



CIM may 4 - 7 mai
montréal 2025
CONNECT
convention + expo

**Sponsorship
Prospectus 2025**



Prepare for the premier event in the mining industry: **CIM CONNECT 2025**. We invite you to join us in vibrant Montréal as a sponsor!

This year our theme explores “**Minerals, Innovation, and the Energy Transition**,” underscoring the **pivotal role of innovation in the minerals industry** and the essential contribution it will make in the decarbonization of the economy.

CIM, **with over 10,000 members**, 30 branches, 11 societies, and 12 committees, is the central hub **where industry, academia, and government come together**. Our collective aim is to foster a prosperous and responsible future for Canada’s resource sectors.

Montréal, known for its dynamic and innovative spirit, offers the ideal setting to **connect with industry leaders, establish partnerships**, and grow your influence.

This conference **is your opportunity to contribute to a sustainable future for the mining industry**.

Don’t miss out. See you in May 2025!



**CIM
ICM**

Canadian Institute of Mining,
Metallurgy and Petroleum
Institut canadien des mines,
de la métallurgie et du pétrole



**CIM
CONNECT**
convention + expo

Why sponsor CIM CONNECT?

Amplify Your Brand

Achieve extensive visibility among a focused audience.

Distinguish Yourself

Set your brand apart in a competitive market.

Build Strategic Connections

Network with key industry leaders and decision-makers.

Highlight Your Expertise

Showcase your company's knowledge and capabilities.

Generate Quality Leads

Engage potential customers and make an immediate impact.

Establish Leadership

Elevate your company's status and influence in the industry.

Foster Industry Growth

Contribute to the advancement and progress of the sector.



CIM CONNECT 2024 by the Numbers

550+

exhibiting companies

825

booths

7159

participants (including 2300 who came exclusively to visit the Expo)

70%

of participants influence or are final purchasing decision makers

84%

of participants would recommend CIM CONNECT to a colleague/peer

Sponsorship Level

[illegible]

Sponsorship Availability at a Glance

Delegate Experience

Badges - \$20,000

Logo on all badges (worn by 7,000+ delegates, exhibitors and visitors).

Water Stations - \$8,000

Logo at water stations strategically located throughout building (Expo floor, technical meeting rooms & registration foyer).

Badge Lanyards - Exclusive \$30,000

Logo on Convention lanyards (worn by 7,000+ delegates, exhibitors & visitors).

Hotel Key Cards - \$20,000

Logo on each host hotel's key card.

Reusable Water Bottles - Exclusive \$8,000

Branded water bottles. Water bottles are provided by sponsor (distributed to 1,500 + delegates at registration).

Convention Mobile Application - \$15,000

Branded and hyperlinked sponsor homepage. Mobile App featuring live technical program and all other convention features.

Volunteer Program - \$5,000

Logo on volunteer t-shirts.

Registration - \$30,000

Branding of all registration counters and of the registration website.

Convention Pens - Exclusive \$5,000

Branded pens offered to all attendees at registration area. Pens are provided by sponsor.

WiFi in Convention Building - Exclusive \$15,000

Banner ad on login screen to access free WiFi.

Delegate Coffee Breaks (Convention Levels) - \$8,000/day Exclusive \$20,000

Logo on signage at the coffee stations (2 breaks per day for the 3 days).

Charging Stations \$10,000

2 Branded stations in strategic locations.

Coffee Breaks at the Expo - \$10,000 each (4 available)

Logo on signage at the coffee stations on the Expo floor.

A-la-carte items total value will be matched to a level of recognition.



Sponsorship Availability at a Glance

Knowledge Curation

Opening Plenary Session (Main Stage Event) - \$25,000

High profile keynote speaker & panel of industry leaders. Recognition on convention website, communications & projection screens. Welcome address by sponsor.

Tuesday General Session (Main Stage Event) - \$20,000

High profile speakers discuss industry trends & topics at morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.

Wednesday General Session (Main Stage Event) - \$15,000

High profile speakers discuss industry trends & topics in the morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.

Wednesday Keynote Lunch (Main Stage Event) - Exclusive \$15,000

Luncheon keynote speaker on last day of convention. Recognition on convention website, communications & projection screens. Welcome address by sponsor.

CIM “Mining Now” Web Series Stations - Interview \$3,000 each - Mining Now 2 back walls \$12,000 each

Mining Now will be filmed on the expo floor & will feature in-depth interviews with mining leaders and experts. Sponsor logo featured on visuals in live production space (20' x 20').

