Partnership Prospectus

Let us bring your brand, message, and ideas to an influential and motivated audience!

November 23–25, 2020 | Hilton Lac-Leamy, Gatineau, QC
Experience the value of CSPC partnership!

CSPC’s Partnership Program provides an exciting array of possibilities for public, not-for-profit, and private sector stakeholders to showcase their importance in Canada’s science, technology, and innovation policy ecosystem. Your partnership investment will deliver numerous benefits including, major exposure to several key target audiences, along with significant value and recognition through exceptional onsite and online promotional opportunities. Become part of the CSPC 2020 journey and experience the value of its partnership.

Not just a conference, a festival of science policy.

CSPC has become Canada’s most comprehensive, multi-sectoral, and interdisciplinary forum for addressing emerging and urgent issues of science and innovation policy. CSPC is a 3-day festival with multiple platforms and events for delegates to network and engage in the most important conversations. Some of the most exciting features of CSPC 2019 were:

- More than 55 panel sessions on the latest and most important STI policy trends
- Spectacular Gala dinner at the Trillium Ballroom of Shaw Centre; well attended by leaders of various sectors, as well as ambassadors, and parliamentarians
- Interview station for conducting interviews of esteemed panellists
- International delegations from the United Kingdom, South Africa, and Brazil; and prominent Canadian and global leaders in science and innovation policy
- Launch of the inaugural issue of the Canadian Science Policy Magazine
Everyone will be there, and so should you.

CSPC represents the “who’s who” of science and innovation policy from both, the current leadership cadre and the next generation of Canada’s top scientists, business leaders, and science policy experts, including:

- industrial R&D managers and senior management from the private sector
- government policymakers (federal, territorial, provincial, and local)
- researchers across all sectors
- scientific and industrial associations
- granting agencies and funding bodies
- non-governmental organizations, agencies, foundations
- journalists and media
- communications and government relations professionals
- the next generation of science and innovation policy leaders
- innovators, venture capitalists, and consulting firms

Wicked challenges. Insightful Discussions.

Overarching theme for 2020:

Building Bridges Between Science, Society, and Policy

Core topics of discussion and debate:
1. Science and Policy
2. Science and Society
3. Science, Innovation and Economic Development
4. Science, International Affairs and Security
5. Science and The Next Generation
CSPC’S REACH IS FAR AND WIDE

HIGHLIGHTS FROM CSPC 2019

- 900+ attendees (the conference sold out)
- 250+ speakers
- 55 panel sessions
- 55% of the panelists were female
- Glamorous Gala Dinner at The Shaw Centre

ONLINE ANALYTICS INCLUDE

- Facebook
  - 1,400+ Followers
- CSPC Website Reach
  - 32,000+ page views in from September to December 2019
- CSPC Newsletter
  - 5,000+ Subscribers

#CSPC2019 trended in Canada during the conference and was first in Ottawa for the 5th year in a row.

Twitter - @sciencepolicy

- 14.8K+ Tweets
- 10.8K+ Followers

YOUR EXHIBITION BOOTH IS PRIME REAL ESTATE!

Coffee breaks and lunches are held in and near the exhibitor hall for maximum foot traffic.
Overview

You simply won’t find this combination anywhere else.

• Access to the nation’s most important science & innovation policy stakeholders
• Affiliation with the who’s who of the STI community, social media networks, and relevant media
• Strengthening your association with an emerging community of science & innovation policy experts and R&D advocates in Canada

