



## 2021 Virtual CAP Congress

June 6 – 11

<https://www.cap.ca/congress/2021>

***Check out our exciting sponsorship & exhibit opportunities!  
Book by April 15<sup>th</sup> to maximize posted material.***

- Over 560 abstracts have been submitted for the 2021 virtual congress
- Delegate registration will be between 650-1000
- Delegates include Canadian physicists from all sectors, including academia and industry, students, and physics teachers
- Sponsor/exhibit to connect with leaders in the profession, next generation physicists, and get updated on the latest research and practices
- Do you hire physicists? Let us know, and use your sponsorship/exhibitor promo page to raise awareness to the student delegates.

The Canadian Association of Physicists and its pan-Canadian Organizing Committee invite you to be a sponsor and/or an exhibitor at its virtual 2021 Congress. There are a range of opportunities; sponsorship levels, activities and benefits available for you to profile your organization at the event.

**There are sponsorship opportunities throughout the Congress.** They range from sponsorship of the technical sessions and specialized symposia, to branding of lounges for private meetings in the GatherTown environment, the poster session (in GatherTown), plenary talks, or the public Herzberg lecture. The sponsorship packages, along with examples of sponsor recognition on the CAP Congress website and the new Congress online platform are show in the sponsor information section below.

**Exhibitors will be provided with access to customized virtual exhibit booths** on the new Congress online platform which will be available throughout the Congress, along with a link to a booth space in the GatherTown platform where exhibitors can meet in real time with delegates either through pre-arranged meetings booked through the booth, or during the poster sessions to be held from 13h45-14h45 ET and 17h30-18h30 ET on Wednesday, June 10. Each booth offers a private conversation space with delegates that is quite close to the type of interaction normally offered at in-person conferences. Examples of exhibitor booths are shown in the exhibitor information section below.

**Let us ensure our participants are aware of your community engagement and support!** All sponsors and exhibitors will be listed on the CAP's Congress website with links to their sponsor / exhibitor branding package on the CAP's new online Congress platform. They will also be acknowledged at the Herzberg public lecture scheduled for Sunday, June 6<sup>th</sup> from 6:00-7:15 pm EDT.

Sponsors and exhibitors must book no later than April 16th to guarantee the full suite of promotional materials/activities will be in place when the Congress posters and pre-recorded presentations two weeks prior to the start of the online congress on June 6th.

See the accompanying pages for more details about Exhibitor booths and sponsorship levels, and their related promotional packages and delegate-access opportunities.

**HOW TO BECOME AN EXHIBITOR OR SPONSOR**

To register, [please complete the online form](#) or email [programs@cap.ca](mailto:programs@cap.ca). More information will follow. Contact [programs@cap.ca](mailto:programs@cap.ca) with questions.

Exhibitor Sponsors

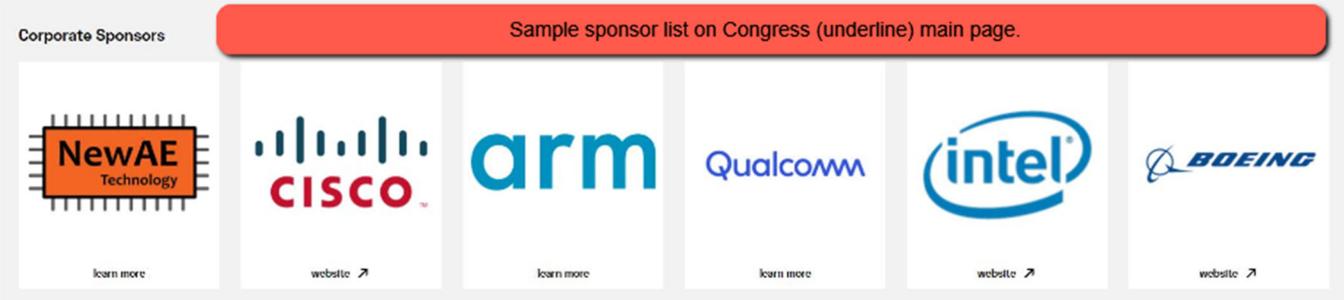
Sample exhibitor list on Congress (underline) main page