Technical Program Streams - \$4,000 each

Logo on signage at door & in-room screens for 3 days.

Short Courses - \$3,000 each

Logo on signage at door & in-room screens.

CEO Lunch - \$15,000

Welcome address by sponsor and 2 seats at the lunch

Workplace of the Future

Women In Mining Reception

\$10,000 Main Sponsor - \$5,000 Co-Sponsor

Networking reception in collaboration with WIM Montréal Chapter. Recognition on convention website, communications & projection screen. Main sponsor gets welcome address and 5 complimentary tickets to the event.

Women In Mining Panel

\$8,000 Main Sponsor - \$3,000 Co-Sponsor

Panel to address diversity in mining trends and topics. Recognition on convention website, communications & projection screen in the panel session room. Welcome words by main sponsor.

1st Time Attendee & VIP Reception - \$8,000

First time delegates & VIPs meet and mingle with mining executives at kick-off reception. Logo on signage & projection screen during event. Welcome address by sponsor.

Student-Industry Networking Luncheon - \$30,000

Networking opportunity for students to meet and mingle with accomplished leaders of the mining industry. Logo on signage & projection screen during event. Welcome address by sponsor.

Student Poster Competition and Reception - \$30,000

Students showcasing their talents & ideas to the leading mining professionals in the competition. Logo on signage.

Student Speed Mentorship - \$10,000

Opportunity for students to meet mentors from different companies, roles and disciplines. Logo on signage.

Sponsorship Availability at a Glance

Business & Expo

Expo Hall - \$30,000

Branded hanging aisle signs; 10 floor decals, 2 large floor decals and 2 kick panels at entrances (2).

Lunch at the Expo - \$15,000/day \$25,000 exclusive

Logo on paper napkins & table signs on food stations, and sponsor name on mobile app & on expo floor.

Career Zone: LinkedIn & Headshot Stations

\$6,000 each \$10,000 exclusive

LinkedIn & headshot lounges providing delegates with assistance in creating a professional profile. Branded kick-panel, onsite signage.

Networking Reception at the Expo - \$15,000/day \$25,000 exclusive

Logo on paper napkins & all bars on expo floor. Sponsor name on mobile app.

Meeting pods - \$10,000

Branded soundproof booths for private meetings. Bookings will be on a first-come first-served basis, 1 hour slots available during opening hours.

Barista corner (2 stations) - \$10,000/day each

Branded coffee station fully staffed and stocked. Service will be from 10 am to 2 pm on Monday and Tuesday.

B2B Lounge - \$30,000

Online platform that offers the opportunity for our participants to meet with like-minded individuals or with companies that offer products/services of interest. Sponsor-branded and hyperlinked homepage of online platform and on-site branded lounge and signage.

Recognition & Celebration

Opening Ceremony & Reception - \$30,000

Welcome address, stage visuals, signage and branded reception on the expo floor. Logo on paper napkins, food stations & all bars on expo floor.

Closing Ceremony & Reception - Exclusive \$15,000

Sparkling wine & chocolate in foyer. Welcome address by sponsor.



Align your brand
with a targeted
audience and
content



Sponsorship Agreement

Our company confirms participation as a premium sponsor in this category:

Patron \$100,000*	Premiere \$75,000*	Double Diamond \$50,000*
Diamond \$40,000*	Platinum \$30,000*	Gold \$20,000*
Silver \$15,000*	Copper \$10,000*	Nickel \$5,000*
Friend \$3,000*		

**Plus applicable taxes on taxable items: GST #106861644. QST# 1006100798TQ001*

And/or as an à la carte sponsor:

Company Name _____

Company Address _____

Item Description(s) _____

Price _____

Total _____

Contact Person _____

Telephone Number _____

Email _____

Authorized Signature _____



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Canadian Institute of Mining,
Metallurgy and Petroleum
Institut canadien des mines,
de la métallurgie et du pétrole

Please complete this order form and send
by scanned .pdf to sponsorship@cim.org

Note that you will be contacted shortly
to arrange for prompt positioning
of your company logo and brand,
invoicing and planning.

Sponsorship contact

Nadia Bakka

Sales Manager, Exhibition and Sponsorship
(514) 939-2710 ext. 1360
nbakka@cim.org

convention.cim.org

☐ I understand that I must provide our company logo in high-resolution images in BOTH .png and .eps formats (suitable for web and print) with a minimum resolution of 300 dpi and fonts converted to outlines. Sponsor must also provide an EXACT web address for linking purposes.



Sponsorship Prospectus 2025



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