



**2022 CAP Congress  
McMaster University  
Hamilton, ON  
June 5 – 11**

<https://www.cap.ca/congress-conference/cap2022>

***Check out our exciting sponsorship & exhibit opportunities!  
Book by April 29<sup>th</sup> to maximize posted material.***

- We anticipate over 500 abstracts to be submitted for the 2022 congress
- Delegate registration will be between 500-1000
- Delegates will 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 Local Organizing Committee invite you to be a sponsor and/or an exhibitor at its 2022 Congress. There are a range of opportunities; sponsorship levels, activities and benefits available for you to profile your organization at the event. The 2022 Congress will be centralized in one building on the McMaster University campus.

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

**Exhibitors will be provided with booths located directly outside the session rooms.**

The exhibition booths will be open from 8:00 am on Tuesday, June 7th through 4:00 pm on Wednesday June 8th. The map of exhibitor booths can be found 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 acknowledged on the CAP's Congress website (with links to their website and/or branding package) and by appropriate signage at the Congress. They will also be acknowledged at the Herzberg public lecture scheduled for Monday, June 6<sup>th</sup> from 7:30-8:30 pm EDT.

Sponsors and exhibitors must book no later than April 29<sup>th</sup> to guarantee the full suite of promotional materials/activities will be available.

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

## HOW TO BECOME AN EXHIBITOR OR SPONSOR

To register, please complete the [online registration form](#) or should you have any questions regarding registration, contact us via email [programs@cap.ca](mailto:programs@cap.ca). More information will follow. Exhibit booths will be assigned on a first paid, first choice basis. Should you have questions or wish more information, please contact [programs@cap.ca](mailto:programs@cap.ca) or call (343) 361-3326.

## EXHIBITOR BOOTHS AND PROMOTIONAL POSTINGS

### Booth fees - Exhibitor

Exhibitor Categories	Fees	Audience	Features	Other benefits
<b>Industry Exhibitor</b>  OR	\$1,100 + HST	300-500 delegates	Exhibit booth in the central Congress mingling/refreshment area. On June 7 from 8:00 a.m – 5:00 p.m and on June 8 from 8:00 a.m. to 4:00 p.m. Includes one 8' table, 2 chairs, wifi, electrical plug.  Company name and logo promoted as exhibitor on CAP website and on signage at strategic locations on campus.	One complimentary ticket to the Welcome Reception on June 6  Complimentary access to programmed talks and poster session on June 7 & 8 for up to 2 attendees  Can elect to submit a 1-page flyer or a give-away item (to be supplied by exhibitor) in delegate package for a discounted rate of \$250
<b>Book Publisher</b>  OR  *to receive this rate book publishers are expected to donate their exhibit books to the CAP, otherwise the full rate applies	\$550* + HST			
<b>Employer Table at Student Poster Session</b>	\$25 + HST	150 -200 graduate students	Table top at the poster session and, if co-located, student/industry meet and mingle on June 7 from 6:00 - 8:00 p.m. (set up 5:00) Includes one 8' table.  Company name and logo promoted on CAP event webpage	Complimentary access to programmed talks and poster session on June 7 & 8 for up to 2 attendees  Can elect to submit a 1-page flyer or a give-away item (to be supplied by sponsor) in delegate package for a discounted rate of \$500

Exhibit booths will be assigned on a first paid, first choice basis.

# 2022 SPONSORSHIP OPPORTUNITIES

There are numerous sponsorship opportunities available for the 2022 CAP Congress. They range from copper (\$1,000) to diamond (\$7,500).

The list of opportunities is 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 plenary talks or parallel sessions.

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

## 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 2022 Congress is 500-600 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 a plenary talk.

### Sponsorship Packages

Sponsorship Category	Cost of sponsorship	Activity sponsored	Anticipated participation	Recognition offered*	Other benefits
Diamond	\$7,500	Herzberg Public Speaker (max 3 sponsors)  <b>Speaker</b>  Dr. Donna Strickland, 2018 Nobel Prize recipient  OR	500-1,000 (combination of delegates and members of the public)	Sponsorship acknowledged in all material promoting the event (e.g. newspaper ad, at event)  Company name and logo on list of sponsors on refreshment tables as well as in slide show preceding event  Logo/link to your website on CAP Congress website main page	1 free 8.5" x 11" B&W ad on Congress program  1 full page colour ad in subsequent issue of online <i>Physics in Canada</i>  1 (max 4 page) flyer; or a 1-page flyer and a give-away item (to be supplied by sponsor) included in delegate packages

