



2020
Annual Conference & Committee Week

CSA Group's Annual Conference & Committee Week

Supporter Opportunities

June 15 & 16, 2020
(Committee Week to June 19)
St. John's, Newfoundland & Labrador

The Delta St. John's &
The St. John's Convention Centre



Celebrating a century
of higher standards.



Show your Support for Standards.



CSA Group's Annual Conference and Committee Week brings together members, customers, partners, and experts representing industry, government, consumer groups and academia to explore new frontiers and celebrate the value standards bring to helping shape our world.

As a valued supporter, your organization can demonstrate your commitment to standards development while receiving prominent brand exposure and access to over 800 key influencers from all across the world representing a range of industries including electrical, energy, health care, public safety and many more.

The Conference offers a broad range of supporter opportunities, all of which can provide excellent exposure for your organization. No matter which option you choose, your support of the conference showcases your organization's commitment to helping CSA Group create a better, safer, more sustainable world.

Past Supporters include representatives from major industry influencers such as Bruce Power, UA Canada, Gowling WLG, Electro- Federation Canada, Canadian Nuclear Safety Commission, Hubbell Canada, Enbridge Pipelines Inc., CWB Group and many more.

Key Benefits for 2020

This year's event brings even more ways to showcase your commitment to our event and to standards development:

- Your organization will be showcased on CSA Communities – our online collaborative platform that receives 500,000 page views per month and includes a growing audience of almost 100,000 registered users.
- Video messaging opportunities for Platinum Supporters posted across CSA Group online platforms*.
- Added recognition of your company's support at the opening session and welcome reception.
- Increased visibility for supporters through new banners and on-site materials*.
- Opportunity to showcase your company name or logo at CSA Group headquarters in recognition of your support*.
- Opportunities to directly address event attendees*.

** limited availability; see sponsor benefits by level

Please contact us to find an opportunity that best fits your visibility goals and your budget.

Supporter Level Benefits at a Glance

BENEFIT	FRIEND \$5,000	BRONZE \$7,500	SILVER \$12,500	GOLD \$20,000	PLATINUM \$30,000
Early Bird Offer – Recognition of your organization's support in main entrance of the CSA Group head office, creating maximized exposure for your brand		✓	✓	✓	✓
Recognition of your support throughout the conference	✓	✓	✓	✓	✓
Your organization's name displayed on conference signage	✓				
Your organization's name and logo displayed on conference signage		✓	✓	✓	✓
Your organization's commitment highlighted on the CSA Communities and website	✓	✓	✓	✓	✓
Your organization's name displayed at your specific supported event	✓	✓	✓	✓	✓
Authorization to promote your support of CSA Group in your organization's advertising	✓	✓	✓	✓	✓
Your organization's logo displayed on the conference program which is distributed to over 800 delegates		✓	✓	✓	✓
One conference registration at 50% off the regular rate		✓			
One complimentary ticket to the Welcome Reception		✓			
Two complimentary tickets to the Welcome Reception			✓	✓	
Two complimentary tickets to the Awards Night or to the Welcome Reception					✓
A dedicated tabletop display for your organization in a prominent location for the duration of the conference			✓	✓	✓
One complimentary Conference registration			✓	✓	
Two complimentary Conference registrations					✓
Enhanced logo visibility on the CSA Communities					✓
Featured video on the CSA Communities and website					✓
Your organization's logo will be prominently displayed on conference signage including on a banner for Silver Level group supporters			✓		
Your organization's logo prominently displayed on conference signage including an individual banner				✓	
Your organization's logo prominently displayed on conference signage including an individual banner with up to 150 characters of customized messaging					✓
Opportunity to introduce a main-stage event and/or speaker/moderator					✓

Supporter Levels

PLATINUM \$30,000

Platinum level provides the highest combination of visibility and recognition, where your organization is one of no more than three platinum supporters.



Platinum level provides the highest combination of visibility and recognition, where your organization is one of no more than three platinum supporters. Platinum Level designates your organization as a premier supporter of one of following events.

P1 Keynote Speaker – Our keynote sessions feature speakers who are dynamic, engaging and thought-provoking, and are always among our best-attended sessions. As the sole supporter of the keynote session, you'll have the opportunity to address the audience and introduce the keynote speaker, in addition to all the other platinum-level benefits.

P2 Awards Night – Become the exclusive supporter of our most prestigious, best-attended event, where our members recognize their peers for outstanding achievements and their contribution to standards development – truly a night to remember! Your organization will have the opportunity to address the audience before the ceremony begins and your logo will also receive high-visibility exposure throughout the event.

P3 Academic Challenge – The Academic Challenge engages College and University students in the world of standards, highlighting their impact in the workplace and in everyday life. In this session, Challenge Finalists will present their projects to the audience, who will then vote to help determine the winner. As the exclusive supporter of this event, you will have the opportunity to address the audience before the presentations begin.

