

CIM 2019 CONVENTION

Montreal, QC | April 28-May 1



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%	<div> <div></div> <div></div> <div></div> <div></div> </div>
SERVICE & SUPPLIES	
18%	<div> <div></div> <div></div> </div>
UNDERGROUND MINING	
17%	<div> <div></div> <div></div> </div>
MINING COMPANIES	
14%	<div> <div></div> </div>
SURFACE MINING	
8%	<div> <div></div> </div>
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	PATRON	DOUBLE DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	COPPER	NICKEL	FRIEND
RECOGNITION BENEFITS PER LEVEL	SOLD	\$50,000	\$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	X
Logo in pre-convention program in CIM Magazine	X	X	X	X	X	X	X	X	X
Recognition on CIM's social media networks	X	X	X	X	X	X	X		
Company name in e-blasts	X	X	X	X	X	X			
AT THE CONVENTION									
Logo on sponsorship banners (sized to sponsorship level)	X	X	X	X	X	X	X	X	X
Logo on public panels	X	X	X	X	X	X	X	X	X
Logo in the Convention program	X	X	X	X	X	X	X	X	X
Recognition on social media	X	X	X	X	X	X	X		
Drink tickets for the welcome reception on The EXPO floor	16	12	10	6	5	3	2	1	
Tickets to the CIM-Caterpillar Celebration of Excellence	16	10	8	4	3	2	1		
Luncheon tickets on The EXPO floor per day	5	4	4	3	2	1			
Sponsor ribbon on badge	16	10	10	5	3	2			
Tabletop certificate of sponsorship at booth	X	X	X	X	X	X			
Business class Convention registrations	5	4	3	2	1				
Video interview for social media (NEW!)	X	X	X	X					
150-word article in the CIM E-Reporter	X	X	X						
POST-CONVENTION									
Logo in CIM Magazine - post-Convention issue	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
Logo in Annual Report	X	X	X	X	X	X			
PREMIUM SPONSORS BENEFIT FROM THE FOLLOWING DISCOUNTS ON UNIQUE OPPORTUNITIES (percentage off regular price)		30%	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. 3 days	\$2,500/ea.
KEYNOTE TUESDAY (NEW!) Two high profile speakers deliver hot topic: 45 minutes presentations at morning general session	Exclusive \$13,500	WORKSHOPS Logo on signage and/or screen during the event: price per workshop	Only 4 \$2,000
FILMING OF 10 PRESENTATIONS (NEW!) Rebroadcasting throughout the year towards branded video series.	Exclusive \$15,000	NORTH AMERICAN MINE VENTILATION SYMPOSIUM See NAMVS 2019 Sponsorship Prospectus for opportunities	See prospectus
IRON ORE SYMPOSIUM Branding on all symposium materials before and on-site; print & digital. 3 days.	Exclusive \$10,000		

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




THEME	SPONSORSHIP	THEME	SPONSORSHIP
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
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 savvy 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.	\$8,000
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	

Digital Displays	Twitter Wall (90 sq ft)
 	

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!***

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 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

Please complete this order form and send either by fax (514-939-2714) or 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.



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 _____

ADVERTISING SALES

Dovetail Communications Inc.

Senior Account Executive

**Janet Jeffery
Jacquie Rankin**

jjeffery@dvetail.com 905.707.3529
jrankin@dvetail.com 905.707.3525



















Toll Free: 866.297.5301
Tel: 905.886.6641
Fax: 905.886.6615

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		

THANK YOU TO OUR 2018 CONVENTION SPONSORS

DOUBLE DIAMOND	PLATINUM	SILVER	COPPER	NICKEL	FRIEND
   	 	     	      	       	            
DIAMOND	GOLD				
  	  				



convention.cim.org

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

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