MINING 4.0

VIRTUAL

The Digital Mine Symposium

SPONSORSHIP PROSPECTUS

November 1-3, 2021

symposiumdt2021.cim.org

What is Mining 4.0 - The Digital Mine Symposium?

Mining 4.0 – The Digital Mine Symposium is a new conference CIM is initiating.

Digital tools – automation, data analytics, artificial intelligence – have enormous potential to improve mining operations. There is a growing collection of case studies that illustrate the impact these technologies are having on safety, reliability, productivity and even sustainability.

Mining 4.0 is a forum to meet with others in the minerals and metals industry to explore these developments and build on them to accelerate mining's digital transformation.

This symposium will be offering a variety of different format presentations, plenary panel, keynote sessions and pre-recorded presentations with live Q&A.

Sponsorship Opportunities Overview

- Platinum level sponsor
- Diamond level sponsor
- Gold level sponsor
- Friends level sponsor
- Support level sponsor
- À-la-carte sponsor

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The Digital Mine Symposium

Benefits Level	Platinum	Diamond	Gold	Friends	Supporter
Amount	$10,000	$7,500	$5,000	$2,500	$1,000
PRE-EVENT					
Logo and hyperlink on the DT2021 website	X	X	X	X	X
Logo on preliminary e-program of the symposium	X	X	X	X	X
Recognition in eblasts	X	X	X	X	
Recognition on social media	X	X	X	X	
AT THE VIRTUAL EVENT					
Logo on virtual symposium platform	X	X	X	X	X
Free delegate registration	8	6	4	2	
Virtual “exhibit” including company information, URL, PDF, video attachment and virtual lead retrieval	X	X			
Networking with attendees (attendee scheduled appointments, host group or individual meetings)	X	X			
Rotating horizontal banner ads on main conference lobby	X	X			
Push Notification during event	3	2	1		
Plenary Panel session 30 sec. / 1 min. video	1				

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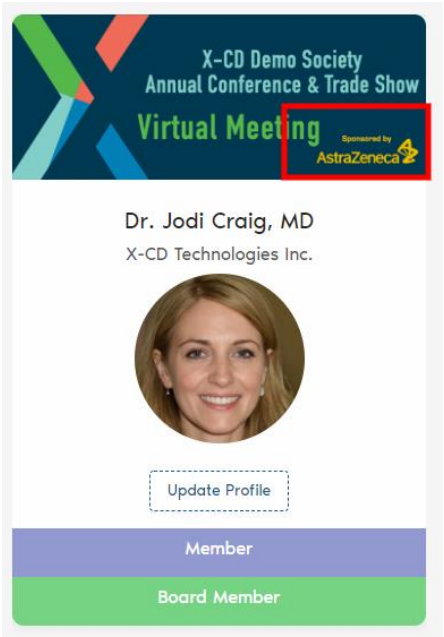
À-la-carte items	No. available	Unit price
Registration Sponsor Logo on registration page, email registration confirmation and attendee virtual badge	**1**	**$8,000**
Main lobby minimercial 10-15 seconds video to play on the main lobby	**3**	**$3,000**
Session banner ads Feature session banner ads are tied to specific session	**6**	**$2,500**
Minimercial before sessions 10-15 seconds video to play before the session	**6**	**$1,500**
Keynote session sponsor 1-minute video presentation before the keynote	**2**	**$3,000**
Social/networking lounge sponsor 10-15 seconds minimercial welcome video	**4**	**$4,000**
Banner ads Choose your size! Whether it is a Tile, Skyscraper or Leaderboard Ad, your logo will be prominently displayed on the Social/Networking Lounge, Conference participant page, Social feed and Gamification page	**unlimited**	**$1,500**
Gamification sponsor	**2**	**$1,000**

Please provide your logo or your banner artwork in high resolution (or according to specs) to be used on our digital platforms.