The screenshot displays four exhibitor cards. The first card features the Rambus logo and a 'learn more' button. The second card features the IECHI logo (a blue circle with 'IECHI' and 'TM' above it) and the EDAPTIVE COMPUTING, INC. logo below it, with the tagline 'Optimize • Assure • Automate • Integrate' and a 'learn more' button. The third card features the SYNOPSYS logo on a purple background and a 'learn more' button. The fourth card features the onespín logo (a blue and green circular icon) and the tagline 'assuring IC integrity', with a 'Join the OSA' button. A red callout box above the onespín card states 'Exhibitor + sponsor includes live interface'. A red callout box below the first three cards states 'Basic exhibitor only - provides link to page where exhibitor information is available.'

Corporate Sponsors

Sample sponsor list on Congress (underline) main page.



The screenshot displays six corporate sponsor cards. The first card features the NewAE Technology logo (an orange chip icon) and a 'learn more' button. The second card features the CISCO logo and a 'website' link with an external icon. The third card features the arm logo and a 'learn more' button. The fourth card features the Qualcomm logo and a 'learn more' button. The fifth card features the intel logo and a 'website' link with an external icon. The sixth card features the BOEING logo and a 'website' link with an external icon.

## EXHIBITOR BOOTHS AND PROMOTIONAL POSTINGS

### Booth fees

<b>Exhibitor</b>	\$1,100	Industry Exhibitor	300-500 delegates	Exhibit booth using the GatherTown virtual environment. On June 9 from 8:00 a.m – 5:00 p.m and on June 10 from 8:00 a.m. to 4:00 p.m.  Company name and logo promoted as exhibitor on CAP website and in Congress program	Complimentary registration, with full Congress access, for up to 2 attendees
		OR Book Publisher			

All prices are exclusive of HST.

Exhibitors will be provided with a virtual interface / promotional package on the CAP's new Congress online platform (underline). After booking, you will be sent a confirmation package providing full details about how to create and populate your exhibitor promotional page and virtual booth.

### EXHIBITOR INFORMATION INTERFACE

- Exhibitor information posting will be available throughout the congress and includes
  - o contact information
  - o links to exhibitor website pages
  - o general information/promo material about the exhibitor
  - o delegate interface opportunities
  - o link to your exhibitor booth in the networking (GatherTown) platform.

Delegates who visit your information posting will be able to request a meeting. These meetings could be held in the GatherTown booth interface described below.

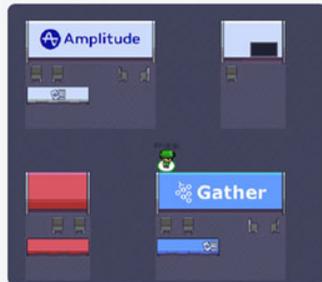
The screenshot shows an exhibitor information page for HaptX. On the left, there are two video thumbnails: 'HaptX Gloves DK2 Launch Video | True...' and 'A Real Life Haptic Glove (Ready Player ...)'. A red callout box points to these videos, stating: 'Exhibitor information page can include text, pdf files, and promotional videos.' Another red callout box points to the text on the page: 'Indicate when you will be available for meetings during the Congress -- Should include CAP poster session times on Wed, June 9th (13h45-14h45 EDT and 17h00-18h00 EDT)'. A third red callout box points to a 'request a meeting' button: 'Delegates can easily request a meeting'. On the right, the HaptX logo is shown above the text: 'We will be live in our booth at the following times: Tuesday Feb. 23rd: 11am-12pm PST (2pm-3pm EST), 1:30pm-2:30pm PST (4:30pm-5:30pm EST); Wednesday Feb. 24th: 10am-12:30pm PST (1pm-3:30pm EST), 2pm-3pm PST (5pm-6pm EST)'. A 'request a meeting' button is located below the schedule. To the right of the screenshot, text reads: 'Sample exhibitor information interface.' and 'Exact CAP setup will be sent in exhibitor confirmation package.'

