

MINE YOUR BRAND

2018 SPONSORSHIP AND ADVERTISING PROSPECTUS



CIM2018
CONVENTION

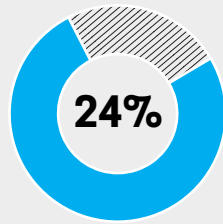
Vancouver, BC | May 6-9

Why Partner With Us?

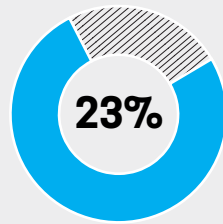
Convention Participants You Will Reach

Our stakeholders are diverse and multisectoral, from trade commissioners, geologists, students, Indigenous economic development representatives, to information technology and innovation specialists.

ATTENDANCE BY TITLE



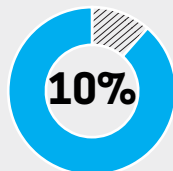
President/Vice-President /General Manager



Engineer



Consultant



Research

2017 SNAPSHOT



5,486

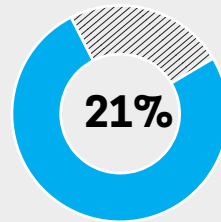
EXPO

456

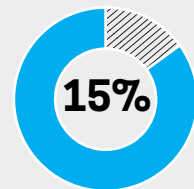
SPONSORS

65

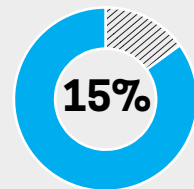
ATTENDANCE BY INDUSTRY



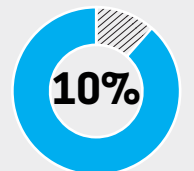
Underground Mining



Service and Supplies

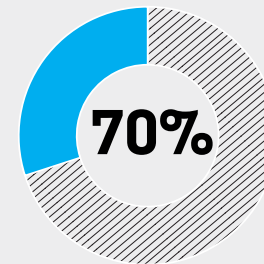


Surface Mining

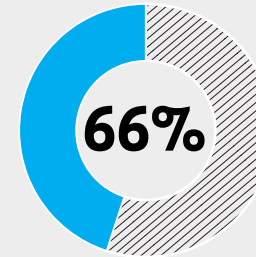


Academia

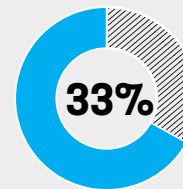
WHY THEY ATTEND



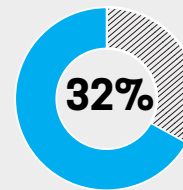
Networking Opportunity



Technical Program



The EXPO



In Support of CIM



WHY PARTNER WITH US

→ Convention Demographics

→ In Others' Words

→ 2017 Sponsors

Meet CIM

A Note from our **Director of Conferences & Exhibitions**

INNOVATION. DETERMINATION. PARTNERSHIP.

As we continue to feel the impact of a shifting sector, CIM has remained strong, nimble and adaptable in the face of ever-changing conditions, as we have throughout our almost 120-year history. Our corporate partners are integral to this rewarding successful journey. CIM National, its Societies and Branches will join forces in Vancouver from May 6-9 at the CIM Convention and EXPO 2018 to deliver innovative, relevant and best-in-class perspectives from all walks of mining.

At a time when social media supplants much of the priceless face-to-face dialogue, gathering the “who’s who” of mining in one location to exchange knowledge, network and conduct business in-person is more important than ever. It presents members of our industry with the opportunity to discuss current challenges and discover new opportunities – returning home with valuable insights and best practices that can be shared. Now, more than ever, bringing together industry professionals to collaborate and align efforts will help ensure a sustainable future. You can make a difference!

Partnering with CIM in supporting the CIM Convention, the mining industry event of the year, and the Expo, Canada’s mining marketplace, positions your organization as a leader in defining the future of mining. The technical program will address the latest issues in innovation, operational excellence, diversity and inclusion, environment and sustainable development – and more. Sponsorship provides your organization with a valuable opportunity to reinforce brand awareness and highlight the significance of your organization’s efforts in ensuring a prosperous future for mining.

As you peruse the following prospectus you will learn about the many opportunities available that align with your objectives and put your brand in the spotlight. You will also read some of the feedback that our sponsors have shared with us!

Put your brand front and centre at mining’s marquee event, supporting a strong and sustainable mining industry. Your sponsorship makes it possible.



Lise Bujold

Director of Conferences & Exhibitions

“Through downturns and booms, innovation, automation, and industry disruption, CIM has worked with our industry partners with an eye ever trained on the future of mining.”



