

PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA



2024

**THE WORLD'S PREMIER
MINERAL EXPLORATION
& MINING CONVENTION**

MARCH 3-6 Metro Toronto Convention Centre, Toronto, Canada

MARKETING KIT

Materials to help publicize your participation and support this iconic event

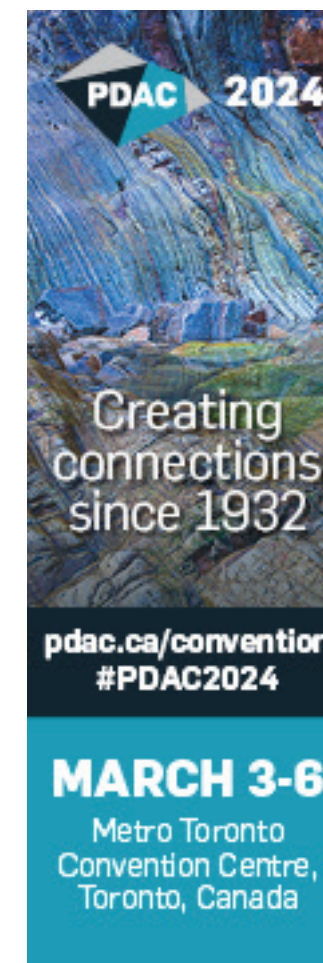
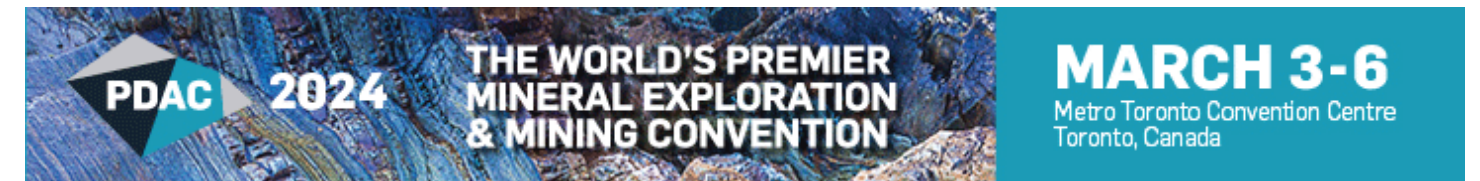
ATTENDEE BANNER

Let others in the industry know that you will be attending PDAC 2024. Place the banner in your email signature, website or e-newsletter. Download images [here](#).



BANNERS

Promote Convention on your website, in emails or e-newsletters. Choose from a variety of sizes. Download images [here](#).



CONVENTION LOGO

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



EDITORIAL CONTENT

Select one of the event descriptions below to use in your articles or event listings. Or choose from a selection of editorial content. [Download here.](#)

LONG DESCRIPTION

The annual PDAC 2024 Convention—The World's Premier Mineral Exploration & Mining Convention will take place from March 3-6 in Toronto, Canada. The award winning PDAC Convention is widely considered the "Super Bowl" of the mineral exploration and mining community and is the leading event for people, companies and organizations connected to mineral exploration.

The convention brings together up to 30,000 attendees from over 130+ countries for its educational programming, networking events, business opportunities and fun. Since it began in 1932, the convention has grown in size, stature and influence. Today, it is the event of choice for the world's mineral industry hosting more than 1,100 exhibitors and 700 speakers.

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

SHORT DESCRIPTION

The annual PDAC 2024 Convention — The World's Premier Mineral Exploration & Mining Convention will take place from March 3-6 in Toronto, Canada. The annual award winning PDAC Convention is widely considered the "Super Bowl" of the mineral exploration and mining community and is the leading event for people, companies and organizations connected to mineral exploration. For more information, please visit www.pdac.ca/convention

Other stats to consider can be found at <https://www.pdac.ca/convention/attendee-info/past-conventions>

EDITORIAL RESOURCES INCLUDE:

- Bio and headshots of PDAC President and Executive Director
- President's message
- Convention overview
- Core magazine Convention section
- Sustainability efforts
- Press releases

EMAIL SIGNATURE BLOCK

Help spread the word by adding this signature block to your email message and hyperlink it to www.pdac.ca/convention. Download [here](#).



ICONS

Promote your partnership with PDAC 2024 by displaying a branded Convention icon. Request an icon from your contact at PDAC.

