

CIM 2019 CONVENTION

Montreal, QC | April 28-May 1



INFORMATION
IS NOW.

ACTION • IMPACT • INFORMATION • INNOVATION • INTELLIGENCE • INFLUENCE



INNOVATION
IS NOW.

ACTION • IMPACT • INFORMATION • INNOVATION • INTELLIGENCE • INFLUENCE



INTELLIGENCE
IS NOW.

ACTION • IMPACT • INFORMATION • INNOVATION • INTELLIGENCE • INFLUENCE

SPONSORSHIP & ADVERTISING PROSPECTUS

CONVENTION.CIM.ORG

CIM IN NUMBERS

- ▶ CIM counts over 10,000 members, 10 technical societies and more than 159 corporate members, 38 branches and student chapters. Our members, who hail from industry, academia and government, help to shape, lead and connect Canada's mining industry. Corporate and student memberships broaden the Institute's reach even further and add exciting new dimensions of expertise and interests. Although the backgrounds of CIM members may be diverse, they share a common goal - the sustainable discovery, production and utilization of minerals, metals and petroleum.
- ▶ **Key objectives:** facilitating the exchange of knowledge and technology, fostering fraternity, and celebrating excellence. Members and other industry professionals value these opportunities, as do the exhibitors, delegates, and visitors. CIM members enjoy a sense of community within the Canadian mining, metals and energy industries by participating in the various ventures of the organization. They network and stay on top of the latest technological innovations, thereby shaping the entire future of the industry.

PURPOSE

The core purpose of CIM is to serve minerals, materials and petroleum industries and professionals around the world.

We achieve this by:

- ▶ Being the preferred source of knowledge and best practices.
- ▶ Facilitating learning and continuous professional development.
- ▶ Facilitating collaboration among all constituents.
- ▶ Providing leadership in the development and use of industry standards.
- ▶ Promoting our industries to society.
- ▶ Recognizing excellence and outstanding achievements.
- ▶ Providing valuable networking opportunities.

"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 Hilderman, The Mosaic Company

"Everyone who attended from our office thought it was enjoyable and time well-spent."

Helen Plischke, Klohn Crippen Berger



CIM & PARTNERS: REACH 5,000+ CONVENTION & EXPO PARTICIPANTS

| INDUSTRY CATEGORY | |
|-------------------|--------------------|
| 36% | SERVICE & SUPPLIES |
| 18% | UNDERGROUND MINING |
| 17% | MINING COMPANIES |
| 14% | SURFACE MINING |
| 8% | ACADEMIA |

ATTENDANCE BY PRIMARY JOB FUNCTION



| | |
|-----|----------------------------------|
| 23% | PRESIDENT / VP / GENERAL MANAGER |
| 22% | SALES / MARKETING PERSONNEL |
| 20% | ENGINEER |
| 8% | CONSULTANT |
| 3% | GEOLOGIST |

| PRODUCTS OF INTEREST | |
|----------------------|---|
| 36% | NEW PRODUCTS |
| 20% | MINING & CONSTRUCTION PRODUCTS & SERVICES |
| 10% | MINING EQUIPMENT |
| 10% | NEW PRODUCT |
| 10% | OTHER RELATED PRODUCTS AND SERVICES |
| 8% | MATERIAL HANDLING |
| 5% | DRILLING AND DRILLING EQUIPMENT |
| 5% | PROCESSING / PREPARATION |

PREMIUM

SPONSORSHIP OPPORTUNITIES

RECOGNITION BENEFITS PER LEVEL

PATRON

DIAMOND

PLATINUM

GOLD

SILVER

COPPER

NICKEL

FRIEND

SOLD

\$40,000

\$30,000

\$20,000

\$15,000

\$10,000

\$5,000

\$3,000

PRE-CONVENTION

Logo and link to company's website on the Convention website

X

X

X

X

X

X

X

X

Logo in pre-convention program in CIM Magazine

X

X

X

X

X

X

X

X

Recognition on CIM's social media networks

X

X

X

X

X

X

Company name in e-blasts

X

X

X

X

X

AT THE CONVENTION

Logo on sponsorship banners (sized to sponsorship level)

X

X

X

X

X

X

X

X

Logo on public panels

X

X

X

X

X

X

X

X

Logo in the Convention program

X

X

X

X

X

X

X

X

Recognition on social media

X

X

X

X

X

X

Drink tickets for the welcome reception on The EXPO floor

16

10

6

5

3

2

1

Tickets to the CIM-Caterpillar Celebration of Excellence

16

8

4

3

2

1

Luncheon tickets on The EXPO floor per day

5

4

3

2

1

Sponsor ribbon on badge

16

10

5

3

2

Tabletop certificate of sponsorship at booth

X

X

X

X

X

Business class Convention registrations

5

3

2

1

Video interview for social media (NEW!)