Martin Bell
Sponsorship & EXPO Sales Manager



Nadia Bakka
Sponsorship & EXPO Coordinator

Why Partner With Us

In Others' Words

“
“
The CIM EXPO in Montreal was a great event. We had plenty of good interactions with existing customers and potential new relationships.

SEBASTIEN GAUTHIER
ALL Mining (Atlantic Industries Ltd)

“
“
The CIM Convention is an invaluable opportunity to expand my skills and knowledge. As a mining professional, I want to stay on the cutting edge of my field as well as learn more about fields that are not my expertise. This Convention is my opportunity to do that.

GRANT CARLSON
SRK Consulting

“
“
The CIM EXPO provides an opportunity to gather with like-minded industry people, catch up with some old friends and make a few new acquaintances. If you are going to invest your time and improve your exposure, the CIM has much to offer to make it happen.

“SAFETY” DAVE SPEERBRECKER
Thyssen Mining

“
“
Being a Canadian company focusing on the latest technologies for the mining industry, CIM Convention & EXPO has always been on our top priority list.

JOSEPH TSANG
Motion Metrics

“
“

If you are in the Mining Industry, the CIM Convention is the gold standard to meet industry peers, learn about new products, and gain knowledge via the technical sessions. As a first time attendee my expectations were exceeded.

JEREMY HILDERMA
Mosaic Potash

CIM
ICM



WHY PARTNER WITH US

- Convention Demographics
- In Others' Words
- 2017 Sponsors

Sponsorship Portfolio

Diverse Visibility Options

Taking place in Vancouver, British Columbia, the CIM 2018 Convention provides you with a range of sponsorship packages designed to suit all your needs. We will work with you to ensure you successfully target the people you need to reach and achieve a satisfactory ROI from your partnership with CIM.

| **DOUBLE DIAMOND** | **DIAMOND** | **PLATINUM** | **GOLD** | **SILVER** | **COPPER** | **NICKEL** | **FRIEND** |

Themed Sponsorship

In addition to our traditional sponsorship stream, this year we are excited to introduce Sponsorship Themes. We have customized sponsorship packages that allow you to be the face of matters that are important to your business.

| **DELEGATES** | **LEADERSHIP & DIVERSITY** | **EXPO & BUSINESS** | **KNOWLEDGE** | **RECOGNITION & CELEBRATION** |

SPONSORSHIPS ARE LIMITED!

Secure the sponsorship you want today by filling out the Sponsorship Agreement. To have your logo appear on the Preliminary Program, the sponsorship form and logo must be received before January 10. To appear in the Convention Guide, form and logo must be received before March 25, 2018. To appear on signage onsite, form and logo must be received before April 6, 2018.

For additional questions contact:

[CIM](#)

[514.939.2710 ext. 1333](tel:514.939.2710)

sponsorship@cim.org



SPONSORSHIP PORTFOLIO

→ **Intro**

→ Sponsorship Levels

→ Sponsorship Themes

THEMES: VISIBILITY AT-A-GLANCE



**CIM2018
CONVENTION**
Vancouver, BC | May 6-9

THEME	SPONSORSHIP	THEME	SPONSORSHIP
DELEGATES			
DELEGATE BAGS Logo on delegate bags, insert in each bag. (bags provided by CIM)	Exclusive \$16,500	BRANDED WATER BOTTLES* Logo on water bottles.	Exclusive \$8,000
BADGE LANYARDS Logo on Convention lanyards.	Exclusive \$15,000	CONVENTION NOTEPADS* Branded notepads inserted in bags.	Exclusive \$3,500
HOTEL KEY CARDS Logo on each host hotel's key card.	SOLD \$15,000	CONVENTION PENS* Branded pens inserted in bags.	Exclusive \$2,500
MIND CONNEXIONS Branded matchmaking platform, screens, announcements, and room & signage.	Exclusive \$11,500	DELEGATE COFFEE BREAKS Logo on signage at the coffee stations. (6 breaks over 3 days)	Exclusive \$1,800
WI-FI IN CONVENTION BUILDING Banner ad on login screen to access free WIFI. (Saturday to Wednesday)	Exclusive \$10,000		
LEADERSHIP & DIVERSITY			
STUDENT-INDUSTRY NETWORKING LUNCHEON Logo on signage and/or on screen during event.	Exclusive \$10,000	MENTORSHIP AND VIP RECEPTION Logo on signage and/or on screen during event.	Exclusive \$6,000
WOMEN IN MINING RECEPTION Logo on signage and/or on screen during event.	Exclusive \$10,000	DIVERSITY & INCLUSION Welcome introduction by sponsor and signage on stage at such sessions.	Exclusive \$5,000
YOUNG LEADERS' PROGRAM Logo on signage and/or on screen during event.	Only 4 \$6,500		
KNOWLEDGE			
OPENING PLENARY SESSION & LIVESTREAM Welcome introduction by sponsor, recognition on large screens, recognition on livestream of plenary during the event and year-round (exposure to hundreds of mining experts in over 20+ countries).	Exclusive \$16,500	TECHNICAL PROGRAM STREAMS Logo on signage at door and in-room screens. 3 days.	Only 6 \$1,800
WORKSHOPS Logo on signage and or screen during the event: price per workshop.	Only 4 \$2,000		

