

**SPONSOR  
+ EXHIBITOR  
OPPORTUNITIES**



**BUILDING  
FOR  
TOMORROW  
TODAY**

**Rogers Centre Ottawa**  
April 15-17



## Introduction

The Canadian Nuclear Association (CNA) Conference and Trade Show is the annual nuclear industry showcase. The theme of the 2025 event is CNA2025: Building for Tomorrow Today.

Canada is set to rapidly expand its nuclear sector in both existing and new markets, built on a foundation of growing government and public support. However, long-term success depends on the industry amplifying successful initiatives and actions, anticipating future needs and emerging challenges, and aligning across borders to enable efficient scaling and rapid deployment. The sector will need to take full advantage of a range of opportunities including capitalizing on and building human talent, fostering public and private financing, accelerating research and innovation, forging meaningful and lasting Indigenous partnerships, and ensuring future fuel supply.

For the nuclear industry to fully realize these opportunities and ensure nuclear can play an even more fundamental role in Canada's clean energy future, cooperation and coordination are more important than ever. At CNA2025, we will highlight the ways in which the sector can work together and with partners to build the foundations for success.

## Who attends?

In 2024, we hosted an audience of over 1,000 from within and outside Canada's nuclear industry. The high profile of our delegates makes the CNA Conference an excellent venue to showcase your business. Here's a quick snapshot of who attended our last conference in 2024:



- **Utility Presidents/CEOs:** Ken Hartwick (Ontario Power Generation), Mike Rencheck (Bruce Power), Rupen Pandya (Sask Power), Lori Clark (New Brunswick Power)
- Laurie Swami, President and CEO, NWMO
- Joe McBrearty, President and CEO, Canadian Nuclear Laboratories
- Jon Ball, President, eVinci Microreactor, Westinghouse
- Amy Gottschling, Vice President, Atomic Energy of Canada Ltd.
- Jay Wileman, President and CEO, GE Hitachi Nuclear Energy
- Kathryn Hayashi, President and CEO, TRIUMF Innovations
- Chief Terry Richardson, Pabineau First Nation, New Brunswick
- Hon. Jonathan Wilkinson, Minister of Energy and Natural Resources Canada
- Provincial Ministers: Hon. Todd Smith (Ontario), Hon. Mike Holland (New Brunswick), Hon. Nathan Neudorf (Alberta), Hon. Dustin Duncan (Saskatchewan)
- Jigar Shah, Director, Loans Programs Office, U.S. Department of Energy
- Kathryn Huff, Associate Secretary, Office of Nuclear Energy, U.S. DOE



## Sponsorship at a glance

Thank you for your interest in sponsoring the CNA Conference and Trade Show. Below is a high-level overview of the deliverables for each sponsorship level. Note that sponsors at every level will have options within each category to ensure the most benefit for your organization. If you have any questions or wish to customize an opportunity, please reach out to Norma Naoufal at [sponsorship@cna.ca](mailto:sponsorship@cna.ca).

BENEFIT/LEVEL	URANIUM	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
<b>Cost</b>	\$95,000	\$65,000	\$40,000	\$33,500	\$25,000	\$13,000 / \$17,500
<b>Complimentary Registrations</b>	15	10	7	5	5	5
<b>Booth</b>	Two (2) adjoining ten-by-ten booths in Canada Hall 2	Two (2) adjoining ten-by-ten booths in Canada Hall 2	One (1) ten-by-ten booth in Canada Hall 2	One (1) ten-by-ten booth in Canada Hall 2	One (1) ten-by-ten booth in Canada Hall 2	One (1) ten-by-ten booth in Canada Hall 2
<b>Career Fair Booth in Canada Hall 2</b>	One (1) CF booth	One (1) CF booth	One (1) CF booth	No	No	No
<b>Access to Private Meeting Rooms for Staff</b> (First-come, first-served basis)	Yes	Yes	Yes	No	No	No
<b>Logo on signage</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Logo on Conference Materials</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Logo on Event Website</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Logo Looped on Screens Throughout the Event</b>	Yes	Yes	Yes	Yes	Yes	No
<b>Logo, Company Profile and Booth Location on Event Mobile App</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Logo on Email Communication</b> (Logo featured on Pre-Event Welcome Email and Post-Event Thank You Email)	Yes	Yes	Yes	Yes	Yes	Yes



