

# 9<sup>th</sup> Canadian Science Policy Conference

Nov. 1 - 3, 2017 | Shaw Centre, Ottawa, ON

# CSPC 2017



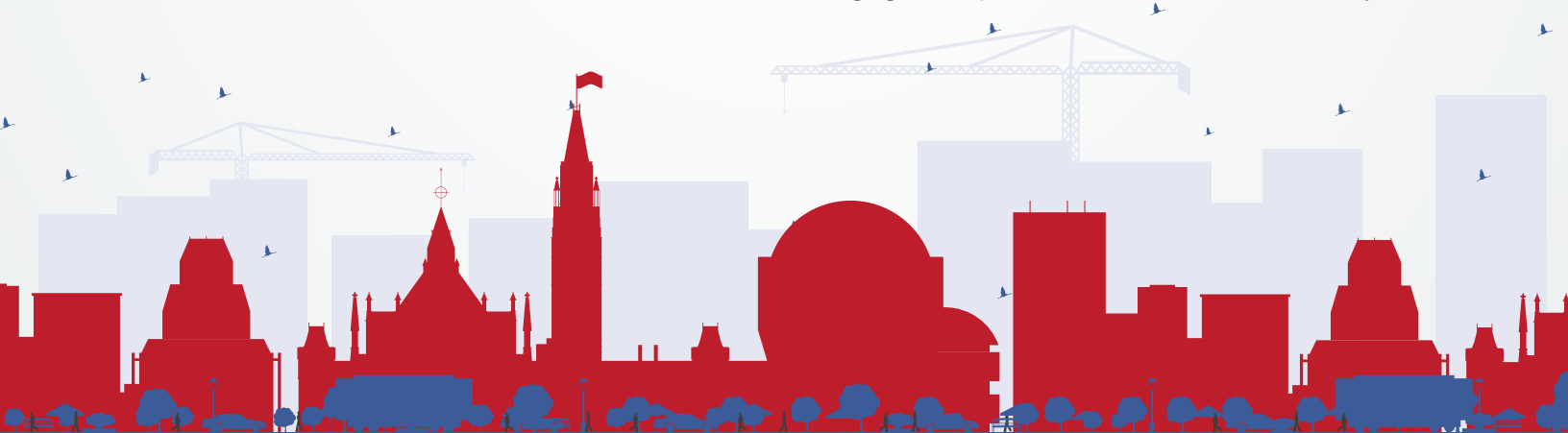
## PARTNERSHIP PROSPECTUS



### 150 Years of Canadian Science and Innovation – How do we forge ahead?

#### *Conference Themes*

- What are Canada's likely challenges in the next 50 years, and how can scientific knowledge be used to solve them?
- How does Canada get the new scientific knowledge it needs?
- How do we strengthen the environment for the production and integration of new scientific knowledge?
- How can we more effectively bring new and existing scientific knowledge to bear on Canada's challenges?
- How do we engage the public in Canada's science system?



[www.sciencepolicy.ca](http://www.sciencepolicy.ca)



# CSPC = Leading the Way in Science, Technology and Innovation Policy

For nearly a decade, the CSPC has developed an impressive and extensive network of stakeholders within Canada's science and innovation policy community. CSPC has earned a respected position as a neutral, non-governmental organization devoted to engaging the private sector, government and academia to provide insight and solutions for the most important issues in STI policy in Canada.

## Be Part of Canada's Fast-Growing STI Conference!

CSPC's Partnership Program provides an exciting array of opportunities to organizations and corporations to have a significant impact on 500+ of Canada's key science, technology and innovation policy professionals.

CSPC 2017 partnership benefits maximize organizational visibility to your target audience and provide exceptional onsite and online promotional opportunities.



CSPC 2016 Luncheon Session: Mehrdad Hariri, CSPC President & CEO and Minister of Science, Hon. Kirsty Duncan

*If you're looking to reach the key players making a difference within the STI Community, CSPC 2017 is the place for you!*



CSPC 2014 Honorary co-chairs: Frank McKenna, Deputy Chairman of the Toronto Dominion Bank and Former Premier of New Brunswick; John Risley, President and CEO of Clearwater Fine Foods Inc.





## Reaching the Intellects using Website and Social Media

CSPC has extensive networks on LinkedIn, Twitter and Facebook and continues to explore additional digital media to share our message. We have almost 7,600 followers on Twitter.

CSPC is happy to use this platform to ensure your visibility. CSPC is also able to engage beyond our target market audience using our up-to-date website and global reach.

