



CSPC2023

The 15th Canadian Science Policy Conference

November 13-15th, 2023

Westin, Ottawa, ON

PARTNERSHIP PROSPECTUS

LET US BRING YOUR BRAND, MESSAGE
AND IDEAS TO AN INFLUENTIAL AND
MOTIVATED AUDIENCE!



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OVERVIEW

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 key target audiences and significant value and recognition through exceptional onsite and online promotional opportunities. Become a part of the CSPC 2023 journey and experience the value of its partnership.



NOT JUST A CONFERENCE, A FESTIVAL OF SCIENCE POLICY.

CSPC is Canada's most comprehensive, multi-sectoral, and interdisciplinary forum on science and innovation policy. This conference is often touted as a must-attend event for members of the science, technology, and innovation (STI) policy communities, including politicians, senior government officials, researchers, university executives, not-for-profit and business leaders. CSPC is a multi-day festival with several platforms and events where delegates can network and engage in the most important conversations.

CSPC 2023 will expect:

- 1000+ attendees, 300+ speakers, 50+ panel sessions
- Spectacular Gala Dinner at the Trillium Ballroom of Shaw Centre; well attended by leaders of various sectors, as well as ambassadors, and parliamentarians
- Exclusive Partner Only Dinner Function
- Award Ceremony celebrating Excellence in Science Policy
- Interview Series with prominent figures of science and innovation policy community
- Publishing the 5th issue of Science Policy Magazine
- An exhibit hall
- Virtual pre conference sessions



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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:

- Government policymakers (federal, territorial, provincial, and local)
- Industrial R&D managers and senior management from the private sector
- University executives
- 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
- Innovators, venture capitalists, and consulting firms
- The next generation of science and innovation policy leaders

CONFERENCE TRACKS:

- Science and Policy
- Science and Society
- Science, Innovation and Economic Development
- Science, International Affairs and Security
- Science and the Next Generation
- Grand Challenges



