

Partnership Opportunities with the Chemical Institute of Canada



Chemical Institute of Canada | *For Our Future*
Institut de chimie du Canada | *Pour notre avenir*

www.cheminst.ca

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.



Canadian Society for Chemistry
2000+ members



Canadian Society for Chemical Engineering
1100+ members



Canadian Society for Chemical Technology
100+ members

Take Your Place and Partner with the CIC

to leverage our extensive networks and reach the Canadian chemical sciences community.



CIC Assets



3,350+ members in 2020



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



A **reach** of 7,500+ email subscribers, 4,700+ Twitter followers, and 10,700+ LinkedIn followers



CIC VIRTUAL—a growing portfolio of virtual webinars and events



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

The Canadian Journal of Chemical Engineering
(*Can. J. Chem. Eng.*)



CIC Website

A community hub specifically designed to support the interests of chemical sciences and engineering professionals in Canada.



CIC Job Board

A platform that features chemical sciences and engineering jobs and internships in both academia and industry. Allows employers to connect with the right candidates.



Partner with the CIC



Connect with us
to reach the Canadian
chemical sciences community



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✓	✓		
✓	✓	✓	
		✓	
		✓	
✓	✓		

Banner Advertisements

Access chemical sciences innovators through our channels



CIC News: Newsletter



Biweekly Newsletter
—CIC's flagship communications product



8,300+ subscribers



30%+ vs. 25% Industry Standard



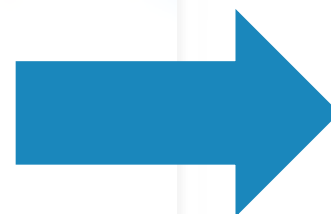
3.4% vs. 2.7% Industry Standard



Prominent placement
for your banner advertisement



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CIC NEWS

BIWEEKLY NEWSLETTER: February 23, 2021 Like what you see? [Sign up here](#)

Grow

 **CIC Talks Careers: Black History Month Edition**
Join us this Thursday at 12 pm ET for a discussion on careers in chemistry and chemical engineering. Mentors who are passionate about inspiring the next generation of professionals, particularly those who don't see themselves represented within the sciences, will be participating in the panel.


 **Addressing gender parity across the commonwealth**
Join RSC and Commonwealth Chemistry for this webinar on Mar. 8, 2021, exploring ways to overcome the barriers that prevent women from fully participating in the chemical sciences.

 **What to expect from a virtual event**
IUPAC | CCCE 2021 will be fully virtual. Not sure what to expect from a virtual event? Check out our frequently asked questions to learn more about what this premier virtual event will involve.

CHEMISTRY WORLD WEBINAR

Join us for a five day training programme which introduces Design of Experiments and its benefits

15-19 March, 10.00am Eastern time
12-16 April, 10.00am Pacific time
[Register now](#)



CIC NEWS: Website



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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:

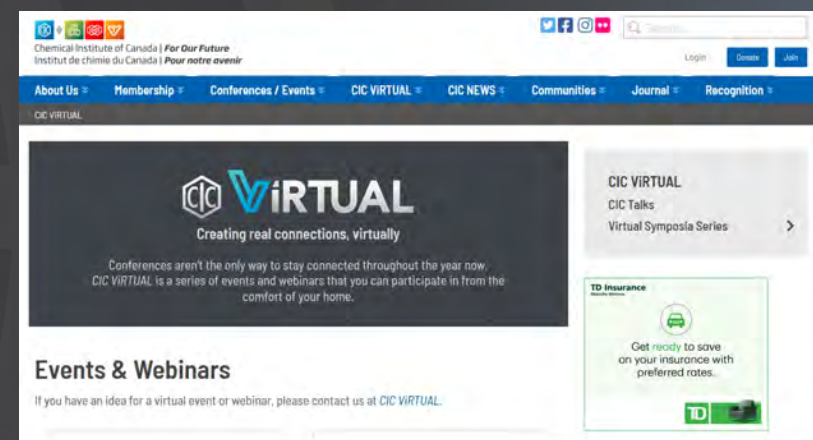
- ✓ **CIC Talks:** today's biggest challenges
- ✓ **Global Inorganic Discussion Weekdays (GIDW):** technical research and innovation