X

X

X

150-word article in the CIM E-Reporter

X

X

POST-CONVENTION

Logo in CIM Magazine - post-Convention issue

X

X

X

X

X

X

X

X

Logo on following year's Convention website

X

X

X

X

X

X

X

X

Logo in Annual Report

X

X

X

X

X

PREMIUM SPONSORS BENEFIT FROM THE FOLLOWING DISCOUNTS ON UNIQUE OPPORTUNITIES (percentage off regular price)



20%

10%

5%

THEMES: VISIBILITY AT-A-GLANCE

| THEME | SPONSORSHIP | THEME | SPONSORSHIP |
|---|-----------------------|--|--------------------------------|
| DELEGATE EXPERIENCE | | | |
| BADGE HOLDERS (NEW!) Logo on delegate badge holders (worn by 1,500+ attendees) | Exclusive \$15,000 | WELLNESS LOUNGE (NEW!) Branded wellness lounge with massage chairs and herbal teas for delegates. | \$6,500 |
| BADGE LANYARDS Logo on Convention lanyards worn by exhibitors & visitors (3,500) as well as MEMO conference attendees. (November 2019) | Exclusive \$15,000 | ATTENDEE RIBBON WALL (NEW!) Logo on top of the attendee ribbon wall | \$6,000 |
| HOTEL KEY CARDS Logo on each host hotel's key card | Exclusive \$15,000 | VOLUNTEER PROGRAM (NEW!) Logo on volunteer t-shirts | \$5,000 |
| REGISTRATION FOYER (NEW!) Branding of self-registration counters, on-site registration, fill-out counters, info desk & computer screens. | Exclusive \$13,000 | CONVENTION NOTEPADS Branded notepads offered to delegates | Exclusive \$3,500 |
| WIFI IN CONVENTION BUILDING Banner ad on login screen to access free WIFI | Exclusive \$10,000 | CONVENTION PENS Branded pens offered to delegates | Exclusive \$2,500 |
| GREEN WATER STATIONS Logo at 8 stations in building | \$8,000 | DELEGATE COFFEE BREAKS Logo on signage at the coffee stations (6 breaks over 3 days) | \$2,500/ea. |
| KNOWLEDGE CURATION | | | |
| OPENING PLENARY SESSION & LIVESTREAM Welcome introduction by sponsor, recognition on large screens, recognition on livestream of plenary during event and year-round (exposure to hundreds of mining experts in over 20+ countries) | \$16,500 | TECHNICAL PROGRAM STREAMS Logo on signage at door or in-room screens. | \$2,500/ea. |
| FILMING OF 10 PRESENTATIONS (NEW!) Rebroadcasting throughout the year towards branded video series. | Exclusive \$15,000 | WORKSHOPS Logo on signage and/or screen during the event: price per workshop | Only 4 \$2,000 |
| IRON ORE SYMPOSIUM Branding on all symposium materials before and on-site; print & digital. 3 days. | Exclusive \$10,000 | NORTH AMERICAN MINE VENTILATION SYMPOSIUM See NAMVS 2019 Sponsorship Prospectus for opportunities | See prospectus |
| LEADERSHIP & DIVERSITY | | | |
| WOMEN IN MINING RECEPTION Branding on all WIM materials before and on-site; print & digital. | \$12,500 | MENTORSHIP & 1ST TIME ATTENDEE RECEPTION Logo on signage and/or on screen during event | \$10,000 |
| STUDENT-INDUSTRY NETWORKING LUNCHEON Logo on signage and/or on screen during event | \$10,000 | STUDENT & YOUNG LEADERS' WORKSHOP & POSTER COMPETITION Logo on signage and/or on screen during event | \$6,500 |

