

**CIM**  
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**Convention + Expo**

**APR 30 - MAY 3 Montréal**














































































































**Sponsorship & Advertising Prospectus**

[convention.cim.org](http://convention.cim.org)



# Sponsorship Levels





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

	TITLE	PATRON	DOUBLE DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	COPPER	NICKEL	FRIEND
	SOLD	SOLD	\$50,000	\$40,000	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
<b>PRE-CONVENTION</b>										
Logo and link to company's website on the Convention website										
Logo in pre-convention program in CIM Magazine										
Recognition on CIM's social media networks										
Company name in e-blasts										
<b>AT THE CONVENTION</b>										
Logo on sponsorship signage (sized to sponsorship level)										
Logo on public panels										
Recognition on convention app										
Recognition on social media										
Drink tickets for the welcome reception on The EXPO floor			12	10	8	5	3	2		
Access to the CIM-Caterpillar Awards Gala			10	8	4	3	2			
Luncheon on the EXPO floor per day			5	4	3	2				
Business class Convention registrations			4	3	2	1				
<b>POST-CONVENTION</b>										
Logo in CIM Magazine - post-Convention issue										
Logo on following year's Convention website										
Logo in Annual Report										



# 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 1.

DELEGATE EXPERIENCE			
BADGES		WATER STATIONS	
Logo on all badges (worn by 5,000+ delegates, exhibitors and visitors)	Exclusive \$20,000	Logo at water stations strategically located throughout building (EXPO floor, technical meeting rooms & registration foyer)	Exclusive \$8,000
BADGE LANYARDS		WELLNESS LOUNGE	
Logo on Convention lanyards (worn by 5,000+ delegates, exhibitors & visitors)	Exclusive \$20,000	Branded wellness lounge with massage chairs.	Exclusive \$8,000
HOTEL KEY CARDS		REUSABLE WATER BOTTLES	
Logo on each host hotel's key card.		Branded water bottles. Water bottles are provided by sponsor. (distributed to 1,500 + delegates at registration)	Exclusive \$8,000
CONVENTION MOBILE APPLICATION		VOLUNTEER PROGRAM	
Branded and hyperlinked sponsor homepage. Mobile App featuring live technical program and all other convention features.	Exclusive \$15,000	Logo on volunteer t-shirts.	
REGISTRATION		CONVENTION PENS	
Branding of all registration counters and of the registration website.		Branded pens offered to all attendees at registration area. Pens are provided by sponsor.	Exclusive \$5,000
WIFI IN CONVENTION BUILDING		DELEGATE COFFEE BREAKS	
Banner ad on login screen to access free WiFi.	Exclusive \$10,000	Logo on signage at the coffee stations (6 breaks AM/PM over 3 days)	Each day \$3,000  Exclusive \$10,000
KNOWLEDGE CURATION			
OPENING PLENARY SESSION		TUESDAY PANEL SESSION	
High profile keynote speaker & panel of industry leaders. Recognition on convention website, communications & projection screens. Welcome address by sponsor.		High profile speakers discuss industry trends & topics at morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	
WEDNESDAY PANEL SESSION		WEDNESDAY KEYNOTE LUNCH	
High profile speakers discuss industry trends & topics in the morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	Exclusive \$15,000	Luncheon keynote speakers on last day of convention. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	Exclusive \$15,000
TECHNICAL PROGRAM STREAMS		CIM "MINING NOW" WEB SERIES STATION	
Logo on signage at door & in-room screens for 3 days.	Each \$4,000	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').	Interview \$3,000 each  Mining Now Booth \$12,000
SHORT COURSES			
Logo on signage at door & in-room screens. Price per short course.	\$3,000		



# Sponsorship cont'd

CIMTL23 gives you access to a targeted audience of industry speakers, networking opportunities and content to empower your teams year-round

