

## Attracting the right audience to Sudbury Mining Expo

As trade show organizers we work tirelessly with our trade show partners, to produce a venue that showcases the innovation and economic value that mining provides Northeastern Ontario communities. To Bring the Right Audience to the Event we will be using the following channels in our marketing.

Facebook , LinkedIn, Social Media

Radio broadcasting, Posters, Direct Mail

Gate passes (60000 printed)

20 years of Industry emails

Web Site - Banners & links to national web sites

Mining Life Magazine: Official Show Guide

Show partners, associations, & Exhibitors Invitations

Display at PDAC, Advertise in Trade Magazines

The N.A.M.E. trade show will be filling quickly. Companies who wish to take part need to think about booking their space as soon as possible.

## Trade show and conference delegates will be comprised of:

- ◆ Geology / Exploration
- ◆ Chemical
- ◆ Engineering
- ◆ Communications
- ◆ Aboriginal Community Reps
- ◆ Construction
- ◆ Consulting & Design
- ◆ Contracting
- ◆ Education
- ◆ Environment
- ◆ Financial Institution
- ◆ Government
- ◆ Maintenance
- ◆ Materials Handling
- ◆ Mineral Processing
- ◆ Mining
- ◆ Power Distribution
- ◆ Power Generation
- ◆ Process Control & Instrumentation
- ◆ Telecommunications / IT
- ◆ Transport / Distribution / Storage
- ◆ Diamond Drilling
- ◆ Students
- ◆ Job or Careers Seekers