

2009-2019 - A Decade of Profound Impact

CSPC 2019

11th

Canadian Science Policy Conference | www.sciencepolicy.ca

Partnership Prospectus



Transforming great ideas
into powerful actions.

Moving boldly into the future. Together.

Be part of it.

November 13-15, 2019 | Westin Hotel, Ottawa, ON



Her Excellency the Right Honourable Julie Payette,
Governor General of Canada



The Honourable Kirsty Duncan, Minister of Science and
Sport



Dr. Mona Nemer, Canada's Chief Science Advisor



Dr. David Naylor, Chair, Canada's Fundamental Science
Review

CSPC 2019

*The Nation's Largest and Most Important Event
for Science, Technology, and Innovation Policy*

► *Everyone will be there,
and so should you.*

CSPC has become Canada's most comprehensive, multi-sectoral, and interdisciplinary forum for addressing emerging and urgent issues of science policy. In 2018, we set a new record of over 800 delegates.

CSPC is a major focal point for the science and innovation policy community to network and engage in the most current and important conversations. Politicians, senior government officials, scientists, researchers, academics, not-for-profit and business leaders – if there is one event they will never miss, it is this one.

CSPC's Partnership Program provides an exciting array of possibilities for public, not-for-profit, and private sector stakeholders to become important players in Canada's science, technology, and innovation policy ecosystem.

Come and be part of CSPC 2019. 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.

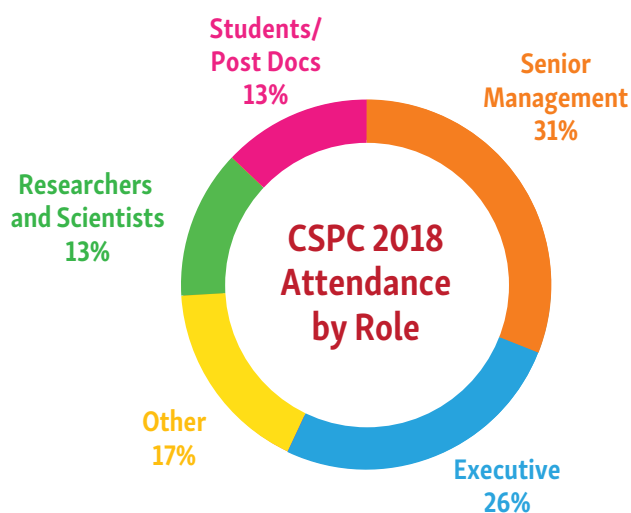
AN OPPORTUNITY FOR NETWORKING THAT IS SECOND TO NONE

Making new connections and engaging with the movers, the shakers, and plenty of decision makers.

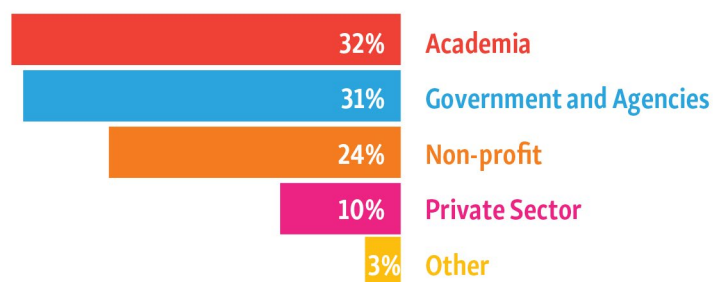
CSPC represents the “who’s who” of science and innovation policy from both the current leadership cadre and the next generation of Canada’s top scientists, business leaders, and science policy experts, including:

- 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 2018 Participants



CSPC 2018 Attendance by Sector



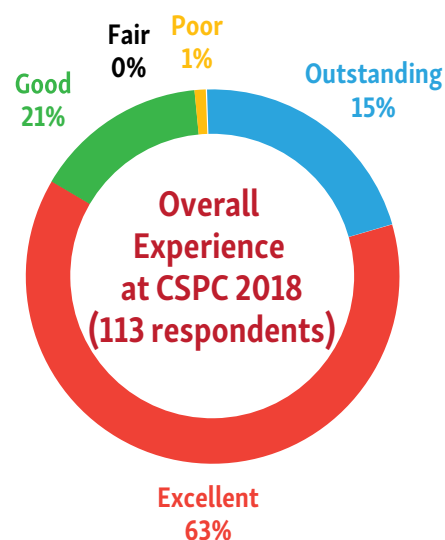
Critical subjects. Powerful discussions.