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CSPC 2022 PANELISTS

Conference Speakers: Demographics

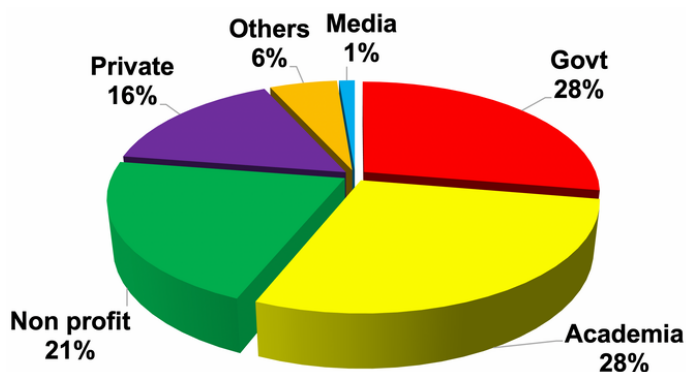


Speakers from 11 of 13 Canadian provinces and territories

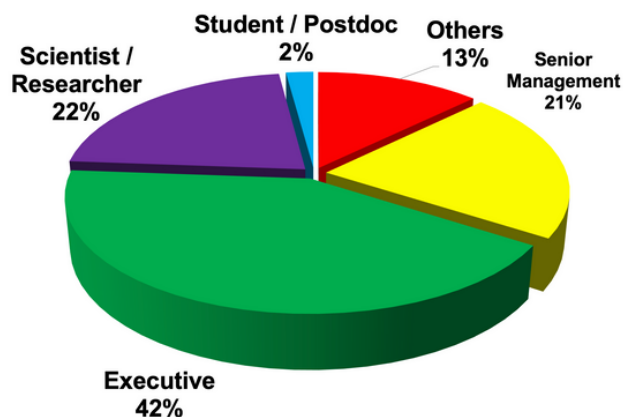


92% of speakers were Canadian
8% were from other countries

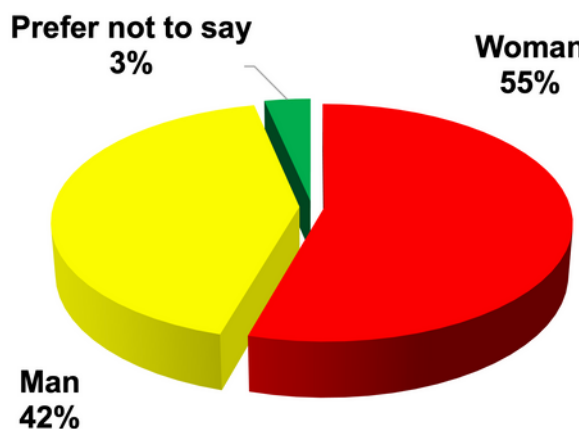
Distribution by Sector



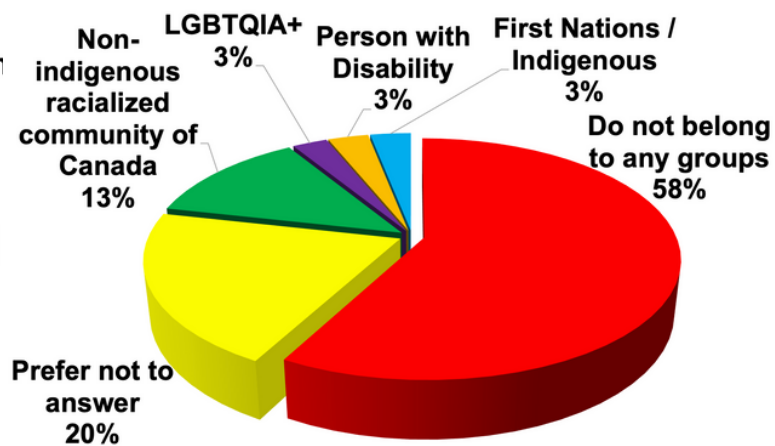
Distribution by Position



Distribution by Gender



Distribution by Ethnicity



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ACCESS, EXPOSURE, REPUTATION, RECOGNITION

- 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

JOIN A PRESTIGIOUS LINEUP OF PAST SUPPORTERS

- adMare Bioinnovations
- Atomic Energy of Canada Limited
- AGE-WELL Centres of Excellence
- Agriculture and Agri-Food Canada
- Ag-West Bio Inc.
- AstraZeneca
- Bayer
- Biotechnology Focus
- Canada Foundation for Innovation
- Canada's Drug Research and Development
- Canadian Government Executive
- Canadian Light Source Inc.
- Canadian Science Publishing
- Canadian Space Agency
- Canarie
- Carleton University
- Centre for Aging + Brain Health Innovation
- Centre for Drug Research & Development
- Canadian Food Inspection Agency
- Canadian Institute for Advanced Research
- Canadian Institute of Health Research
- Canadian Research and Development Classification
- Canadian Society for Molecular Biosciences
- Clearwater
- Council of Canadian Academies
- Dalhousie University
- Eli Lilly
- Elsevier
- Engineers Canada
- Environment and Climate Change Canada
- Eventsair
- Fonds de la recherche en santé du Québec
- Fonds de Recherche du Québec
- Fused Logic Television
- Genome Alberta
- Genome Atlantic
- Genome Canada
- Global Affairs
- Government of Alberta
- Government of Canada
- Government of Nova Scotia
- GSK
- Halifax Global
- Health Canada
- Health Research & Innovation
- Heritage Canada
- Hoffman La Roche
- Industry Canada
- International Development Research Centre
- Ingenium
- Innovative Medicines Canada
- Institute for Science, Society and Policy
- Institute for Quantum Computing
- Irving Shipbuilding Inc.
- iParadigms, LLC
- iPolitics
- Leaders Circle
- Marine Environmental Observation Prediction & Response Network
- McInnis Cooper Lawyers
- Merck
- Ministry of Innovation, Science, and Economic Development
- MITACS
- National Research Council
- Natural Resources Canada
- New Digital Research Infrastructure Organisation
- NIVA Inc.
- Natural Sciences and Engineering Research Council of Canada
- 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
- Public Works & Government Services Canada
- 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
- Social Sciences and Humanities Research Council
- Stem Cell Network
- Taipei Economic and Cultural Office
- 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