* PRODUCTION COSTS ARE EXTRA

THEMES: VISIBILITY AT-A-GLANCE



**CIM2018
CONVENTION**
Vancouver, BC | May 6-9

THEME	SPONSORSHIP	THEME	SPONSORSHIP
BUSINESS & EXPO			
EXPO AISLE SIGNAGE Branded sign attached to each hanging aisle sign.	\$18,500	LUNCH AND BEER RECEPTION AT THE EXPO Logo on paper napkins and every food station & bar on The EXPO floor. 2 days.	Only 2 \$10,000
INNOVATION PAVILION Scheduled 15-minute live presentations in a dedicated space on the Expo Floor. Branded Innovation feature in the Expo section of the web site and dedicated page in the digital preliminary and printed on-site programs.	\$15,000	BUSINESS CLASS LOUNGE Logo on desktop and screen saver; exposure to increasingly high-profile stakeholders; brochure on media table inside room, exclusive branded signage at door.	\$6,000
TECH BAR AND CHARGING STATION Fully branded technology lounge featuring technology workshops helping attendees become savvier professionals. Mention in Pre-Convention and onsite digital and social media promotion. Phone charging station in lounge.	\$10,000	LOUNGES ON EXPO FLOOR Fully furnished lounges; 2 floor decals in the lounge; table centerpiece with logo marker; sponsor brochure replenishment throughout event.	\$6,000
HEADSHOTLOUNGE™ Branded corner providing delegates with a professional headshot to use for their social media profiles. Mention in Pre-Convention and onsite digital and social media promotion.	\$5,000	MANAGEMENT & FINANCE DAY Fully furnished lounges; 2 floor decals in the lounge; table centerpiece with logo	\$5,000
LINKEDIN REVIEW CORNER Mention in Pre-Convention and onsite digital and social media promotion.	\$4,000		
RECOGNITION & CELEBRATION			
CIM AWARDS GALA Full sponsor hosted event with branding at every level, pre-during-post event.	CATERPILLAR	OPENING CEREMONY & RECEPTION Opening speech, stage visuals, signage and branded reception on the EXPO floor.	\$30,000
JOY GLOBAL GALA Full sponsor hosted event with branding at every level, pre-during-post event.	JOYGLOBAL	PRE- GALA COCKTAIL RECEPTION Logo on signage and/or screen during the event.	\$25,000



