

MINING THE NorthWest

Proudly Hosted By  THUNDER BAY
CEDC
COMMUNITY ECONOMIC
DEVELOPMENT COMMISSION

ENGAGE·CONNECT·COMMUNICATE

A VIRTUAL EVENT

NOV. 30, DEC 1-2, 2021



Partnering
With Procurement



Career/Education/Training
Fair



Conferences &
Presentations

Powered By  VIRTEX
VIRTUAL EXPO

FEATURING:

- 100** Supply & Service Virtual Displays
- 20** Participating Mines & Active Juniors
- 30** Career, Education & Training Displays
- 25** Procurement Staff
- 20** Conference Speakers

The perfect opportunity to: learn of the mining operations needs • speak to a group of Procurement Staff • witness how these companies require you to enhance their operations in various processes • engage in face-to-face virtual introduction time with senior mine buyers from throughout Northwestern Ontario.

To learn more contact: **1.866.754.9334** or **info@canadiantradex.com**

MEETING THE NEEDS OF TODAY'S MINING INDUSTRY



MINING THE
NorthWest
NOV. 30, DEC 1-2, 2021

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VIRTEX
VIRTUAL EXPO

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COMMUNITY ECONOMIC
DEVELOPMENT COMMISSION

ANOTHER
**CT-EX**
Canadian Trade-Ex
PRODUCTION



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August 12, 2021

Mining the Northwest

The Thunder Bay Community Economic Development Commission (CEDC) are partnering with Canadian Trade-Ex to produce “**Mining the Northwest**” a virtual mining conference to be held **November 30th to December 2nd, 2021**. This virtual conference will link mines and the major exploration projects in “the pipeline to production”, located in Northwestern Ontario, with mine service and supply businesses, indigenous businesses, training organizations and individuals seeking mining careers.

Goal of “Mining the Northwest” is to **engage, connect and communicate** between all parties, to share timely mining industry information and create awareness specific to business development and employment. Thunder Bay is currently home to 400+ mine service and supply businesses and 850 mine employees. Both of these statistics are forecast to grow on the back of a strong mining future in Northwestern Ontario.

CEDC completed a Mining Readiness Strategy study in 2021. Key individuals from 6 mines and 15 major exploration projects contributed detailed information from their respective projects to that report. It is anticipated that many of the companies representing the 21 projects will participate in the “Mining the Northwest” virtual event.

Themes of the event will high-light:

- Directly link Mine Procurement Managers to mine service and supply companies to drive business at the construction and operational levels (Partnering for Procurement)
- Connecting Human Resources personnel with prospective new employees and students, to identify career paths (Career Fair)
- Participating in technical presentations from senior staff about the mines or major exploration projects
- Promoting training, education, innovation and research in mining/exploration
- Showcasing precious metals, base metal and critical mineral (battery) mineral projects.

For more information, contact the lead for this event, Glenn Dredhart, President, Canadian Trade-Ex and publisher of Mining Life Magazine 1-866-754-9334 or email: info@canadiantradex.com

Relationships in mining are key to successfully build and operate mines; we hope you are able to participate in this exciting event!

Sincerely,

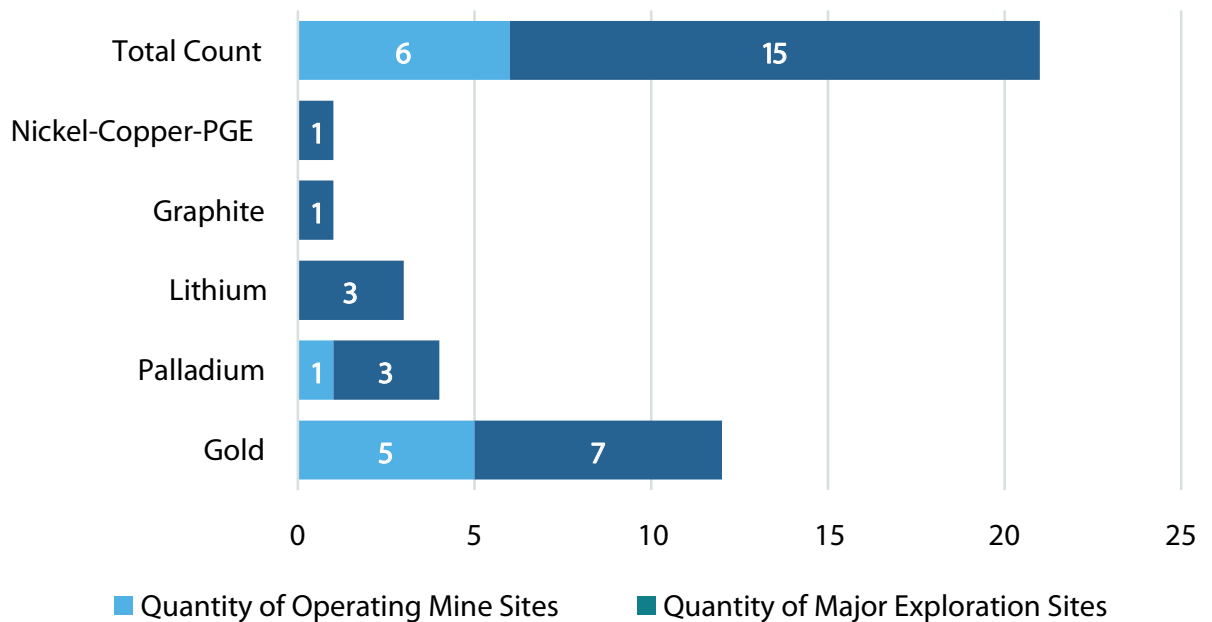
A handwritten signature in black ink, appearing to read "Eric Zakrewski".