Platinum Level Benefits

- **Early Bird Option** – Confirm by Feb 1st. Recognition of your organization's support in the main entrance of the CSA Group head office, creating maximized exposure for your brand.
- An exclusive video on the CSA Communities to showcase your support to upwards of 100,000 key influencers.
- Your organization's name & logo prominently displayed on conference signage including your organization's individual banner with up to 150 characters of customized messaging.
- A dedicated tabletop display for your organization in a prominent location for the duration of the conference.
- Your organization's logo displayed on the conference program which is distributed to over 800 delegates.
- Recognition of your support through the Conference web page and the CSA Communities.
- Your organization's logo displayed at your chosen event as noted above.
- Two complimentary conference registrations.
- Two complimentary tickets to the Awards or to the Welcome Reception.
- Authorization to promote your support of CSA Group in your company's advertising.

Selecting one of the above options provides your organization the opportunity to introduce a main-stage event or speaker/moderator. We can even help you develop your message.

GOLD \$20,000

Gold level provides prominent visibility as an exclusive supporter.



Gold level provides prominent visibility as the exclusive supporter of one of the following options.

G1 Registration Kit – Your organization's name and logo will be printed on a keepsake promotional item presented to each delegate at registration.

G2 AGM Luncheon – Support this high-visibility event and enjoy premier seating for you and your colleagues at this formal sit-down lunch. You will receive a formal thanks and acknowledgment by the CSA Group Chair, in addition to all other Gold level benefits, such as signage throughout the conference.

G3 Welcome Reception – Support the kick off to the Annual Conference & Committee Week at this highly-attended event. You will receive a formal thanks in addition to all other Gold-level benefits, such as signage throughout the conference.

Gold Level Benefits

- **Early Bird Option** – Confirm by Feb 1st. Recognition of your organization's support at the CSA Group head office.
- Your organization's name & logo prominently displayed on conference signage including your organization's own banner.
- A dedicated tabletop display for your organization in a prominent location for the duration of the conference.
- Your organization's logo displayed on the conference program which is distributed to over 800 delegates.
- Recognition of your support through the Conference web page and the CSA Communities.
- Your organization's logo displayed at your chosen event as noted above.
- One complimentary conference registration.
- Two complimentary tickets to the Awards Night or to the Welcome Reception.
- Authorization to promote your support of CSA Group in your organization's advertising.

SILVER \$12,500

Silver level demonstrates your support of standards development activities.



Silver level offers a number of high-visibility opportunities that demonstrate your support of standards development activities through the following opportunities.

S1 Plenary Session – Support one of the Tuesday afternoon plenary sessions which will feature diverse, engaging speakers and interactive components with the audience. Acknowledgment of your support will be made through signage and an official thank you during the session.

S2 Tuesday Breakfast – Supporting this breakfast offers your organization the opportunity to reach all delegates at the start of their day. Acknowledgement of your support will be made through signage and an official thank you.

S3 Networking Breaks – Supporter opportunities for networking, collaboration and reflection on the day's business. Choose one of three scheduled networking breaks. You can also hand out a promotional item to delegates.

S4 Conference Emcee – Support the 2020 Conference emcee. Acknowledgement of your support will be made through signage and an official thank you.

Silver Level Benefits

- **Early Bird Option** – Confirm by Feb 1st. Recognition of your organization's support at the CSA Group head office.
- Your organization's commitment highlighted on the CSA Communities, conference web page and the on-site program.
- Your organization's logo will be prominently displayed on conference signage including on a banner for Silver level supporters.
- A dedicated tabletop display for your organization in a prominent location for the duration of the conference.
- Your organization's logo displayed on the conference program which is distributed to over 800 delegates.
- One complimentary conference registration.
- Two complimentary tickets to the Welcome Reception.
- Your organization's logo displayed at/ on your specific supporter option as noted above.

BRONZE \$7,500

Bronze level provides a number of targeted opportunities to showcase your name and logo.



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B1 Registration - Place your organization's logo and URL on the Conference registration form, seen online by every registered delegate.

B2 2021 Conference Promo - Have your company logo on a promotional item promoting the 2021 Conference to delegates at this year's event.

B3 Mobile App - Support our Mobile App and have your company logo displayed online and seen by every registered delegate.

B4 Entertainment - Help make our Opening Session even more enjoyable by selecting this option. Your organization will be acknowledged at the event as well as during the conference.

B5 Member Networking Reception - Help kick off the Committee Week by supporting this high-profile event where Members and attendees mix and mingle. Your organization's name and logo will appear on signage at the event.

Bronze Level Benefits

- **Early Bird Option** - Confirm by Feb 1st. Recognition of your organization's support at the CSA Group head office.
- Your organization's commitment highlighted on the CSA Communities and the website.
- Your organization's name and logo prominently displayed on conference signage.
- Your organization's logo displayed on the conference program which is distributed to over 800 delegates.
- One complimentary ticket to the Welcome Reception.
- Your organization's logo displayed at/on your specific bronze option as noted above.
- Authorization to promote your support of CSA Group in your company's advertising.
- One conference registration at 50% off the regular rate.

FRIEND \$5,000

Friend level is our most cost-effective vehicle to show your organization's support of standards development activities.

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F1 Committee Meeting Refreshments

Committees meet before, during and after the main conference; there are a number of opportunities to provide refreshments for delegates at the meeting of your choice.