### ONLINE ANALYTICS INCLUDE



Tweets:..... **9,000+**

Following: ..... **4,429**

Followers: ..... **7,622**

Tweet Impressions in Nov. 2016: ..... **228,000**

### #CSPC 2015

**trending topic in Ottawa:  
November 25-27, 2015**

### #CSPC 2016

**trending topic in Canada:  
November 8, 2016**



Facebook Likes:..... **862**



Connections: ..... **+500**

Groups: ..... **29**

Group Followers:..... **587**

### WEB REACH

- **3,400** online impressions per month
- Engagement rate over **45%**
- Close to **600** page views per month

### NEWSLETTER REACH

- **5,000+** subscribers

### CSPC 2016 HIGHLIGHTS

- **200+** panelists
- **32** panel sessions
- **750+** delegates
- A gender balance conference : **47% female panelists**

*To become a CSPC conference partner, please contact us at [info@sciencepolicy.ca](mailto:info@sciencepolicy.ca)*

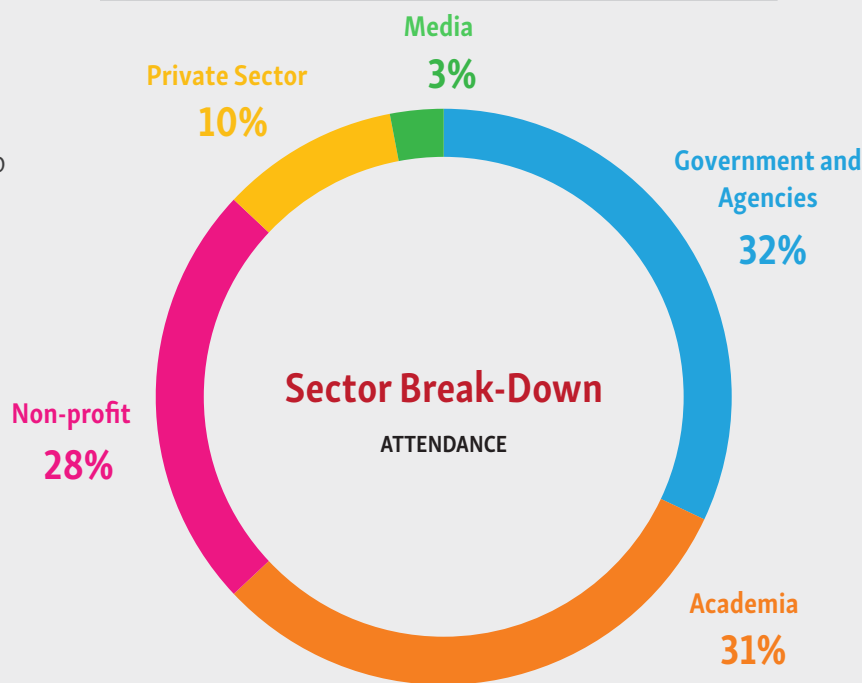


## Meet the Brainpower Who'll Be There!

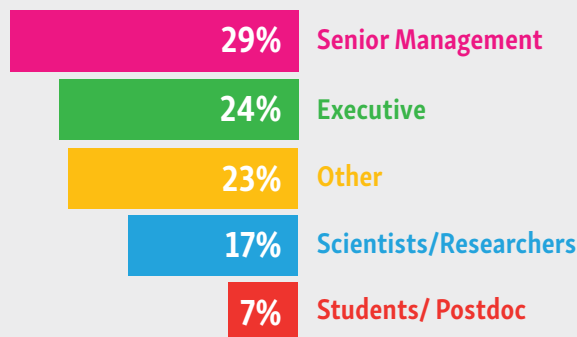
CSPC represents the “who’s who” of science and innovation policy from both the current leadership cadre and the next generation of Canada’s top scientists, business leaders and science policy experts; including:

- industrial R&D managers and senior management from the private sector
- government policy-makers (federal, territorial, provincial, and local)
- researchers across all sectors
- scientific and industrial associations
- research 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

### CSPC 2016 PARTICIPANTS



#### ATTENDANCE BY ROLE



Organizing team of CSPC 2016 with Minister of Science Hon. Kirsty Duncan



CSPC 2014 Plenary session (left to right): Janet Halliwell, Principal, J.E. Halliwell Associates Inc.; Julie Gelfand, Commissioner of the Environment and Sustainable Development, Office of Auditor General; Dr. Alan Bernstein, President and CEO, Canadian Institute for Advanced Research; Dr. Peter Nicholson, Chair, Standing Selection Committee, Networks of Centres of Excellence; Dr. Martha Crago, VP Research, Dalhousie University; Dr. Pierre Meulien, President and CEO, Genome Canada



# INVESTMENT IMPACT

Let's make chemistry together – How your support will have an impact!

