



2008 NSS Sponsorship Program: Strategies for an Evolving World

In June 2008, the NSS Conference will bring together delegates from across this great country to exchange ideas, learn from one another and engage in strategic discussions about the role for Canadian standardization in an evolving world. Don't miss this unique opportunity to contribute. Show your leadership and commitment to standardization by being among the exclusive supporters of the sustainability and future of our National Standards System.

As part of the basic sponsorship package, sponsors will receive:

- Recognition in the official Conference program
- Logo and hyperlink from the Conference website to their corporate site
- Opportunity to include a one-page (8.5 X 11) promotional piece in the delegate registration kit
- Onsite signage at the Conference that is proportional to their contribution

To take full advantage of the pre-conference promotional activities and maximize visibility: contact info@scc.ca today or complete the attached form.

Summary of 2008 NSS Sponsorship Opportunities		
<i>Category</i>	<i>Amount</i>	<i>Benefits</i>
Marquee	\$20,000	Premier billing; welcoming speeches; option to set-up booth, distribute literature package & gift; Awards presenter; photo opp; special souvenir gift; + all basic benefits
Opening Reception	\$12,500	Host the opening reception; extra branding at reception; Awards presenter; photo opp; + all basic benefits
Awards Dinner	\$12,500	Speech at Awards dinner; extra branding at dinner; Awards presenter; photo opp; + all basic benefits
Delegate Bags	\$10,000	Exclusive branding on all delegate conference bags + all basic benefits
Lunch	\$7,000	Keynote address to captive audience + all basic benefits
Pre-Dinner Reception	\$6,000	Logo carved in ice sculpture + all basic benefits
Dessert	\$6,000	Logo incorporated into dessert + all basic benefits
Name badges	\$5,000	Logo on delegate name badges + all basic benefits
Breakfast	\$4,000	Extra recognition at breakfast + all basic benefits
Refreshment Breaks	\$3,000	Recognition at breaks + all basic benefits
Workshops	\$1,500	Recognition at sessions + basic benefits
Friend	\$1,000	Basic benefits



MARQUEE: \$20,000

The Marquee or **headlining sponsor** of the 2008 National Standards System Conference will receive **premier billing** on all event marketing, advertising and signage. Their logo will have **prominence on all promotional materials** produced in support of this event and be front-and-centre in the Conference attendees' attentions. This includes the Conference Program, web site and, on-site Conference banner and audio-visual presentations.

A representative selected by the Marquee NSS Sponsor will have the chance to bring greetings and welcome to all the delegates with a **5-minute speech at the opening of the Conference** as well as the option to introduce one of the Conference plenary sessions or to include a speaker in the one of the workshops as well as at the Closing ceremony.

Promotional literature about the Marquee Sponsor will be distributed to all delegates and this sponsor will have the option to include their own **promotional gift** in the NSS registration package.

At the SCC Awards dinner, honouring outstanding Canadian contributions to the NSS that will be held on Tuesday June 3rd, the Marquee Sponsor will be given the privilege of **presenting three (3) of the recipients with their Awards**. The presenter will be mentioned in the **Awards Dinner Program** and their photo will appear on the website and in promotional releases about the winners.

As part of Marquee sponsorship, in addition to seeing this Sponsor as the headliner on all Conference materials and onsite signage, the NSS delegates will remember the Marquee Sponsor whose **logo will appear on a complimentary giveaway/souvenir** presented to them at the close of the Conference.

OPENING RECEPTION: \$12,500

The opening reception will be held at the Johnson GEO CENTRE, one of Newfoundland & Labrador's most unique buildings, located on St. John's historic Signal Hill. The Centre which is housed mostly underground provides a unique glimpse into the geology of our Planet. Sponsoring the NSS Conference opening reception is a spectacular opportunity to be associated with the energy and vision of launching the 2008 NSS Conference.

The Opening Reception Sponsor will have the unique opportunity to host the delegates in a relaxed setting and to align their brand with the networking aspects of this event.

At the SCC Awards dinner, honouring outstanding Canadian contributions to the NSS that will be held on Tuesday June 3rd, the Opening Reception Sponsor will also



have the privilege of **presenting one (1) of the recipients with their Awards**. The presenter will be mentioned in the **Awards Dinner Program** and their photo will appear on the website and in promotional releases about the winners.

In addition to the **on-site branding** (logo on tent cards on reception tables), the Opening Reception Sponsor will also benefit from visibility on all promotional materials produced in support of the Conference.