Eric Zakrewski
Chief Executive Officer - Thunder Bay CEDC

THE NORTHWEST MINING SECTOR

Northwestern Ontario currently hosts 7 of the 40 operating mines in the province and is poised for growth with 15 major exploration sites in the region. In addition, there are over a hundred early stage exploration properties in Northwestern Ontario, actively being explored (not considered in this study), some of which in time may mature to major exploration or operating mine status.

The metals found in the region primarily include gold, palladium, lithium, graphite and nickel-copper-platinum group elements (PGE), with gold currently being the major focus for active mines and major exploration sites. The operating mines in the region include four mines that began operations over 20 years ago, and 2 relatively new gold mines. Production of the 20-year old mines has been steady over the past five years (excluding the Musselwhite mine that experienced a conveyor fire in 2019 and is now fully operational) and the newer mines have been steadily ramping up production

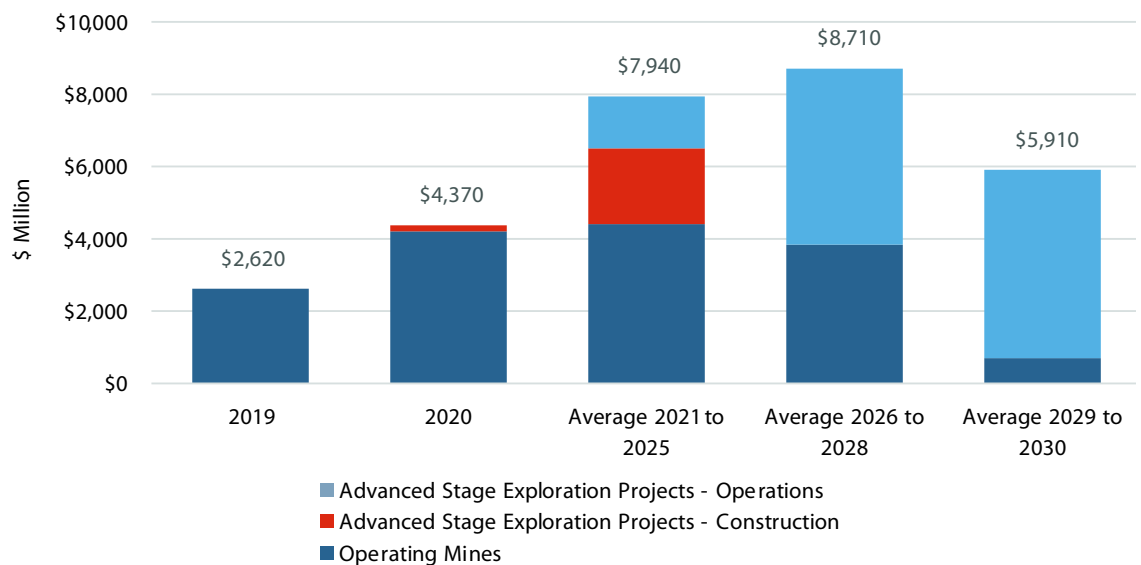


Distribution of metals by major exploration sites and active mines in Northwestern Ontario (2020)

Various transportation and electrical infrastructure projects are currently in planning or construction phase in Northwestern Ontario that are intended to support the local towns, remote and Indigenous communities and the mining industry.