INVESTMENT IMPACT	FOR YOUR ORGANIZATION	For Canadian Science & Innovation Policy
Networks	Access to the nation's most important science & innovation policy stakeholders	Developing relationships with corporations who are players in R&D
Brand Exposure	Affiliation with the who's who of the STI community, social media networks and relevant media	Partnership with a leading corporation that understands the value of collaboration across all stakeholders and nurturing a broad and evolving community of science & innovation policy thinkers
Corporate Citizenship & Community	Strengthening your association with an emerging community of science & innovation policy experts and R&D advocates in Canada	Investment in activities which support the advancement of science & innovation policy in Canada by enabling a framework for inclusive and multi-sectoral partnerships

CSPC 2015 Plenary Session (left to right): Dave B Watters, President and CEO, Global Advantage Consulting Group Inc; Gerard Kennedy, CEO, Alpha Healthcare; Ken Knox; Chair, Science, Technology and Innovation Council (STIC), CEO, Knox-Vannest Inc.; John Knuble, Deputy Minister, Industry Canada; Roseann O'Reilly Runte, President, Carleton University



## PAST SUPPORTERS

- AECL
- Agriculture and Agri-Food Canada
- Biotechnology Focus
- Canada Foundation for Innovation
- Canadian Government Executive
- CIHR
- CIFAR
- Canarie
- Clearwater
- Council of Canadian Academies
- CRDC
- CSMB
- Dalhousie University
- Eli Lilly
- Engineers Canada
- Fonds de la recherche en santé 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
- Industry Canada
- ipolitics
- ISSP
- IDRC
- iParadigms, LLC
- Irving Shipbuilding Inc.
- McInnis Cooper Lawyers
- Ontario Ministry of Research, Innovation and Science
- MITACS
- Natural Resources Canada
- NSERC
- Ontario Genomics Institute
- Quebec Ministry of Economic Development, Innovation and Exportation
- Rx&D Canada
- Research Manitoba
- ResearchImpact
- Ryerson University
- Saint Mary's University
- Sandra Rotman Centre
- Sanofi pastuer
- SSHRC
- Stem Cell Network
- Telus Spark
- The Association of Professional Engineers and Geoscientists of Alberta
- The Evidence Network
- The Hill Times
- Transport Canada
- Université Montréal
- University Affairs Magazine
- University of Calgary
- University of Toronto
- Xerox



### INTERNATIONAL

- Canada's Return to the International Stage: How Can Science Help Foreign Policy (2016, Ottawa)
- Science and Innovation for Development (2015, Ottawa)
- Emerging Trends in International Trade and Diplomacy: The Role of Science and Technology (2013, Toronto)
- Global Perspectives in Science and Technology (2010, Montreal)
- Science and Technology in the Global Village (2009, Toronto)
- Workshop/Symposium: Science Diplomacy (2016, Ottawa)
- Workshop/Symposium: Diaspora Scientists (2015, Ottawa)
- Workshop/Symposium: Science Diplomacy (2013, Toronto)

### PRIVATE SECTOR AND INNOVATION

- A New Innovation Agenda for Canada (2016, Ottawa)
- The Impact of Transformative and Converging Technologies on Private Sector Innovation and Productivity (2015, Ottawa)
- Innovation and Partnerships: A Recipe for Success (2014, Halifax)
- Advancing Economic Development and Prosperity with S&T (2014, Halifax)
- Private Sector R&D and Innovation: New Realities and Models (2013, Toronto)
- Enabling Private Sector Innovation (2011, Ottawa)
- Increasing Canadian Productivity Using Science and Technology (2010, Montreal)
- Scientific Research in Economic Growth and Recession (2009, Toronto)
- Workshop: The Start-Up Meet-Up: A Lean Entrepreneurship Approach to Advancing Innovation (2014, Halifax)

