

**COM**  **2020**

CONFERENCE OF METALLURGISTS

MET  SOC

**OCTOBER  
2020**

**ONLINE  
ON-DEMAND**



**URANIUM 2020**

# **COM 2020 Digital event hosting the 4<sup>th</sup> International Uranium Conference**

Provided by the Metallurgy & Materials Society of CIM

# We are still committed to our goals....



DISSEMINATE RESEARCH THROUGH  
PUBLICATION



RAISE PROFILE OF THE AUTHORS,  
VOLUNTEERS AND SPONSORS



PROVIDE KNOWLEDGE AND  
INFORMATION TO THE METALLURGY  
& MINING COMMUNITY

Providing  
services to  
our  
community  
and sponsors

Publish Proceedings

Live Keynote talks

On Demand content

# Advantages of Digital Audience



Captive audience, there is a need for at-home learning now



Capturing a larger audience worldwide



Capturing an extended audience



Bringing a larger visibility to authors, presenters and sponsors

# Audience

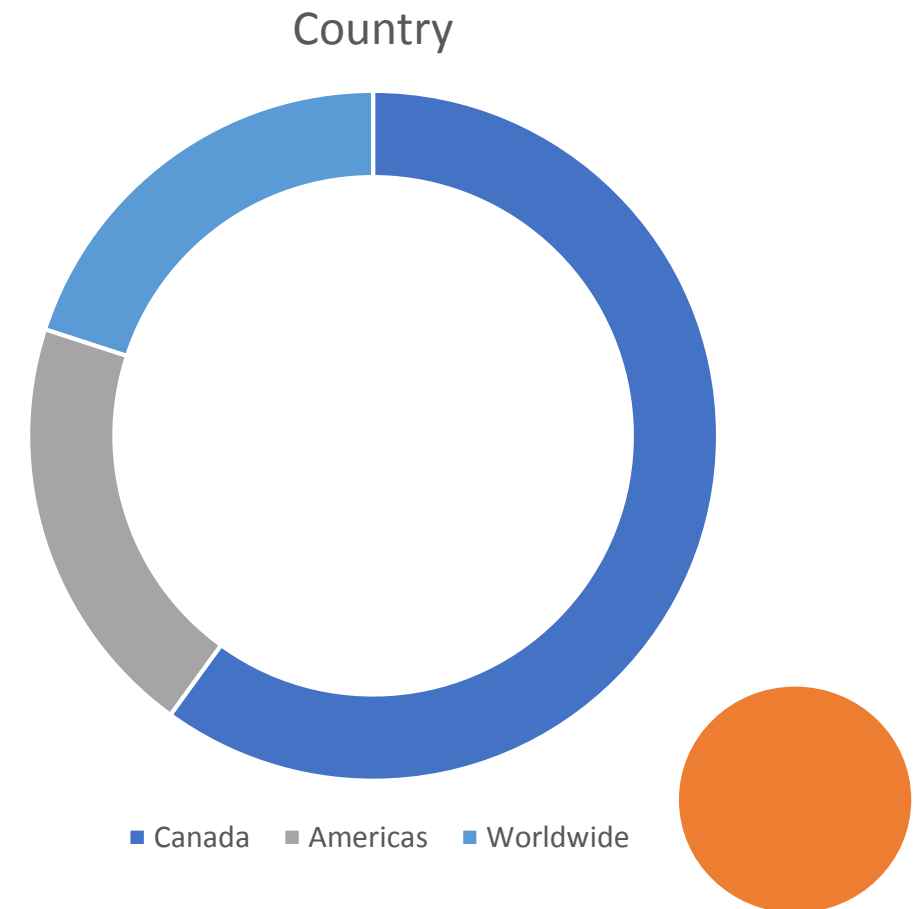
Typical audience for our in-person event is 700 attendees

60% Canada

20% Americas

20% Worldwide

Statistical models show that currently digital events increase audience attendance



