

CIM **vancouver** **may 3-6, 2026** **CONNECTION** **convention + expo**

**Sponsorship
& Advertising Opportunities**



Building on Momentum

Align your brand with **CIM CONNECT 2026 in Vancouver**—where technical excellence, global networking, and the 100th anniversary of the CIM Expo come together.

Powering the Next Century of Mining Innovation

Following a record-breaking 2025, we are shaping the 2026 program with a stronger focus on **operator-driven content** and new strategies to encourage even greater participation from mine operators.

CIM CONNECT 2026 will also mark the **100th anniversary of the CIM Expo**—a milestone in the history of both CIM and the mining industry. This centennial will be commemorated with special programming that celebrates the Expo's legacy, enhances the exhibitor and attendee experience, and creates a memorable event for all participants.

This year's theme, **Our Mining Moment: Strategic Growth and Sustainable Operations**, reflects the convergence of social, economic and political forces bringing unprecedented attention to the minerals industry. CIM CONNECT 2026 is your opportunity to explore the innovations, operations and ideas needed to turn Canada's resource potential into production.



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

Connections, Insights and Impact

Who Attended in 2025

- **7,606 mining professionals** from across the value chain
- Strong mix of operators, executives, technical experts, students and solution providers
- 70% of participants influence or are final purchasing decision makers
- **Record attendance** with global reach and engagement

What to Expect in 2026

- **Expanded operator-focused content** and conversations of interest
- Celebration of the **100th anniversary** of the CIM Expo
- **Networking** with an unparalleled community of professionals and solution providers
- Theme: *Our Mining Moment – Strategic Growth, Sustainable Operations*

Why Sponsor in 2026

- **Align with industry priorities** and showcase leadership
- **Connect with industry leaders**, potential clients, and key stakeholders through targeted opportunities
- **Be part of a centennial celebration** with unmatched visibility and impact



Sponsorship Level

| | TITLE ON DEMAND | 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 |
|--|--------------------|---------------------|----------------------|-------------------------------|---------------------|----------------------|------------------|--------------------|--------------------|-------------------|-------------------|
| Pre-Convention | | | | | | | | | | | |
| Logo and link to website on the Convention website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in pre-convention program in CIM Magazine | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on CIM's social media networks | ✓ individual | ✓ individual | ✓ individual | ✓ individual | ✓ individual | ✓ group | ✓ group | ✓ group | | | |
| Company name in e-blasts | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | |
| At the Convention | | | | | | | | | | | |
| Logo on sponsorship signage (sized to sponsorship level) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on convention app | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on social media | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in CIM Convention Reporter | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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 on following year's Convention website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in Annual Report | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition post-event on social media | ✓ group | ✓ group | ✓ group | ✓ group | ✓ group | ✓ group | ✓ group | ✓ group | | | |

Sponsorship Availability at a Glance

Delegate Experience

Lanyards

Logo on convention lanyards (worn by 7,000+ participants).

Registration

Branding of all registration counters and on the registration website.

WiFi in Convention Building - \$25,000

Banner ad on login screen to access free WiFi.

Badges

Logo on all badges (worn by 7,000+ participants).

Water Bottles

Branded reusable water bottles distributed to 1,500 + delegates at registration.

Convention Mobile Application

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

Charging Stations - \$15,000

2 Branded stations in strategic locations.

Delegate Coffee Breaks - \$6,000 per day (2 available)

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

Convention Pens

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

Hospitality Lounges

Create a lasting impression in one of the busiest event areas. A networking space where attendees can relax and connect. Sponsors receive prominent branding in a high-traffic area. Locations and prices are available upon request – contact nbakka@cim.org.

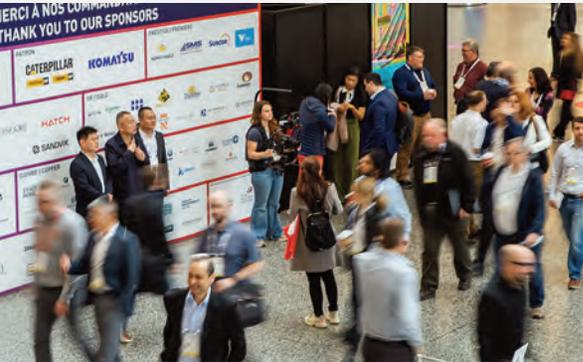
Mining for Snacks (3 available)

Associate your brand with hospitality and engagement by sponsoring the event's snack counter – a high-traffic area where delegates gather between sessions. Branded station, for 500 people.