## Sponsorship at a glance (CONTINUED)

BENEFIT/LEVEL	URANIUM	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
<b>Banner Ad for Mobile App</b>	Yes	Yes	Yes	Yes	No	No
<b>Social Media Recognition</b> (CNA will reshare pertinent comms materials of the sponsor's choice)	Yes	Yes	Yes	Yes	Yes	Yes
<b>One (1) Company Promotional Item Available for Download on the Mobile App</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Delegate List Supplied (CASL Compliant)</b>	Yes	Yes	Yes	Yes	Yes	Yes



## URANIUM **\$95,000** (SOLD)

The uranium level sponsorship is the top sponsor of the 2025 CNA Conference and Trade Show with only two (2) exclusive opportunities available. The uranium sponsor will receive the following:

- 15 complimentary registrations
- Two adjoining 10x10' booths in Parliament Foyer (previously 8x10")
- Career Fair booth in Canada Hall 2
- Access to private meeting rooms for staff
- Logo on signage
- Logo on conference materials
- Logo on event site
- Logo looped on screens throughout the event
- Logo, company profile and booth location on event mobile app
- Logo on email communication
- Banner Ad for mobile app
- Social Media recognition
- One company promotional item available for download on mobile app
- Delegate list supplied
- Walkway & escalators branding on level 2 to 3

**Choose one of three options:**

- Up escalator
- Down escalator
- Lower glass wrap
- Level 2 Media Wall – 15 sec spots in rotation (40 min/8 hr day) x 2  
**Tuesday, Wednesday & Thursday (½ day)**
- Secure 5 room block at the The Westin Hotel – Marriott
- Choose welcome reception or trade show reception



## PLATINUM **\$65,000**

The platinum level sponsorship offers a high degree of visibility before, during and post-conference. Two (2) platinum level sponsorship are available for the 2025 CNA Conference and Trade Show.

- 10 complimentary registrations
- Two adjoining 10x10' booths in Exhibit Hall (previously was 8x10")
- Career Fair booth in Canada Hall 2
- Access to private meeting rooms for staff
- Logo on signage
- Logo on conference materials
- Logo on event site
- Logo looped on screens throughout the event
- Logo, company profile and booth location on event mobile app
- Logo on email communication
- Banner Ad for mobile app
- Social Media recognition
- One company promotional item available for download on mobile app
- Delegate list supplied
- Full lounge area on either Level 2 or 3
- Level 2 Media Wall – 15 sec spots in rotation (40 min/8 hr day) x 1  
**Tuesday, Wednesday & Thursday (½ day) (1 each per platinum)**
- 3 tiered blocks (quantity: 1)



## DIAMOND **\$40,000**

The diamond-level sponsorship offers various benefits, including networking opportunities with industry leaders and brand visibility in front of all event participants. Four (4) diamond level sponsorship are available for the 2025 CNA Conference and Trade Show.

- 7 complimentary registrations
- One 10x10' booths in Canada Hall 2 (previously 8x10')
- Career Fair booth in Canada Hall 2
- Access to private meeting rooms for staff
- Logo on signage
- Logo on conference materials
- Logo on event site
- Logo looped on screens throughout the event
- Logo, company profile and booth location on event mobile app
- Logo on email communication
- Banner Ad for mobile app
- Social Media recognition
- One company promotional item available for download on mobile app
- Delegate list supplied
- Level 2 Media Wall – 15 sec spots in rotation (40 min/8 hr day) x 1  
**Wednesday & Thursday (1 each per platinum)**
- 8' x 10' fabric standalone wall, one (1) information block

**Diamond-level sponsors have the choice to sponsor one of the following:**

### **Lounge Area** [AVAILABLE]

- Lounge area located on 2nd level.

### **Indigenous Marketplace** [AVAILABLE]

### **Wayfinder** [AVAILABLE]



## **GOLD** **\$33,500**

The gold-level sponsorship opportunities offer various benefits ranging from high on-site visibility to networking opportunities with industry leaders.

