

# **EIM ICM** BC22

May 1-4 Vancouver, BC



What's  
**next**

Sponsorship & Advertising Prospectus

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

# The Value in the Right Audience



**CIMBC22** will bring the industry together with a return to an in-person experience. A robust program, exhibit hall and world class content will engage attendees like never before.

In its 124-year history, CIM has fostered a network of influential industry leaders and decision-makers. These leaders shape the industry, drive innovation, promote sustainable practices and shape the future of the industry. Connect and engage this audience at CIMBC22.

## CONVENTION & EXPO IN NUMBERS



“CIM is my annual opportunity to reconnect with colleagues from all corners of the country and share our success, challenges and opportunities.”

Marie Helene Turgeon  
ESG Advisor

“Each year CIM offers us the possibility to feel the energy of innovation, sharing of knowledge and general interests in the mining industry.”

Teresa Toscanil  
IAMGOLD

“CIM recognizes leaders in the mining community and creates the ideal platform to celebrate, inspire and remind us all that the work we do matters!”

Shannon Katary  
VALE


# Sponsorship Levels

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

	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
<b>PRE-CONVENTION</b>									
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			
<b>AT THE CONVENTION</b>									
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
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 Awards Gala	16	10	8	4	3	2	1		
Luncheon tickets on The EXPO floor per day	6	5	4	3	2	1			
Business class Convention registrations	5	4	3	2	1				
150-word article in the CIM E-Reporter	X	X	X						
<b>POST-CONVENTION</b>									
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			

# 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 3.

DELEGATE EXPERIENCE			
BADGE HOLDERS		WATER STATIONS	
Logo on delegate badge holders (worn by 1,500 + attendees)		Logo at 15 water stations in building	\$10,000
BADGE LANYARDS		WELLNESS LOUNGE	
Logo on Convention lanyards worn by exhibitors & visitors.	Exclusive \$15,000	Branded wellness lounge with massage chairs and herbal teas for delegates.	\$5,000
HOTEL KEY CARDS		WELLNESS KITS	
Logo on each host hotel's key card.	Exclusive \$15,000	Branded resealable plastic pouch with face mask, hand sanitizer and plastic no-touch tool. Distributed to all delegates. Production costs not included.	\$10,000
HAND SANITIZER DISPENSOR		REUSABLE WATER BOTTLES	
Logo on floor decal of hand sanitizer stations strategically placed throughout the Expo and meeting room areas.	\$8,000 each level	Branded water bottles. Distributed to all delegates. Water bottles are provided by sponsor.	\$10,000
CONVENTION MOBILE APPLICATION		VOLUNTEER PROGRAM	
Branded and hyperlinked sponsor landing screen. Mobile App featuring live technical program and all other convention features.	Exclusive \$15,000	Logo on volunteer t-shirts.	Exclusive \$5,000
REGISTRATION FOYER		CONVENTION PENS	
Branding of self-registration counters, on-site registration, fill-out counters, info desk & computer screens.	Exclusive \$15,000	Branded pens offered to delegates. Pens are provided by sponsor.	Exclusive \$2,500
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)	\$2,500 each day Exclusive \$6,000
KNOWLEDGE CURATION			
OPENING PLENARY SESSION		TUESDAY PANEL	
High profile keynote speaker panel of industry leaders. Welcome address by sponsor, recognition on large screens.	\$25,000	High profile speakers discuss hot topics at morning general session. Welcome address by sponsor. Recognition on large screens.	Exclusive \$15,000
TECHNICAL PROGRAM STREAMS		WEDNESDAY KEYNOTES	
Logo on signage at door or in-room screens. 3 days. For an additional \$3,000, your logo will be featured on the video presentations of your stream published on the CIM Academy – the CIM Professional Development Platform.	\$3,000 each	Morning and luncheon speakers on last day of convention. Welcome address by sponsor. Recognition on large screens.	\$10,000 each Exclusive \$15,000
CIM "MINING NOW" WEB SERIES STATION		SHORT COURSES	
Mining NOW will be filmed on the Expo floor featuring in-depth interviews with mining leaders and experts. Sponsor logo featured on site visuals in live production space (20' x 20').	Interview \$2,000 Station sponsorship \$10,000	Logo on signage and/or screen during the event: price per short course.	Only 4 \$2,000

# Sponsorship cont'd




CIMBC22 gives you access to a targeted audience of industry speakers, networking opportunities and content to empower your teams year-round

WORKFORCE OF THE FUTURE			
<b>WOMEN IN MINING RECEPTION</b>		<b>1ST TIME ATTENDEE RECEPTION</b>	
Branding on all WIM materials before and on-site; print & digital.	Co-sponsor: \$5,000	Logo on signage and/or on screen during event. Welcome address.	\$10,000
<b>STUDENT-INDUSTRY NETWORKING LUNCHEON</b>		<b>STUDENT POSTER COMPETITION</b>	
Logo on signage and/or on screen during event. Welcome address.	\$12,000	Logo on signage.	\$6,500
BUSINESS & EXPO			
<b>EXPO HALL</b>		<b>LUNCH AT THE EXPO</b>	
Branded hanging aisle signs; 10 decals and advertisement on floor plan kick-panel at entrance.		Logo on paper napkins, sponsor name on lunch tickets and food station on The EXPO floor. 2 days	Only 2 \$10,000 each Exclusive \$15,000
<b>CAREER ZONE: LINKEDIN LOUNGE</b>		<b>NETWORKING RECEPTION AT THE EXPO</b>	
Branded lounge providing delegates with a professional headshot to use for their social media profiles.	Exclusive \$10,000	Logo on paper napkins, sponsor name on tickets and every bar on The EXPO floor. 2 days.	Only 2 \$10,000 each Exclusive \$15,000
<b>TIMEOUT LOUNGES</b>		<b>BUSINESS CLASS LOUNGE &amp; MEDIA ROOM</b>	
Fully branded rest area (20 x 20) with column providing attendees a comfortable spot to relax and chat with colleagues. Table centerpiece with logo marker; sponsor brochure replenishment throughout the event. 2 lounges on Expo floor	Only 2 \$10,000 each Exclusive \$18,000	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
		<b>LOUNGES ON EXPO FLOOR – 10'X20'</b>	
		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
RECOGNITION & CELEBRATION			
<b>OPENING CEREMONY &amp; RECEPTION</b>		<b>KOMATSU CELEBRATION</b>	
Opening speech, stage visuals, signage and branded reception on The EXPO floor.	Exclusive \$30,000	Exclusive sponsor hosted event with branding at every level, pre-during-post event	
<b>CIM-CATERPILLAR AWARDS GALA</b>			
Patron sponsor hosted gala with branding at every level, pre-during-post event			