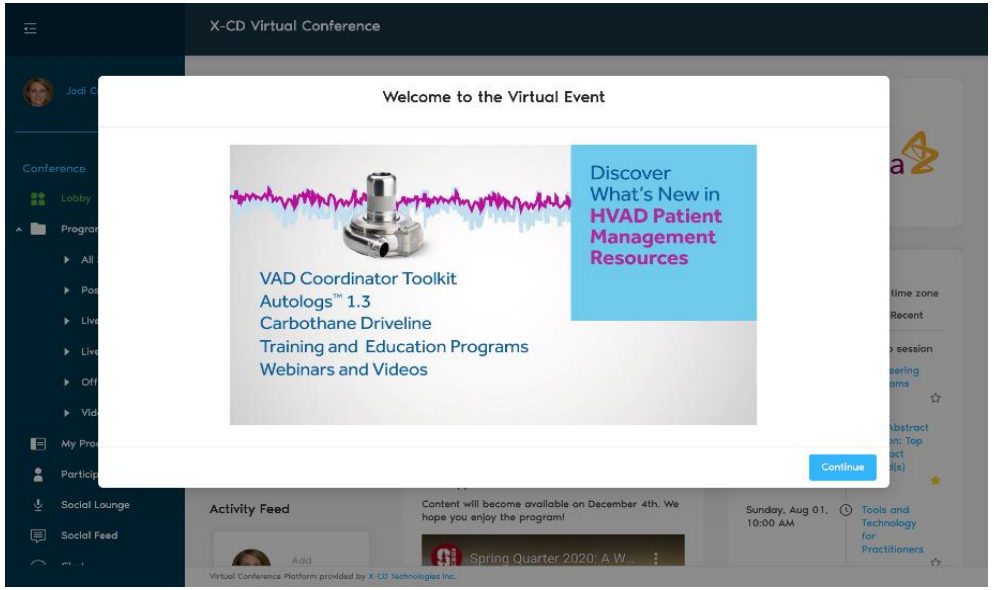
Registration and Attendee Virtual Badge Sponsor

Your logo will be on the registration pages and on the registration email confirmation. Sponsor logo/artwork on the Attendee Badge Artwork - Recommended 750 x 300. Attendee badges will display throughout many areas of the virtual platform.



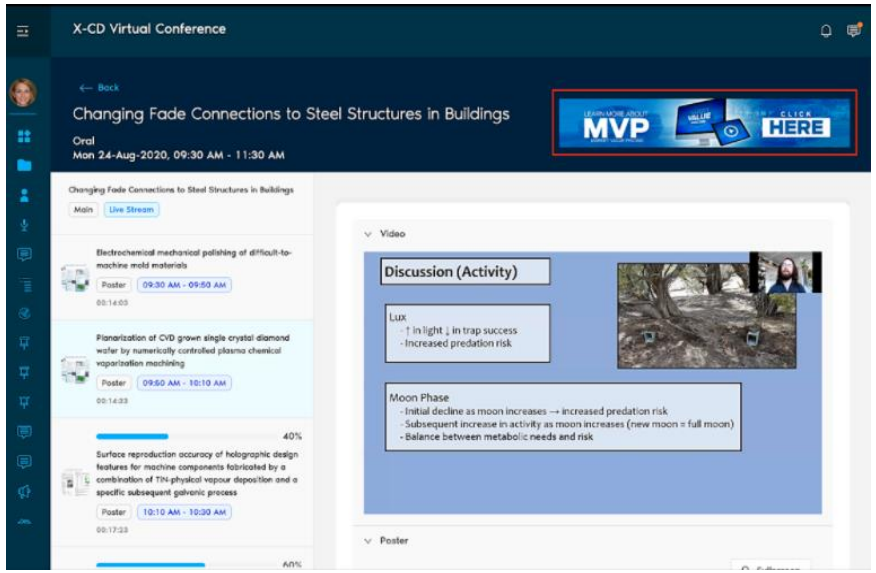
Main Lobby Minimercial

MP4 Video/minimercial to play on main lobby load. Ideal length is 15 seconds. Maximum size of file is 20mb.



