



Sponsorship Opportunities

SME Society for
Mining, Metallurgy
& Exploration®

MINE»**CHANGE**

2022 SME Annual Conference & EXPO

FEBRUARY 27-MARCH 2 » SALT LAKE CITY, UT

The MINEXCHANGE 2022 SME Annual Conference & Expo offers a range of sponsorship packages designed to suit all of your needs. Each allows you to showcase your products and services to top executives and decision-makers in mining, metallurgy & exploration network.

Sponsorships are strategically built to maximize your engagement with SME members and conference attendees throughout the entire promotional cycle of the event. Leverage your sponsorship opportunities to:

- Showcase your products and services to key mine operators, investors and owners
- Reach thousands of the leading mining and exploration professionals from 43 countries
- Diverse pre-conference, on-site and post-conference marketing
- Reach your target audience and increase brand recognition
- Stand out from your competitors
- Network with mine operators, owners, engineers and key industry leaders

Sponsorship Objectives

BRANDING
OUTREACH
LEAD GENERATION
SPONSORED ALIGNMENT
HOSPITALITY
CUSTOM SPEAKING



MINE>XCHANGE

2022 SME Annual Conference & EXPO

Influencer Sponsorships

Any single combination of sponsorships \geq \$20,000 qualifies your company as an **INFLUENCER** level sponsor.

Pre-Conference:

- Logo prominently displayed on conference website and SME website
- Logo prominently displayed on specific promotional collateral for conference
- Co-branded, cause-marketing social media campaigns before, during and after conference promoting your Influencer level partnership
- Logo, company description and contact information listed in conference Pre-ShowGuide and ShowGuide, distributed to 20,000+ individuals/companies in the January and February editions of *Mining Engineering* magazine.

Onsite Promotions

- Customizable banner advertisement on conference mobile app (link to your featured web content)
- Logo displayed on all premier sponsor signage onsite (includes wall clings, exhibit hall entrance, directional units, hotel signage, etc.)
- Logo on sponsor cling in front of your booth on EXPO show floor
- Co-branded social media recognition onsite during conference
- Logo, bio and contact info displayed prominently under Influencer Sponsors in pocket program
- Logo, company description and contact information prominently displayed in conference mobile app (link to your featured web content)
- Sponsorship recognition ribbons for company personnel

Influencer Sponsorships

Post-Conference

- 6 Exhibitor Priority Points towards your booth selection in 2023 (points are earned for current year exhibitors only)
- Logo and name included in thank you email sent to all attendees after conference
- Logo remains prominently displayed on website until promotions for 2023
- Brand exposure in industry publications

TOP-TIER BRANDING & ENGAGEMENT:

Conference Bag Sponsor - \$25,000

Limit 1 Company

Brand the conference attendee bags with your logo/design of your choice. Bags distributed to all attendees upon registration.

Conference Lanyard Sponsor - \$25,000

Limit 1 Company

Your logo on the neck of 6,600+ attendees for duration of the conference.

Hotel Key Cards - \$20,000

Limit 1 Company

Your logo and/or image of your products/services in the hands of all attendees at the Headquarters Hotel. Fully customizable to include a QR code, your booth number, contact information and more.

Exhibit Hall Food and Beverage - \$20,000

Limit 1 Company

- Logo on large hanging banners in front of EXPO restaurants
- Highly impressionable signage at all food stations and bars in EXPO hall
- Ability to bring branded cups, koozies and napkins for bar staff to utilize in EXPO hall

ATTENDEE EXPERIENCE:

SME/AIME Awards Dinner & Closing Event - \$25,000

Limit 1 Company

Mingle and network with over 500 conference guests, VIPs and award recipients.

- Custom Speaking Opportunity, address the audience for up to 1 minute
- VIP table for 10 guests
- Full page advertisement in Awards Dinner program
- Network with conference VIPs at the invite-only Awards Dinner VIP Reception
- Thank You remarks and company bio read by SME President
- Logo displayed on screen throughout dinner
- Logo on two bottles of wine placed at each table
- Logo and name in all digital, print and email promotions for Awards Dinner



Influencer Sponsorships

Operator's Forum - \$20,000

Limit 1 Company

The Operator's Forum is an afternoon technical session that takes a less technical, more tangible, audience engagement focused approach to exploring an exciting theme in the industry. Leverage SME's unique membership audience by working with our Programs team on a theme and speaker(s) important to your business.