# Sponsorship cont'd.

ADVERTISING OPPORTUNITIES	QTY	SPECS	DESCRIPTION	REACH	PRICE
<b>VANCOUVER CONVENTION FLOOR</b>					
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 6,000 Convention registrants x 3 days x 2 times every day = 48,000 views	
Pillar Wraps (in the exhibit halls and west ballroom foyer) **	2	6 ft x 10 ft (circular)	10 ft circular banner installed on pillar at 10 ft off the ground (see image below)	Seen by over 6,000 Convention registrants x 3 days x 2 times every day = 48,000 views	2 units \$10,000
Masking of the Steps (main entrance up to level 2) ***	1	29 ft x 8 in x 23 stairs	(see image below)		\$15,000
Floor Decal (top & bottom of escalators) ****	2	16 ft x 4.5 ft	(see image below)		\$10,000 each
Digital Advertising Screens*****	6	1360 x 768 px .jpg or 30fps .wmv	Screens are 47" wide and are strategically placed throughout the convention centre in high visibility location. Two screens are located on each of the exhibit floor, 100 and 200 levels.	Seen by over 6,000 Convention registrants x 3 days x 2 times every day = 48,000 views	\$800 first screen Get 10% on additional ones
Convention On-site 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



Escalator Runners\*



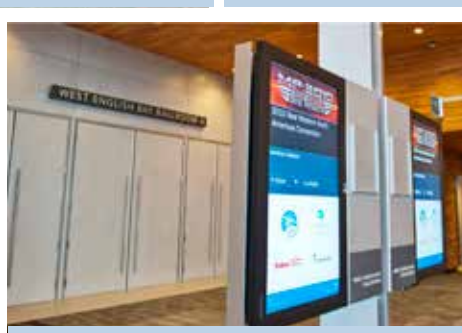
Pillar Wraps\*\*



Masking of the Steps\*\*\*



Floor Decal\*\*\*\*



Digital Advertising Screens\*\*\*\*\*

# Advertising Opportunities

## Print + Digital

Create a campaign with increased exposure as attendees plan and register for this one-of-a-kind event.

ADVERTISING OPPORTUNITIES	QTY	SPECS	DESCRIPTION	REACH	PRICE
<b>CONVENTION WEBSITE <a href="http://convention.CIM.org">convention.CIM.org</a></b>					
Leaderboard Ad on the Convention Website Landing page	2	728 x 90	Prime space on Convention homepage; hyperlinked to your website		\$2,500/month
Large Rectangle Ad on the Convention Website Landing page	3	336 x 280	Prime space below Convention header & Big Box (Carousel); hyperlinked to your website	13,443 monthly pageviews*	\$1,750/month
Leaderboard Ad on Drill Down Page		728 x 90	Prime right upper hand corner, below Convention header; 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.	CIM Convention community. 31% Average Open Rate.	Leader Board: \$8,000/3 days Bottom/Right Banner: \$2,000/3 days
Registration Main Page + Drill Down Pages Package + Confirmation		235 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	4	Leaderboard 600 x 144 Bottom Ad: 600 x 144	Promotion of Convention specifics with deadlines and calls to action – 1 per month (Feb-May)	17,500 single recipients: all CIM members, contacts, international community	\$2,000 each OR \$6,000/4 issues
<b>PRELIMINARY/FINAL BROCHURE IN PRINT &amp; ON CONVENTION WEBSITE</b>					
CIMBC22 Preliminary Program in February issue of CIM Magazine			Distributed to all CIM members and CIM Magazine subscribers ahead of the Convention	22,868 readers per issue + electronic format available on the Convention website: February to May	See rates in CIM Magazine Media Kit
CIMBC22 Convention issue of CIM Magazine		Specifications can be found in the CIM Magazine Media Kit	Distributed to all CIM Convention delegates, EXPO exhibitors, CIM members and CIM Magazine subscribers and publication bins.	22,868 readers per issue + electronic format available on the Convention website: February to May	See rates in CIM Magazine Media Kit
CIMBC22 Convention & EXPO brochure			Distributed to all CIM Convention participants	5,000+ units in circulation over a 3-day period.	See rates in CIM Magazine Media Kit

Source: Google Analytics average Jan-June 2021



# Thank You To Our 2021 Proud Sponsors

## EVENT PATRON | ÉLITE



## DOUBLE DIAMOND | DOUBLE DIAMANT



## PLATINUM | PLATINE



## GOLD | OR



## SILVER | ARGENT



## NICKEL



## FRIEND | AMI





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