WORKFORCE OF THE FUTURE			
WOMEN IN MINING RECEPTION		WOMEN IN MINING PANEL	
Networking reception in collaboration with WIM Montreal Chapter. Branding on all WIM materials before and on-site; print & digital. Recognition on convention website, communications & projection screen. Welcome address by Main Sponsor.		High profile speakers discuss industry trends & topics at morning general session. Recognition on convention website, communications & projection screens. Welcome address by sponsor.	 
STUDENT-INDUSTRY NETWORKING LUNCHEON		STUDENT POSTER COMPETITION	
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.		Students showcasing their talents & ideas to the leading mining professionals in the competition. Logo on signage.	
1ST TIME ATTENDEE & VIP RECEPTION			
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		
BUSINESS & EXPO			
EXPO HALL		LUNCH AT THE EXPO	
Branded hanging aisles signs; 10 floor decals, 2 large floor decals and 2 kick panel at entrances (2).	Exclusive \$25,000	Logo on paper napkins & table signs on food stations, and sponsor name on Mobile App & on EXPO floor for 2 days.	Each \$10,000 Exclusive \$18,000
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 and sponsor logo on email confirmation.	Each \$6,000 Exclusive \$10,000	Logo on paper napkins & all bars on EXPO floor for 2 days. Sponsor name on Mobile App.	Each \$10,000 Exclusive \$18,000
BREAK TIME LOUNGES		BUSINESS CLASS LOUNGE & MEDIA ROOM	
Fully branded rest area (20 x 20) providing attendees a comfortable spot to relax and chat with colleagues. 2 floor decals in the lounge; table centerpiece with logo marker; sponsor brochure replenishment throughout the event. 2 lounges on EXPO floor.	Each \$10,000 Exclusive \$18,000	Logo on desktop and screensaver. Exposure to increasingly high-profile stakeholders. Brochure on media table inside room. Exclusive branded signage at door.	Exclusive \$6,000
LOUNGES ON EXPO FLOOR			
Fully furnished lounges (10' X 20'); 2 floor decals in the lounge; table centerpiece with logo marker; sponsor brochure replenishment throughout the event.	\$8,000 (20 percent off for a 10' x 10')		
RECOGNITION & CELEBRATION			
OPENING CEREMONY & RECEPTION		CIM-CATERPILLAR AWARDS GALA RECEPTION	
Welcome address, stage visuals, signage and branded reception on the EXPO floor. Logo on paper napkins, food stations & all bars on EXPO floor. Sponsor name on drink tickets.		Meet & mingle with gala attendees and award recipients prior to the Awards Gala Dinner. Welcome address. Stage visuals, signage and branded reception.	Exclusive \$20,000
CLOSING CEREMONY & RECEPTION			
Sparkling wine & chocolate in Foyer.	Exclusive \$15,000		

# Advertising Opportunities

ADVERTISING OPPORTUNITIES	QTY	SPECS	DESCRIPTION	REACH	PRICE
<b>CONVENTION VEHICLES</b>					
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
Banner Ads in the E-Reporter X 3	9	<b>Leaderboard:</b> 600 X 74 <b>Bottom Banner:</b> 200 X 275 <b>Right Banner:</b> 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 visits per month; 103,000 daily impressions	<b>Leaderboard:</b> \$8,000 / 3 days <b>Bottom / Right Banner:</b> \$2,000 / 3 days
Registration Main Page + Drill Down Pages Package + Confirmation	1	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	<b>Top Banner:</b> 600 X 74 <b>Bottom Ad:</b> 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
<b>MONTREAL CONVENTION CENTRE SURFACES</b>					
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 1080px Static file 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
<b>PRELIMINARY / FINAL PROGRAMS IN PRINT &amp; ON CONVENTION WEBSITE</b>					
2023 CIM Convention Preliminary Program in February issue of <b>CIM Magazine</b>	Specification:  <a href="https://bit.ly/3hZGjki">https://bit.ly/3hZGjki</a>	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: Feb-May	See rates in CIM Magazine Media Kit:	
2023 CIM Convention Preliminary EXPO Guide in March/April issue of <b>CIM Magazine</b> 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: Feb-May	<a href="https://bit.ly/3hZGjki">https://bit.ly/3hZGjki</a>	
2019 CIM Convention Program & EXPO Guide print on-site		Distributed to all CIM members and CIM Magazine subscribers ahead of the Convention	6,000+ units in circulation over a 5-day period; target & captivate audience		



# Sponsorship Agreement



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

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

*\*Plus applicable taxes: GST #106861644 QST #1006100789*

## 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*



Please complete this order form and send by scanned .pdf to [sponsorship@cim.org](mailto:sponsorship@cim.org).

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



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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