- Custom speaking opportunity, reach a captive, targeted audience
- Naming rights for Operator's Forum session
- 6ft table in room for your promotional collateral/ability to bring pop-up banners
- Logo and name in all digital, print and email promotions for Operator's Forum

Past Operator's Forum themes include:

- Leadership and Work/Life Balance
- Navigating Industry Change
- Generational Differences in the Workplace

SME Foundation Gala Dinner Title Sponsor - \$20,000

Limit 1 Company

Put your company name in front of hundreds of industry movers-and-shakers for an evening of entertainment and fun, while supporting the SME Foundation's mission to build consensus for a strong, environmentally sound mining, mineral and exploration industry.

- Logo featured on scrolling PowerPoint presentation throughout duration of Gala
- One VIP table (8 seats)
- Ability to bring pop-up banners and small giveaways for attendees at Gala
- Logo on all digital, print and social media content for Foundation Gala
- One email sent to SME Foundation mail-list on behalf of your company
- Year-long recognition on SME Foundation website and newsletter
- Other customizable benefits to reach your target audience

Move Mining Competition - \$25,000

SOLD!

Limit 1 Company

Champion the 2021-2022 Move Mining competition, as teams from around the world use technology, creativity and innovation to share their ideas on how to positively "move" the public perception of mining.

DIGITAL BRANDING:

Conference Mobile App Sponsor - \$25,000

Limit 1 Company

Your logo, splash page design and website in the hands of thousands of attendees utilizing the app each day.

- Custom designed flash screen that will appear every time an attendee opens the app
- Footer banner advertisement on mobile app
- Logo in all email, social media and print collateral advertising the conference mobile app download
- Immediate, tangible ROI on metrics reported directly to you

WIFI Sponsorship - \$25,000

Limit 1 Company

Customizable splash screen and WIFI password for attendees to utilize throughout convention center for duration of the conference.

- Logo and name in all digital, print and email promotions for WIFI
- Logo displayed on signage at registration desk

Velocity Power Pax - \$20,000

Limit 1 Company

Fully customizable branding of our portable charging packs for attendees on the go. Power Pax will be available near registration AND your booth (if you choose).

- Logo and name in all digital, print and email promotions for Power Pax chargers

Examples of branded Velocity Power Pax:

<https://velocity.us/power-pax-portable-phone-charging-stations/>



Innovator Sponsorships

A combination of sponsorships valued between \$6,000 ≥ \$19,999 qualifies your company as an **INNOVATOR** level sponsor.

BENEFITS INCLUDE:

Pre-Conference:

- Logo on conference website
- Logo included on specific promotional collateral for conference
- Logo and website included in print and digital advertisements pertaining to your sponsored item/event
- Company name, description and contact information listed in conference Pre-ShowGuide and ShowGuide, distributed to 20,000+ individuals/companies in the January and February editions of *Mining Engineering* magazine.

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2022 SME Annual Conference & EXPO

Onsite Promotions:

- Logo on all sponsor signage onsite (includes wall clings, exhibit hall entrance, etc.)
- Logo on sponsor cling in front of your booth on EXPO show floor
- Tweets and Facebook posts sent out onsite at the conference recognizing you as a sponsor
- Company description and contact information listed in onsite pocket program
- Logo, company description and contact information listed in conference mobile app (link to your featured web content)
- Sponsorship recognition ribbons for company personnel

Post-Conference

- 4 Exhibitor Priority Points towards your booth selection in 2023 (points are earned for current year exhibitors only).
- Logo remains prominently displayed on website until promotions for 2023

Innovator Sponsorships

Keynote Session Sponsor - \$15,000

Limit 1 Company

Align your company with a targeted audience in a captive environment by sponsoring the Keynote Session that kicks off the conference. Keynote Session traditionally attended by 3,000+ and live-streamed on SME Facebook.

- Opportunity to speak and/or show a video to keynote audience during introductions for up to 3 minutes
- Logo and name in all digital, print and email promotions for Keynote Session
- Invitation to Keynote Speaker Breakfast
- Logo on screens displayed throughout Keynote Session

Student Experience Sponsorship - \$15,000

Limit 1 Company

SME is proud to bring hundreds of the most promising mining, metallurgy and exploration students from around the world to our conference each year. Sponsor the 2022 Student Experience to connect and engage with the next generation of leading industry professionals.

