



**CIM
CONNECT**

Sponsorship Prospectus 2024

convention.cim.org



Get ready for the most eagerly anticipated event in the mining industry, CIM Connect, CIM's newly renamed annual convention and expo.

Our theme, **“Brand Canada: Our Critical Advantage,”** speaks volumes about the incredible opportunities that lie ahead. Canada is at the forefront of the global mining scene, offering a wealth of critical minerals and a commitment to responsible mining practices.

With a robust community boasting over 10,000 dedicated members, 30 local and international branches, 11 societies, and 12 committees, CIM stands as a powerful nexus where industry, academia, and government converge. Our members are the driving force behind the transformation of Canada's mining landscape, shaping its trajectory, providing leadership, and fostering vital connections. This vibrant network, enriched by both corporate and student memberships, extends CIM's influence even further, injecting fresh dimensions of expertise and passion into the mix. While our members hail from diverse backgrounds, they share a collective vision: to advance the sustainable exploration, production, and utilization of minerals, metals, materials, and petroleum. Our community is united by a common goal and committed to ensuring a prosperous and responsible future for Canada's resource sectors.

Join us in Vancouver, a city known for its innovation, to connect with industry leaders, forge partnerships, and tap into the potential of Canada's mineral resources.

This conference is your gateway to a brighter, more sustainable future for the mining industry. Don't miss it. See you in May 2024!



“CIM provides a great opportunity to promote our capabilities to the Canadian mining sector, particularly as the event attracts a broad range of delegates through a high quality technical program.”
 – Henry Kurth, Scantech International Pty Ltd



Why sponsor CIM Connect?

BOOST BRAND VISIBILITY Gain widespread exposure to a targeted audience.

STAND OUT FROM COMPETITORS Differentiate your brand in a competitive landscape.

FORGE VALUABLE CONNECTIONS Network with industry leaders and decision-makers.

SHOWCASE EXPERTISE Demonstrate your company's knowledge and offerings.

GENERATE DIRECT LEADS Engage potential customers for immediate impact.

POSITION YOUR COMPANY AS A LEADER Elevate your industry standing and influence.

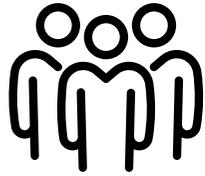
SUPPORT INDUSTRY GROWTH Contribute to industry advancements and progress.



“The show has been nothing short of exemplary. Not only did it provide an exceptional platform for us to showcase our state-of-the-art predictive equipment, but it also allowed us to engage and network with various industry leaders, clients, and enthusiasts who share the same passion for innovation and engineering solutions. This expo exceeded our expectations in every way. We look forward to the future opportunities this experience has opened for us and the broader engineering community.”