WATAYNIKANEYAP ELECTRICITY TRANSMISSION PROJECT

There are currently 32 remote communities, of which 25 are recognized First Nations communities, in the northern area of Northwestern Ontario that are not connected to the provincial transmission grid. The communities are powered by diesel generation that feeds into local distribution grids. The costs to use diesel power can be over three times more than the provincial grid due to the cost of fuel and transportation costs, as often the fuel can only be shipped in via winter ice roads or flown in. The 25 First Nations communities currently has an approximate population of 15,000 people (and growing) and a peak electricity demand of 20 MW.



Electricity Demand:

Estimated to grow by 180 percent by 2026, from 195 MW to 550 MW. The regions experiencing the highest rate of growth include Marathon-Greenstone (116 MW) and Red Lake (84 MW).

During the peak period between 2026 to 2028, direct economic output is estimated to be \$5.22B and total economic output (direct, indirect and induced) to be \$8.71B.

SUPPORTING THE GROWING NORTHWEST MINING SECTOR

Mining the NorthWest event will focus on the developing relationships between the producing mines, active juniors, mining supply and service groups, workforce training and development, transportation and electrical infrastructure, indigenous and non-indigenous communities, educational institutions, unions, mining supply and services offerings, making prospective clients and companies aware of who's in the region and able to support the growing mining industry.

Thunder Bay is the Workforce Training and Development hub for the mining sector in Northwestern Ontario. This event will inform you of the education and training associations and what types of jobs are required for now and in the future.

- Promoting existing colleges, universities and trade programs available to individuals looking to either enter or advance in the mining sector.
- Promoting technology advances and partnerships with local education and research centers.

Working in partnership with the City of Thunder Bay and in collaboration with other communities and stakeholders located within Northwestern Ontario, we would love to have your team participate.

We are the organization that hosts the **Central Canada Resource Expo** in partnership with the City of Thunder Bay but due to COVID-19 we were not able to host the physical event which was planned for September 2020. We have just announced we are postponing the in-person event to September 2022. Our goal is to connect the existing exhibitors of the event to a list of key stakeholders from within the region by allowing them the ability to network and introduce themselves and their products and services prior to meeting in person in 2022.

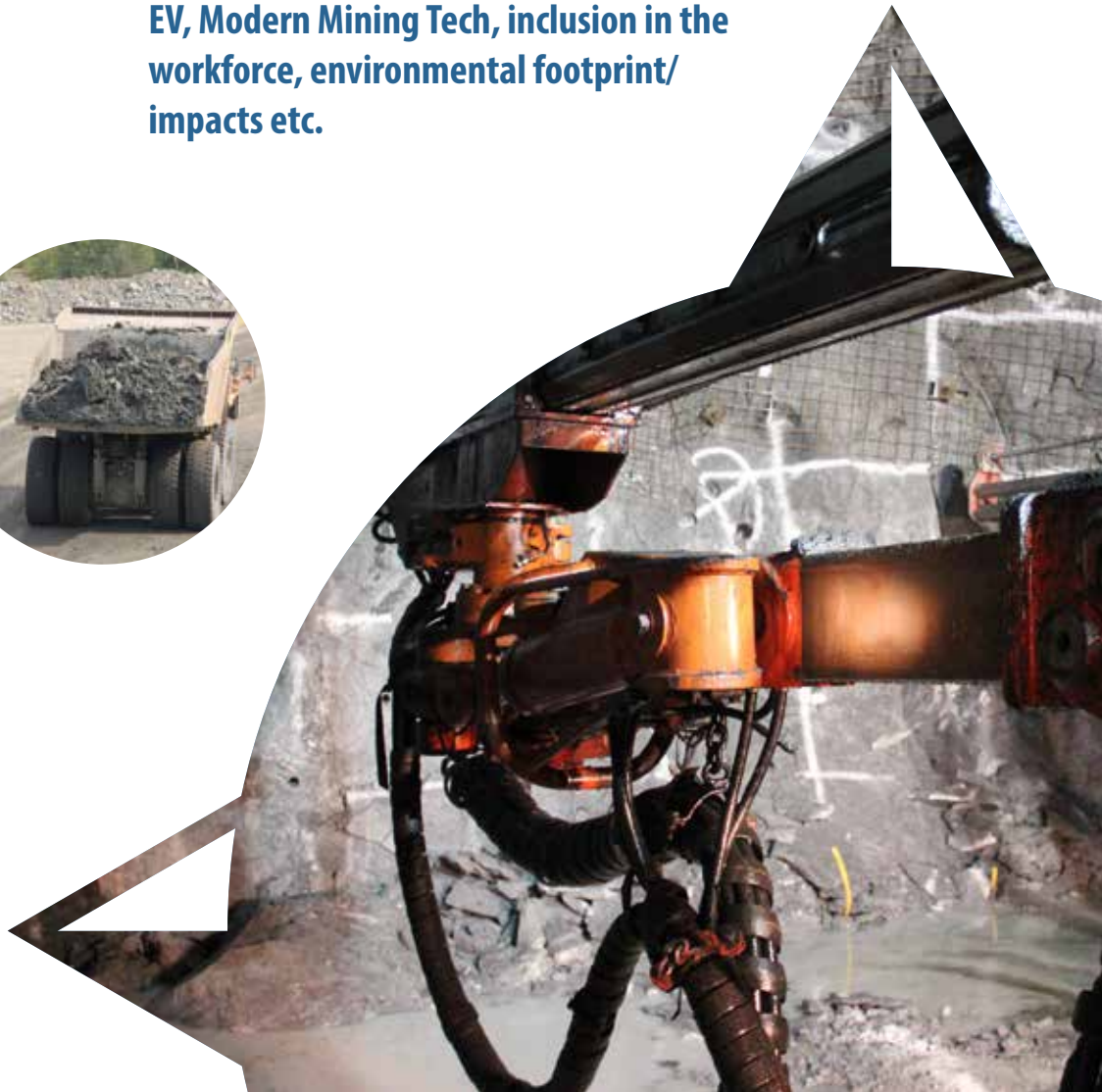
The event being billed as **Mining the Northwest** hosted on a virtual trade show platform will feature a Partnering with Procurement trade show, **Mining Career / Education and Training Fair**, **Discover Mining** as a Career conference, **Projects in the Pipeline** conference and **Mine Trivia Contest**. The event would be used to highlight projects important to our Northern Communities and connect with the over 200 companies that have registered to exhibit at the CEN CAN Expo in Thunder Bay.