Session Banner Ads

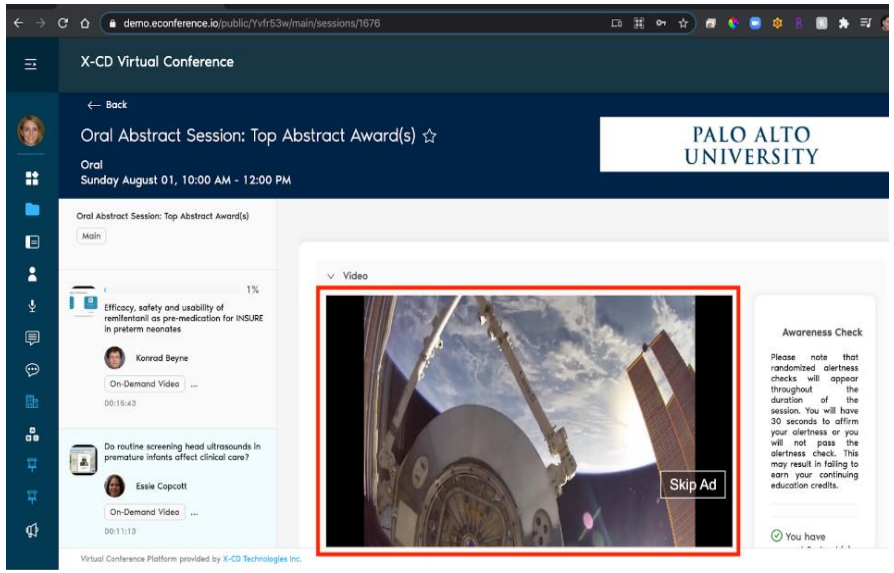
Feature session banner ads are tied to specific sessions. They will display to the right of the session title, above the session content area. 1200 x 200 pixels.



Minimercials before sessions

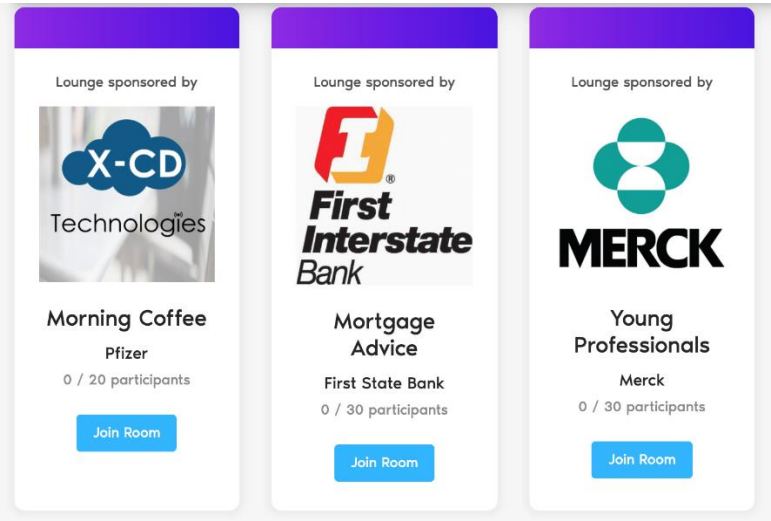
(on-demand videos)

Minimercials are short MP4 video commercials that are tied to sessions that will play before an on-demand video is watched.