Sponsorship Category	Cost of sponsorship	Activity sponsored	Anticipated participation	Recognition offered*	Other benefits
		<p>Opening plenary talk</p> <p><b>Speakers</b></p> <p>.Dr. Chris Polly Fermilab .Dr Athi Jayaraman University of Delaware</p> <p>OR</p> <p>One congress session or plenary talk Please advise</p> <p>(sponsored sessions can be opened to anyone on campus)</p>		<p>Sponsorship acknowledged when promoting the event</p> <p>Company name and logo included on any print or digital material promoting the event</p>	<p>Logo/link to your website on CAP Congress home page</p> <p>1 complimentary exhibition booth June 7 &amp; 8</p> <p>2 complimentary Congress registrations</p> <p>Company name and logo on sponsor display board at Congress</p>
<b>Gold</b>	\$5,000	Monday Welcome Reception w BBQ (max 3 sponsors)	400-800 delegates	<p>Company name and logo displayed at entrance of event, on Welcome Reception refreshment tables, at bar and on tickets (if possible)</p> <p>Logo/link to your website on CAP Congress website main page</p> <p>Company name and logo on sponsor display board at Congress</p>	<p>8.5" x 5.5" B&amp;W ad on Congress website</p> <p>½ page full colour ad in subsequent online <i>Physics in Canada</i></p> <p>1-page flyer or a give-away item (to be supplied by sponsor) included in delegate packages at no extra cost</p> <p>1 complimentary exhibition booth June 7 &amp; 8</p> <p>1 complimentary Congress registration</p>
<b>Silver</b>	\$2,500	<p>Poster Session &amp; Industry meet and mingle (max 3 sponsors)</p> <p>OR</p> <p>Wednesday CAP Medallists Recognition Dinner (max 3 sponsors)</p> <p>OR</p>	300-500 delegates	<p>Company name and logo displayed on refreshment tables at poster session.</p> <p>Opportunity to display 4'x4' poster at event</p> <p>Company name and logo displayed on refreshment tables at Recognition Reception</p>	<p>3.25" x 4.5" B&amp;W ad on Congress website</p> <p>1/4 page B&amp;W ad in subsequent online <i>Physics in Canada</i></p> <p>an exhibition booth June 7 &amp; 8 for \$500</p>