THE EVENT

will encourage many positive deliverables to happen:

- 1** Promote mining as a safe and viable career opportunity.
- 2** Allow Procurement staff the ability to harness the full supply chain.
- 3** Promote the mining communities as a place to locate their families.
- 4** Help to promote some very important issues facing the industry today such as EV, Modern Mining Tech, inclusion in the workforce, environmental footprint/ impacts etc.



ENGAGE • CONNECT • COMMUNICATE

REGISTRATION IS NOW OPEN

REGISTER TO ATTEND AND BUILD YOUR PROFILE TODAY

[Capital Mine Projects](#)

[Guest Speakers](#)

[Partnering with Procurement](#)

[Career, Education and Training Fair](#)

Northwestern Ontario has many investment opportunities and many major projects in the pipeline, but the ability to network with peers and share information to a group of stakeholders does not exist currently, due to the Covid pandemic and restrictions.

This event will feature those opportunities and help to address the challenges.

The event will take place via the **Virtex Platform**, a newly developed, safe and innovative platform that offers awesome tools for exhibitors to use when reaching out to their potential clients.

All virtual features were developed to connect the mining industry under one platform.

VIRTEX
VIRTUAL EXPO

Engage/Connect/Communicate with features such as trade show halls featuring displays with many functions for attendees to engage in such as, networking opportunities (1-1, 1-many and many-many meetings), videos, set up appointments, stay connected, download brochures, see what's new, attend conferences, see live webinars, training programs and so much more.