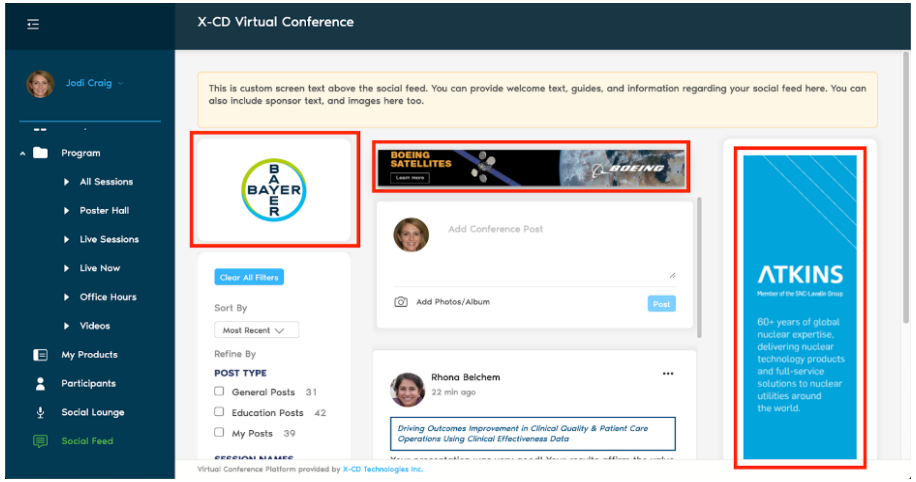
Social/Networking Lounge Sponsor

Social/Networking lounges (general video chat rooms) branded with your artwork. When an attendee is inside a sponsored networking lounge, your logo will appear to the left of the video chat. PNG file 300 x 200 pixels.
You can also provide a minimercial/welcome video to their lounge. This will be played after an attendee clicks to join, before they enter the video chat room. MP4 file.



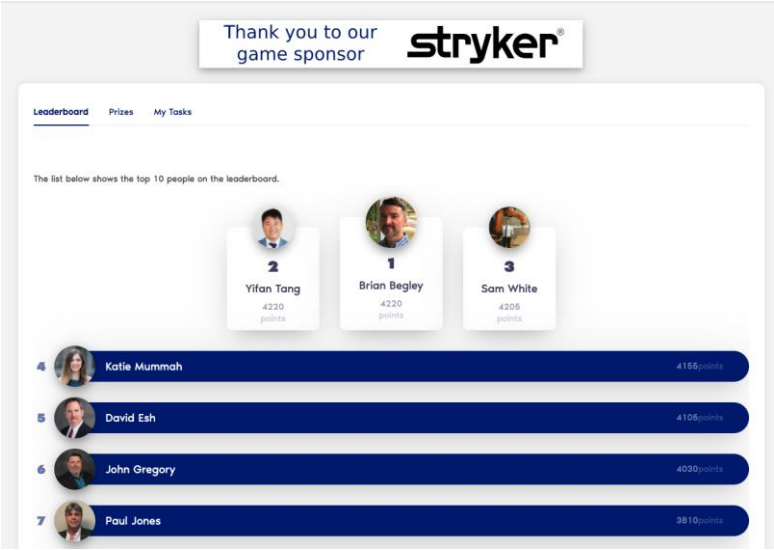
Banner Ads (leaderboard, skyscraper)

Choose your size! Whether it is a Tile, Skyscraper or Leaderboard Ad, your logo will be prominently displayed on the Social/Networking Lounge, Conference participant page, Social feed and Gamification page.
1. Skyscraper ad, file must be in png. Ideal horizontal image is 160x600. Maximum size is 1mb
2. Leaderboard ad, file must be in png. Ideal image is 728x90.