- 5 complimentary registrations
- One 10x10' booths in Canada Hall 2 (previously 8x10')
- Logo on signage
- Logo on conference materials
- Logo on event site
- Logo looped on screens throughout the event
- Logo, company profile and booth location on event mobile app
- Logo on email communication
- Banner Ad for mobile app
- Social Media recognition
- One company promotional item available for download on mobile app
- Delegate list supplied
- Digital signage – 5 screens

### **Gold-level sponsors have the choice to sponsor one of the following:**

#### **Conference Carrier** [AVAILABLE]

- Corporate logo printed on item for conference materials.

#### **Conference Facilities and Wi-Fi** [AVAILABLE]

- Attendees will be automatically directed to your corporate website upon Wi-Fi login.

#### **Breakfast Sponsor on April 16** [AVAILABLE]

- Corporate logo to be shown on screen during breakfast; one (1) seat at VIP table.

#### **Breakfast Sponsor on April 17** [AVAILABLE]

- Corporate logo to be shown on screen during breakfast; one (1) seat at VIP table.
- Opportunity to introduce the Friday breakfast keynote speaker.

#### **Lunch Sponsor on April 17** [AVAILABLE]

- Corporate logo to be shown on screen during lunch; one (1) seat at VIP table.

#### **Mobile App** [AVAILABLE]

- Logo placement in key areas of the active mobile app screen.

#### **Social Media Wall** [AVAILABLE]

- Opportunity to show company branded content within #CNA2025 social media tweets, shown on a large screen in a prominent location.





## **GOLD** (CONTINUED)

### **Sustainability Sponsor** [AVAILABLE]

- Sustainability is integral to our conference planning; this sponsorship opportunity ensures minimal impact on the environment with event signage printed on sustainable materials, a minimal paper-usage policy for exhibitors, a post-event recycling program and more.
- Logo placement in key areas, including an icon in the event mobile app on sustainability practices.

### **Student Program** [AVAILABLE]

- Sponsorship makes it possible for 100 students to travel and attend CNA2025 from across Canada.
- Opportunity to speak at the Wednesday student career development seminar.



## SILVER **\$25,000**

The silver level sponsorships offer a wide range of options for promoting your brand at the 2025 CNA Conference and Trade Show.

- 5 complimentary registrations
- One 10x10' booths in Canada Hall 2 (previously 8x10')
- Logo on signage
- Logo on conference materials
- Logo on event site
- Logo looped on screens throughout the event
- Logo, company profile and booth location on event mobile app
- Logo on email communication
- Social Media recognition
- One company promotional item available for download on mobile app
- Delegate list supplied
- Digital signage – 5 screens

### Silver-level sponsors have the choice to sponsor one of the following:

#### **Career Advisory Program** [AVAILABLE]

- Opportunity to introduce a speaker at the Wednesday student career development seminar.
- Opportunity to provide a resume review service.

#### **Conference Lanyard Branding** [AVAILABLE]

- Logo placement on the conference lanyard worn by all attendees for the event duration.

#### **Starbucks Coffee Bar** [AVAILABLE]

- Barista Style Coffee Bar serving Cappuccinos, Espressos, and Lattes available for all delegates  
3 opportunities to choose - Wednesday morning or afternoon or Thursday, April 17 morning.

#### **Morning Networking Break on April 16** [AVAILABLE]

- Logo recognition on signage during the networking break.

#### **Afternoon Networking Break on April 16** [AVAILABLE]

- Logo recognition on signage during the networking break.

#### **Morning Networking Break on April 17** [AVAILABLE]

- Logo recognition on signage during the networking break.

#### **Conference USB Flash Drive** [AVAILABLE]

- Opportunity to include logo and corporate information on the flash drive given to all attendees as part of the delegate bag.



## SILVER (CONTINUED)

### **Headshot Sponsorship** [\[AVAILABLE\]](#)

- Opportunity to have logo recognition for the professional photography service offered to all attendees for two days during the event.

### **Water Stations** [\[AVAILABLE\]](#)

- Corporate logo placement at water stations which are available throughout the event in various locations.

### **Meeting Room** [\[AVAILABLE\]](#)

- Small meeting room is available for Wednesday, April 16 and April 17 only. Times available determined by CNA.



**BRONZE** member **\$13,000** / non-member **\$17,500**

The bronze level sponsorships offer excellent opportunities to have your brand noticed. From coat check to event security, each opportunity is an essential component of the 2025 CNA Conference and Trade Show.