THEMES: VISIBILITY AT-A-GLANCE (CONT'D)

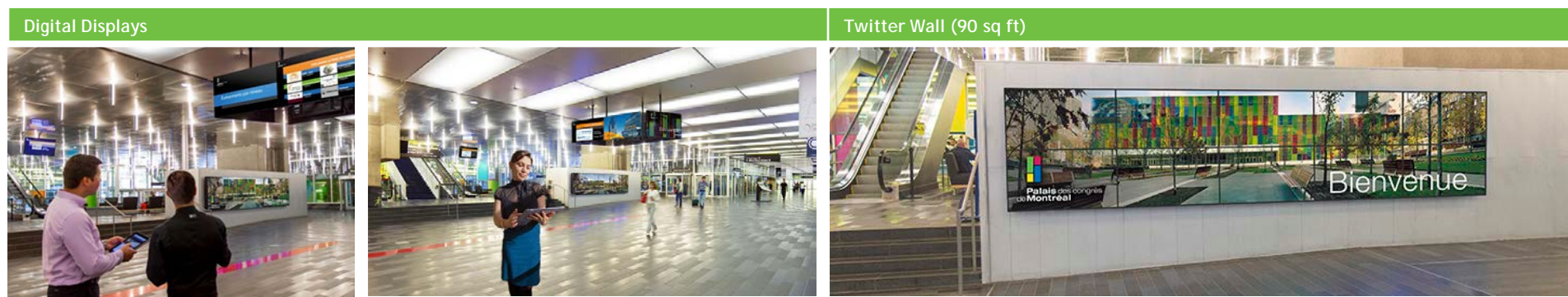
| THEME | SPONSORSHIP | THEME | SPONSORSHIP |
|--|---|--|---|
| BUSINESS & EXPO | | | |
| EXPO HALL (NEW!) Branded hanging aisle signs; 10 decals & co-branded CIM Sales Office; advertisement on floorplan kick-panel at entrance. | Exclusive \$20,000 | LUNCH AT THE EXPO Logo on paper napkins and every food station on The EXPO floor. Hanging sign above area. 2 days | Only 2 \$10,000 |
| INNOVATION STAGE Scheduled 15-minute live presentations in a dedicated space on the Expo floor. Branded Innovation feature in the Expo section of the website and dedicated page in the digital preliminary and printed on-site programs. | \$15,000 | NETWORKING RECEPTION AT THE EXPO Logo on paper napkins and every bar on The EXPO floor. 2 days | Only 2 \$10,000 |
| MOBILE CHARGING STATION & LINKEDIN CORNER Fully branded technology lounge featuring technology workshops helping attendees become savvier professionals. Mention in pre-convention and onsite digital and social media promotion. Mobile charging station in lounge. | Exclusive \$12,000 | BUSINESS CLASS LOUNGE & MEDIA ROOM Logo on desktop and screen saver; exposure to increasingly high-profile stakeholders; brochure on media table inside room, exclusive branded signage at door. | Exclusive \$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 | LOUNGES ON EXPO FLOOR - 10'X20' Fully furnished lounges; 2 floor decals in the lounge; table centerpiece with logo marker; sponsor brochure replenishment throughout the event. Note: 20% discount for a 10x10. | \$10,000 |
| INTERNET STATIONS' LOUNGE Fully branded lounge providing attendees with Internet access. 3 stations. | Exclusive \$6,000 | MEETING / INTERVIEW PODS (NEW!) Fully branded pods for private discussions; interviews, etc. | \$10,000 for 4 or \$3,000/ea. |
| RECOGNITION & CELEBRATION | | | |
| OPENING CEREMONY & ICEBREAKER Opening speech, stage visuals, signage and branded reception on The EXPO floor. | \$25,000 | KOMATSU GALA Exclusive sponsor hosted event with branding at every level, pre-during-post event |  |
| PRE-CELEBRATION COCKTAIL RECEPTION Logo on signage and/or on screen during event | \$20,000 | CIM CORPORATE MEMBERS' & SPONSORS' LUNCH Logo on signage and/or on screen during event. Plated-lunch. Branded centerpiece. | \$12,000 |
| CIM-CATERPILLAR CELEBRATION OF EXCELLENCE Patron sponsor hosted gala with branding at every level, pre-during-post event |  | CLOSING CEREMONY & RECEPTION (NEW!) Sparkling wine & chocolate in Foyer | \$10,000 |