Gamification Sponsor

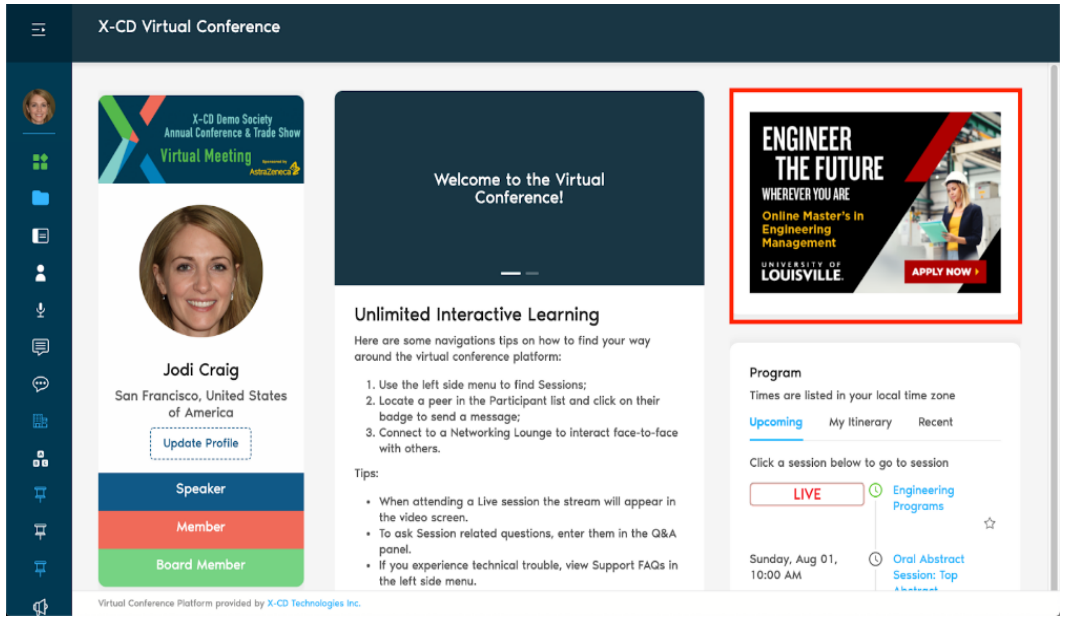
These “Gamified” activities will put your company’s name on the leaderboard. Engage with attendees who earn points through social media posts, direct connection with sponsor reps, and engaging with sponsor content. Sponsors will provide prizes to the winners. **Two sponsors ONLY**.
Dedicated leaderboard ad above Gamification screen. File must be in png. Ideal horizontal image is 160x600. Maximum size is 1mb.



Rotating horizontal banner ads on main conference lobby

(Include with Platinum sponsorship)

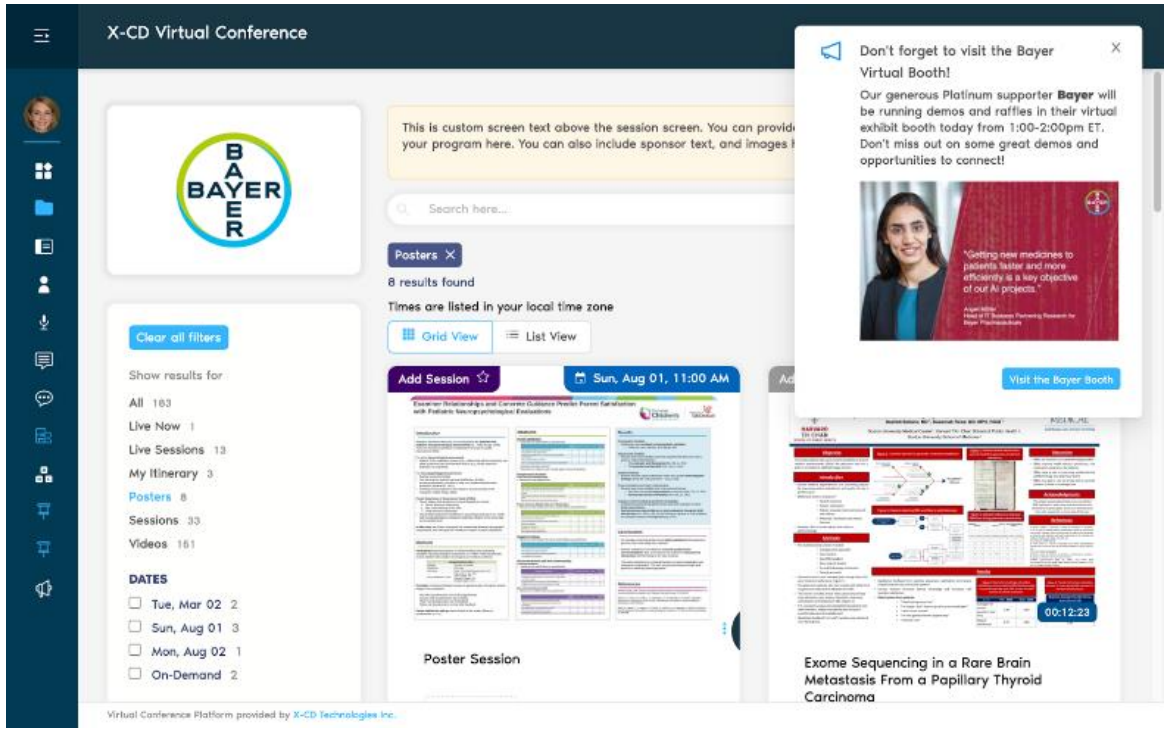
Rotating banner ad in top right corner of lobby. Ideal image dimensions = 1200 x 720 px. File must be in PNG.