### NEXT GENERATION

- Graduate Studies and Research Training: Prospects in a Changing Environment (2013, Toronto)
- Creating and Retaining Scientific Talent in Canada (2010, Montreal)
- Workshop: Nuts and Bolts of Science Policy (2016, Ottawa)
- Workshop: Entrepreneurship and Career Development (2010, Montreal)
- Workshop: Nuts and Bolts of Science Policy (2015, Ottawa)
- Workshop: Nuts and Bolts of Science Policy (2013, Toronto)
- Workshop: Science Policy 101 (2012, Calgary)
- Workshop: Science Policy 101 (2011, Ottawa)



## SECTOR SPECIFIC

- Clean Energy and Climate Change as Global Priorities: Implications for Canada? (2016, Ottawa)
- Big Science in Canada, Realizing the Benefits (2015, Ottawa)
- The Art and Science of Risk Assessment: A Global Conversation Risk (2014, Halifax)
- Food, Fuel and Farmers: Agriculture at the Convergence of Multi-Disciplinary Science Policy Issues (2012, Calgary)
- Innovating on Energy Supply and Demand for More Sustainable Resource Management: A Critical Test for the Integration of Science, Technology and Policy (2012, Calgary)
- Re-Imagining Canadian Health Care: How Innovation in Science and Policy Can Contribute to a More Sustainable System (2012, Calgary)
- Exploring the True North, Reflections on Northern Science Policy (2011, Ottawa)
- Special Focus: International Year of Chemistry (2011, Ottawa)
- A Glance at Bioscience in Canada (2010, Montreal)
- Workshop/Symposium: 1st Canadian Symposium on Space Policy (2016, Ottawa)

## SCIENCE AND SOCIETY

- A New Culture of Policy Making And Evidence-Based Decision-Making: Horizons and Challenges (2016, Ottawa)
- Evidence Based Decision Making (2015, Ottawa)
- Transformation of Science Society and Research in the Digital Age; Open Science Participation Security and Confidentiality (2015, Ottawa)
- Communicating Science and Technology (2013, Toronto)
- Science-Technology-Society-Nexus (2012, Calgary)
- Science, Politics and Culture in Canada (2011, Ottawa)
- Science and Public Engagement (2009, Toronto)
- Workshop/Symposium: Achieving Diversity in STEM, Advancing Innovation (2016, Ottawa)
- Workshop/Symposium: Evidence-Based Decision-Making (2016, Ottawa)
- Workshop/Symposium: Evidence Based Decision Making (2015, Ottawa)
- Workshop: Science Communication (2013, Toronto)
- Workshop: K\* (Knowledge, Mobilization and Dissemination (2010, Montreal)

## ISSUES IN SCIENCE POLICY

- Science Funding Review: New Visions and New Directions (2016, Ottawa)
- Canadian Science and Technology Strategy: Looking Towards 2020 (2014, Halifax)
- Emerging Issues in Canadian Science Policy (2013, Toronto)
- Major Issues in Canadian Science Policy (2011, Ottawa)
- Major Issues in Canadian Science Policy (2010, Montreal)
- Major Issues in Canadian Science and Technology Policy (2009, Toronto)
- Science and Technology and Canada's Future Challenges (2009, Toronto)

# INVESTMENT IMPACT

Let's make chemistry together – How your support will have an impact!



Benefits	Leader (Platinum) \$50,000	Innovator (Gold) \$25,000	Thinker (Silver) \$12,500	Collaborator (Bronze) \$7,500
Delegate Passes	10	7	4	2
Complimentary Opening Ceremony Passes	5	3	2	1
Dedicated social media acknowledgements	20	10	7	4
Print advertisement in final program	Full Page	Full Page	Half Page	Quarter Page
Company Logo on Scrolling Signage	Dedicated slide	Dedicated slide	Shared slide	Shared slide
Company Logo Featured on Conference Website	✓	✓	✓	✓
Complimentary Exhibitor Booth	✓	✓	✓	✓
First Right of Refusal for Future Partnership Opportunities	✓	✓	✓	✓
Printed Sign with Logo	✓	✓	✓	✓
Company Logo on Conference Bag & Company Collateral Within	✓	✓	✓	
Company Logo on Promotional Materials	✓	✓	✓	
Banner Display	2	1		
Scrolling banner on the mobile app	✓	✓		
Podium Acknowledgement at Plenary and Gala	✓	✓		
5-7 minute video interview	✓	✓		
Speaking Opportunity	Gala Event			
Featured as Presenting Sponsor (Gala Event)	✓			
Host Panel Session	✓			





# **CUSTOM** OPPORTUNITIES AVAILABLE

We are happy to customize to your needs and budget, contact [\*\*info@sciencepolicy.ca\*\*](mailto:info@sciencepolicy.ca)



## ***Host a function at CSPC 2017!***

- Award Ceremony (1 opportunity)
- Dinner (1 opportunity)
- Evening Reception (2 opportunities)
- Breakfast Session: 40 minutes (2 opportunities)
- Luncheon Session: 20 minutes (2 opportunities)
- and more!