- Your company co-branded in the brand-new Student Lounge and networking area featured prominently in the exhibit hall
- Company logo on ceiling dangling signage
- Opportunity to place pop-up banners and collateral out for students at the lounge
- Exclusive access to students after the conference
- One push-notification on mobile app, inviting students to visit student lounge

USB Proceedings Flash Drive - \$15,000

Limit to 1 Company

Your logo on the USB Proceedings Drives given complimentary to all full conference attendees.

- Logo and name in all digital, print and email promotions for USB Proceedings Drive



Student Forum & Engagement Luncheon - \$12,000

Limit 1 Company

Connect with hundreds SME Student Members and future industry leaders. Sponsor will have the opportunity to tailor programming for up to three hours to fit your goals in reaching students in the mining, metallurgy and exploration industry.

- Logo and name in all digital, print and email promotions for Student Forum & Engagement Luncheon

SME/NSSGA Student Design Competition - \$10,000 Platinum Sponsorship

Limit 3 Companies

Become a Platinum Sponsor of the infamous SME/NSSGA Student Design competition to support and engage with students tasked to solid "real world" engineering problems and provide solution prior to graduation. The teams will be judged on presentation skills, creativity, understanding of aggregate mining processes, and thoughtful methodology.

- Logo and name featured in all digital, print and email promotions for Student Design Competition
- 1st hand opportunity to network and connect with emerging leaders in the aggregates field
- Opportunity to engage with competition participants long after the event concludes

MINEXCHANGE 2022 Daily e-Newsletter Sponsor - \$10,000

Limit 1 Company

Join us as the sole, exclusive sponsor of MINEXCHANGE 2022 e-newsletter, delivered to 6,500+ inboxes every morning with pertinent updates and info to the conference day ahead. Your customizable graphic design imbedded into the email template, which we can place lead-tracking info on for your reporting.

SME Foundation Gala Dinner After-Dinner Reception Sponsor - \$8,000

Limit 1 Company

Support the programs and projects of the SME Foundation by sponsoring the Foundation Gala after party! The event will be co-branded with the sponsor and the SME Foundation.

- VIP table for 8 at the Foundation Gala Dinner
- Logo and name in all digital, print and email promotions for SME Foundation Gala
- Ability to bring pop-up banners and giveaways for attendees at the After Party

SME Foundation Gala Dinner Wine Sponsor - \$8,000

Limit 1 Company

Support the programs and projects of the SME Foundation by sponsoring the Foundation Gala wine! All wine at each table and mention of wine service will be co-branded with your logo and company name. The event will be co-branded with the sponsor and the SME Foundation.

- VIP table for 8 at the Foundation Gala Dinner
- Logo and name in all digital, print and email promotions for SME Foundation Gala
- Your logo on 2 wine bottles placed on each table
- Recognition on Gala signage throughout event
- Ability to bring one pop-up to display at bar during Gala dinner

Full Week Session Series - \$7,500

Reach a captive, targeted audience and align your brand with industry experts by sponsoring a full series of theme-specific technical sessions. You select the technical session topics that are most important to you and your customers.

- Company name in all listings for technical session (includes website, print program, mobile app, etc.)
- Logo displayed on signage directly outside and inside of room
- Logo displayed on PowerPoint slides before and after technical presentations

Session Themes: Mining & Exploration, Industrial Minerals & Aggregates, Coal & Energy, Mineral & Metallurgical Processing, Environmental, Health & Safety, International topics, Bulk Material Handling, Tunneling/Underground Construction, etc.

Attendee Ribbon Wall - \$7,500

Limit 1 Company

Your logo and branding prominently displayed on the Ribbon Wall. Ribbon Wall is located near the high-trafficked lobby/registration area. Attendees constantly visit the Ribbon Wall as it is refreshed throughout the conference.

International Reception - \$7,500

Limit 2 Companies

The ideal sponsorship to network with over 400 international peers, customers and clients as they enjoy hors d'oeuvres and a hosted bar. The International Reception is a perfect way to network with international executives face-to-face.

- Opportunity to speak during introduction for 1-2 minutes
- Logo on email invitation sent to all international attendees
- 10 tickets for your company personnel
- Logo on signage throughout event

SME Health & Safety Division 5k Run/Walk Title Sponsor - \$6,000

Limit 2 Companies

Your company co-branded at the annual Health & Safety division 5K. Run with SME's fastest growing division!