Sponsored Push Notifications

(Included with the Platinum, Diamond and Gold sponsorships)

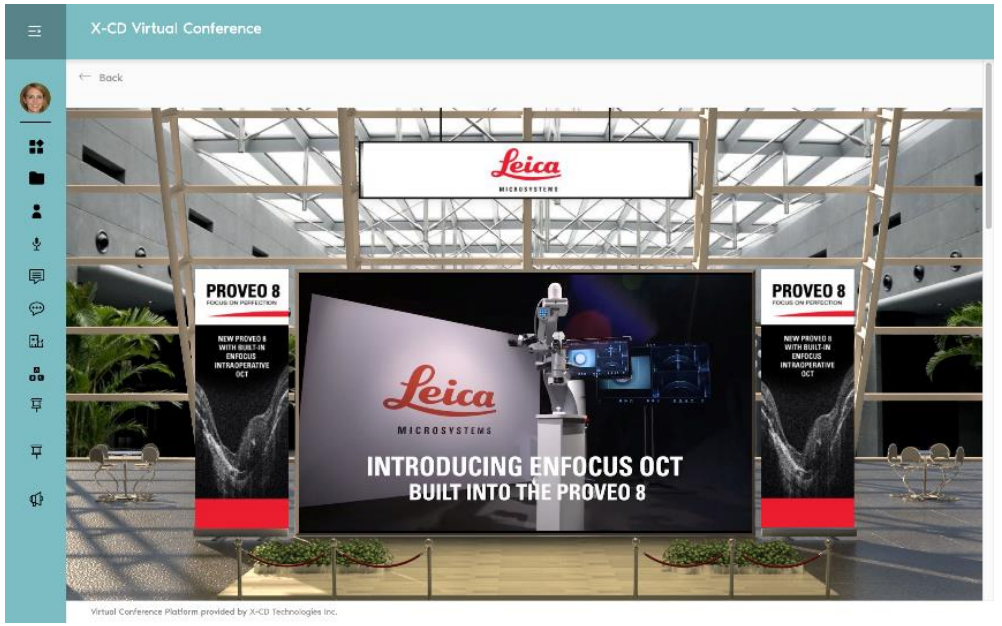
Targeted notifications during the symposium giving recognition to your brand. With a push notification, we can create a call-to-action button and link these buttons to specific sessions or areas of the platform.



Virtual Sponsorship “Exhibit”

(Included with the Platinum and Diamond sponsorships ONLY)

- Company name, company description, contact info and URL.
- Social media links
- Product and services categories
- Resources (unlimited pdf, jpg, Youtube videos)
- Networking with attendees (attendee schedules appointments, host group or individual meetings)
- Registrant attendee list (pdf format, no contact information)
- Virtual Lead retrieval
- Reporting module, own portal to view analytics, see who visited the booth and gather contact information on those who engaged with the resources – all in near real-time.



Sponsorship Agreement

Our company wishes to purchase the following sponsorship package(s):

Sponsorship level: _____

À-la-carte sponsorship item: _____

Total (CDN)$: _____ Applicable taxes will be added to your invoice.

Contact Name: _____ **Mailing address:** _____

Company: _____ **Telephone:** _____

Email address: _____ **Authorized signature** _____

Contact

SEND YOUR FILLED AGREEMENT TO:

Martin Bell, CIM Sales Manager

mbell@cim.org

http://symposiumdt.cim.org