- 5 complimentary registrations
- One 10x10' booths in Canada Hall 2 (previously 8x10')
- Logo on signage
- Logo on conference materials
- Logo on event site
- Logo looped on screens throughout the event
- Logo, company profile and booth location on event mobile app
- Logo on email communication
- Social Media recognition
- One company promotional item available for download on mobile app
- Delegate list supplied
- Digital signage – 5 screens

### **Bronze-level sponsors have a choice to sponsor one of the following:**

#### **Conference Coat Check**

- Logo recognition in prominent location throughout event duration.

#### **Conference Photography**

- Sponsor will receive digital copies of the conference and trade show photographs.

#### **Pocket Program Sponsor**

- Sponsor will receive logo recognition on back page of pocket program distributed to all participants.

#### **Conference Registration**

- Logo recognition in prominent location throughout event duration.

#### **Conference Security**

- Logo recognition in prominent location throughout event duration.

#### **Charging Stations**

- Sponsorship includes two charging stations placed appropriately with logo branding.

#### **Refreshment Break on Thursday, April 17**

- Logo recognition on signage during the refreshment break.

#### **Traffic Flow Coordination Sponsor**

- Logo on signage in the Canada Hall 2 to manage attendee traffic flow and provide directional assistance.
- Signage will be visible for the duration of the event.

#### **Promotional Item**

- Logo recognition on promotional item distributed to all delegates at registration.



## CNA Member Exhibitor Booth

**\$9,000 (prior to December 18, 2024)**

**\$10,000 (regular, as of December 18, 2024)**

- One (1) ten-by-ten-foot booth in the Canada Hall 2
- Two (2) complimentary Full Conference registrations (includes booth staff)

## CNA Non-Member Exhibitor Booth

**\$13,000 (prior to December 18, 2024)**

**\$15,000 (regular, as of December 18, 2024)**

- One (1) ten-by-ten booth in the Canada Hall 2
- Two (2) complimentary Full Conference registrations (includes booth staff)

## CNA General Supporter

**\$6,000**

- Logo recognition on signage and on conference website
- One (1) complimentary Full Conference registration

## Support for the Ambassador Program

**\$5,000**

- Logo recognition on signage and on conference website
- One (1) complimentary Full Conference registration

## Indigenous Business Exhibitor Rate

**\$4,500**

- One (1) ten-by-ten booth in the Canada Hall 2
- Two (2) complimentary Full Conference registrations (includes booth staff)

Discounts on CNA2025 sponsorship, exhibitor booths, and registration are available for **CNA MEMBERS** only. Visit [cna.ca/about-cna/members/](https://cna.ca/about-cna/members/) or contact [membership@cna.ca](mailto:membership@cna.ca) to learn more about becoming a CNA member.



# Key information

## Milestone Dates

First right of refusal deadline	October 15, 2024
Sponsorship opportunities open to general sale	October 21, 2024
Early bird booth price deadline	October 31, 2024
Payment in full deadline	January 31, 2025

## Payment Terms

- A 50% deposit is due upon submitting the sponsorship application.
- For first right of refusal applications, the deposit must be received by the Canadian Nuclear Association before October 15, 2024, or the opportunity will become open for general sale.
- The balance is due before January 31, 2025.

