ca to discuss what is possible.

EVENT SPONSORSHIP OPPORTUNITIES AT A GLANCE

Event Title Sponsor

Exclusive - \$5,000 CAD

Main Event 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 Marketing 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



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

- The ability to be included in the title of the event ie. *Event title* “presented with COMPANY NAME”
- Opportunity to provide 60-second company video at the start of the event
- Acknowledgement as Event Title Sponsor with company logo in prominent position on all event promotions (socials and email blasts) and website, as well as verbal recognition at the beginning and end of the event from event host
- Opportunity for 15-minute speaking/presentation time during the event
- Recognition of sponsorship in OCNI Newsletter
- Two dedicated social spotlights on OCNI social media platforms
- Delegate list – Supplied in accordance with Canadian Privacy and Anti-spam legislation at the conclusion of the event
- Other potential event specific benefits

Main Event Sponsor - Exclusive - \$3,000 CAD

- Acknowledgement as Main Event Sponsor with company logo in prominent position on all event promotions (socials and email blasts) and website, as well as verbal recognition at the beginning and end of the event from event host
- Opportunity to introduce main event presenter, or host closing remarks
- Opportunity for 10-minute speaking/presentation time during the event
- One dedicated social spotlight on OCNI social media platforms
- Recognition of sponsorship in OCNI Newsletter
- Delegate list – Supplied in accordance with Canadian Privacy and Anti-spam legislation at the conclusion of the event
- Other potential event specific benefits

Technology Sponsor - Exclusive - \$3,000 CAD

- Acknowledgement as Technology Sponsor with company logo in prominent position on all event promotions (socials and email blasts) and website, as well as verbal recognition at the beginning and end of the event from event host
- Opportunity to provide 60-second company video at the start of the event
- One dedicated social spotlight on OCNI social media platforms
- Recognition of sponsorship in OCNI Newsletter
- Delegate list – Supplied in accordance with Canadian Privacy and Anti-spam legislation at the conclusion of the event
- Other potential event specific benefits

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

- Acknowledgement as Presenting Sponsor with company logo in prominent position on all event promotions (socials and email blasts) and website, as well as verbal recognition at the beginning and end of the event from event host
- Opportunity to provide 30-second company video during the event
- One dedicated social spotlight on OCNI social media platforms
- Recognition of sponsorship in OCNI Newsletter
- Delegate list – Supplied in accordance with Canadian Privacy and Anti-spam legislation at the conclusion of the event
- Other potential event specific benefits

Registration Sponsor - Exclusive - \$1,500 CAD

- Acknowledgement as Registration Sponsor with company logo in prominent position on all event promotions (socials and email blasts) and website, as well as verbal recognition at the beginning and end of the event from event host
- Recognition of sponsorship in OCNI Newsletter
- Delegate list – Supplied in accordance with Canadian Privacy and Anti-spam legislation at the conclusion of the event
- Other potential event specific benefits

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

- Acknowledgement as Break Sponsor with company logo in prominent position on all event promotions (socials and email blasts) and website, as well as verbal recognition at the beginning and end of the event from event host
- Opportunity to provide 15-second company video before event break
- Recognition of sponsorship in OCNI Newsletter

Social Media Sponsor - Limited Opportunities - \$300 CAD

- Sponsored post on OCNI's Twitter/LinkedIn pages
 - Twitter post guidelines:
 - Up to 250 characters; one JPEG/PNG attachment & live link to company website.
 - LinkedIn post guidelines:
 - Up to 300 Characters; one JPEG/PNG attachment & live link to company website.

We welcome your consideration of any of these customizable sponsorship opportunities and recognize that sponsors are integral to providing participants with events that will deliver the knowledge-rich and relevant experience you have come to expect from OCNI.

**For more information &
event specific sponsorship opportunities,
please contact:**

Rachel Roberts, Manager, Programs & Events

e: communications@ocni.ca

p: (289) 271 - 9477

MEMBER SPOTLIGHT OPPORTUNITIES



Hosted Marketing Webinar - \$3,000 CAD

- Availability based on OCNI events planning calendar
- Opportunity to market and promote a new product and service to member networks for up to 90 -minutes on OCNI's hosted technology platform
- Webinar can include up to five speakers
- Two dedicated event email blasts (~1800 distribution) to promote webinar
- Member to provide webinar title and description for promotion
- Social media promotion on Twitter and LinkedIn platforms as well as event banner featured on OCNI homepage
- Technical support including event host, technical lead, Q&A moderation, and presentation sharing (if applicable)

Member Spotlight Webinar - \$2,000 CAD

- Availability based on OCNI events planning calendar
- Opportunity to highlight a new initiative or company achievements to member networks for up to 60 -minutes on OCNI's hosted technology platform
- Useful opportunity to make industry announcements to supply chain members
- Two dedicated event email blasts (~1800 distribution) to promote webinar
- Member to provide webinar title and description for promotion
- Social media promotion on Twitter and LinkedIn platforms
- Technical support including event host, technical lead, Q&A moderation, and presentation sharing (if applicable)

Newsletter Promo - \$1,000 CAD

- Promotional page on OCNI's website featuring up to 750 words write up
- A feature in ONCI's monthly newsletter (~1800 distribution)
- Social media post on OCNI's Twitter/LinkedIn platforms (See pg. 11 for social posts requirements)

Website Banner Ad - \$650 CAD

- Company graphic and text featured on ocni.ca as scrolling homepage banner
- Link to external company site

Social Media Campaign - \$300 CAD

- Social post on OCNI's Twitter/LinkedIn pages
 - Twitter post guidelines:
 - Up to 250 characters; one JPEG/PNG attachment & live link to company website.
 - LinkedIn post guidelines:
 - Up to 300 Characters; one JPEG/PNG attachment & live link to company website.

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