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 Marketing Opportunities

Work with us, to find what works for you

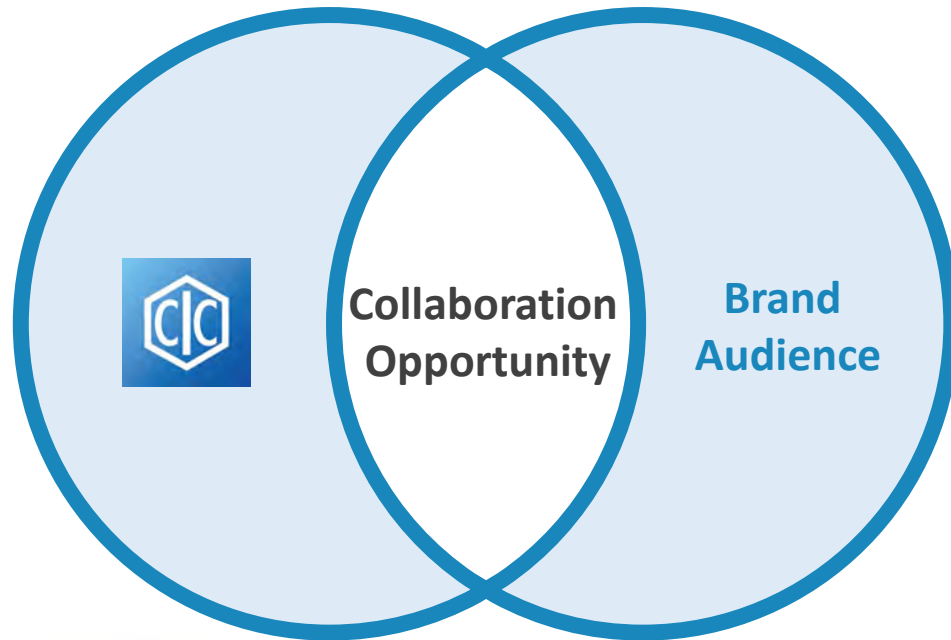


Collaborative Marketing Opportunities



Let's collaborate

If you want bespoke ways to market your brand to our audience, let's work together to develop customized content that aligns with your specific business need







Benefits:

- Identify the right opportunities for your brand
- Create highly engaging and creative campaigns
- Reach new audiences at a fraction of the cost



Let's collaborate

			
<ul style="list-style-type: none">• Paid stories featuring your company's latest innovations• Sponsored content aligning your brand with our stories	<ul style="list-style-type: none">• Your company gets a slot in our CIC Talks series (technical/informative content)• We host virtual networking opportunities for your organization	<ul style="list-style-type: none">• Opportunity to connect with a pool of qualified candidates within your sector	<ul style="list-style-type: none">• Ads and collaborative content marketing pieces that suit your brand's voice and business objectives



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)

A screenshot of the CIC ViRTUAL website. The header features the logo and tagline. Below is a section for 'Events & Webinars' with two featured items: 'CIC Talks' and 'Global Inorganic Discussion Weekdays (GIDW)'. A 'Join Now' button is visible at the bottom of the main content area. A large blue arrow points from the right side of the screenshot towards the text on the left. The footer includes 'Supported by:' with logos for the Chemical Institute of Canada and Institut de chimie du Canada.

CIC ViRTUAL
Creating real connections, virtually

Conferences aren't the only way to stay connected throughout the year now CIC ViRTUAL is a series of events and webinars that you can participate in from the comfort of your home.

Events & Webinars

If you have an idea for a virtual event or webinar, please contact us at [CIC ViRTUAL](#).

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.

[View Talks](#)

GIDW

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.

[View Talks](#)

Take your place in Canada's thriving chemical science, engineering, and technology community.

[Join Now](#)

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Sponsor the Stream of Your Choice



CIC Talks

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



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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.

Canadian Chemical Engineering Conference (CCEC)



MONTREAL



Support Canada's premier chemical engineering event by sponsoring CCEC



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



IUPAC | CCCE
Montréal
2021
August 13-20



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Partner with the CIC to reach the Canadian chemical sciences community

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