PARTNERSHIP PACKAGES

BENEFITS	LEADER 50K	INNOVATOR 25K	INFLUENCER 17500	THINKER 12500	COLLABORATOR 7500	EXHIBITOR 3K (UPON AVAILABILITY)
<i>Complimentary Passes (Conference and Gala)</i>	10	7	5	3	2	1
<i>Additional Complimentary Gala Tickets</i>	5	3	2	2	1	
<i>Exhibit Booth</i>	✓	✓	✓	✓	✓	✓
<i>Logo on Website and Mobile App</i>	✓	✓	✓	✓	✓	✓
<i>Logo on Shared Stand Banners</i>	3	2	2	1	1	
<i>Logo Acknowledgement in E-Promos in Advance of Conference</i>	✓	✓	✓	✓	✓	
<i>Regular Acknowledgement in CSPC Newsletter</i>	✓	✓	✓	✓	✓	
<i>Science Policy Magazine Ad</i>	Full page	Full page	Half page	Half page	Quarter page	
<i>Social Media Mention and Logo Promotion</i>	4	3	3 shared	3 shared	2 shared	
<i>Discount to CSPC Workshop Program</i>	20%	15%	15%	10%	5%	
<i>Social Media Campaign-Custom Content</i>	4	3	2	1		
<i>Video Interview with Senior Executive</i>	✓	✓	✓	✓		
<i>Networking Breaks Acknowledgement</i>	2 Shared + Lunch Breaks	2 Shared	1 Shared	1 Shared		
<i>Design and Dissemination of Panel Poster</i>	✓	✓	✓			
<i>Virtual Panel Session: Pre-Conference OR During the Year</i>	90 min	90 min	90 min *			
<i>Discount on Science Meets Parliament Sponsorship</i>	100%	50%	25%			
<i>Podium Acknowledgement at Plenary and Gala Sessions</i>	✓	✓				
<i>Concurrent Panel Session</i>	1*	1*				
<i>Special Promotion of Your Panel</i>	✓	✓				
<i>Plenary Session Spot</i>	1*					
<i>Stand Banner Recognition at Gala Dinner</i>	✓					

*No Longer Available

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ADDITIONAL OPPORTUNITIES:

Host a function at CSPC 2023!

1

Pre & Post Gala
Dinner Receptions

2

Breakfast Sessions:
40 minute

3

Luncheon Sessions:
15 minutes



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YOUR EXHIBITION BOOTH IS PRIME REAL ESTATE!



TO BECOME A CSPC PARTNER, PLEASE CONTACT US AT INFO@SCIENCEPOLICY.CA

YEAR IN REVIEW 2022

CSPC

11 VIRTUAL EVENTS

Featuring **37 Speakers**

90% of attendees rated events favourably

including a Budget Symposium!

4th EDITION OF THE CSPC MAGAZINE

Featuring **25 Authors**

Plus: **31 Web Editorials**

including a featured series on Building Resilience During Crisis

Navigating Uncertainty; Targeting Sustainability
CSPC 2022
Naviguer l'incertitude; cibler la durabilité

CSPC CONFERENCE 2022

950+ Delegates
350+ Speakers
60 Panel sessions

SCIENCE MEETS PARLIAMENT

45 Scientists

44 Parliamentarians

16 Training Sessions

13K Followers
3K Followers
13K Followers

3K Likes
997 Tweets
542K Impressions

113K Impressions
800 Posts

70+ Volunteers on **7 committees!**

LEARN MORE ABOUT CSPC AT SCIENCEPOLICY.CA