



**2022** MICA  **ACIM**  
**Annual Conference &  
Innovation Showcase**

**NOVEMBER 14-16**

**SPONSORSHIP  
PACKAGE**



## The Mining Innovation Commercialization Accelerator (MICA) was developed to build a national innovation for mining network and to help advance new and innovative solutions for mining to market.

The mining industry faces several challenges now and in the near future. Demand for many mining commodities is expected to rapidly grow in several areas, due to a variety of factors. Reducing greenhouse gas emissions and climate change mitigation efforts will dramatically increase the need for materials used in electric vehicles, renewable energy development and in many other areas.

At the same time, environmental regulations and public expectations will require mining companies to be greener and more efficient across their entire production process. Workplace safety requirements and the need for greater efficiency will increase the need for automation. This will be further accelerated by shortages of skilled workers in many areas. The industry demands innovative solutions, which is our mission at MICA.

As a world leader in mining technology development, Canada is well positioned to further grow its position as the world mining technology leader.

Mining has not historically been a noted driver of innovation. However, technologies, such as robotics that have been widely adopted in other industries, such as automobile manufacturing, are now making their way into mining. Many of the innovators in the mining industry have begun adopting and adapting the technologies from these industries.

Research in universities and other research institutions is identifying potential new opportunities. However, real innovation - turning research results into commercially viable products - requires the right mix of expertise, shared interest and financing to move from a good idea to commercial reality. Bringing the right players together under the right conditions to create the innovative products the mining industry needs is the role of MICA.

### **MICA's Annual Conference & Innovation Showcase is where we will bring together great innovators with the companies that are looking for their solutions**

The event is sure to become a much anticipated annual event where attendees will:

- Engage with a network seeking solutions to mining industry challenges.
- Discover how Mining and cross-sector organizations can benefit from the connections formed through our network.
- Learn about the National MICA Network and its benefits to our ecosystem.
- Find out if your solution fits within our four Technical Themes.
- Network with like-minded professionals to learn more about and from one another.
- Guest speakers, panel members and pitch sessions.

**And so much more.**

<b>Sponsorship Category</b>	<b>Title (1)</b>	<b>Gold (4)</b>	<b>Silver (6)</b>	<b>Bronze (6)</b>	<b>Reception Sponsor (2)</b>	<b>Lunch Sponsor (2)</b>	<b>Lanyard</b>	<b>Breakfast Sponsor (2)</b>	<b>Networking Break Sponsor (4)</b>
<b>Investment</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$2,000</b>	<b>\$1,000</b>
<b>Logo integrated in to the Event Name</b>	✓								
<b>Keynote Address for Senior Executive on Day 1</b>	20 mins								
<b>Marketing Material</b>	✓ (all)	✓	✓	✓	✓	✓	✓	✓	✓
<b>Onsite Signage</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Website banner ads</b>	✓ (one block per month for 8 months - homepage and landing page and logo on sponsor scroll)	✓ (one block per month for 4 months and logo on sponsor scroll)	✓ logo on sponsor scroll	✓ logo on sponsor scroll	✓ logo on sponsor scroll	✓ Name on sponsor scroll	✓ logo on sponsor scroll	✓ Name on sponsor scroll	✓ Name on sponsor scroll
<b>Delegate Packs</b>	✓ (logo on the delegate bag plus promotional product)	✓	✓	✓	✓	✓	✓	✓	✓
<b>Hightop Table at event</b>	Foyer (1)	Atrium (1)							
<b>Delegate Passes</b>	4	2	75% discount (max 4)	50% discount (3)	50% discount (3)	25% discount (1)	25% discount (1)	25% discount (1)	0
<b>Delegate List</b>	✓	✓	✓						
<b>Post Show Report</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓



## Sponsorship Recognition Breakdown

### Logo Integrated in the Event Name

As the title sponsor of the annual event, your company name will become an integral part of our event. It will appear like this:

*MICA/ACIM Annual Conference & Innovation Showcase (name and logo), In Partnership with YOUR COMPANY HERE (name and logo).*

Every piece of communication will acknowledge the partnership. Anywhere we mention the event, we will mention your company name.

### Keynote Address for Senior Executive Day 1

A 20 minute speaking slot will be provided for the title sponsor on Day 1 of the event. Sponsors are welcome to provide a power point presentation and speak of a topic that is important to them. The topic should be relevant to the audience and scope of the event.

### Logo on Marketing Material

Marketing material will include but is not limited to:

1. Event E-Blasts.
2. Event posters, both digital and print.
3. Social media marketing. Please note that MICA/ACIM hires a professional social media firm to run their social media. There will be a considerable amount of focus on event related social media leading up to the event and post event.
4. Media Releases and Advisories - mention of company name.
5. Digital Billboards.

### Onsite Signage/Event Recognition

There are various opportunities to promote your business while at the event. These include but are not limited to:

1. Registration table signage.
2. Pull up banners.
3. Wayfinding.
4. Signage on front stage.
5. Signage on tables.
6. Lanyards.
7. PowerPoint Presentations during the event.
8. Company mentioned in speaking notes.
9. Delegate bags. Two types of recognition are available; the first is logo recognition on the bag, and the second is a promotional product of your choice inserted into the delegate bag.

### Website

There will be two different opportunities for banner ads.

MICA/ACIM website banner ads, where the same ad will run for two consecutive weeks. The conference will also have its own landing page on the MICA website, and banner ads will run for two consecutive weeks.

Please note that two weeks equals one media block.



### **Hightop Table at the Event**

There are two different places at the event that members will be provided the opportunity to display their own marketing materials and interact with our attendees. The first is in the foyer by the registration table and main conference proceedings and the second is in a different room dedicated to tradeshow booths. A networking break will be included by this room.

Please note the value of these booths and that they are only available to MICA/ACIM members:

Foyer Booths (members only) \$3,500.000

Atrium Booths (members only) \$3,000.00

### **Delegate Passes**

These highly sought after tickets will be provided complimentary (or at a discount) depending on your sponsorship level. Please note the significant value:

Ticket Information:

Member pricing (2 day pass) \$950.00

Non Member Pricing (2 day pass) \$1,500.00

### **Delegate List**

A list of delegates along with their contact information will be provided. This list is subject to the consent of delegates to provide their information.

### **Post Show Report**

Copies of presentations made during the conference will be made available, subject to consent by the presenters. A summary of the key items discussed will also be compiled and provided.

Without our sponsors, events like this would not be possible. We thank you for your support.

If you have any questions, please contact [showcase@micanetwork.ca](mailto:showcase@micanetwork.ca)