



# Participation Opportunity

Thursday November 22, 2018  
Toronto, Ontario Canada



## Introduction

**mineLatinAmerica 2018** takes place in Toronto on Thursday November 22, 2018. This full-day event features updates by public and private mining companies on their Latin American projects and panel discussions on doing business in Latin America's mining industry (legislation, financing mining projects, risk mitigation, CSR, etc.) by expert advisors and service providers to the mining industry (financial institutions, law firms, accounting and engineering firms, consultants, etc.) as well as country specific overviews.

Presenting gives you a cost-effective opportunity (C\$3,250 before October 22 and C\$3,750 after) to promote your mining project, company, expertise or services to a senior level audience of financial and mining executives, advisors and media, all with a specific interest in mining in Latin America - in the world's mining financing capital, Toronto.

Our Premier Sponsor is **Dentons Canada LLP**. The seminar is also organized in partnership with the **Mineral Resource Analyst Group (MRAG)**, an association of the senior Canadian mining analysts and their associates whose members will form an integral part of the audience. In addition the audience will comprise senior executives from mining companies, analysts, investment bankers, fund and asset managers, service providers (law firms, engineering firms, consultants) and mining media. Our audience breakdown is as follows: 25% from the financial sector (analysts, investment banks, etc), 17% senior mining executives, 17% service providers and advisors to the mining industry, 13% lawyers, 5% educational institutions, 4% media, 4% engineering firms, 3% associations, and 12% other.

Event partners include the Canada-Colombia Chamber of Investment and Trade, the Mexico Canada Alliance of Commerce, the Mineral Resource Analyst Group, the Peruvian-Canadian Chamber of Commerce and Women in Mining Toronto Branch.

## Timing and Venue

08h30 - 17h00 (approximate)  
Thursday November 22, 2018  
Dentons Canada LLP  
77 King Street West, Suite 400  
Toronto-Dominion Centre  
Toronto, Ontario M5K 0A1

## **Program** (draft and subject to change)

- Keynote Address.
- Investor updates by Toronto Stock Exchange and TSX Venture Exchange listed mining companies on their Latin American projects.
- Overview on the Latin American mining industry covering geology, investment climate, tax incentives, mining legislation, etc.
- Risk profile and mitigation in doing business in Latin America's mining industry.
- Canadian government support for mining projects in Latin America.
- Financing mining projects in Latin America.
- Mining investment opportunities by private companies.
- Networking refreshment breaks and lunch.

## **Who Should Present**

- Public and private mining companies with exploration, mine development or production projects in Latin America.
- Service providers and expert advisors such as financial institutions, law firms, engineering firms and consultants with expertise in doing business in Latin America's mining industry.
- Latin American governments seeking to attract mining investment to their jurisdictions.

## **Why Present**

1. Excellent opportunity to promote your company to a targeted, senior level audience of financial and mining executives and media with an interest in mining in Latin America.
2. Make high-level contacts, build personal relationships and gain new clients through networking opportunities.
3. Extensive, ongoing exposure for your company in our comprehensive ongoing marketing program before, during and after the seminar. This includes website and email promotion by the organizers as well as by sponsors and our media and strategic partners, corporate profile in program, high resolution logo projection during the seminar, etc.
4. Three complimentary seminar registrations for your colleagues or clients (including your presenter).
5. Complimentary space in the networking exhibit room for a popup display (supplied by you).
6. Distribution of corporate brochures at information tables at the seminar.
7. Presentation posted on our website for ongoing downloads after the seminar.
8. Media mention and interviews wherever possible.

9. Participation is cost-effective - you get exposure and your message to key mining and financing executives at a fraction of the cost and effort that would be required on your own.
10. Proven track record by the organizers in organizing high quality results-focussed mining investment seminars.

## Why Sponsor

Presenting Sponsors receive the benefits listed above plus the following additional benefits:

1. Enhanced marketing exposure before, during and after the event as sponsor.
2. Delegates list with full contact details including email addresses (subject to Canadian privacy laws).
3. Corporate brochure at each seminar participant place setting in the seminar room.
4. Popup display (supplied by you) in the seminar room.