Icons are available in the following categories:

- Exhibitors:
 - Exhibitor
 - Core Shack
 - Exhibitor Spotlight
 - Investors Exchange
 - Prospectors Tent
 - Trade Show
- Sponsors:
 - Diamond
 - Gold
 - Host Mining Country
 - Mining Country
 - Patron
 - Platinum
 - Premier
- Media Partner
- Presenter



2024 MEDIA PARTNER

MARKETING SPREAD

PHOTOS

Insert our custom designed marketing spread into your printed or online publication. Available in PDF format. Download [here](#).

Need a photo to accompany an article? Check out the [photo gallery](#) on our website. Download an image. If you require a higher resolution version, contact us at convention@pdac.ca



PDAC 2024 THE WORLD'S PREMIER MINERAL EXPLORATION & MINING CONVENTION

HIGHLIGHTS

MARCH 3-6
Metro Toronto Convention Centre, Toronto, Canada

CONNECT WITH 24,000+ ATTENDEES FROM 130+ COUNTRIES
Including investors, financiers, banking executives, fund managers, brokers, analysts, lawyers, mining developers, exploration managers, prospectors, geoscientists, government officials, media, students and more!

VISIT 1,100+ EXHIBITORS
Showcasing leading products, services, mining jurisdictions and development opportunities.
• Chat with prospectors • Review student research projects
• View core samples • Check out investment opportunities
• Visit Indigenous artists • Check out investment opportunities

VALUABLE INVESTING INSIGHTS
CORPORATE PRESENTATION FORUM FOR INVESTORS
Company updates on key activities and investment potential.
INVESTMENT LEADERS FORUM
Learn about companies with investment potential and hear opinions on what to expect from the markets.
ENGAGE WITH INVESTORS AND SENIOR EXECUTIVES

200 HOURS OF CONTENT
Across a diverse spectrum of industry topics
• Artificial intelligence • Geoscience
• Capital markets • Indigenous affairs
• Commodities • Industry insights
• Critical minerals • Sustainability

KEYNOTE PROGRAM

SUNDAY, MARCH 3
COMMODITY OUTLOOK
Sponsored by **Teck**

MONDAY, MARCH 4
MINING INDUSTRY OUTLOOK

TUESDAY, MARCH 5
TECHNOLOGY & INNOVATION
Sponsored by **worley**

WEDNESDAY, MARCH 6
DISCOVERY OF THE YEAR
Sponsored by **AngloAmerican**

Jakob Stausholm
Chief Executive, Rio Tinto

Michael Stanley
Mining Lead, World Bank

Denise Johnson
Group President, Resource Industries Caterpillar Inc.

Wojtek Wodzicki
Lundin Group Vicuña Exploration Team

BUILD YOUR NETWORK AT THESE EVENTS **SELLS OUT**

- AWARDS GALA & NITE CAP
Celebrate excellence in the global mineral exploration and mining industry. Host clients and network with key players. Enjoy cocktails, a three-course dinner with wine, the Awards presentations and a drink at the Awards Nite Cap!
- COFFEE CONNECTIONS
- HAPPY HOURS **NEW**
- MINING FOR DIVERSITY EVENT
- OPENING CEREMONIES
- PDAC NEW MEMBERS NETWORKING RECEPTION
- PDAC ONE ON ONE MEETING PROGRAM
- PUB NIGHT FINALE **NEW**
- STUDENT-INDUSTRY MIXER
- THE NETWORK