YOU WILL BE IN GOOD COMPANY

Join a prestigious lineup of past supporters

• adMare
• Bioinnovations
• AECL
• AGE-WELL Centres of Excellence
• Agriculture and Agri-Food Canada
• AstraZeneca
• Bayer
• Biotechnology Focus
• Canada Foundation for Innovation
• Canada’s Drug Research and Development
• Canadian Government Executive
• Canadian Science Publishing
• Canadian Space Agency
• Canarie
• Carleton University
• Centre for Aging + Brain Health Innovation
• Centre for Drug Research & Development
• CFIA
• CIFAR
• CIHR
• Clearwater
• Council of Canadian Academies
• CRDC
• CSMB
• Dalhousie University
• Eli Lilly
• Engineers Canada
• Fonds de la recherche en santé du Québec
• Fonds de Recherche du Québec
• Fused Logic Television
• Genome Alberta
• Genome Atlantic
• Genome Canada
• Government of Alberta
• Government of Canada
• Government of Nova Scotia
• GSK
• Halifax Global
• Health Canada
• Health Research & Innovation
• Heritage Canada
• Hoffman La Roche
• IDRC
• Industry Canada
• Innovative Medicines Canada
• Institute for Quantum Computing
• Irving Shipbuilding Inc.
• iParadigms, LLC
• iPolitics
• ISSP
• Leaders Circle
• McInnis Cooper Lawyers
• Merck
• Ministry of Innovation, Science, and Economic Development
• MITACS
• National Research Council
• Natural Resources Canada
• NIVA Inc.
• NSERC
• Nuclear Waste Management Organization
• Oceans Research in Canada Alliance
• Ontario Brain Institute
• Ontario Centres of Excellence
• Ontario Genomics Institute
• Ontario Ministry of Research, Innovation and Science
• Perimeter Institute
• Quebec Ministry of Economic Development, Innovation and Exportation
• Queen’s University
• Rx&D Canada
• Research Manitoba
• ResearchImpact
• Roche
• Ryerson University
• Saint Mary’s University
• Sandra Rotman Centre
• Sanofi Pasteur
• Simon Fraser University
• SSHRC
• Stem Cell Network
• Telus Spark
• The Association of Professional Engineers and Geoscientists of Alberta
• The Evidence Network
• The Hill Times
• The Leader’s Circle
• Transport Canada
• UK Research and Innovation
• Université Montréal
• University Affairs Magazine
• University of Calgary
• University of Ottawa
• University of Toronto
• University of Waterloo
• Xerox
Providing significant return on investment through an unparalleled opportunity.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>LEADER (PLATINUM) $50,000</th>
<th>INNOVATOR (GOLD) $25,000</th>
<th>THINKER (SILVER) $12,500</th>
<th>COLLABORATOR (BRONZE) $7,500</th>
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<tbody>
<tr>
<td>Delegate passes</td>
<td>10 (Value $10,000)</td>
<td>7 (Value $7,000)</td>
<td>4 (Value $4,000)</td>
<td>2 (Value $2,000)</td>
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<tr>
<td>Complimentary gala dinner tickets</td>
<td>5 (Value $1,125)</td>
<td>3 (Value $675)</td>
<td>2 (Value $450)</td>
<td>1 (Value $225)</td>
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<tr>
<td>Discount to CSPC Workshop Program</td>
<td>20% (Value $4,000)</td>
<td>15% (Value $3,000)</td>
<td>10% (Value $2,000)</td>
<td>5% (Value $1,000)</td>
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<td>Print advertisement in final program</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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<tr>
<td>Magazine advertisement</td>
<td>Free Ad</td>
<td>Discount available</td>
<td>Discount available</td>
<td>Discount available</td>
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<td>Dedicated social media acknowledgements</td>
<td>20</td>
<td>10</td>
<td>7</td>
<td>4</td>
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<tr>
<td>Logo on shared stand banners</td>
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<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Complimentary exhibitor booth</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo featured on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo on promotional materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo on delegate bags</td>
<td>✓</td>
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<tr>
<td>Host a panel session</td>
<td>✓</td>
<td>✓</td>
<td>✓ (Thinker+ only*)</td>
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<tr>
<td>Podium acknowledgement at plenary and gala sessions</td>
<td>✓</td>
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<tr>
<td>5-7 minute video interview</td>
<td>✓</td>
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<tr>
<td>Featured as presenting partner at gala dinner</td>
<td>✓</td>
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<tr>
<td>Science Meets Parliament partnership package</td>
<td>✓</td>
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* Guaranteed spot available only for Thinker+ for partnership of $17,000 and above
OVERALL ATTENDEE EXPERIENCE AT CSPC 2019 (185 RESPONDENTS)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Excellent</td>
<td>55%</td>
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<tr>
<td>Good</td>
<td>27%</td>
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<tr>
<td>Outstanding</td>
<td>16%</td>
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<tr>
<td>Fair</td>
<td>2%</td>
</tr>
<tr>
<td>Poor</td>
<td>0%</td>
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We are happy to design a customized option that works for you.

HOST A FUNCTION AT CSPC 2020!

1. Networking Reception
2. Pre & Post Gala Dinner Receptions
2. Breakfast Sessions: 40 minutes
2. Luncheon Sessions: 15 minutes

To become a CSPC partner, please contact us at info@sciencepolicy.ca

Conference mobile App
Advertise in the CSPC Annual Magazine
Multiple stations exhibit display
Exhibit-only option ($3,000) subject to availability
“I consider CSPC to be the signature event for Canadian science policy and an important forum for networking.”

“The unique perspective. This conference brings together people from a diverse background like no other conference.”

“Diversity of attendees provides ample opportunity for discussion with a variety of valuable perspectives.”

“The great panel discussions and audience questions. Excellent speakers, and the conference was a manageable size so you could meet everyone you wanted.”

“I love the conference and see huge potential for it to have real impacts on how we handle science policy in Canada. It offers tremendous potential to bring together very disparate groups around a common theme and every year it gets better at doing that. It was the only conference I attended in 2019.”

“Friendly staff and well organized. Incredibly well designed online system for sorting sessions and the daily schedule was much appreciated. Caliber of speakers and international origins.”

“Networking (I met some of the most amazing people and was impressed that you were able to attract such high caliber people to the conference), sitting in on panel discussions where I knew nothing about the topic and taking away so much from it.”