

Exhibitor Promotion

Social Media for Exhibitors

PDAC has created this social media guide to help you engage with other attendees and get the most out of your exhibiting experience. The beauty of social media is that it is free, fun, and instant. It gives you the ability to connect and share information, photos, videos, news, documents, or music at the click of a button. Effective social media starts with a plan. This document will help you to get the most out of your social media at PDAC 2024.

Review Social Media for Exhibitors by [clicking here](#).

Logo Guidelines

PDAC has created this special "Exhibitor" logo to assist you in promoting your participation in PDAC 2024, and help you get the most out of exhibiting at the convention.

You may use this logo in your signature block, on your website, social media, or in printed materials to advertise your participation in PDAC 2024 and encourage attendees to visit your booth at the convention.

For Logo Guidelines and Logo downloads, please [click here](#).

Exhibitor Spotlight

Looking for a chance to promote your booth at PDAC? Would you like to increase your visibility and maximize your presence? Apply to be part of our Exhibitor Spotlight! Tell us what makes your exhibit unique – what is your company doing that makes you stand out?

Successful Exhibitor Spotlight applicants will receive the following benefits:

- Feature in the Convention Program
- Listing on the PDAC Convention website on a dedicated page with a link to your website
- Company name highlighted on the onsite exhibitor directory
- Receive a speciality Exhibitor Spotlight logo
- Free advertisement in a dedicated social media blast by PDAC
- Name recognition in PDAC 2024 Convention Crosscut sent to 20,000+ subscribers
- Given an "Exhibitor Spotlight" sign to place in your company's booth

[Click here to apply now](#)

The deadline to apply is **December 15th**. There is no additional cost to participate in this opportunity. Please note that winners will continue to exhibit in their current booth and will still be responsible for the full booth fee.



THE WORLD'S PREMIER
MINERAL EXPLORATION
& MINING CONVENTION

Applications will be reviewed by the Exhibitor Spotlight Committee and successful applicants will be chosen based on their paragraph submission. Don't miss this chance to advertise your booth!

Globe and Mail: Investing in Mining & Exploration

The Globe and Mail (PDAC 2024 Media Partner and Official National Newspaper) will publish a special national feature called "Investing in Mining & Exploration" in conjunction with PDAC on March 1, 2024. It is strategically timed to offer excellent exposure for the convention. *The Globe and Mail* is the #1 newspaper brand in Canada, and they reach more senior executives, business owners, professionals, and High-Net-Worth Investors with over \$1million in investable assets, than any other measured individual publisher brand. *

(*Source: Vividata SCC Fall 2023, National, A18+).

We recommend early outreach in the Fall as space can sell out quickly. **Booking deadline closes January 15, 2024.**

To learn more about the topics under consideration and the opportunity to receive bonus content integrated within the feature when you book space, please contact Richard Deacon, at rdeacon@globeandmail.com or [click here](#).

Newsfile Press Release Services

Newsfile is pleased to offer all PDAC 2024 Exhibitors Complimentary Press Release Services to announce your attendance at PDAC 2024!

For more information and to use this service, please [click here](#).

North Meeting Space

Trade Show North, Level 300 - Please enter by Hall B

For exhibitor and attendee use and conveniently located on the Trade Show North exhibit floor! Your team will not have to brave the cold air and waste time getting to/from off-site meetings.

This meeting space is complimentary and available for 1-hour bookings per exhibiting company/attendee per day. Meeting rooms are semi-private and fit up to 10 people maximum and include one power outlet.

Online booking is now available! [Click here](#) to reserve a room using your computer or mobile device. Online booking will be exclusively available to exhibitors until January 7, 2024. After that date, it will be open to attendee bookings.

Should you require additional space above the one timeslot per day, please contact the attendant at nms@pdac.ca for approval.

An attendant will be onsite to accept walk-in reservations on a first-come, first-served basis beginning:
Sunday, March 3 at 9:00 am

Please note: All guests attending meetings must have a PDAC access pass to enter the meeting area.

Hours of Operation:

Sunday	10:00 am - 5:00 pm
Monday	10:00 am - 5:00 pm
Tuesday	10:00 am - 5:00 pm
Wednesday	9:00 am - 12:00 pm

For more information about the North Meeting Space, please email nms@pdac.ca.