- Florin Corcoz, Sotecma

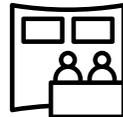
Our last Convention in numbers



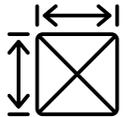
6,883
participants



1,796
delegates



702
booths



167,000
sq. ft. trade show



69
sponsors



320
presentations



16
short courses



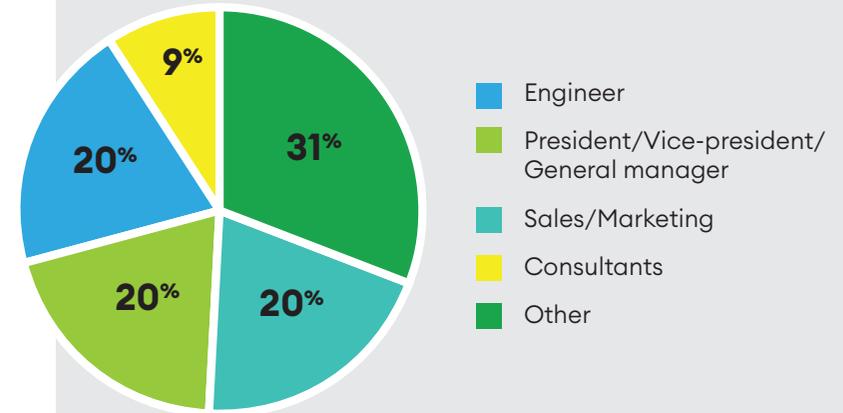
732
keynote attendees



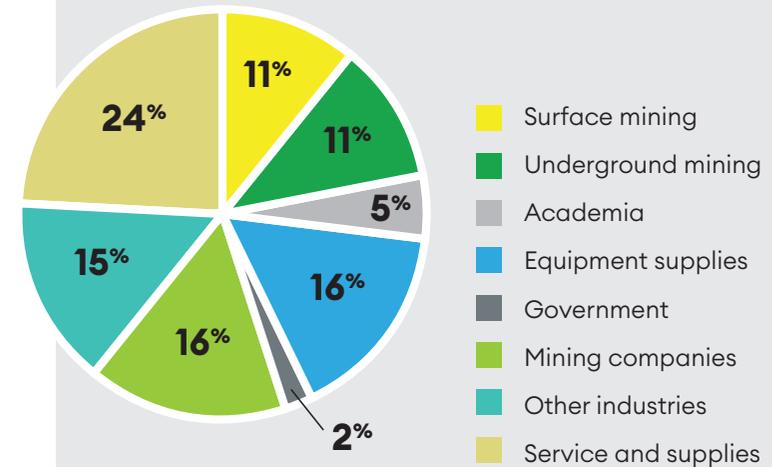
60
countries

Attendee Profile

Primary job function



Industry category



Sponsorship Levels

Packages that offer a creative approach to maximizing brand recognition and longevity to your sponsorship campaign.

	TITLE	PATRON	PREMIERE	DOUBLE DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	COPPER	NICKEL	FRIEND
	SOLD	\$100,000	\$75,000	\$50,000	\$40,000	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
PRE-CONVENTION											
Logo and link to website on the Convention website	X	X	X	X	X	X	X	X	X	X	X
Logo in pre-convention program in <i>CIM Magazine</i>	X	X	X	X	X	X	X	X	X	X	X
Recognition on CIM's social media networks	X individual	X individual	X individual	X individual	X individual	X group	X group	X group			
Company name in e-blasts	X	X	X	X	X	X					
AT THE CONVENTION											
Logo on sponsorship signage (sized to sponsorship level)	X	X	X	X	X	X	X	X	X	X	X
Logo on public panels	X	X	X	X	X	X	X	X	X	X	X
Recognition on convention app and in printed program	X	X	X	X	X	X	X	X	X	X	X
Recognition on social media	X	X	X	X	X	X	X	X	X	X	X
Logo in CIM Convention Reporter	X	X	X	X	X	X	X	X	X	X	X
Access to the CIM- Caterpillar Awards Gala	16	16	8	6	4	2					
Luncheon on the EXPO floor per day	8	8	7	6	5	4					
Convention registrations	5	5	4	3	2	1					
POST-CONVENTION											
Logo in <i>CIM Magazine</i> - post-Convention issue	X	X	X	X	X	X	X	X	X	X	X
Logo on following year's Convention website	X	X	X	X	X	X	X	X	X	X	X
Logo in Annual Report	X	X	X	X	X	X	X	X	X	X	X
Recognition post-event on social media	X group	X group	X group	X group	X group	X group	X group	X group	X group		

Sponsorship Availability at a Glance

The opportunity to align your brand with a targeted audience and content. Partnership levels come with additional recognition benefits as outlined on page 4.