 Sustainable Items

The value of
À-la-carte items will
be matched to a level
of recognition





Sponsorship Availability at a Glance

Knowledge Curation

Opening Plenary – Monday Morning (Main Stage)  Recognition on convention website, communications & projection screens. Welcome address by sponsor. Branded questions in session Q&A app.

Tuesday Morning General Session (Main Stage Event)  Recognition on convention website, communications & projection screens. Welcome address by sponsor. Branded questions in session Q&A app.

Wednesday Keynote Lunch (Main Stage Event)  Recognition on convention website, communications & projection screens. Welcome address by sponsor. Branded questions in session Q&A app

Industry-Hosted Morning Sessions - \$5,000 per session
Your own content. Program and website listings, in-room branding and materials, on-site signage, and direct engagement with registered CIM CONNECT delegates in a dedicated session environment.

Special Session Sponsorship - \$5,000 per session, 4 available
Prominent program, website, and mobile app recognition, social media promotion, and brief on-stage welcome remarks, aligning with a CIM-curated session on a priority industry topic.

Wednesday Morning General Session (Main Stage Event)  Recognition on convention website, communications & projection screens. Welcome address by sponsor. Branded questions in session Q&A app.

CIM “Mining Now” Series Stations (1 remaining) - \$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 backdrops in live production space (20’ x 20’), estimated viewership of 4+ million.

Technical Program Streams - \$5,000 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.

Workplace of the Future

Student Industry Networking Luncheon  Co-sponsor
Logo on website and on signage & projection screen during event. Welcome address by sponsor. Reserved table of 10.

Student ePoster Competition & Reception  Co-sponsor
Logo on website and on signage in the eposter area (prominent location).

Student Mentorship - \$10,000 
Logo on website and on signage in the room.

Career Fair - \$10,000 
Branding at the fair, website and communication recognition, and visibility as an employer of choice.

Mining for Inclusivity Reception  
Recognition on convention website, communications & projection screen. Co-sponsors get 2-minute welcome address each and 3 complimentary tickets to the event. Exclusive sponsor gets 3-minute welcome address and 5 tickets to the event.

Mining for Inclusivity Panel -  GLENORE
Recognition on convention website, communications & projection screen in the panel session room. Welcome words by co-sponsors (2 minutes each) or by exclusive sponsor (3 minutes).

1st Time Attendee & VIP Reception  ISOMETRIX
Recognition on convention website, communications and on signage & projection screen during event. Welcome address by sponsor.

Future Leaders Support Program – Increments of \$2,000 
Enable students to attend the conference and gain industry exposure. Collected funds will be used to cover registration, travel and accommodations. Sponsors are recognized on the website, in communications, and program materials, showcasing support for the next generation of mining professionals.

 Sustainable Items

Sponsorship Availability at a Glance

Business & Expo

EXPO Hall

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

Lunch at the Expo Tuesday available - \$15,000



Logo prominently displayed on arch at the food court entrance, paper napkins & table signs on food stations, and sponsor name on mobile app. Opportunity for sponsor to display promotional materials on tables or provide giveaways.

Career Zone: Headshot Station

Branded kick-panel, onsite signage and logo on digital headshots.

Career Zone: LinkedIn Station

Branded kick-panel, onsite signage.

Networking Reception at the Expo - \$10,000 each (Monday or Tuesday)

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

Meeting Pods - \$10,000 each

Branding on large panels of the meeting pods, recognition on the website.

Barista Corner (2 stations) - \$10,000 per day

Branded coffee station and coffee cups, first 500 coffees included per station, per day. Service will be from 10 am to 2 pm on Monday and Tuesday.

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 - \$10,000

Welcome address by sponsor, stage visuals, signage and logo on paper napkins, food stations & all bars.



Sponsorship Agreement

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

- | | | |
|--|---|---|
| <input type="checkbox"/> Patron \$100,000* | <input type="checkbox"/> Premier \$75,000* | <input type="checkbox"/> Double Diamond \$50,000* |
| <input type="checkbox"/> Diamond \$40,000* | <input type="checkbox"/> Platinum \$30,000* | <input type="checkbox"/> Gold \$20,000* |
| <input type="checkbox"/> Silver \$15,000* | <input type="checkbox"/> Copper \$10,000* | <input type="checkbox"/> Nickel \$5,000* |
| <input type="checkbox"/> Friend \$3,000* | | |

*Plus applicable taxes on taxable items: GST #106861644

And/or as an à la carte sponsor:

Company Name _____

Company Address _____

Item Description(s) _____

Price _____

Total _____

Contact Person _____

Telephone Number _____

Email _____

Authorized Signature _____

- 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.



