

MINING TOWARDS THE FUTURE



Maintenance, Engineering and
Reliability/Mine Operators
Conference & Trade Show

October 1-3, 2025 | Calgary

Sponsorship Prospectus



Welcome to MEMO 2025

Join us as a sponsor of MEMO 2025, **THE** premier event for mine operators that will take place in Calgary, Alberta—a hub of mining and mineral wealth in Canada. Alberta's minerals industry is a cornerstone of the province's economy, benefiting from the vast resources of the Western Canada Sedimentary Basin. This geological formation offers a rich array of non-energy minerals, such as sand, gravel, sandstone, iron, magnetite, and gold, in addition to valuable deposits of salt and limestone. With over 40 known types of metallic and industrial minerals, Alberta's mining sector is thriving and diverse.



Be part of an event that
celebrates Alberta's mining
heritage and drives its future.
Join us in Calgary!

Why Sponsor MEMO 2025?

Sponsoring MEMO 2025 provides a unique opportunity to **connect** with key stakeholders in this vital industry, **showcase** your commitment to the future of mining, and **enhance** your brand visibility among industry leaders and decision-makers.

Sponsorship also helps keep delegate costs manageable, allowing more attendees and maximizing the conference's impact. As a specialty conference, MEMO 2025 will prominently display your brand to potential clients and industry professionals, establishing your organization's expertise and dedication to this essential field.

2023 Participation



58

Exhibiting companies



804

Participants



24

Sponsoring companies



148

Exhibitors



40%

of Mine
Operators

Preliminary Program Overview

Wednesday

Short Courses

Trade Show Opening
Reception

Thursday

Opening Plenary

Technical Program

Lunch on Trade Show Floor

Networking Reception
on Trade Show Floor

MEMO Networking Event

Friday

Panel Session

Technical Program

Lunch on Trade Show Floor

Women in Mining Lunch

Closing Reception
on Trade Show Floor

Conference Themes

The MEMO 2025 technical program will feature plenary and keynote sessions, along with concurrent technical sessions focused on the following themes:

Innovation & Best Practices

- In Open Pit Mining
- In Underground Mining
- In Mine Mobile Maintenance
- In Mine Fixed Plant Maintenance
- Tailings Management
- Automation & Robotics
- Artificial Intelligence & Data

Practices

- Reducing Serious and Fatal Injuries

Environment

- Water Management
- Clean Technologies
- Recycling
- Mine closure

Energy Transition

- Sustainable Mining Practices
- Critical Minerals for Renewable Energy
- Exploration of New Resources
- Social & Environmental Impacts

Human Resources & Culture

- Diversity, Equity and Inclusion
- Employee Training and Development
- Technology Integration in HR
- Employee Engagement and Motivation
- Indigenous Partnership & Engagement

Health & Safety

- Innovations in Equipment Safety
- Mental Health Innovations
- Leadership Trends and Operational Best

First Nation Involvement in the Mining Industry



Sponsorship Opportunities

RECOGNITION BENEFIT PER LEVEL	BENEFITS LEVEL					
	OFFICIAL CONFERENCE SPONSOR	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
	SOLD	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
PRE-EVENT						
Logo and hyperlink to company website on the MEMO 2025 website	✓	✓	✓	✓	✓	✓
Recognition on CIM's social media networks	✓ Individual	✓ Individual	✓ Individual	✓ Group	✓ Group	✓ Group
Company name in e-blasts	✓	✓	✓	✓		
AT THE EVENT						
Logo on sponsorship signage (sized to sponsorship level)	✓	✓	✓	✓	✓	✓
Recognition on conference mobile app	✓	✓	✓	✓	✓	✓
Recognition at plenaries and technical session rooms	✓	✓	✓	✓	✓	✓
Complimentary delegate registrations	5	4	3	2	1	
Complimentary Thursday Networking Events tickets	5	4	3	2	1	
Tradeshow booth (does not include delegate registrations)	1	1	1			

Sponsorship Opportunities – À la carte items

Total value of à la carte items will be matched to a level of recognition.

Badges Logo on all badges (worn by all delegates, exhibitors and visitors)	\$10,000
Lanyards Logo on conference badges (worn by all delegates, exhibitors and visitors)	\$10,000
Reusable Water Bottles for Delegates Branded water bottles, supplied by sponsor (distributed to 300+ delegates at registration)	\$3,000
Conference Pens Branded pens offered to 500+ attendees at registration.	\$2,000
Trade Show Opening Reception (Wednesday) Logo on paper napkins & all bars on expo floor.	\$10,000
Networking Reception on Trade Show Floor (Thursday) Logo on paper napkins & all bars on expo floor.	\$6,000
MEMO Networking Event (Thursday) Logo on signage and welcome remarks by sponsor.	\$15,000
Closing Reception on Trade Show Floor (Friday) Logo on paper napkins & all bars on expo floor.	\$6,000
Women in Mining Cocktail (Friday) Networking reception in collaboration with WIM Calgary Chapter. Recognition on convention website, communications & signage. Welcome remarks by sponsor as well as 5 complimentary tickets to the event.	\$10,000
Luncheons (Thursday and Friday) Logo on signage on the lunch buffets and branded napkins.	\$5,000/day or Exclusive \$8,000
Coffee Breaks (Thursday and Friday) Logo on signage at the coffee stations (2 breaks per day).	\$3,000/day or Exclusive \$5,000
Short Course Logo on signage at door & in-room screens.	\$3,000 each
Thursday Opening Plenary Recognition on conference website, communications & projection screens. Welcome remarks by sponsor.	\$10,000
Friday Panel Session Recognition on conference website, communications & projection screens. Welcome remarks by sponsor.	\$10,000
Tradeshow Sponsor Aisle signs, logo on locator board, visibility on website and mobile app.	\$10,000
Conference Mobile Application Branded, hyperlinked sponsor homepage. Mobile App featuring live technical program and all other conference features.	\$10,000

Sponsorship Agreement

Our company confirms participation as a sponsor in this category:

Platinum [\$20,000]*

Gold [\$15,000]*

Silver [\$10,000]*

Bronze [\$5,000]*

Friend [\$3,000]*

*Plus applicable taxes on taxable items: GST #106861644

And/or as an à la carte sponsor:

Company Name

Company Address

Item Description(s)

Price

Total

Contact Person

Telephone Number

Email

Authorized Signature

I understand that I must provide our company logo in high-resolution images in BOTH .png and .eps formats (suitable for web and print) with a minimum resolution of 300 dpi and fonts converted to outlines. Sponsor must also provide EXACT web address for linking purposes.



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Sponsorship contact

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Please complete this order form and send in
PDF format to:

sponsorship@cim.org

Note that you will be contacted shortly to
arrange for prompt positioning of your
company logo and brand, invoicing and
planning.