 Sustainable Items

DELEGATE EXPERIENCE			
BADGES SOLD		WATER STATIONS	
Logo on all badges (worn by 6,000+ delegates, exhibitors and visitors)	\$20,000	Logo at water stations strategically located throughout building (EXPO floor, technical meeting rooms & registration foyer)	\$8,000
BADGE LANYARDS SOLD		RELAXATION CORNER	
Logo on Convention lanyards (worn by 6,000+ delegates, exhibitors & visitors)	\$30,000	Branded lounge featuring Massages and relaxation activities.	Exclusive \$8,000
HOTEL KEY CARDS SOLD		REUSABLE WATER BOTTLES SOLD	
Logo on each host hotel's key card.	\$20,000	Branded water bottles. Water bottles are provided by sponsor (distributed to 1,500 + delegates at registration)	Exclusive \$8,000
CONVENTION MOBILE APPLICATION SOLD		VOLUNTEER PROGRAM SOLD	
Branded and hyperlinked sponsor homepage. Mobile App featuring live technical program and all other convention features.	\$15,000	Logo on volunteer t-shirts.	\$5,000
REGISTRATION SOLD		CONVENTION PENS	
Branding of all registration counters and of the registration website.	\$30,000	Branded pens offered to all attendees at registration area. Pens are provided by sponsor.	Exclusive \$5,000
WIFI IN CONVENTION BUILDING SOLD		DELEGATE COFFEE BREAKS (Convention Levels)	
Banner ad on login screen to access free WiFi.	Exclusive \$10,000	Logo on signage at the coffee stations (2 breaks per day for the 3 days)	\$8,000/day Exclusive \$20,000
CHARGING STATIONS SOLD		COFFEE BREAKS AT THE EXPO	
Branded stations in strategic locations	\$10,000	Logo on signage at the coffee stations on the Expo floor	\$10,000 each (3 available)
FUN RUN			
Join our fun run as a sponsor and promote your company's wellness values. Your logo will be featured on the event updates, sign-in table, and participant shirts.	\$5,000		

Sponsorship Availability at a Glance (continued)

KNOWLEDGE CURATION			
OPENING PLENARY SESSION (MAIN STAGE EVENT) SOLD		TUESDAY PANEL SESSION (MAIN STAGE EVENT) SOLD	
High profile keynote speaker & panel of industry leaders. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	\$25,000	High profile speakers discuss industry trends & topics at morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	\$20,000
WEDNESDAY PANEL SESSION (MAIN STAGE EVENT) SOLD		WEDNESDAY KEYNOTE LUNCHEON (MAIN STAGE EVENT) SOLD	
High profile speakers discuss industry trends & topics in the morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	\$15,000	Luncheon keynote speakers on last day of convention. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	Exclusive \$15,000
WEDNESDAY AFTERNOON – CLOSING PANEL		CIM “MINING NOW” WEB SERIES STATIONS	
Theme: Capital challenge: securing investment in mining and metals How do you finance a mining company	\$15,000	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’). 1/2 SOLD	Interview \$3,000 each Mining Now 2 Back Walls \$12,000 each
THEMATIC PANEL SESSIONS		TECHNICAL PROGRAM STREAMS	
Welcome address by sponsor, recognition on convention website, communication and projection screens.	\$8,000 each	Logo on signage at door & in-room screens for 3 days.	\$4,000 each
SHORT COURSES		CEO LUNCHEON SOLD	
Logo on signage at door & in-room screens. Price per short course.	\$3,000	Welcome address by sponsor and 2 seats at the lunch	\$15,000
WORKFORCE OF THE FUTURE			
WOMEN IN MINING RECEPTION		WOMEN IN MINING PANEL	
Networking reception in collaboration with WIM BC Chapter. Branding on all WIM materials before and on-site; print & digital. Recognition on convention website, communications & projection screen. Welcome address by main Sponsor and 5 complimentary tickets for the event.	SOLD main sponsor \$5,000 co-sponsor	High profile speakers discuss industry trends & topics at morning general session. Recognition on convention website, communications & projection screens. Welcome address by main sponsor.	SOLD main sponsor \$3,000 co-sponsor
STUDENT-INDUSTRY NETWORKING LUNCHEON SOLD		STUDENT POSTER COMPETITION AND RECEPTION SOLD	
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.	\$30,000	Students showcasing their talents & ideas to the leading mining professionals in the competition. Logo on signage.	\$30,000
1ST TIME ATTENDEE & VIP RECEPTION		STUDENT SPEED MENTORSHIP SOLD	
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.	\$5,000	Opportunity for students to meet mentors from different companies, roles and disciplines. Logo on signage.	\$10,000

Sponsorship Availability at a Glance (continued)