***Exhibit only option  
(\$3,000) – subject  
to availability***

***Conference  
Mobile App***

***Electronic marketing  
and acknowledgement  
package***

***3 Hour Exhibit  
Display  
Multiple Stations***

[\*\*www.sciencepolicy.ca\*\*](http://www.sciencepolicy.ca)



# Don't be left behind!

*Add CSPC 2017 to your calendar today and connect with over 700+ of the leading minds in attendance!*



CSPC 2016 Keynote session: (left to right) Ontario Minister of Research, Innovation and Science Hon. Reza Moridi, Nobel Laureate Dr. Art McDonald; Dr. Victoria Kaspi, Professor McGill University



CSPC 2016 Keynote session: (left to right) Hon. Irwin Cotler, Chairman of the Raoul Wallenberg Centre for Human Rights; Viviana Fernandez, Assistant Director, Human Rights Research and Education Centre University of Ottawa; Dr. Homa Hoodfar, Canadian Professor, Concordia University; Ivan Semeniuk, award winning science journalist, Globe and Mail



CSPC 2013: Hon. Michael Wilson, Chairman, Barclays Capital Canada Inc, former Minister of Finance, Chancellor of University of Toronto



CSPC 2016 Plenary session: (left to right) Darren Gilmour, Executive Director, Royal Society of Canada; Graham Carr, Provost & VP Academic, Concordia University; Ilse Treurnicht, CEO of MaRS Discovery District, Dr. Alan Bernstein CIFAR President





CSPC 2012 Keynote session (left to right): James Edwards, Vice President and Chair of Council-NSERC; Elizabeth Cannon, President and Vice Chancellor, University of Calgary; Eric Newell, Chancellor Emeritus, University of Alberta, Former Chair and CEO, Syncrude Canada Ltd.; Preston Manning, President and CEO, Manning Centre for Building Democracy



Dr. Nina Federoff, Science Advisor to Secretaries of State, Rice and Clinton



CSPC 2010, Hon. Marc Garneau, Minister of Transportation and former astronaut



CSPC 2011, Hon. Gary Goodyear, Minister of State for Science and Technology



CSPC 2011 Keynote session (left to right): Hon. Minister Reza Moridi MPP; Hon. Minister Kellie Leitch MP; Hon. Minister Marc Garneau; Hélène LeBlanc MP; Pierre Meulien, President Genome Canada





@sciencepolicy



Canadian Science Policy Conference



CSPC (Canadian Science Policy Centre)



sciencepolicy.ca

"There are some hopeful signs. The very first Canadian Science Policy Conference was held in October 2009, attracting hundreds of participants..."

**NATURE** 463, 135 (Jan 14, 2010)

**nature**  
International weekly journal of science

"The Canadian Science Policy Conference has attracted the attention of provincial and federal ministers as well as senior researchers and the heads of all three research granting councils and is the latest attempt by the science community to get its voice heard by the individuals responsible for charting science strategy."

**GLOBE AND MAIL** Published Monday, Oct. 26, 2009

**THE GLOBE AND MAIL** 🍁

"CSPC has become the most comprehensive annual national forum on science policy issues affecting Canada, and is attended by the leading voices of the Canadian science and innovation policy community."

**BIOTECHNOLOGY FOCUS** Oct 4, 2012

**Biotechnology Focus** 🍁  
Innovation to Business

# Not sure yet? Don't take our word for it – here's what's been said about CSPC!



"My first experience with Science Policy; I learned a tremendous amount! The quality of the panels was absolutely undeniable. Ample opportunity to network, people were open and forthcoming."

"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."

"My first experience with Science Policy; I learned a tremendous amount! The quality of the panels was absolutely undeniable. Ample opportunity to network, people were open and forthcoming."

"I enjoyed most the gathering of people from government, industry, and other sectors outside of traditional science. I enjoyed the diversity and real-world applications of the talks."

"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."

"The talks and topics of the talks were very well executed, the sessions were very educational and workshops very engaging."

"High-level discussions surrounding science and policy; Broad exposure to policy challenges faced by various industry sectors; and ability for scientists to speak directly to policy makers and government staff."

"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."

