PDAC

2021

THE WORLD'S PREMIER MINERAL EXPLORATION & MINING CONVENTION

MARCH 8-11

VIRTUAL CONVENTION

JOIN FROM ANYWHERE IN THE WORLD

MARKETING KIT

pdac.ca/convention

#PDAC2021

PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA

416 362 1969 | convention@pdac.ca

Thank you for your support of PDAC 2021 Convention—the world's premier mineral exploration and mining event—to be hosted virtually in 2021 for the first time in its 89-year history.

This marketing kit includes materials to help publicize your participation and support this iconic event. Make this event a success by encouraging your colleagues and professional contacts to attend, and spread awareness about PDAC 2021 on social media by liking, retweeting and using the hashtag #PDAC2021.

EBLASTS

SAMPLE COMMUNICATION

SUBJECT LINE PDAC 2021 Virtual Convention: Join from anywhere in the world
E-blasts should link to http://www.pdac.ca/convention

PRE-DESIGNED EMAIL is located here

TEXT VERSION

Dear [Name],

The mineral exploration and mining industry will come together virtually on March 8-11, 2021, for the Prospectors & Developers Association of Canada's (PDAC) 2021 Convention. This year marks the 89th year for this iconic event.

As the COVID-19 pandemic continues to affect travel and major gatherings, PDAC helps us stay connected, which is more important than ever before.

The PDAC Convention has always been unmatched in its ability to connect participants to the international mining and exploration community and keep them informed of the latest industry news and trends through extensive programming. I hope that you will join me to engage in 100+ hours of high calibre content across a diverse spectrum of highly-acclaimed programs, and a variety of networking opportunities.

Don't miss your chance to attend the industry's can't-miss event. For more #PDAC2021 information and latest programming details, head to www.pdac.ca/convention.

Sincerely,
[Your Name]

EDITORIAL

The following editorial would be helpful for creating a successful marketing message. You can simply copy and paste it to your publication, website or newsletter.

PDAC 2021: The World's Premier Virtual Mineral Exploration and Mining Convention

The mineral exploration and mining industry will come together virtually on March 8-11, 2021, for the Prospectors & Developers Association of Canada's (PDAC) 2021 Convention. This year marks the 89th year for this iconic event.

As the COVID-19 pandemic continues to affect travel and major gatherings, PDAC recognizes that staying connected is more important than ever before for members, exhibitors, sponsors, attendees and partners. The PDAC Convention has always been unmatched in its ability to connect participants to the international mining and exploration community and keep them informed of the latest industry news and trends through extensive programming.

"The PDAC Convention is the world's premier mineral exploration and mining industry convention. We are excited to provide the high-quality programming attendees have come to expect by offering a fully virtual experience for the first time," says Felix Lee, PDAC President. "We are encouraged by the prospect of reaching an even greater number of international attendees who may not be able to attend our event in person."

Attendees will engage in 100+ hours of high calibre content across a diverse spectrum of highly-acclaimed programs including Capital Markets Program, Indigenous Program, Short Courses, Sustainability Program, Technical Program, Keynote Program and an all-

EDITORIAL

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new International Stage (formerly known as Presentation & Reception Rooms. Educational sessions will be accessible beyond the convention dates for three months and new presentation content will be uploaded post-convention.

As the largest marketplace of its kind, PDAC 2021 will have an online exhibit hall featuring customized booths with downloadable content, company brochures, investor materials, videos and more. Attendees will be able to book meetings with exhibitor representatives via video or text chat.

As the world's number one mining and investment show, PDAC 2021 will offer personalized access to targeted contacts, while strengthening ties with new and existing partners. After answering a series of questions, the matchmaking algorithm will suggest a list of like-minded attendees, sessions aligning with your interests and exhibitors matching your selected criteria. In addition, every attendee will be able to browse the attendee directory by name, company, country and other criteria based on your goals. Meaningful connections can be made from anywhere on the platform in real time though text or video chats.

Enjoy the social side of PDAC 2021 with musical acts, exclusive tours, interactive events and more! A variety of engaging entertainment will be showcased throughout the four days of convention. Earn rewards and win prizes just by participating! Visit select exhibitors, view sessions, learn about new products and more - there are a number of engaging ways to collect points and win. NEW for 2021: All pass holders will have access to the Awards Gala (previously a ticketed event) and the opportunity to connect with Award Recipients via live chat. Stay tuned for event details as they are announced.

"We are committed to providing a first-class experience to participants—wherever they are in the world," says Lee.

For more #PDAC2021 information and latest programming details, head to www.pdac.ca/convention.

EMAIL SIGNATURE BLOCK

Spread the message by adding a signature block to your email message and hyperlink it to www.pdac.ca/convention. Right click on the image below to download it.

EVENT LISTING

For your website or newsletter

The annual PDAC 2021 Convention—the world's premier mineral exploration and mining event—will be held virtually for the first time in its 89-year history. It will take place from March 8-11.

The PDAC Convention has consistently been unmatched in its ability to connect participants to the international mining and exploration community and keep them informed of the latest industry news and trends through extensive programming. As the world's number one mining and investment show, PDAC 2021 will offer unparalleled access to targeted contacts, while helping to strengthen ties with new and existing partners.

For more information and registration details, please visit www.pdac.ca/convention.