## Cancellation Policy

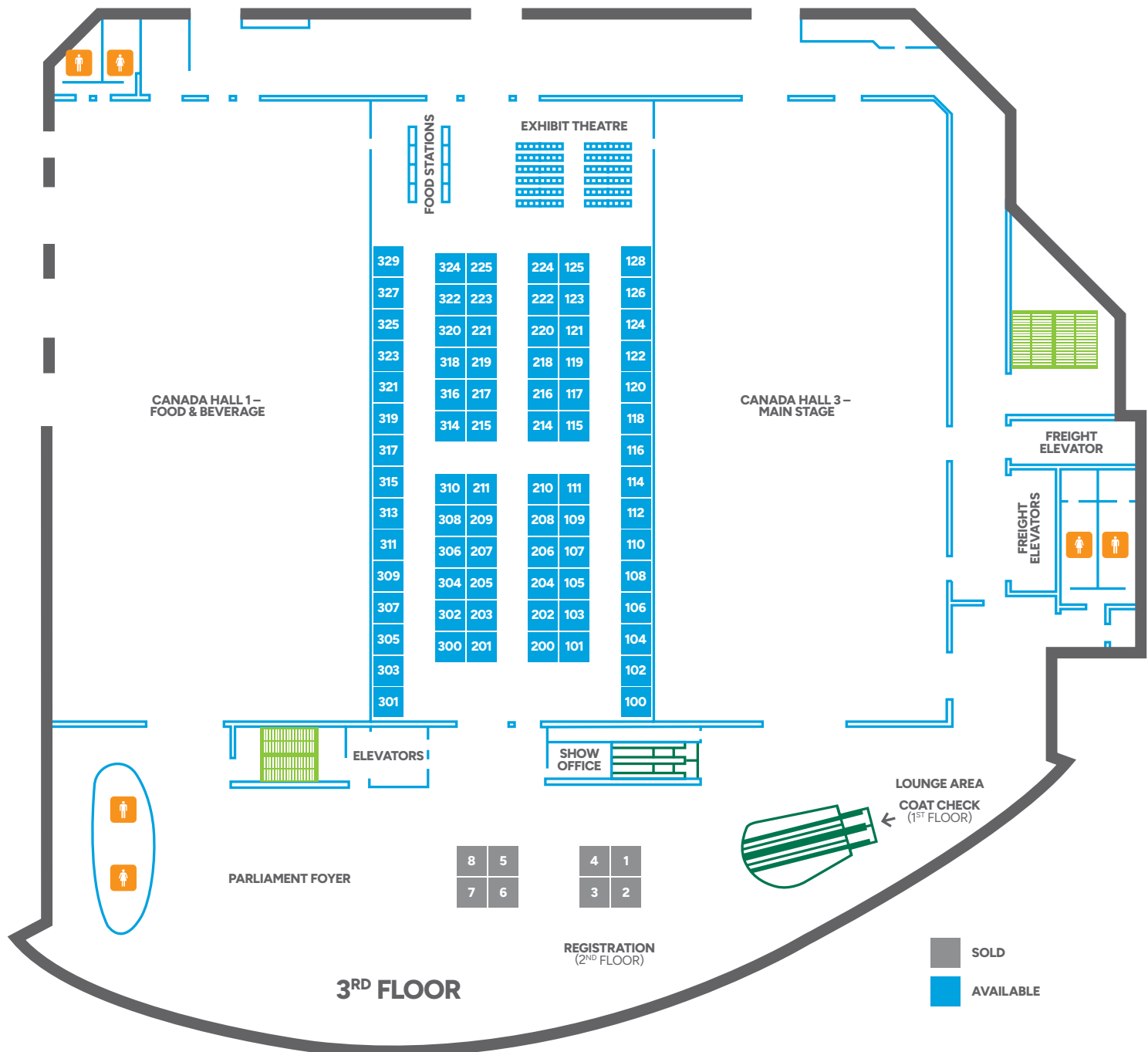
The sponsor/exhibitor agrees and understands that notification of intent to cancel sponsorship or exhibit must be provided in writing. Cancellation of sponsorship or exhibit within thirty days of signing the sponsorship agreement is subject to a 50% cancellation fee (i.e. 50% of the total agreement cost). Cancellation of sponsorship or exhibit within sixty days of signing the sponsorship agreement is subject to a 75% cancellation fee. No refunds will be granted, and the total agreement costs will be due, if cancellation occurs after February 1, 2025. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.

## Impossibility

The performance of this agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, government regulations, disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible for CNA to hold the 2025 Conference and Trade Show. The ability to terminate this agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical – but in no event longer than ten (10) days – after learning of such basis.

# Floor plan

Please visit the CNA Conference website for the most up to date floor plan





# Sponsorship application

## NAME OF ORGANIZATION

I am pleased to confirm that \_\_\_\_\_ wishes to sponsor the 2025 Canadian Nuclear Association Conference and Trade Show. The details of our support commitment are as follows:

Please check appropriate boxes and fill in your specific sponsorship item.