VIRTUAL EXPO COMPONENTS



Partnering With Procurement



Career/Education/Training Fair



Conferences & Presentations



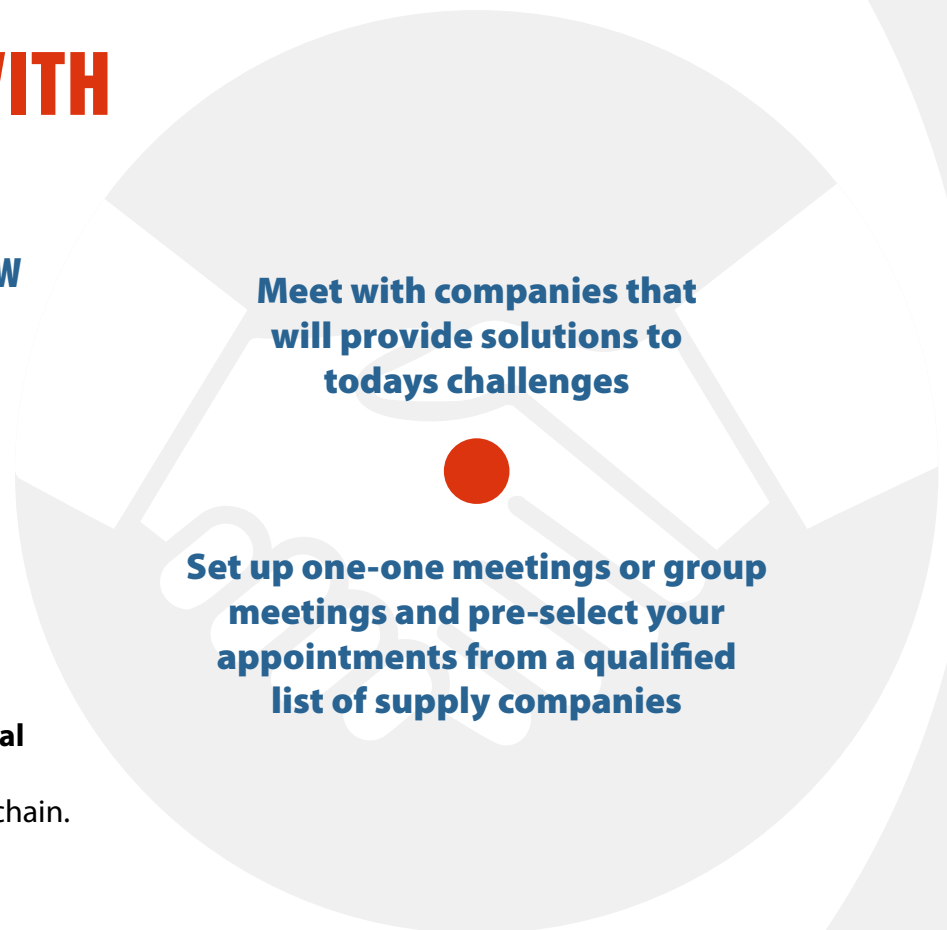
Community Engagement

PARTNERING WITH PROCUREMENT

A VIRTUAL REVERSE TRADE SHOW EXPERIENCE

Offering participants a unique opportunity to engage in face-to-face **networking** time with senior mine buyers from throughout the Northwestern Ontario mining districts.

Mines, Junior Mines and large scale capital mine projects to set up a **virtual** display and reach a group of industry stakeholders and harness the supply chain.



Meet with companies that
will provide solutions to
today's challenges

Set up one-one meetings or group
meetings and pre-select your
appointments from a qualified
list of supply companies

Partnering with Procurement
is broken down into
2 groups.



EXHIBITORS

The participating **Mines, Junior Mines** and procurement and management staff.



ATTENDEES

Supply & Service Companies that wish to connect, share and discuss how they can help contribute in achieving the mines operational goals.



EXHIBITORS - THE MINES

STAFFED BY: MINE MANAGEMENT AND PROCUREMENT STAFF

Promote your operational needs and directions through your **virtual booth**.

- All key variables pertaining to your procurement department will be displayed;
 - operational requirements
 - new technologies
 - operational efficiencies
 - capital project needs
- Accept appointments or book appointments for the duration of the event from a list of featured companies
- Choose from a pre-registered list of suppliers, manufacturers, organizations or communities, with whom you wish to meet
- Meet with up to eight participants in the **breakout rooms**
- Invite dignitaries or VIP guests to the event and have the ability of meeting in **private meeting rooms**
- View all text chat questions being asked at the event. Respond to all valid and pertinent questions and set up private meetings at the event or after the event is over
- Receive a list of participating suppliers prior to the event; Suppliers will be categorized and company strengths / key characteristics will be tagged

**1 scheduled
presentation slot
available
per operation**

**10
procurement
booths
available**

**4 key staff
members
per operation**

**Designated
design staff
appointed to each
participating
mine**



**ATTENDEES - SUPPLIERS, MANUFACTURERS,
SERVICE GROUPS, CONTRACTORS,
COMMUNITIES, ETC.**

LIMITED COMPANY REGISTRATION

**2
representative
passes per
company**

**Designated
design staff
appointed to each
participating
mine**

- Receive access to a list of mines and procurement staff exhibiting
- Network with exhibitors as well as other attendees
- Load your virtual display along with marketing material to your profile and share it with procurement
- Learn Procurement protocols of Purchasing as well as how to do business with their operations
- Interact with the Mining companies and their representatives
- Make connections with Procurement and leave contact info along with a brief company info package and a link to your virtual display for reference
- Each attendee will have the opportunity to book a 10 minute appointment with 1 rep from each mine
- The virtual event will deliver the right tools to meet attendee, presenter and sponsorship demands
- Present a virtual display, and a company bio
- A list of unique products or services sorted by category
- If selected by the mine you will have 10 minutes to pitch the procurement staff. The staff will keep this information on file for future use

The mine staff and the supplier company has the ability to network with the suppliers, HR department heads, Education & Training groups and VIP guests in sponsored breakout rooms at any given time.