ADVERTISING OPPORTUNITIES

| ADVERTISING OPPORTUNITIES | QTY | SPECS | DESCRIPTION | REACH | PRICE |
|--|-----|--|---|--|---|
| CONVENTION VEHICLES | | | | | |
| Banner Ad on the Convention Website Landing page | 1 | 300 X 250 +250 X 250 +250 X 250 | Prime right upper hand corner, below Convention header; hyperlinked to your website | 14,319 visits per month; 177,003 pageviews | \$2,500 / month |
| Banner Ad on Drill Down Pages - EXPO | 1 | 474 X 67 | Prime right upper hand corner, below Convention header; hyperlinked to your website | 10,488 pageviews/year | \$1,275 / month |
| Banner Ad on Drill Down Pages - Technical Program | 1 | 474 X 67 | Prime right upper hand corner, below Convention header; hyperlinked to your website | 11,667 pageviews/year | \$1,275 / month |
| Banner Ad on Drill Down Pages - Conference At-A-Glance | 1 | 474 X 67 | Prime right upper hand corner, below Convention header; hyperlinked to your website | 8,411 pageviews/year | \$1,275 / month |
| Banner Ad on Drill Down Pages - Others | | 474 X 67 | Prime right upper hand corner, below Convention header; hyperlinked to your website | | \$775 / month |
| Banners Ads in the E-Reporter X 3 | 9 | 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: \$8,000 / 3 days Bottom / Right Banner: \$2,000 / 3 days |
| Registration Main Page + Drill Down Pages Package + Confirmation | | 236 X 304 + 225 X 75 + 150 X 30 | 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 registrations - 3 times during the registration process | \$5,000 |
| Banner Ads Convention E-blast | 3 | 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 | 76.85in W X 35.906in H | Logo / message on the 2 EXPO floor boards | | \$2,500 each OR \$4,000 / 2 locations |
| Convention Schedule-at-a-Glance Giant Screen | 1 | 3 headers & 2 sides | Sponsor logo and graphics on Convention Schedule-at-a-Glance structure | Seen by over 5,000 Convention participants X 4 days X 2 times every day = 40,000 views | \$3,500 |

| ADVERTISING OPPORTUNITIES | QTY | SPECS | DESCRIPTION | REACH | PRICE |
|--|-----|--|---|---|-----------------------------------|
| MONTREAL CONVENTION CENTRE SURFACES | | | | | |
| Twitter Wall | 1 | 90sq ft (4096 x 922px) Static file format: jpg Video file format: MOV or MPEG4 | Situated strategically at the metro level. | Seen by over 5,000 Convention registrants X 4 days X 2 times every day = 40,000 views | \$2,000 / day or \$6,000 / 4 days |
| Digital Screen Advertising | 6 | 1920 x 1080 Static format: jpg Video file format: MOV or MPEG4 | A network of vibrant 55-inch HD screens. Each 3 minutes content will be displayed in rotation 200 times every 8 hours in high-traffic areas of the convention centre. Packages available. | Seen by over 5,000 Convention registrants X 4 days X 2 times every day = 40,000 views | \$1,500 / each |
| Floor Decal | 1 | 16ft W X 4.5ft H | Bottom of escalators | Seen by over 5,000 Convention registrants X 4 days X 2 times every day = 40,000 views | \$10,000 |

| PRELIMINARY / FINAL PROGRAMS IN PRINT & ON CONVENTION WEBSITE | | | | | |
|---|--|---|--|---|--|
| 2019 CIM Convention Preliminary Program in February issue of <i>CIM Magazine</i> | Specifications can be found in the <i>CIM Magazine</i> Media Kit: bit.ly/CIMmagkit2019 | Distributed to all CIM members and CIM Magazine subscribers ahead of the Convention | | 24,315 readers per issue + electronic format available on every page of the Convention website: February to May | See rates in <i>CIM Magazine</i> Media Kit |
| 2019 CIM Convention Preliminary EXPO Guide in March/April issue of <i>CIM Magazine</i> and at convention.cim.org (Feb. - May) | | Distributed to all CIM members and CIM Magazine subscribers ahead of the Convention | | 24,315 readers per issue + electronic format available on every page of the Convention website: February to May | See rates in <i>CIM Magazine</i> Media Kit |
| 2019 CIM Convention Program & EXPO Guide-print on-site | | Distributed to all CIM Convention participants | | 6,000+ units in circulation over a 5-day period; target and captive audience | See rates in <i>CIM Magazine</i> Media Kit |