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**CIM
ICM** 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

cimconnect.ca

Onsite Branded Opportunities

From digital screens to pillar wraps and everything in between, make your brand an integral part of the event environment.



CIM vancouver
may 3-6, 2026
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| ADVERTISING OPPORTUNITY | QTY | DESCRIPTION | PRICE |
|--|-----|--|-------------------------------|
| Vancouver Convention Floor | | | |
| Escalator Runners (down the middle but not on the hand rails or steps) SOLD - LUFF | 1 | Two-way escalators between The EXPO level and the Conference level | SOLD |
| Escalator Runners (down the middle but not on the hand rails or steps) SOLD - Epiroc | 1 | Two-way escalator at the Burrard entrance | SOLD |
| Pillar Wraps (west building) | | 10 ft circular banner installed on pillar at 10 ft off the ground | 2 units \$10,000 |
| Masking of the Steps SOLD - REDPATH | 1 | Main entrance up to level 2 | SOLD |
| Floor Decal SOLD | 2 | Top and bottom of escalators | SOLD |
| Hotel Keys SOLD - REDPATH | 1 | Logo on each of host hotel's key cards | SOLD |
| Digital Advertising Screens | 6 | Prefunction room screens. Orientation: Landscape Motion video: MP4 1920x1080 or 1080 (no audio) | \$1,250 per screen for 4 days |
| Entrance Digital Screens Burrard Entrance SOLD - HEAVY METAL | 1 | East convention level - Burrard and Canada Place Static 1920 x 1080 px | Burrard entrance SOLD |
| Small LED Digital Screen | 1 | Screens are 8" x 5" - 5 x 3 tiles | \$10,000 |
| Medium LED Digital Screen | | Screens are 10" x 6.6" - 7 x 4 tiles | \$13,500 |
| Large LED Digital Screens | | Screens are 15" x 8" - 9 x 5 tiles | \$18,000 |
| Floor decals | | 3" x 3" floor decals in technical session hallway | \$7,500 for 10 decals |
| Elevators | | Elevator doors and floor | \$2,800 each |
| Ceiling Banners | | Contact us for this unique opportunity | |

ESCALATOR RUNNERS



PILLAR WRAPS



MASKING OF THE STEPS



FLOOR DECAL



DIGITAL ADVERTISING SCREENS



CEILING BANNERS



Advertising Opportunities – Print + Digital

Build a complete visibility campaign with exposure before, during and after the event. Integrated print and digital opportunities keep your brand in front of industry decision makers every step of the way.

| VANCOUVER 2026 | QTY | SPECS | DESCRIPTION | PRICE |
|--|-----|---|--|---|
| Leaderboard Ad on the CIM CONNECT Convention website landing page | 2 | 728 x 90 | Prime space on the homepage; hyperlinked | \$2,500/month |
| Big Box Ad on the CIM CONNECT Convention website landing page | 3 | 300 x 250 | Prime space hyperlinked to your website | \$1,750/month |
| Leaderboard Ad on drill down page | | 728 x 90 | Prime space hyperlinked to your website | \$775/month |
| Banners Ads in the Convention Enews x 3 | 3 | Leaderboard: 600 x 144 Bottom Banner: 600 x 72 Right Banner: 600 x 72 | Sent out to the Convention community the week before, and on Tuesday and Thursday the week of the Convention | Leader Board: \$8,000/3 days Bottom/Right Banner: \$2,000/3 days |
| CIM Connect Preliminary Program in the February issue of <i>CIM Magazine</i> | | <u>Specifications can be found in the <i>CIM Magazine</i> Media Kit</u> | Distributed to all CIM members and <i>CIM Magazine</i> subscribers ahead of the Convention | <u>See rates in <i>CIM Magazine</i> Media Kit</u> |
| CIM Connect Convention issue of <i>CIM Magazine</i> March/April | | <u>Specifications can be found in the <i>CIM Magazine</i> Media Kit</u> | Distributed to all CIM Convention delegates, EXPO exhibitors, CIM members and <i>CIM Magazine</i> subscribers and publication bins | <u>See rates in <i>CIM Magazine</i> Media Kit</u> |
| CIM Connect EXPO Guide | | Full page, half page ads available | Distributed to all CIM Convention participants | |



Contact us to learn more.

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