## Highlight Speakers



David Matthews  
Senior Product Manager



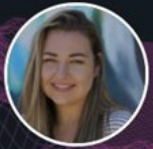
Meghan Connelly  
CFO - DFG Enterprises



Sarah Smith  
Senior Product Manager



James Charles  
Senior Marketing Director

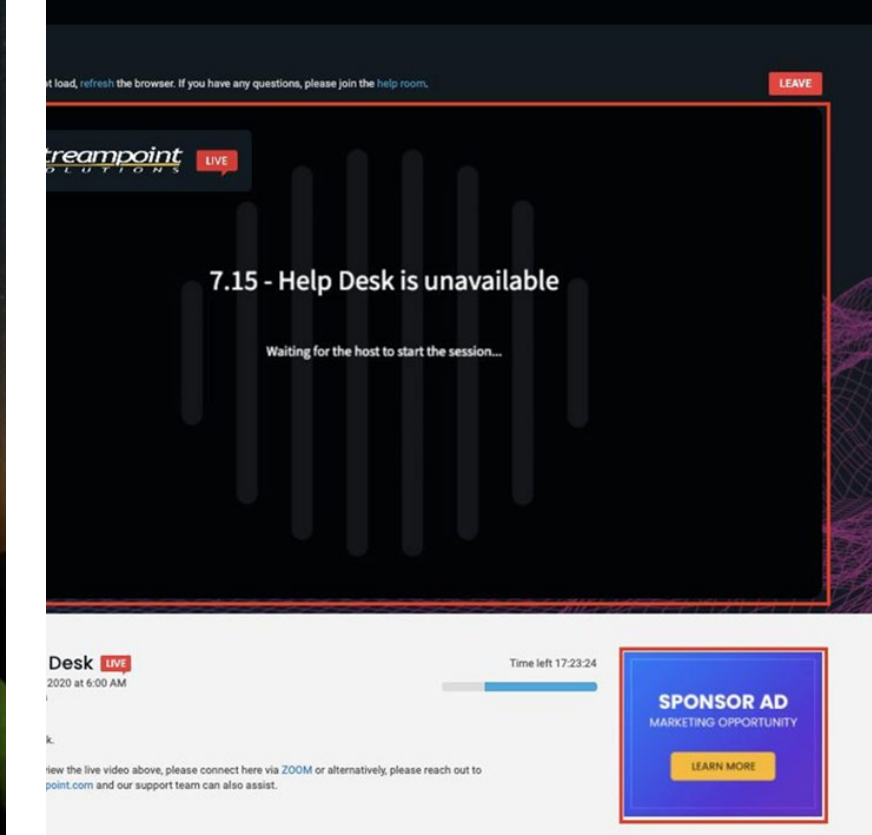
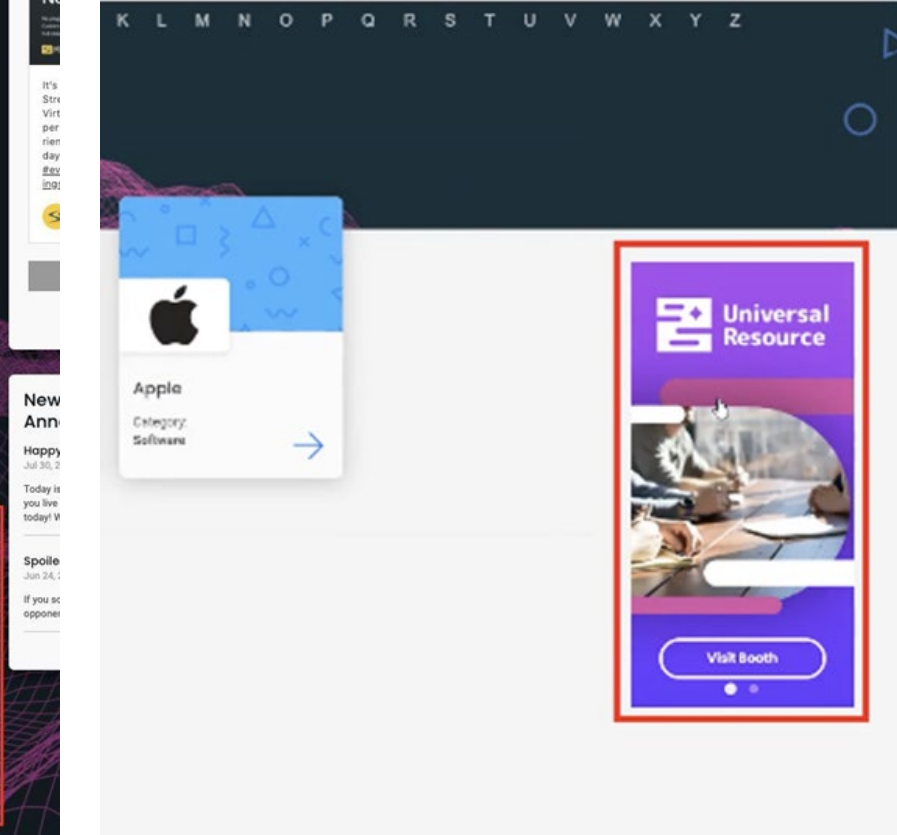


Jane Dora  
CEO



John Silver  
Head Of Operations

## Sponsors



## Digital Conference visibility

- From home page to in-session advertisement

# Sponsorship Pricing- Visibility pre-event, during, post and forever

## Sponsor \$2500

- Pre-event: Logo on sponsor page of COM website
- Pre-event: Social media post feature (1) on company - 9,597 followers
- Pre-event: Company logo in Conference news e-blasts to community of over 9000 metallurgy and materials engineers
- In-Session: Logo on Digital Online conference program welcome page
- Post: Logo in **CIM Magazine** – Thank you, post-conference - OVER 10,000 READERS PER ISSUE

## Additional fee to add the following visibility benefits for Digital COM

- Pre-event & Forever: Logo/link COM home page, Blog article LinkedIN to over 9000 audience subscribers and logo in COM Proceedings (visibility is permanent) \$5475 (*\$7975 ttl*)
- In Session: E-Poster Sponsor –logo/url at digital poster page +\$1575 (*\$4075 ttl*)
- In Session: Ad space next to the session description of online schedule + \$2975 (*\$5475 ttl*)
- In Session: Mini-commercial (30 second) video spot prior to each video launch- (this option has limited number of accepted sponsors) + \$2075 (*\$4575 ttl*)
- In Session: Sponsor the Live Plenary webcast or Keynotes (this option has limited number of accepted sponsors)+ \$4975 (*\$7475 ttl*)



## Other ideas: Want to be innovative?

Sponsor the Social Page and chat on the digital conference program  
Sponsor a “live” coffee break by providing the audience with an activity