AWARDS DINNER: 12.5K

The Awards dinner offers one Sponsor the unique opportunity to be directly associated with our National Standards Systems' greatest achievements. The Awards Dinner Sponsor will be given **prominence on all promotional materials about the Awards Dinner** and enhanced visibility in the Fort William Ballroom of the Fairmont Newfoundland where NSS attendees will gather for a memorable meal and tribute to the remarkable contributions of its' members.

A representative selected by the Awards Dinner Sponsor will have the chance to bring celebratory greetings and congratulations to attendees with an **exclusive 3-minute speech at the dinner**. The Awards Dinner Sponsor will likewise will be given the privilege of **presenting two (2) of the recipients with their Awards**. The presenter will be mentioned in the **Awards Dinner Program** and their photo will appear on the website and in promotional releases about the winners.

In addition to the **on-site branding opportunities** (logo on menu cards on dinner tables), the Awards Dinner Sponsor will also benefit from visibility on all promotional materials produced in support of the Conference.

DELEGATE BAGS: \$10K

The sponsor of the Conference Delegate bags will make a lasting impression on the NSS participants by supplying them with **delegate bags branded with their company's logo**. Attendees will receive these bags the moment they arrive at registration and take them away as reminders of the event. The Delegate Bag Sponsor will also have the option of supplying additional promotional materials, literature or gifts for inclusion in the delegate bags.

In addition to the bags, the Delegate Bag sponsor will also benefit from visibility on all promotional materials produced in support of the Conference.



LUNCH: \$7K

In addition to the basic sponsorship benefits and on-site branding (logo on directional signage), the Lunch Sponsor will be granted the unique opportunity to deliver **an exclusive 15-minute Keynote address** to delegates on a subject of their choosing.

PRE-DINNER RECEPTION: \$6K

The sponsor of the Pre-dinner Reception will have the exclusive opportunity to have their **company's logo carved into an ice sculpture** that will be strategically placed in the entrance to the Fort William Ballroom of the Fairmont Newfoundland hotel where delegates will see it as they arrive for the Awards dinner.

The Pre-dinner Reception Sponsor will receive verbal recognition as part of the evening's proceedings and the privilege of **presenting one (1) of the recipients with their Awards**. The presenter will be mentioned in the **Awards Dinner Program** and their photo will appear on the website and in promotional releases about the winners.

In addition to the **on-site branding** (logo on signage), the Pre-dinner Reception Sponsor will also benefit from visibility on all promotional materials produced in support of the Conference.

DESSERT: \$6K

The sponsor of the Dessert will benefit from the exclusive opportunity to have their **company's logo incorporated into the dessert selection** that will be offered to attendees of the Awards dinner.

The Dessert Sponsor will receive verbal recognition as part of the evening's proceedings and the privilege of **presenting one (1) of the recipients with their Awards**. The presenter will be mentioned in the **Awards Dinner Program** and their photo will appear on the website and in promotional releases about the winners.

In addition to the **on-site branding** (logo on signage), the Dessert Sponsor will also benefit from visibility on all promotional materials produced in support of the Conference.

BADGE HOLDERS: \$5K

The sponsor of the Conference Badge Holders will have the exclusive opportunity to include their **company's logo on the badge holders** that will be worn by NSS delegates during the entire Conference.

This sponsor will likewise benefit from visibility on all promotional materials produced in support of the Conference.



BREAKFAST: \$4K

Sponsors of the breakfasts (2 opportunities) will be entitled to the basic sponsorship benefits as well as receive recognition for their contribution during this meal.

REFRESHMENT BREAKS: \$3K

There are 4 opportunities available to sponsor refreshment breaks. Each Refreshment break Sponsor will be entitled to **directional signage during their assigned break** as well as the basic sponsorship benefits.

WORKSHOPS: \$1.5K

There are multiple opportunities available to sponsors that are interested in being directly affiliated with a specific Conference workshop or session topic. Each Workshop Sponsor is entitled to directional signage as well as all the basic sponsorship benefits.

FRIEND OF THE NSS: \$1K

Friends of the NSS receive the benefits of:

- Recognition in the official Conference program
- Logo and hyperlink from the Conference website to their corporate site
- Onsite signage at the Conference that is proportional to their contribution



2008 National Standards System Conference: June 2-4, 2008

Sponsorship Reply Form

Date submitted

Category selected

Value of the sponsorship.....

Sponsored by:

Company

Address

City, Province

Postal code.....

Contact name

Phone Fax

Email

Please send completed forms to:
 Chantel Beaupre
 Fax: (613) 569 7808 Email: cbeaupre@scc.ca
 For more information call (613) 238 3222 ext. 464