BREAKOUT ROOMS

There are 2 types of breakout rooms:

1

A networking Lounge

where it is open to anyone registered to the Partnering with Procurement event; See who is in the room and initiate a connection via text, video or audio. There will be up to 10 seats per room.

2

Private meeting rooms

are available for the procurement staff to meet with selected individuals to discuss first steps to negotiation.

- Each procurement staff regardless of a meeting will have access to your display along with all contact info; The information provided will be kept for future reference
- Each supplier or service group in attendance will be able to network with other suppliers in the room at any given time; This will allow the suppliers the ability to share information and connect with peers during the event; You will have the ability to see who is in each room and connect via text, video or audio; Each registered guest has the ability to network with the mine, other suppliers, HR department heads, Education and Training groups, Community reps and VIP guests
- The procurement staff will be able to view all text chat questions being asked at the event; They have the ability to respond to all valid and pertinent questions and set up private meetings at the event or after the event is over



CAREER/EDUCATION/TRAINING FAIR

DISCOVER MINING AN EXCELLENT CAREER CHOICE

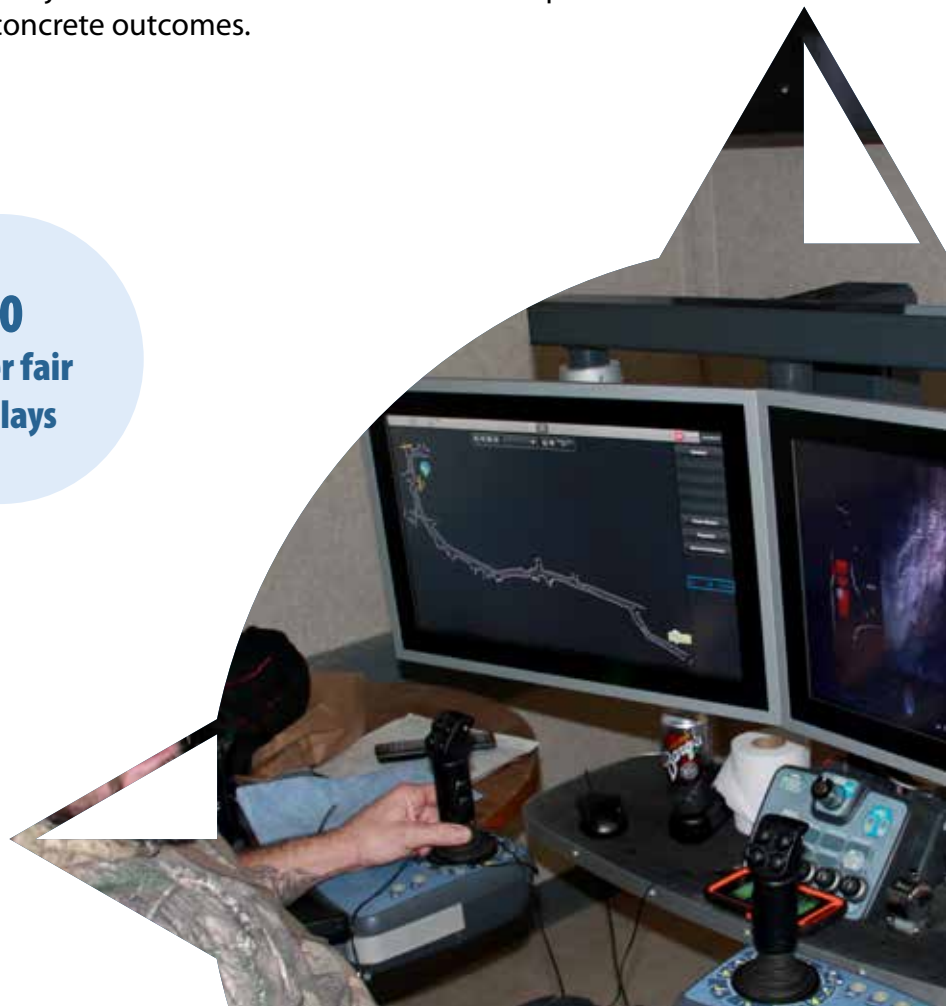
While traditional job fairs are helpful to connect employers with potential employees, and while they attract hundreds of job seekers, they provide limited access to participating job seekers/attendees once they leave the event.