- Logo and name in all digital, print and email promotions for 5k
- Logo prominently displayed on Dri-FIT shirts and water bottles for each runner
- Logo recognition and verbal thank you remarks given at Health & Safety Division Breakfast
- Registrations for 10 runners
- Opportunities to give promotional items to runners

Mineral & Metallurgical Processing Division (MPD)

Scotch Nightcap - \$6,000

Limit 3 Companies

The Scotch Night Cap consistently brings in 400+ attendees and will feature entertainment by the Base Metals, heavy hors d'oeuvres and scotch tastings.

- 5 tickets to the Scotch Nightcap
- Logo and name in all digital, print and email promotions for Scotch Nightcap, including in *Mining Engineering Magazine* and MPD 2022 Calendar
- Logo on Scotch Nightcap tickets given to all attendees
- Thank you remarks given by MPD Chairman during Scotch Nightcap



Connector Sponsorships

A combination of sponsorships valued between \$2,499 ≥ \$5,999 qualifies your company as a **CONNECTOR** level sponsor.

BENEFITS INCLUDE:

Pre-Conference:

- Logo on conference website
- Logo and website included in print and digital advertisements pertaining to your sponsored item/event
- Company name and description listed in conference Pre-ShowGuide and ShowGuide, distributed to 20,000+ individuals/companies in the January and February editions of *Mining Engineering* magazine.

Onsite Promotions:

- Logo on all sponsor signage onsite (includes wall clings, exhibit hall entrance, etc.)
- Company name and description listed in onsite pocket program
- Logo and company description listed in conference mobile app (link to your featured web content)
- Sponsorship recognition ribbons for company personnel

Post-Conference

- 2 Exhibitor Priority Points towards your booth selection in 2023 (points are earned for current year exhibitors only).
- Logo remains prominently displayed on website until promotions for 2023

Move Mining Competition Next Gen- \$5,000

Limit 1 Company

Champion the 2021-2022 Move Mining Next Gen competition, an international online competition for K-12 participants, tasked to answer one critical question, "What would life be like without mining?"

- Logo and name in all digital, print and email promotions for Move Mining Competition throughout the year

Connector Sponsorships

Move Mining Competition Live Event Stream- \$5,000

Limit 1 Company

Your company proudly recognized as the Live Event Streaming sponsor on all SME Social Media Channels and live-stream email communications.

- Logo and name in all digital, print and email promotions for Move Mining Competition throughout the year

Women of SME, WAAIME and WIM Breakfast and Panel Discussion - \$5,000

Limit 3 Companies

Become a champion for women in the mining, metallurgy & exploration industry. The breakfast has continuously been a sell-out event and a great way to connect with other leading female professionals in the industry.

- Opportunity to provide short remarks for 30 seconds during intro to program
- VIP table for 10
- Logo and name in all digital, print and email promotions for the event

SME Division Lunches – \$5,000 Title Sponsorship

Limit 3 per luncheon

Reach a captive, targeted audience, generate qualified leads and align your brand with industry experts by sponsoring an SME Division Luncheon. Your sponsorship directly supports scholarships to students in their technical-specific fields of discipline. Stand out as an employer of choice and an industry champion.

Available Luncheon Sponsorships include: Coal & Energy Division, Environmental Division, Mineral and Metallurgical Processing Division, Industrial Minerals & Aggregates Division and the Mining & Exploration Division.

- VIP table for 10 at luncheon
- Logo and name in all digital, print and email promotions for Division luncheon
- Logo on signage for Division lunch
- Opportunity to distribute one promotional item to all attendees
- Company thanked and bio read during introductions to luncheon



Connector Sponsorships

SME Health & Safety Division Breakfast – \$5,000 Title Sponsorship

Limit 2 Companies

Drive your company's commitment to excellent health and safety standards by collaborating with the SME Health & Safety Division, the fastest growing Division within SME!

- VIP table for 10 at breakfast
- Logo and name in all digital, print and email promotions for breakfast
- Logo on signage for breakfast
- Opportunity to distribute one promotional item to all attendees
- Company thanked and bio read during introductions to breakfast

SME/NSSGA Student Design Competition - \$5,000 Title Sponsorship

Limit 3 Companies

Sponsor the infamous SME/NSSGA Student Design competition to support and engage with students tasked to solid "real world" engineering problems and provide solution prior to graduation. The teams will be judged on presentation skills, creativity, understanding of aggregate mining processes, and thoughtful methodology.

- Logo and name in all digital, print and email promotions for Student Design Competition
- 1st hand opportunity to network and connect with the future workforce leaders in the aggregates field.

