Partnership Opportunities with the Chemical Institute of Canada
Who We Are: The Chemical Institute of Canada (CIC)

A member-based not-for-profit association, made up of three societies:

• Canadian Society for Chemistry (CSC)
• Canadian Society for Chemical Engineering (CSChE)
• Canadian Society for Chemical Technology (CSCT)

We connect our members to create an unparalleled community that champions chemical science, engineering, and technology in Canada.

Take Your Place and Partner with the CIC
to leverage our extensive networks and reach the Canadian chemical sciences community.
CIC Assets

- **4650+ members in 2019**

- **A network of networks** with 100+ communities

- **A reach** of 7,500+ email subscribers, 4,300+ Twitter followers, and 9,800+ LinkedIn followers

- **CIC ViRTUAL**—a growing portfolio of virtual webinars and events

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**CIC NEWS**—a biweekly email newsletter and online stories

**An award portfolio** with over 40 different awards

**Canadian Chemical Engineering Conference (CCEC)**

**Canadian Chemistry Conference & Exhibition (CCCE)**

**Journal**

Partner with the CIC

Connect with us
to reach the Canadian
chemical sciences community

<table>
<thead>
<tr>
<th></th>
<th>Banner Advertisements</th>
<th>Collaborative Content</th>
<th>Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>vIRTUAL</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>CCEC</td>
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<tr>
<td>CCCE</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Banner Advertisements

Access chemical sciences innovators through our channels
CIC NEWS: Email

- **Biweekly Newsletter** — CIC’s flagship communications product

- **7,500+ subscribers**

- **30%+ open rate**

- **Prominent placement** for your banner advertisement
CIC NEWS: Website

Prominent placement of your ad on the CIC NEWS section of the cheminst.ca website

CIC NEWS section gets HIGH TRAFFIC due to high number of stories

Your ad is viewed on each of these 1,000+ stories

CIC NEWS email newsletter and social media posts direct traffic to this section
Creating real connections, virtually

A growing portfolio of virtual events:
- CIC Talks: today’s biggest challenges
- Global Inorganic Discussion Weekdays (GIDW): technical research and innovation

Our fastest growing audience and highest volume of website traffic

~200 participants live, with recordings available for a limited time

Your ad featured on all CIC ViRTUAL webpages and promotional emails
Reach the widest audience with your banner ad:

Bundle our CIC NEWS and CIC ViRTUAL packages at a preferred rate
Collaborative Content

Work with us, to find what works for you
Let’s collaborate

If you want bespoke ways to market your brand to our audience, work with us to develop collaborative content for our platforms

- Paid stories featuring your company’s latest innovations
- Sponsored content aligning your brand with our stories
- Your company gets a slot in our CIC Talks series (technical/informative content)
- We host virtual networking opportunities for your organization
Sponsorship

Showcase your brand and support the Canadian chemical sciences community
Creating real connections, virtually

Support the full CIC ViRTUAL portfolio: get in on the ground floor of our fastest growing venture

Your company will be recognized:
- At all CIC ViRTUAL events
- On all CIC ViRTUAL webpages, our highest traffic pages
- In weekly promotional emails (+7500 subscribers with ~ 38% open rate) and registration pages
- In social content (+4300 followers on Twitter and +9800 on LinkedIn)
Sponsor the Stream of Your Choice

CIC Talks

Learn how our Canadian chemical sciences community is meeting today’s biggest challenges! With this new series of virtual discussions, the CIC is connecting the Canadian chemistry and chemical engineering community and amplifying the fantastic work that they do to tackle issues, from teaching online in the age of COVID-19 to reflecting a more inclusive society.

New streams in development, including from our Chemical Education and Environment subject divisions

Global Inorganic Discussion Weekdays (GIDW)

This new virtual symposium GIDW brings the inorganic community together online! The name GIDW is an homage to the popular regional conferences known as Inorganic Discussion Weekends that occur routinely in the US, Canada, and around the world.

Reach a more specific audience by focusing your sponsorship on one particular CIC ViRTUAL stream. Your company will be featured at the events and in all promotional content for whichever stream you choose.
Support Canada’s premier chemical engineering event by sponsoring CCEC

ViRTUAL for 2020 (with in-person option, if conditions permit)

Tiered sponsorship to suit your level of support

Opportunities for online ads, logo prominence, commercials, email blasts, and social media promotion
Canadian Chemistry Conference and Exhibition (CCCE)

Support Canada’s premier chemistry event by sponsoring CCCE

Joint conference with the International Union of Pure and Applied Chemistry (IUPAC) and the National Research Council of Canada in 2021

Tiered sponsorship to suit your level of support

Opportunities for online ads, logo prominence, commercials, email blasts, and social media promotion
Partner with the CIC to reach the Canadian chemical sciences community

Contact us for further details