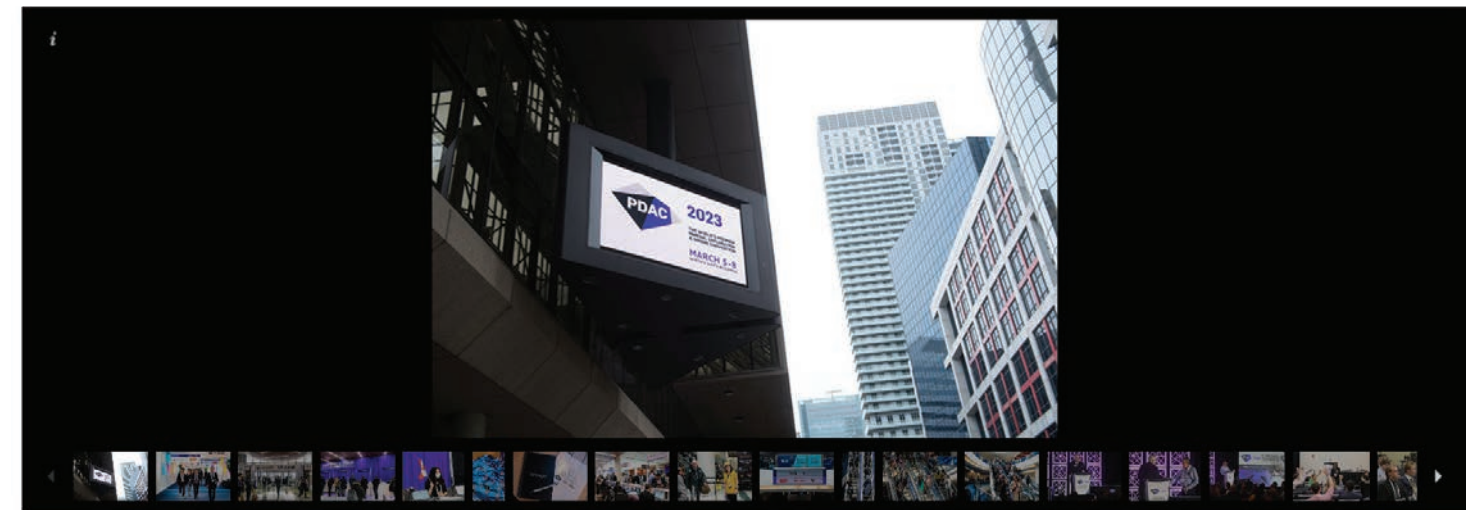
REGISTER BY FEBRUARY 9 AND SAVE! pdac.ca/convention | #PDAC2024

Teck **PDAC 2024** Diamond Sponsor

16.25 in x 10.875 in

PDAC 2023 Photo Gallery

Photo credit: Prospectus & Developers Association of Canada



<https://www.pdac.ca/convention/attendee-info/past-conventions/2023-convention>

SOCIAL MEDIA

Use one of our branded social media images to bring attention to your postings. Images are sized for most platforms. Download [here](#).

FOLLOW US

We are incredibly active online, especially during the convention. Make sure you follow our accounts to stay informed on the latest news and information as it becomes available.

- Instagram: @PDAC_Official
- Facebook: @thePDAC
- LinkedIn: @thePDAC
- Twitter / X: @the_PDAC



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

- Proud to be a #PDAC2024 media partner! Register early and we'll see you in person March 3-6. <http://bit.ly/1us1DaZ>
- XXX days 'til #PDAC2024. Learn more about the exciting lineup of year's program! <https://bit.ly/3kJOiZj>
- #PDAC2024 registration is open, don't miss out on early registration rates. <https://bit.ly/3f6NpY1> #Mining
- The world's #MineralExploration and #Mining industry is coming to you March 3-6 for #PDAC2024, <http://bit.ly/1us1DaZ>. Have you registered yet?
- Counting down to #PDAC2024 - the world's premier #MineralExploration and #Mining convention! <http://bit.ly/1bkup2j>
- Join us at the #PDAC2024 Convention March 3-6 for the world's premier #MineralExploration and #Mining convention! <http://bit.ly/1bkup2j>
- We are excited! Just XX sleeps until #PDAC2024

<http://bit.ly/1bkup2j> #Mining #MineralExploration

- Thanks for joining us at the #PDAC2024 Convention. We look forward to seeing you next year at #PDAC2025!

HELPFUL TIPS

- Add videos and photographs to be more appealing
- Keep text to a minimum – less is best
- Include links to your website to increase traffic back to the source of information
- Shorten links using free programs like bitly.com or tinyurl.com or shorturl.at
- Use hashtags to reach those who are interested in a specific topic

HASHTAGS

We encourage the use of hashtags as a way to increase the reach of posts. Using a hashtag allows other accounts to track online posts and conversations about specific topics.

Below are some of the hashtags used by PDAC that could be helpful for reaching your desired audience.

In addition to the first hashtag, choose ones that are most relevant to you and your business.

- #PDAC2024 (every time!)
- #Mining
- #MineralExploration
- #Finance

- #Investment
- #Prospecting
- #Geology

- #Gold
- #CdnMining
- #CdnPoli