F2 Ground Transportation - Supporting the availability of transport shuttles to and from special events provides you with an opportunity to be visible to delegates via window signage on the transport.

F3 Charging Station - Give delegates a boost – in more ways than one! Support the cell phone / laptop charging station and provide a service that no one knows they'll need, but will be grateful when they do! Located in our Café Connect; have your name posted in the area.

F4 Café Connect - The premier place for delegates to network; catch up on the latest information, or to check email. In addition to signage, you can also provide one promotional item to add to a tabletop display in this area.

F5 Photographer - Support our commemorative event photographer, and have your organization's name and logo showcased at the registration desk, throughout the conference and on the CSA Group website and CSA Communities.

Friend Level Benefits

- Your organization's commitment highlighted on the CSA Communities and website.
- Recognition of your support throughout the conference.
- Your organization's name displayed on conference signage.
- Your organization's name displayed at your specific supporter option or as otherwise noted above.
- Authorization to promote your support of CSA Group in your organization's advertising.



Save on a full-year sponsorship of CSA Communities when you support our annual conference

CSA Communities connect our members, stakeholders and all users of standards from around the world in an open and collaborative online environment.



When you choose to support our Conference at the Platinum and Gold Levels, you can also become a CSA Communities "Sponsor Level" Supporter for only \$7500 – a **savings of \$2500** off the full-year rate!

As a CSA Communities sponsor, you'll receive major recognition and prominent placement of your organization's logo on your choice of one of the Communities for 12 months showcasing your support of standards-related activities.

CSA Communities connect our members, stakeholders and all users of standards from around the world in an open and collaborative online environment. The Communities allow users to support standards related activities in areas that matter to you or your organization.

The Communities are the dedicated resource to discover new ideas and discussions, connect with over 100,000 users and industry influencers who share their passion for standards and collaborate in the development of new projects and standards.

The Communities receives over 500,000 page views per month across 80,000 pieces of user generated content, including over 12,000 discussions and answered questions. The Communities also provides users with view-access to standards in the areas of OH&S, home inspection, whistleblowing, nuclear, oil & gas, health care, transportation and energy efficiency.

This is an exciting opportunity to take your support of standards to a new level with a year's worth of valuable brand exposure and benefits as per below:

- Your organization's logo placement on one CSA Community of interest recognizing support of standards related activities.
- Recognition of your organization's support of standards in the Community Supporter Directory.
- Receive access to select portfolios of standards.
- Preferred pricing on any listing or registration on CSA Greenhouse Gas CleanStart Registry or CSA Registered Carbon Neutral™ Program at www.csaregistries.ca.
- Preferred pricing on any Environmental Product Declaration registration at www.csaregistries.ca
- Two complimentary registrations for CSA Group's Annual Conference.
- A dedicated Group on the Community for your organization.
- The opportunity to promote your support of CSA Group in your organization's advertising.



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CONFIRM YOUR SUPPORT NOW!

NAME: _____ POSITION: _____

ORGANIZATION: _____
(as you would like it to appear on signage & recognition)

ORGANIZATION ADDRESS: _____

CITY: _____ PROVINCE/STATE: _____ COUNTRY: _____

POSTAL/ZIP CODE: _____ TELEPHONE: _____ FAX: _____

E-MAIL: _____ URL (for link from CSA Group web site): _____

PRIVACY STATEMENT: Your personal information will be used solely to respond to this request. For more information on our privacy policy, please go to www.csagroup.org

LEVEL OF SUPPORT

WHICH LEVEL OF SPONSORSHIP ARE YOU INTERESTED IN?

PLATINUM (\$30,000) **GOLD** (\$20,000) **SILVER** (\$12,500) **BRONZE** (\$7,500) **FRIEND** (\$5,000)

PLEASE SPECIFY THE **EVENT/ITEM** (ALPHA-NUMERIC CODE AND TITLE) YOU ARE INTERESTED IN SUPPORTING:

FIRST CHOICE: _____

SECOND CHOICE: _____

1. CSA Group will allocate the supporters on a 'first come, first served basis' by category.
2. Your conference support is secured once full payment of the event/item you selected is received.
3. Full payment is due upon signing of the contract. Please make cheques payable to: Canadian Standards Association.
4. All payments are final. Costs quoted in Canadian funds.
5. CSA Group reserves the right to refuse a supporter request.
6. CSA Group has the right to amend the rules and regulations governing conference support at its discretion.
7. Please accept this contract as proof of payment due. Invoices will only be issued upon request.
8. An invoice in the amount of your identified support level will be sent to the individual at the address provided above.
9. Hi-res Logo files are required by May 1st for inclusion on printed materials.

ACCEPTANCE

I have authorization to enter into this agreement on behalf of my organization:

NAME: _____ TITLE: _____

DATE: _____ SIGNATURE: _____

To ensure your participation as a supporter, **please complete and return** this contract promptly to:

Andrea Walczyszyn · CSA Group 178 Rexdale Blvd, Toronto, Ontario M9W 1R3
or email to: andrea.walczyszyn@csagroup.org

Thank you for your support. See you in St.John's!

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