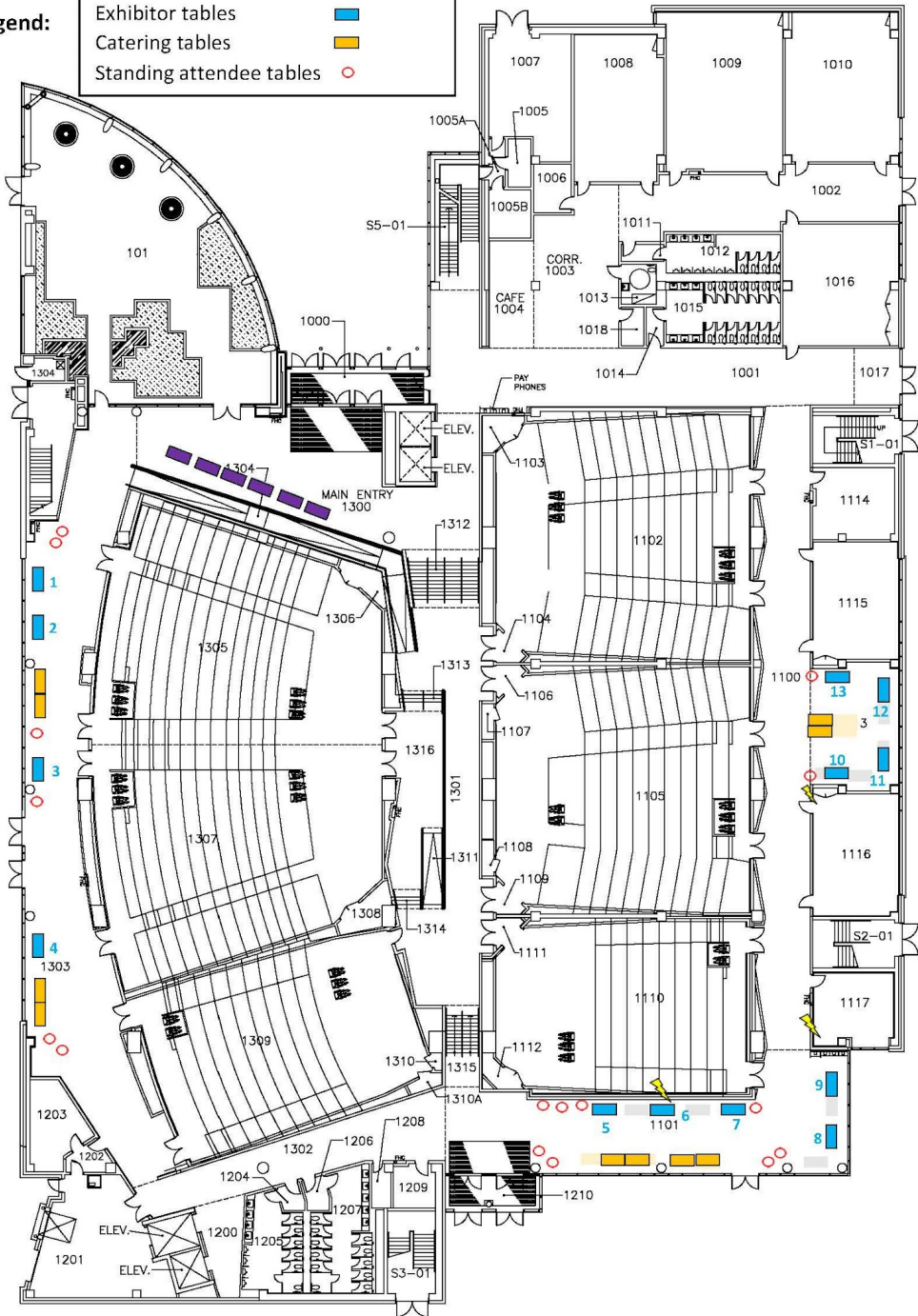
Sponsorship Category	Cost of sponsorship	Activity sponsored	Anticipated participation	Recognition offered*	Other benefits
		HS Teachers Workshop	30-100 HS / CEGEP teachers	Company name and logo displayed at front of auditorium where talks are taking place as well as at the lunch	can elect to submit a 1-page flyer or a give-away item (to be supplied by sponsor) in delegate package for a discounted rate of \$200  Company name and logo on sponsor display board at Congress
		Student Networking Communication Workshop	50 Graduate Students	Company name and logo displayed in promotion and at the workshop	
<b>Bronze</b>	\$1,500	Health break (max 8 sponsors)  OR	300-500 delegates	Company name and logo displayed on health break tables for one break of the Congress	3.25" x 4.5" B&W ad on Congress website  1/4 page B&W ad in subsequent online <i>Physics in Canada</i>  can elect to submit a 1-page flyer or a give-away item (to be supplied by sponsor) in delegate package for a discounted rate of \$250  Company name and logo on sponsor display board at Congress
		Student Lunch & Learn Skills Workshop (max 2 sponsors)  OR	75-150+ graduate students	Company name and logo displayed at the event	
		Best Student Poster Cash Awards  OR	6 awards presented at CAP Student Awards Reception	Company name and logo displayed on board in poster session and on award certificates	
		Best Student Oral Presentation Cash Awards  OR	8 finalists announced at CAP Student Awards Reception	Company name and logo displayed on board in final oral competition session, and on award certificates	
		Technical Symposia	50-100 participants	Company name and logo displayed at the event	
<b>Copper</b>	\$1,000*	Registration package insert (material to be supplied by sponsor)	300-500 delegates	Company name and logo displayed on the sponsorship website	Company name on sponsor display board at Congress

\* Any company or individual who books an exhibit booth or elects to sponsor the conference at the bronze or higher level get discounted rates for supplying flyers or give-aways for the registration package.

Note: The CAP will consider exclusive sponsorship of any of the events listed below (except the Recognition Reception, HS Teachers Workshop or health breaks) provided we have not already received sponsorship commitments for the event. Such exclusivity is valued at double the listed cost of sponsorship.

**Legend:**

- Registration tables
- Exhibitor tables
- Catering tables
- Standing attendee tables



**MAP OF THE MICHAEL DE GROOT CENTRE FOR LEARNING AND DISCOVERY (MDCL)**

Booths are numbered in **blue**, but can vary slightly from the shown locations.