PDAC 2021 LOGO

To request the convention logo, please email convention@pdac.ca

MARKETING SPREAD

Do you publish a company magazine? You can use this spread to showcase the convention. Right click on the image below to download files.

SOCIAL MEDIA POSTS

PDAC is highly active on social media. As one of our primary channels of communication, our social media accounts provide news and information to more than 45K followers in real time. This section includes helpful tips and suggestions for your own social media accounts in the lead-up to and during #PDAC2021.

Follow PDAC on Social Media

During #PDAC2021, we post instant updates of what's going on. Follow our accounts to stay informed on the latest news and information as it becomes available.

Instagram: @the_PDAC
Facebook: @thePDAC
LinkedIn: @thePDAC
Twitter: @the_PDAC

Helpful Social Media Tips

- Add videos and photographs to appeal to your audience
- Keep text to a minimum–the less said, the better
- Include relevant links to increase website traffic and conversions
- Shorten links using free programs like bitly.com or tinyurl.com or shorturl.at
- Use hashtags to reach users who may be interested in a specific topic

HASHTAGS

We encourage the use of hashtags as a way to expand your audience. Hashtags allow other accounts to discover posts around a specific topic, event, theme or conversation.

Below are some hashtags used by PDAC to help reach your desired audiences. In addition to our primary hashtag #PDAC2021, choose ones most relevant to your content and business objectives.

#PDAC2021 (every time!)
#Mining
#MineralExploration
#Finance
#Investment
#Prospecting
#Geology
#Gold
#Convention

SOCIAL MEDIA POSTS

Sample Posts

If you're not feeling very creative or are running low on time to draft your own social media posts, here are a few to get you started.

- Proud to be a #PDAC2021 (speaker | media partner | exhibitor | attendee | sponsor | partner). Register early and we'll see you virtually, March 8-11. http://bit.ly/1us1DaZ
- XXX days 'til #PDAC2021. Learn more about the exciting lineup of this year's program! https://bit.ly/3kJ0iZj
- #PDAC2021 is open, save $200 with early bird specials. https://bit.ly/3f6NpY1 #Mining
- The world's #MineralExploration and #Mining industry is coming to you virtually for #PDAC2021, March 8-11, http://bit.ly/1us1DaZ. Have you registered yet?
- Counting down to #PDAC2021 - the world's premier #MineralExploration and #mining convention! http://bit.ly/1bkup2j
- Join us at the #PDAC2021 Virtual Convention (March 8-11) for the world's premier #MineralExploration and #Mining convention! http://bit.ly/1bkup2j
- We are excited. Just XX sleeps until #PDAC2021 http://bit.ly/1bkup2j #Mining #MineralExploration
- Thanks for joining us at the #PDAC2021 Virtual Convention. We look forward to seeing you next year at #PDAC2022!

HELPFUL LINKS

About PDAC
www.pdac.ca/about-pdac

History of PDAC
www.pdac.ca/about-pdac/timeline

PDAC 2021 Convention
www.pdac.ca/convention

PDAC 2021 Convention Programming
www.pdac.ca/convention/programming

FAQ
www.pdac.ca/convention/attendee-info/virtual-convention-faq

Virtual convention features
www.pdac.ca/docs/default-source/conventions/2021-convention/pdac-2021-virtual-convention-features.pdf?sfvrsn=aa14619f_2

PDAC 2021 Preliminary Program
https://issuu.com/pdac-web/docs/pdac_2021_preliminary_program?fr=sNTJjNTMyMzE5Ng

IMAGES

We highly encourage adding visual elements to increase engagement and share-ability. Use your own or from the PDAC Photo Gallery.

VIRTUAL BACKGROUNDS

Use virtual backgrounds for your posts.

STANDARD ADS

Download full page ad and/or half page ad here

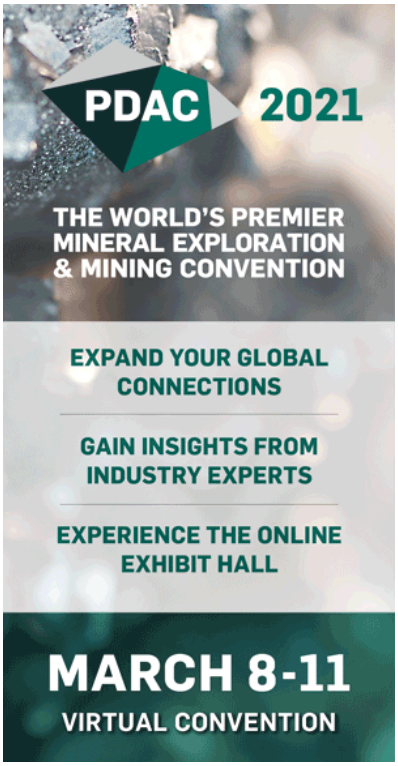
VIDEO

Full length video

https://youtu.be/urZsmf-8Pgs

Short 15 seconds videos

1. https://youtu.be/mDmqpijngyQ
2. https://youtu.be/1Jtf5-Xm03A
3. https://youtu.be/i-aS9r1zevA
4. https://youtu.be/tq3vQoB7uZM

WEB BANNERS

You can use web banners in your emails or social media postings and more.
Download here