For special sponsorship packages (ie - lunch and cocktail reception) beyond a Presenting Sponsor contact Wayne Floreani at 416.533.3998 or [wayne@onthegroundgroup.com](mailto:wayne@onthegroundgroup.com) for more information.

## Testimonials from Past Events

*"The quality of the presentations has been excellent - interesting, relevant and topical...I enjoyed the case studies." "Good presentations and an impressive audience - a full house." "A well-organized and well-structured seminar with a good mix of speakers and quality presentations."*

## Background

On the Ground Group is the international division of MineAfrica Inc., which has been organizing world-class mining investment seminars and programs for the international mining and financial industries since 2002. More information on all of our past seminars including links to the presentations, programs, audience composition, photo galleries and media coverage is available here <http://onthegroundgroup.com/pastseminars.htm> and here <http://www.mineafrika.com/seminars-past2.htm>.

## For More Information

**On the Ground Group** 769 Euclid Avenue, Toronto, Ontario, Canada M6G 2V3

t. 416.533.3998 416.588.7504 w. [www.onthegroundgroup.com](http://www.onthegroundgroup.com)

Bruce Shapiro 416.588.7749 e. [bruce@onthegroundgroup.com](mailto:bruce@onthegroundgroup.com)

Wayne Floreani 416.533.3998 e. [wayne@onthegroundgroup.com](mailto:wayne@onthegroundgroup.com)

# Participation Benefits

The chart below outlines the benefits of the 4 ways in which you can participate; as a Presenter (P), as a Sponsor only (S), as a Presenting Sponsor (PS) or Exhibitor (E).

Benefit	P	S	PS	E
High-level networking and relationship building opportunities with a targeted, senior-level audience of mining and financial executives active, or interested, in Latin America, mining media, service providers and senior government officials.	yes	yes	yes	yes
Presentation opportunity.	yes	no	yes	no
Space in networking exhibit room with skirted table and two chairs.	yes	yes	yes	yes
Email Advertising – logo and Sponsor recognition on all emails related to the seminar to our database of 11,500 senior level contacts as well as those of our strategic partners.	no	yes	yes	yes
Website Advertising – Sponsor recognition on our website.	no	yes	yes	no
Seminar Materials – logo and/or Sponsor recognition on seminar materials including registration form, brochure and seminar program.	yes	yes	yes	yes
At-event presence – high resolution logo projection, logo on seminar signage.	yes	yes	yes	yes
Enhanced at-event presence with Sponsor recognition on high resolution logo projection, signage and verbal recognition.	no	yes	yes	no
Standalone corporate popup display in seminar room.	no	yes	yes	no
Corporate brochures at general information tables.	yes	yes	yes	yes
Corporate brochure at each individual seminar participant place setting in seminar room (in addition to the general information tables).	no	yes	yes	no
Full contact details of all seminar participants (subject to Canadian privacy laws).	no	yes	yes	no
Media mention and interviews wherever possible.	yes	yes	yes	yes

# mineLatinAmerica Participation Form

## Thursday November 22, 2018

Complete and return by email to [wayne@onthegroundgroup.com](mailto:wayne@onthegroundgroup.com)

Description	Investment	Please check
Presenter (early bird rate before October 22)	C\$3,250 <i>plus applicable taxes</i>	
Presenter (regular rate after October 22)	C\$3,750 <i>plus applicable taxes</i>	
Sponsor	C\$3,250 <i>plus applicable taxes</i>	
Presenting Sponsor	C\$5,750 <i>plus applicable taxes</i>	

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

**Signature** \_\_\_\_\_

### On the Ground Group

769 Euclid Avenue, Toronto, Ontario, Canada M6G 2V3

t. 416.533.3998 w. [www.onthegroundgroup.com](http://www.onthegroundgroup.com)

Wayne Floreani t. 416.533.3998 e. [wayne@onthegroundgroup.com](mailto:wayne@onthegroundgroup.com)