## EXHIBITOR VIRTUAL BOOTH

- The online exhibitor virtual booth will be programmed on the CAP Congress networking (GatherTown) platform.
  - o Will be same platform used for two scheduled poster sessions – Wednesday 13h45-14h45 (ET) and 17:00-18:00(ET)
  - o Exhibitors are encouraged to be online (present in person) during the poster session times.
  - o Delegates who enter your booth's private space will see your booth content popup, along with a Zoom-like video window of your rep(s) if in attendance with audio link for discussions
  - o Delegates who wander through GatherTown during other times and visit your booth while unattended should be able to submit a request for a meeting.

### Exhibitor booths

Exhibitor booths will be set up with customized logos within the GatherTown platform. Using iframes or the custom modal, companies can put whatever content they want on the booth.



(There are private spaces around the booth, so company representatives can have private conversations with attendees)

# 2021 SPONSORSHIP OPPORTUNITIES

There are numerous sponsorship opportunities available for the 2021 CAP Congress. They range from copper (\$1,000) to diamond (\$7,500).

The list of opportunities are outlined in the table that follows. In addition to sponsoring talks or technical sessions, high level sponsors will be provided with the opportunity to brand one of the CAP's private meeting/networking lounges and to create a booth in the networking space.

After you book your Congress support, a sponsor package outlining the full range of benefits associated with your sponsorship and how to submit required material will be sent to you.

8 — 13 December 2020 

Sample sponsorship page on Congress (underline) platform

## SPONSORS

Diamond



[learn more](#)

Diamond



[learn more](#)

Platinum



[learn more](#)

Gold



[learn more](#)

Gold



[learn more](#)

Gold



[learn more](#)

Silver



[learn more](#)

Silver



[learn more](#)

Silver



[learn more](#)

Supporter



[learn more](#)

Supporter



## INTERMAG 2021 / SESSIONS

Recognition for sponsorship of technical sessions

### AA: Progress and Prospects of Advanced Magnetic Microscopies



The live session will happen on the main stage. Please click on the main stage button to watch it at the pre-designated time.

**Date & Time:** Monday, 26 April: 12:00 am CST (Asia), 5:00 pm CET (Europe), 10:00 am CST (US)

[Main Stage](#)

**Speakers:**

**Platinum and Diamond sponsors** get the added bonus of promotion on the plenary stage as well as creating a sponsored lounge space in our networking interface.



## Lounge Spaces

Usually in GatherTown, you see and hear the people around you. For more flexible conversation dynamics/options, the CAP will be creating private lounge spaces where delegates can meet. Sponsored lounges will be named/branded.

- Private spaces are areas in the map where everyone inside can see each other, no matter how far they are with no video/audio fading.
- Only other users in the same private space can see or hear you.

(Each table with surrounding chairs in the image below is a private space, so delegates sitting around a table can have a private conversation.)



## SPONSORSHIP OPTIONS

The sponsorship is structured to have options that deliver increasing levels of engagement and promotion, with a package that should be suitable to your preferences.

The table which follows lists the sponsorship packages that are available and the recognition and benefits that accompany each. Anticipated participation at the 2021 Congress is 600-1,000 delegates.

**Note:** The CAP will consider exclusive sponsorship of any of the events listed below (except the HS Teachers Workshop) provided we have not already received sponsorship commitments for the event. Such exclusivity is valued at double the listed cost of sponsorship and includes a 15 second sponsor ad played prior to the plenary talk.

With the permission of the speakers, all plenary talks will be recorded and archived.