ADVERTISING OPPORTUNITIES

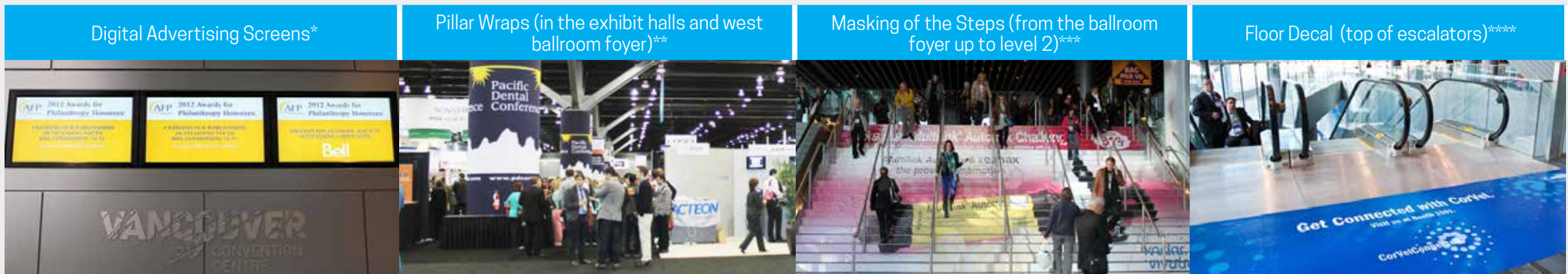
ADVERTISING OPPORTUNITIES	QTY	SPECS WIDTH X HEIGHT PIXEL	DESCRIPTION	REACH	PRICE
CONVENTION VEHICLES					
Banner Ad on the Convention Website Landing Page	1	235 X 500	Prime right upper hand corner, below Convention header; hyperlinked to your website	25,824 visits per month; 201,083 pageviews	\$2,500 / month
Banner Ad on Drill Down Pages - Expo		235 X 500	Prime right upper hand corner, below Convention header; hyperlinked to your website		\$1,275 / month
Banner Ad on Drill Down Pages - Technical Program		235 X 500	Prime right upper hand corner, below Convention header; hyperlinked to your website		\$1,275 / month
Banner Ad on Drill Down Pages - Conference Overview		235 X 500	Prime right upper hand corner, below Convention header; hyperlinked to your website		\$1,275 / month
Banner Ad on Drill Down Pages - Other		235 X 500	Prime right upper hand corner, below Convention header; hyperlinked to your website		\$775 / month
Banners Ads in the Convention Daily Reporter X 5	15	Leaderboard: 600 X 74 Bottom Banner: 200 X 275 Right Banner: 200 X 275	Sent out every morning for each of the five days to the Convention community and the entire CIM database of contacts	22,000 single viewers per day; 103,000 daily impressions	Leader Board: 5,000 / day Bottom / Right Banner: \$1,500 / day
Registration Main Page + Drill Down Pages Package + Confirmation		236 X 304 + 225 X 75 +150 X 60	Seen by over 5,000 people: delegates, exhibitors, visitors, officials, etc; 1 banner ad on the Convention Registration Confirmation. Exclusive email advertising including confirmations and reminders; emails linkable to your website	Seen by over 5,000 Convention registrants-3 times during the registration process	\$7,500 web pages + \$5,000 confirmation e-mail OR \$10,000 package
On-Site Self-Check-In	1	767 X 80	Screen saver on each self-registration check-in computer (3 units)		\$1,500
Banner Ads Convention E-blasts	4	Top banner: 600 X 74 Bottom Ad: 200 X 275	Promotion of Convention specifics with deadlines and calls to action - 1 per month (Feb-May)	22,000 single recipients: all CIM members, contacts, international community	\$2,000 each OR \$6,000 / 4 issues
Locator Board Kick Panel	2	76.85 in W X 35.906 in H	Logo / message on the 2 Expo floor boards		\$2,500 each OR \$4,000 / 2 locations
Hotel Room Drop-Offs	Exclusive		Brochure, promotional item or other handheld sized item for placement on the hotel bed during the day. Item provided and shipped by sponsor. \$8,000 per night on peak nights (Sun-Mon-Tues @ 700 rooms)		\$8,000 / night

Convention advertisers of \$5,000 or more will also be extended the visibility of a FRIEND sponsorship.



ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES	QTY	SPECS WIDTH X HEIGHT	DESCRIPTION	REACH	PRICE
VANCOUVER CONVENTION CENTRE SURFACES					
Escalator Runners (down the middle but not on the hand rails or steps)*	1	136 ft X 10 in x 2	Two-way escalators between The Expo! level and the Conference level; (see image below)	Seen by over 5,000 Convention registrants X 4 days X 2 times every day = 40,000 views	???
Pillar Wraps (in the exhibit halls and west ballroom foyer)**		6 ft X 10 ft (Circular)	10ft circular banner installed on pillar at 10ft off the ground; (see image below)	Seen by over 5,000 Convention registrants X 4 days X 2 times every day = 40,000 views	\$10,000
Masking of the Steps (from the ballroom foyer up to level 2)***	1	29 ft X 8 in X 23 stairs	(see image below)		\$15,000
Floor Decal (top of escalators)****	1	16 ft X 4.5 ft	(see image below)		???
Digital Advertising Screens*	6	1360 x 768 px Static file format: jpg Video file format: 30 fps .wmv	Screens are 47" wide and are strategically placed throughout the convention center in high visibility location. Two screens are located on each of the exhibit floor, 100 and 200 levels.	Seen by over 5,000 Convention registrants X 4 days X 2 times every day = 40,000 views	\$800 first screen Get 10% for every additional one
PRELIMINARY / FINAL PROGRAM / CIM MAGAZINE IN PRINT & ONLINE / CONVENTION WEBSITE					
2018 CIM Convention Preliminary Program in February issue of <i>CIM Magazine</i>			Distributed to all CIM members and <i>CIM Magazine</i> subscribers ahead of the Convention	29,035 readers per issue + electronic format available on every page of the Convention website: February to May	X
2018 CIM Convention Preliminary Expo Guide in March/April issue of <i>CIM Magazine</i>		Specifications can be found in the <i>CIM Magazine</i> Media Kit	Distributed to all CIM members and <i>CIM Magazine</i> subscribers ahead of the Convention	29,035 readers per issue + electronic format available on every page of the Convention website: February to May	X
2018 CIM Convention issue of <i>CIM Magazine</i>			Distributed to all CIM Convention delegates, Expo exhibitors, CIM members and <i>CIM Magazine</i> subscribers and publication	29,035 readers per issue + electronic format available	X
2018 CIM Convention Program & Expo Guide-print onsite			Distributed to all CIM Convention participants	6,000+ units in circulation over a 5-day period; target and captive audience	X