Overarching theme for 2019:

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

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

HIGHLIGHTS FROM CSPC 2018

800 attendees (the conference sold out)

267 speakers

52 panel sessions

57% of the panelists were female

 Gala Dinner at Museum of History



ONLINE ANALYTICS INCLUDE



Facebook

1,100+ Followers



CSPC Website Reach

28,000+ page views in Q4 2018!



CSPC Newsletter

5,000+ Subscribers

#CSPC2018 trended in Canada during the conference, and was first in Ottawa for the **fourth** year in a row.



Twitter - @sciencepolicy

13.8K Tweets **10,000** Followers

YOUR EXHIBITION BOOTH IS PRIME REAL ESTATE!



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

ACCESS, EXPOSURE, REPUTATION, RECOGNITION

You simply won't find this combination anywhere else.

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

YOU WILL BE IN GOOD COMPANY

Join a prestigious lineup of past supporters

- 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
- 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
- McInnis Cooper Lawyers
- Merck
- Ministry of Innovation, Science, and Economic Development
- MITACS
- National Research Council
- Natural Resources Canada
- NIVA Inc.
- NSERC
- Ontario Brain Institute
- 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
- 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
- Université Montréal
- University Affairs Magazine
- University of Calgary
- University of Toronto
- Xerox

CSPC 2019 PARTNERSHIP PACKAGES

Providing significant return on investment through an unparalleled opportunity.

BENEFITS	LEADER (PLATINUM) \$50,000	INNOVATOR (GOLD) \$25,000	THINKER (SILVER) \$12,500	COLLABORATOR (BRONZE) \$7,500
Delegate passes	10 (Value \$10,000)	7 (Value \$7,000)	4 (Value \$4,000)	2 (Value \$2,000)
Complimentary gala dinner tickets	5 (Value \$1,125)	3 (Value \$675)	2 (Value \$450)	1 (Value \$225)
Dedicated social media acknowledgements	20	10	7	4
Print advertisement in final program	Full Page	Full Page	Half Page	Quarter Page
Logo featured on conference website	✓	✓	✓	✓
Complimentary exhibitor booth	✓	✓	✓	✓
Logo on promotional materials	✓	✓	✓	
Banner display	2	1		
Podium acknowledgement at plenary and gala	✓	✓		
5-7 minute video interview	✓	✓		
Speaking opportunity (gala dinner)	✓			
Featured as presenting partner (gala dinner)	✓			
Host a panel session	✓			



ADDITIONAL OPPORTUNITIES

We are happy to design a customized option that works for you.

HOST A FUNCTION AT CSPC 2019!

- 1** Award Ceremony
- 2** Reception
- 2** Breakfast Session:
40 minutes
- 2** Luncheon Session:
20 minutes



**Conference
mobile App**



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



**Electronic
marketing and
acknowledgement
package**



**Multiple stations
exhibit display**

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





@sciencepolicy



Canadian Science Policy Conference



CSPC (Canadian Science Policy Centre)



sciencepolicy.ca



info@sciencepolicy.ca

COVERAGE BY MAINSTREAM MEDIA

THE GLOBE AND MAIL



iPOLITICS

nature
International weekly journal of science

Science

tvo

cpac
CREATED BY CABLE
CREATION DES CARLOS

and many more...

NOT SURE IF CSPC PARTNERSHIP IS RIGHT FOR YOU?

*Don't take our word for it – here's what some of
our past partners have to say:*



"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."

"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."

"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."

"CSPC gave us the best opportunity to network with some of Canada's top scientists and to learn more about science policy in our country. We look forward to participating again in 2019!"