Convention advertisers of **\$5,000 or more** will also be extended the visibility of a **FRIEND** sponsorship. **ALL SPONSOR LOGOS** are featured on the:

- CIM website
- Signage at the Conference site
- Thank you ad in *CIM Magazine*
- Convention & EXPO printed program
- Link to sponsor page of Convention website from E-Reporter
- Sponsor mention on CIM social media community
- Next year's Convention Sponsorship Prospectus



SPONSORSHIP AGREEMENT

OUR COMPANY CONFIRMS PARTICIPATION AS A PREMIUM SPONSOR IN THIS CATEGORY:

- ~~PATRON SOLD!~~*
 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 QST #1006100789

AND/OR AS AN À LA CARTE SPONSOR

Item Description _____
 Price _____
 Applicable Discount _____
 Total _____

Item Description _____
 Price _____
 Applicable Discount _____
 Total _____

I understand that I must provide our company logo in high-resolution images in BOTH .jpg 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.

Company Name _____
 Invoicing Address _____

Contact Person _____
 Authorized Signature _____
 Telephone Number _____
 Email Address _____
 Name of delegate to receive all sponsorship benefits*

*If applicable



ADVERTISING ORDER FORM

To reserve your **2019 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 _____

| CONFERENCE 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 - Highlights | | |
| <input type="radio"/> Banner Ad on Drill Down Pages - Other | | |
| <input type="radio"/> Banner 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 Conference 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 | | |

| MONTREAL CONVENTION CENTRE SURFACES | QTY | PRICE |
|--|-----|-------|
| <input type="radio"/> Twitter Wall | | |
| <input type="radio"/> Digital Display | | |
| <input type="radio"/> Floor Decal (bottom of escalators) | | |

| PRELIMINARY & FINAL PROGRAM IN PRINT & ON CONVENTION WEBSITE | | |
|---|--|--|
| <input type="radio"/> 2019 CIM Convention Preliminary Program in February issue of CIM Magazine | | |
| <input type="radio"/> 2019 CIM Convention Preliminary EXPO Guide in March/April issue of CIM Magazine | | |
| <input type="radio"/> 2019 CIM Convention Program & EXPO Guide-print on-site | | |

ADVERTISING SALES

Dovetail Communications Inc.

Toll Free: 866.297.5301

Senior Account Executive

Tel: 905.886.6641

Fax: 905.886.6615

Janet Jeffery

jjeffery@dvtail.com 905.707.3529

THANK YOU TO OUR 2018 CONVENTION SPONSORS

| DOUBLE DIAMOND | PLATINUM | SILVER | COPPER | NICKEL | FRIEND |
|---|--|--|--|---|--|
| <p data-bbox="137 154 297 229">DOUBLE DIAMOND</p>     <p data-bbox="137 701 297 733">DIAMOND</p>    |   <p data-bbox="465 701 568 733">GOLD</p>    |      <p data-bbox="672 815 942 848">SNC • LAVALIN</p>  |       |     <p data-bbox="1277 682 1541 765">Syntron Material Handling Link-Belt® Syntron® 1.800.356.4898</p>  <p data-bbox="1315 962 1522 996">À LA CARTE</p>   |   <p data-bbox="1586 358 1837 382">DETOUR GOLD</p>        <p data-bbox="1605 1110 1831 1182">Nutrien Feeding the Future™</p>   |



MONTREAL 2019 COMMITTEE & STAFF

| | |
|-------------------------|--------------------------------|
| President | Janice Zinck |
| Chief Executive Officer | Angela Hamlyn |
| Sponsorship Co-chairs | Michael Winship & Vic Pakalnis |
| Director, Events | Lise Bujold |
| Conference Planner | Chantal Murphy |
| EXPO & Sponsorship | Martin Bell & Nadia Bakka |

MONTREAL 2019 SPONSORSHIP CONTACT

Nadia Bakka
514.939.2710 ext. 1333
nbakka@cim.org

convention.cim.org