SME Foundation Gala Dinner VIP Table Sponsorship - \$3,000

A VIP table sponsorship is the ideal way to engage and entertain your clients, customers, staff and friends for a fun evening, in support of the SME Foundation Programs.

- VIP table for 8 at dinner
- Logo and name in all digital, print and email promotions for Foundation Gala
- Logo on splash screen scrolling during Gala
- Company name and logo in April issue of *Mining Engineering Magazine*

Mineral & Metallurgical Processing Division (MPD) Scotch Nightcap - \$3,000 supporting Sponsorship

Limit 3 Companies

The Scotch Night Cap consistently brings in 400+ attendees and will feature entertainment by the Base Metals, heavy hors d'oeuvres and scotch tastings.

- 2 tickets to the Scotch Nightcap
- Company name and logo in digital and print and email promotions for Scotch Nightcap, including in *Mining Engineering Magazine* and MPD 2022 Calendar
- Thank you remarks given by MPD Chairman during Scotch Nightcap

SME Young Leaders Mentor Luncheon - \$2,500 Sponsorship

Limit 2 Companies

Your company in front of 150+ emerging leaders in mining, metallurgy and exploration. Sponsorship includes opportunity to speak to audience for 1 minute, VIP tickets, and ability to distribute promotional literature to attendees.

- Logo and name in all digital, print and email promotions for Luncheon

SME/NSSGA Student Design Competition - \$2,500 Supporting Sponsorship

Support and engage 1st hand with students tasked to solid "real world" engineering problems and provide solution prior to graduation. The teams will be judged on presentation skills, creativity, understanding of aggregate mining processes, and thoughtful methodology.

Move Mining Competition "Finalist Team" Sponsor - \$2,500

Sponsor the unique opportunity for an international team to travel and participate in the 2021-2022 live Move Mining event, held at the MINEXCHANGE 2022 SME Annual Conference & Expo.

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MINEXCHANGE

2022 SME Annual Conference & EXPO



Automater Sponsorships

Sponsorships valued \leq \$2,499 qualifies your company as an **AUTOMATER** level sponsor.

BENEFITS INCLUDE:

Pre-Conference:

- Company name on conference website (link to your featured web content)
- Logo included in print and digital advertisements pertaining to your sponsored item/event
- Company name and description listed in conference Pre-ShowGuide and ShowGuide, distributed to 20,000+ individuals/companies in the January and February editions of *Mining Engineering* magazine.

Onsite Promotions

- Logo on all sponsor signage onsite (includes wall clings, exhibit hall entrance, etc.)
- Company name and description listed in onsite pocket program
- Company name and description listed in conference mobile app (link to your featured web content)
- Sponsorship recognition ribbons for company personnel

SME Division Lunches – \$2,000 Supporting Sponsorship *Limit 3 per luncheon*

Available Luncheon Sponsorships include: Coal & Energy Division, Environmental Division, Mineral and Metallurgical Processing Division, Industrial Minerals & Aggregates Division and Mining & Exploration Division.

- Logo and name in all digital, print and email promotions for Division luncheon
- 2 tickets to Luncheon
- Logo on signage for Division lunch

SME Health & Safety Division 5k Run/Walk - \$2,000 Supporting Sponsorship *Limit 3 Companies*

Your logo displayed on the t-shirts handed out to each runner and event signage. Sponsorship includes 3 runner registrations.

Automater Sponsorships

SME 2022 Photo Contest Sponsorship - \$2,000

- Over 50 entries from professionals across the world
- You'll be co-marketed in the contest heavily promoted on SME social media, MINEXCHANGE emails and general e-news to SME members
- Representatives from your company will help judge the contest and select winners
- Logo and branding on photo contest wall at MINEXCHANGE and on photo contest website

Mobile App Banner Advertisement - \$2,000

Limit 3 Companies

Your custom, hyperlinked banner advertisement displayed on the landing page of the conference mobile app

Single Technical Session Sponsorship - \$1,500

Includes logo signage, promotions as sponsor in program and app and 6ft table in the room for sponsor's display.

Are **YOU** ready to:

- Reach influential decision makers
- Effectively position your products, services and brand for large scale awareness
- Identify new markets and cultivate new customers
- Connect, discover and lead collaboration and innovation in the community as we position the industry for the future

Contact Emma Li Salditt, SME Partnership Development Strategist, today!
Sponsorships sell out fast every year.

Emma Li Salditt
SME Partnership
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