## CONFERENCE SPONSORSHIP

- |  |   |
|--|---|
| <input type="radio"/> Uranium Level Sponsor \$95,000           | <input type="radio"/> CNA General Supporter \$6,000                                 |
| <input type="radio"/> Platinum Level Sponsor \$65,000          | <input type="radio"/> CNA Member Exhibitor Booth \$9,000 (early bird)               |
| <input type="radio"/> Diamond Level Sponsor \$40,000           | <input type="radio"/> CNA Member Exhibitor Booth \$10,000 (after Dec. 18, 2024)     |
| <input type="radio"/> Gold Level Sponsor \$33,500              | <input type="radio"/> CNA Non-Member Exhibitor Booth \$13,000 (early bird)          |
| <input type="radio"/> Silver Level Sponsor \$25,000            | <input type="radio"/> CNA Non-Member Exhibitor Booth \$15,000 (after Dec. 18, 2024) |
| <input type="radio"/> Bronze Level Sponsor \$13,000 / \$17,500 | <input type="radio"/> Indigenous Business Exhibitor Rate \$4,500                    |

Total Conference Support: \$

Specific Sponsorship (Internet Cafés, Conference Security, etc.):

Please list Company Name as it should appear on printed materials  
Do not use CAPITAL LETTERS unless your official name is all capitals

## CONTACT INFORMATION

Company Name:

Exhibitor Contact:

Title:

Mailing Address:

City:

State/Prov.:

Zip/Postal Code:

Tel:

Email:

## COMPANY LOGO

- |   |  |
|---|--|
| <input type="radio"/> New logo files attached | <input type="radio"/> We confirm that you can use the same logo used for CNA2024 |
|---|--|

New logos are to be provided in the following two file formats:

1. As a .png or .jpg file for electronic applications
2. As a high-resolution vector illustration for print production (e.g. .ai, .eps)





## AUTHORIZATION

I am the authorized representative of the above-mentioned company with the full power and authority to sign and deliver this application. The company agrees to comply with all policies governing our support.

Total Conference Support          \$ \_\_\_\_\_  
 13% HST (#100769082RT0001)      \$ \_\_\_\_\_  
 TOTAL                                        \$ \_\_\_\_\_

Sponsor commitments will be negotiated on a “first-come, first-served” basis. A statement of account will be issued with confirmation of your support commitment. Full payment, plus applicable taxes, is due and payable to “Canadian Nuclear Association”.

Name of Authorized Officer:	Title:
Signature of Authorized Officer:	
City:	Date:

## PAYMENT

Method of Payment     Cheque                       Credit card                       EFT                       Please invoice

Organization:

Card Holder:    Card Number:    CVC Number:

Signature:    Expiry Date:

Address:    Postal Code:

### Payment Terms

- A 50% deposit is due upon submitting the sponsorship application.
- For first right of refusal applications, the deposit must be received by the Canadian Nuclear Association before December 15, 2024, or the opportunity will become open for general sale.
- The balance is due before January 31, 2025.

### Cancellation Policy

The sponsor/exhibitor agrees and understands that notification of intent to cancel sponsorship or exhibit must be provided in writing. Cancellation of sponsorship or exhibit within thirty days of signing the sponsorship agreement is subject to a 50% cancellation fee (i.e. 50% of the total agreement cost). Cancellation of sponsorship or exhibit within sixty days of signing the sponsorship agreement is subject to a 75% cancellation fee. No refunds will be granted, and the total agreement costs will be due, if cancellation occurs after February 1, 2025. Upon notice of cancellation, the sponsor/exhibitor will be obligated to pay any outstanding balance due on sponsorship as per the agreement.



Please return this application form and send any questions to:

**Norma Naoufal**

Manager, Meetings and Events  
Canadian Nuclear Association  
Email: [sponsorship@cna.ca](mailto:sponsorship@cna.ca)

**ACCEPTANCE (APPLICABLE TO NON-CNA MEMBERS ONLY)**

On behalf of the 2025 Canadian Nuclear Association Conference and Trade Show, I am the authorized representative with the full power and authority to sign and accept this application.

This application is accepted

This application is declined

Name of Authorized Representative:

Title:

Signature:

City:

Date:

(When signed by an Authorized Representative of CNA, a copy will be returned to the applicant).