BUSINESS & EXPO			
EXPO HALL SOLD		LUNCH AT THE EXPO SOLD	
Branded hanging aisle signs; 10 floor decals, 2 large floor decals and 2 kick panel at entrances (2).	\$30,000	Logo on paper napkins & table signs on food stations, and sponsor name on Mobile App & on Expo floor.	\$15,000/day \$25,000 Exclusive
CAREER ZONE: LINKEDIN & HEADSHOT STATIONS		NETWORKING RECEPTION AT THE EXPO	
LinkedIn & Headshot lounges providing delegates with assistance in creating a professional profile. Branded kick-panel, onsite signage.	\$6,000 each \$10,000 exclusive	Logo on paper napkins & all bars on EXPO floor. Sponsor name on Mobile App.	\$15,000/day \$25,000 Exclusive
MEETING PODS		BUSINESS CLASS LOUNGE & MEDIA ROOM	
Branded soundproof booths for private meetings. Bookings will be on a first-come first-served, 1 hour slots available during opening hours.	\$10,000	Logo on desktop and screensaver. Brochure and giveaways on media table inside room. Exclusive branded signage at door. Snack and drinks will be served in the room.	\$10,000
BARISTA CORNER (2 STATIONS)		LOUNGES	
Branded coffee station fully staffed and stocked. Service will be from 10 am to 2 pm on Monday and Tuesday. 2 stations available.	\$10,000/day each	Lounges - \$34 per square feet Unfurnished space that can be used as lounges on the tradeshow floor	Price based on size
RECOGNITION & CELEBRATION			
OPENING CEREMONY & RECEPTION SOLD		CLOSING CEREMONY & RECEPTION	
Welcome address, stage visuals, signage and branded reception on the EXPO floor. Logo on paper napkins, food stations & all bars on EXPO floor.	\$30,000	Sparkling wine & chocolate in Foyer.	Exclusive \$15,000

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: GST #106861644*

And/or as an à la carte sponsor:

Item Description _____

Price _____

Total _____

Company Name _____

Item Description _____

Price _____

Total _____

Contact Person _____

Authorized Signature _____

Telephone Number _____

Email _____

Name of delegate to receive all sponsorship benefits* _____

**If applicable*

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.

9

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

Thank you to our 2023 Proud Sponsors

OFFICIAL CONVENTION SPONSOR

Rio Tinto

PATRON

CATERPILLAR
FINNING CAT TOROMONT CAT

DOUBLE DIAMOND

SMS
EQUIPMENT

KOMATSU

PLATINUM

B2GOLD

EQUINOX
GOLD

HATCH

Hecla
MINING COMPANY

KINROSS

REDPATH

SNC-LAVALIN

Teck

WHEATON
PRECIOUS METALS

GOLD

ABB

AVEVA

DRA

Imperial
Esso Mobil

KPMG

MacLean

minesense

SANDVIK

SUNCOR
ENERGY

SILVER

BB

dss+
Protect. Transform. Sustain.

eldorado gold

5+ PLASTIQUES
PLASTICS

KALTIRE

Mosaic

PAN AMERICAN
SILVER

SILIXA

Taseko

VALE

COPPER

AGNICO EAGLE

Ausenco

ERIEZ

GOODKEY
SHOW SERVICES LTD.

HUDBAY

IBM

KAESER
COMPRESSORS

Klohn Crippen Berger

LUFF
Conveying Performance

MINERAI DE FER
QUÉBEC
UNE FRÈRE DE CHAMPION IRON

ROCK
MASS

ROGERS
BUSINESS

SHELL

STEINERT
MAGNETIC + SENSOR SORTING SOLUTIONS

WEIR
MOTION METRICS

WSP

NICKEL

ArcelorMittal

Avetta
Building the connections that build the world

Brandt

DUMAS

GLENCORE
TECHNOLOGY

HEAVY
METAL

ips

MATRIX

Nouryon

sherritt

srk

FRIEND

Aecon

AMCAST
RETHINK THE LIMITS

EMM
creating opportunities

GRAYMONT

IRAETA

The Mining Association of Canada | L'Association minière du Canada

Procon

SGS

CARMEUSE

STT
STORAGE & TRANSFER

VELTIOSIS
CONSULTING
Increased Performance towards Improved Results

Introduction

2023 Convention

Sponsorship Levels

Sponsorship Availability

Sponsorship Agreement

Thank You 2023 Sponsors