This event will provide many benefits for both companies and job seekers and we believe it will produce more concrete outcomes.

**3
HR staff
members
per display**

**30
career fair
displays**

**Admission
is free to
pre-registered
job seekers**





ATTENDEES (JOB SEEKERS) BENEFITS:

- View job postings for reference to job descriptions and qualification requirements
- Upload your profiles to job seekers at a glance, and list your set of skills and experience or education
- Upload your resume for any job that you wish to apply for and submit it
- Request to connect in a one to one text / Audio / Video meeting with the HR staff. Ask questions and speak to education and training experts on how to enter into a career in mining



EXHIBITORS BENEFITS:

- Post current job positions in a 2D virtual display and present the benefits of working with their company
- Your display will be filled with videos, pre-recorded presentations, pdf files, promo banners and a back drop banner. It is important to display the benefits of working with your group through the display
- HR staff has the ability to initiate networking with other exhibitors and attendees
- Sponsored breakout rooms to conduct any meetings or interviews with high level job seekers will be available
- A preset list of questions will be submitted to the HR staff prior to meeting with any attendee
- You will have access to Profiles of potential job seekers interested in a career in mining
- Meet potential job seekers specific to the mining industry
- Offering a focused approach to match skilled job seekers with employment opportunities
- Access employment agency representatives and information available on hiring and training assistance and incentives

Virtual displays will allow Human Resource (HR) the opportunity to meet, review and discuss career opportunities available with a group of potential job seekers





CONFERENCES & PRESENTATIONS

A CAREER IN MINING (CONFERENCE)

A conference that will be delivered by leading academic and training organizations will feature a series of presentations geared to the industry and workforce. Topics will include education, new career choices, inclusion and diversity as well as focusing on future employment demands.

The presentation will be pre-recorded and the speaker will be available after each presentation for a Q&A period. There will be a moderator provided for the Q&A session. Pre-production services are available and once completed will be met with final approval by the guest speaker prior to the conference.

THE MINES - CHALLENGES & OPPORTUNITIES (CONFERENCE)

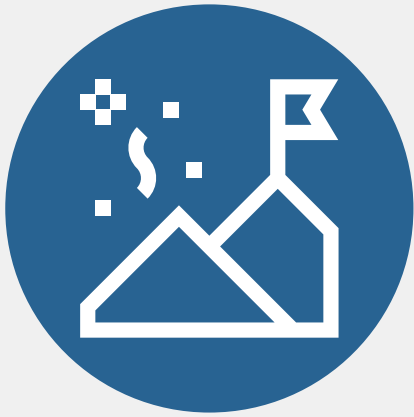
The participating mines will address a crowd of stakeholders (general public, suppliers and Northwestern communities) with a 20 minute presentation. The presentation's topic and direction is up to the participating mine but should be relevant to the operations goals and objectives that represent the communities in which they operate.

The presentation will be pre-recorded and the speaker will be available after each presentation for a Q&A period. There will be a moderator provided for the Q&A session.

Pre-production services are available and once completed will be met with final approval by the guest speaker prior to the conference.

The sponsoring communities will also have a 15 minute presentation time slot. These presentations will be used as an introduction to the community and what they have to offer the industry and it's residents. We are encouraging the communities to engage the public on it's role in building a strong community.

All virtual attendees are welcome to participate.



COMMUNITY ENGAGEMENT

MINING TRIVIA

The community will be asked to engage by participating in answering questions related to the mining industry. Questions are to be provided by the Northwestern Mining communities, the operating mines, Indigenous communities, Educational facilitators, mining organizations and government.

All of the completed and correct entries will be combined and a draw will take place to determine the winner.



ENGAGEMENT CONNECTION COMMUNICATION

At the **Mining the Northwest Conference and Expo**, the **exhibition floor** provides attendees the perfect opportunity to experience the new mining operations concepts and designs. Speak to a group of Procurement Staff and witness how these operations require innovations that can be applied to enhance their operations various processes.

Partnering with Procurement offers participants a unique opportunity to engage in face-to-face virtual introduction time with senior mine buyers from throughout the **Mining the Northwest**.