CIM2018 CONVENTION

Vancouver, BC | May 6-9

ADVERTISING ORDER FORM

To reserve your **2018 CIM Convention advertising opportunity**, complete the following form, including your total contribution and email or fax back to your account manager.

Company Name: _____

Mailing Address: _____

Contact Person: _____

Telephone Number: _____

Email Address: _____

Authorization Signature: _____

ADVERTISING SALES

Dovetail Communications Inc.

Toll Free: 866.297.5301

Senior Account Executives

Tel: 905.886.6641

Fax: 905.886.6615

Janet Jeffery

jjeffery@dvtail.com

905.707.3529

Neal Young

nyoung@dvtail.com

905.707.3525

CONVENTION VEHICLES	QTY	PRICE
<input type="radio"/> Banner Ad on the Convention Website Landing Page		
<input type="radio"/> Banner Ad on Drill Down Pages - Expo		
<input type="radio"/> Banner Ad on Drill Down Pages - Technical Program		
<input type="radio"/> Banner Ad on Drill Down Pages - Conference Overview		
<input type="radio"/> Banner Ad on Drill Down Pages - Other		
<input type="radio"/> Banners Ads in the E-Reporter X 5		
<input type="radio"/> Registration Main Page + Drill Down Pages Package + Confirmation		
<input type="radio"/> On-Site Self-Check-In		
<input type="radio"/> Banner Ads Convention E-blasts		
<input type="radio"/> Locator Board Kick Panel		
<input type="radio"/> Business Class Lounge		
<input type="radio"/> WIFI in Convention Building		
<input type="radio"/> Hotel Room Drop-Offs		

VANCOUVER CONVENTION CENTRE SURFACES	QTY	PRICE
<input type="radio"/> Escalator Runners (down the middle but not on the hand rails or steps)		
<input type="radio"/> Pillar Wraps (in the exhibit halls and west ballroom foyer)		
<input type="radio"/> Masking of the Steps (from the ballroom foyer up to level 2)		
PRELIMINARY & FINAL PROGRAM IN PRINT & ON CONVENTION WEBSITE		
<input type="radio"/> 2018 CIM Convention Preliminary Program in February issue of <i>CIM Magazine</i>		
<input type="radio"/> 2018 CIM Convention Preliminary Expo Guide in March/April issue of <i>CIM Magazine</i>		
<input type="radio"/> 2018 CIM Convention issue of <i>CIM Magazine</i>		
<input type="radio"/> 2018 CIM Convention Program & Expo Guide-print on-site		

▶ Total: _____



Let's Start a Conversation

- + President: [KEN THOMAS](#)
- + Sponsorship Co-Chairs: [CARLOS DA COSTA](#), [PIERRE JULIEN](#)
- + Interim Executive Director: [ANGELA HAMLIN](#)
- + Director, Conventions & Trade Shows: [LISE BUJOLD](#)
- + Sponsorship Lead: [NADIA BAKKA](#)
- + EXPO Lead: [MARTIN BELL](#)

Talk to Us

For news, information, and announcements visit:

[514.939.2710](tel:514.939.2710) (ext. 1333)

sponsorship@cim.org

convention.cim.org

Talk to Our Community
#CIMBC18

Be Part of Our Community



MEET CIM



WHY PARTNER WITH US



SPONSORSHIP PORTFOLIO