### Sponsorship Packages

Sponsorship Category	Cost of sponsorship	Activity sponsored	Additional Recognition offered*	Other benefits
<b>Diamond</b>	\$7,500	<p><b>Herzberg Public Lecture</b> (max 3 sponsors)</p> <p>Frank Wilczek, MIT</p> <p>OR</p> <p><b>Sponsorship of both EDI plenary presentations* OR 2 other plenaries of your choice</b></p> <p>PLUS</p> <p><b>Sponsorship of one Symposium OR 2 technical sessions</b></p> <p>*Sponsorship of EDI plenaries available only at diamond level.</p>	<p>Sponsorship acknowledged in all material promoting the sponsored event (e.g. social media, electronic announcements, at event)</p> <p>Company name and logo posted on sponsors webpage</p> <p>Logo/link to your website on CAP Congress online event platform for sponsored sessions</p> <p>Branded sponsor lounge in the GatherTown virtual meeting / networking environment, prominently displaying the sponsor logo</p> <p>Company name/logo included in sponsor acknowledgement posted in the Gather Town virtual meeting environment</p>	<p>1 full page colour ad in issue of <i>Physics in Canada</i> (~1,800 copy circulation)</p> <p>1 complimentary exhibition booth on Congress GatherTown platform, if desired</p> <p>2 complimentary Congress registrations for non-presenters</p>

Sponsorship Category	Cost of sponsorship	Activity sponsored	Additional Recognition offered*	Other benefits
<b>Gold</b>	\$5,000	<p><b>Sponsorship of one Symposium OR one plenary talk</b>, excluding the EDI plenaries (to be selected by sponsor)</p> <p>AND</p> <p><b>Sponsorship for one of the technical parallel sessions</b></p>	<p>Company name and logo posted on sponsors webpage</p> <p>Logo/link to your website on CAP Congress online event platform for sponsored session</p> <p>Branded sponsor lounge in the GatherTown virtual meeting / networking environment, prominently displaying the sponsor logo</p> <p>Company name/logo included in sponsor acknowledgement posted in the Gather Town virtual meeting environment</p>	<p>½ page full colour ad in issue of <i>Physics in Canada</i> (~1,800 copy circulation)</p> <p>1 complimentary exhibition booth on Congress GatherTown platform, if desired</p> <p>1 complimentary Congress registration for a non-presenter</p>
<b>Silver</b>	\$2,500	<p><b>Poster Session</b> (max 3 sponsors)</p> <p>OR</p> <p><b>Private-sector and students session</b> (max 3 sponsors)</p> <p>OR</p> <p><b>HS Teachers Workshop</b> (max 3 sponsors)</p> <p>OR</p> <p><b>Two Technical Sessions</b></p>	<p>Company name and logo posted on sponsors webpage</p> <p>Logo/link to your website on CAP Congress online event platform for sponsored session</p> <p>Company name/logo included in sponsor acknowledgement posted in the Gather Town virtual meeting environment</p>	<p>1/4 page colour ad in issue of <i>Physics in Canada</i> (~1,800 copy circulation)</p> <p>1 complimentary exhibition booth on Congress GatherTown platform, if desired</p>
<b>Bronze</b>	\$1,500	<p><b>Best Student Poster Competition</b></p> <p>OR</p> <p><b>Best Student Oral Presentation Competition</b></p> <p>OR</p> <p><b>One Technical Session</b></p>	<p>Company name and logo posted on sponsors webpage</p> <p>Company name/logo included in sponsor acknowledgement posted in the Gather Town virtual meeting environment</p> <p>For competition sponsors, company name and logo printed on Best student competition certificates</p>	<p>1/4 page B&amp;W ad in issue of <i>Physics in Canada</i> (~1,800 copy circulation)</p>

Sponsorship Category	Cost of sponsorship	Activity sponsored	Additional Recognition offered*	Other benefits
<b>Copper</b>	\$1,000*	<b>Sponsorship of a poster subject area</b> (typically up to 25 posters each)	<p>Company name and logo displayed on the sponsors webpage</p> <p>Company name displayed in sponsored poster session area</p> <p>Company name included in sponsor acknowledgement posted in the Gather Town virtual meeting environment</p>	