It is expected that in excess of 25 buyers, and 100 supplier companies, will attend the event, and we would be delighted if you could join us for what promises to be an unrivaled opportunity to grow your business.

Registration is limited.

Open to
general public

Open to
Job seekers

Open to
Suppliers and
community
stakeholders





PARTICIPATION WILL ALLOW YOU TO:

Increase your sales



Initiate contacts



Develop your business network



**Share your experience, knowledge and expertise with
participating companies**



Present, discuss and develop new project ideas



**Keep an eye on market trends and
identify technology
innovations**

SPONSOR OPPORTUNITIES

Confirmed exhibitors of the Central Canada Resource Expo will make up the group of selected manufacturers, organizations and suppliers invited to participate.

SPONSORSHIPS

MINE SPONSORSHIP (LIMITED TO 8)

Each participating mine will get 2 virtual displays, one for your procurement people (a display geared to the operation: open pit, underground, method of mining, expansion or development projects etc.) and one for your HR staff (a display geared to the employment environment and job postings). To ensure you get maximum exposure to help solve the two big challenges of getting the supplies & services needed for day-to-day operations and the employees needed to complete the work at your mine, we have added the special sponsorship items below.

- Include your logo on outgoing transactional emails (thank you email) to job seekers and account registrants
- A full-page ad in the Fall Issue that will be published in print and online formats in the Mining Life Magazine promoting Mining the Northwest
- A banner ad on the website homepage and your logo in the sponsor area
- Logo to appear on all media releases and promotions for the event
- Naming rights to the conference hall (two available – first come first served)
- Banner on every attendee's swag bag page (where attendees store the files they wish to keep)
- Logo on the agenda page

RATE \$6,000

GOLD SPONSORSHIP

(LIMITED TO 5)

- A half page ad in the Mining Life Fall Issue that will be published in print and online formats
- Your logo in the sponsor area of the event webpage
- Sponsor the Q&A (after each speaker session there will be a moderated Q&A; the moderator will mention the sponsors prior to and after each Q&A).
- Banners on 4 locations – your choice of Breakout rooms, Agenda page, Conference hall, Registration page, The Q&A chat, Career fair page, Procurement page, Community engagement activity (Mine trivia & Poster contest), on Lobby walls, Sidebar banner on informational pages in the website

RATE \$5,000

SILVER SPONSORSHIP

(LIMITED TO 5)

- A quarter page ad in the Mining Life Fall Issue that will be published in print and online formats
- Your logo in the sponsor area of the event webpage
- Banners on 3 locations – your choice of Breakout rooms, Agenda page, Conference hall, Registration page, The Q&A chat, Career fair page, Procurement page, Community engagement activity (Mine trivia & Poster contest), on Lobby walls, Sidebar banner on informational pages in the website

RATE \$4,000

PARTNERING WITH PROCUREMENT

- Company Info
- A virtual 2D booth
- Bios for 2 Reps
- List of products, filterable by specific tags
- The ability to request appointments with mine procurement staff
- Your company info and virtual booth link are made available to the procurement teams prior to the event to enable them to decide on appointment acceptance (your company advertising lands in the procurement person's lap)
- Each representative has access to all events and can communicate and network with anyone attending

COST \$900 PER COMPANY (INCLUDES 2 REPS)



Nov. 30, Dec 1-2, 2021

Toll Free in Canada 1-866-754-9334 / In USA, call 1-705-264-2251
P.O. Box 490 Schumacher, ON P0N 1G0

E-mail: info@canadiantradex.com
Phone: 705-264-2251
Fax: 705-264-4401

REGISTRATION INFO

Name of the Company (limited space)
Address
City
Province / State
Postal / Zip Code
Telephone
Fax
URL
Email

Representative 1

Name
Title
Phone
Email

Representative 2

Name
Title
Phone
Email

Contact us for the unique URL where you can upload your content for your virtual booth.

Sponsorship Level

Mine - \$6,000
Gold - \$5,000
Silver - \$4,000

Partnering with Procurement Registration
\$900 per company (includes 2 reps)

A 50% DEPOSIT IS REQUIRED 15 DAYS AFTER THE DATE OF THE CONTRACT BEING SIGNED.
The Trade show Management has the right to change the dates, times of the event.
BOOKING & CANCELLATION POLICY: Once signed this agreement is legally binding.
All payments are non-refundable and non-transferable in the event of a cancellation or date change.

Applicant Name

Applicant Signature

Payable to Canadian Trade-Ex
Sub Total
HST
TOTAL
Deposit
Balance
Card #
Exp Date
Cardholder
Date
Signature