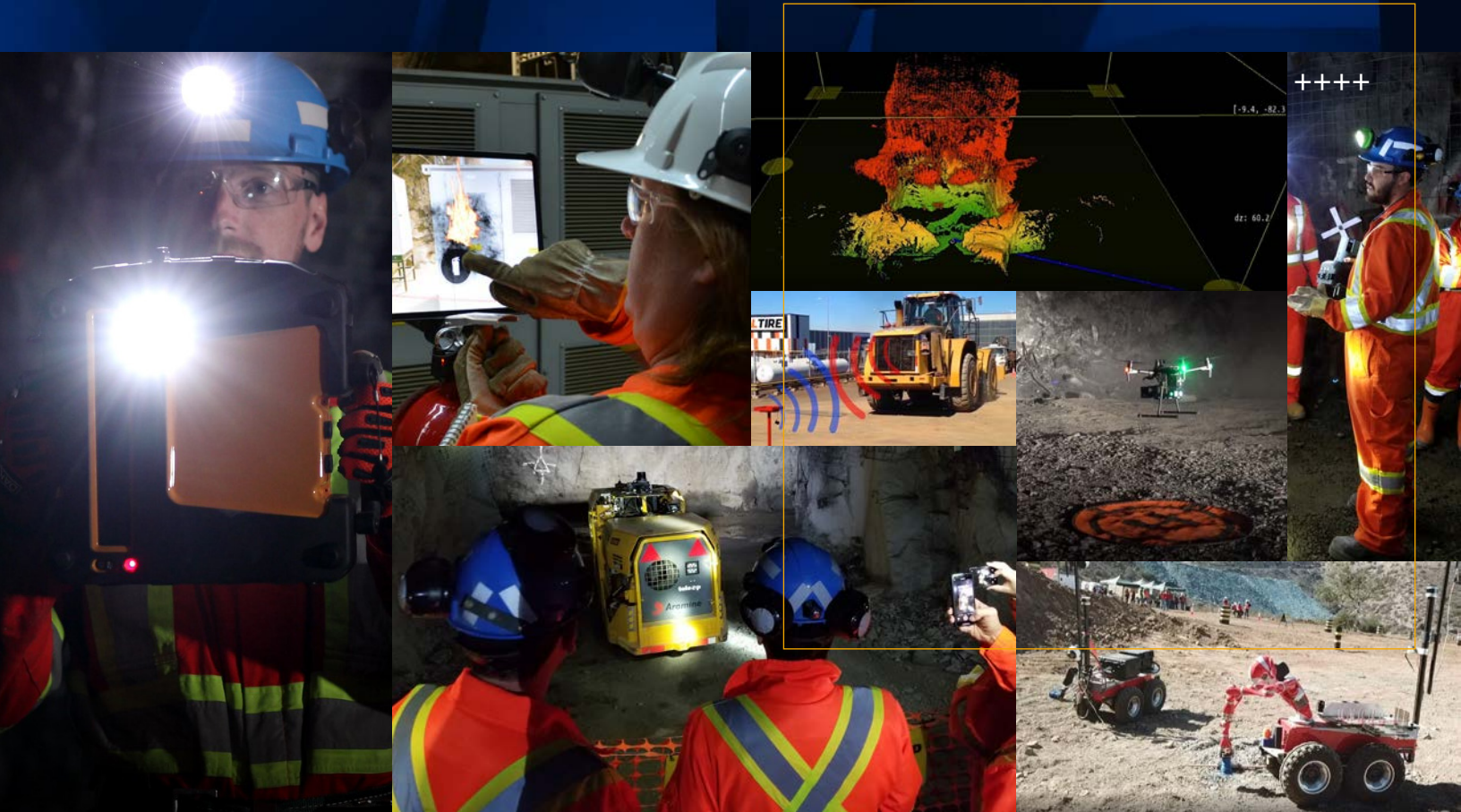




The world's first tech exhibition
in an underground operating mine



Exhibitor Information

SEPTEMBER 26-29, 2022

NORCAT UNDERGROUND CENTRE, STRATHCONA MINE ROAD, ONAPING, ONTARIO

CITY OF GREATER SUDBURY, ONTARIO, CANADA

miningtransformed.NORCAT.org



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See and touch the future of mining

MINING TRANSFORMED, the world's first technology exhibition in an underground operating mine, will provide a unique hands-on opportunity for technology ventures and mining companies to engage underground amongst live demonstrations of emerging technologies poised to transform the global mining industry. Our vision is to leverage the NORCAT Underground Centre as a key platform to accelerate technology awareness, procurement, and adoption in the global mining industry. Mining Transformed will allow both the builders and buyers of innovation to connect and conduct business in our unique ecosystem like never before.

We look forward to you joining us in Sudbury September 26-29!

The Mining Transformed Team

Shayne Wisniewski, Honorary Chair

Greg Major, Co-Chair

Ph: 1 (705) 521-8324, ext. 259 E: gmajor@norcat.org

Carole Charron, Co-Chair

Ph: 1 (705) 521-8324, ext. 307 E: ccharron@norcat.org

Keltie Melanson, Event Logistics and Operations Lead

Ph: 1 (705) 521-8324, ext. 281 E: kmelanson@norcat.org

Jacqueline Pashley, Mine Site Logistics and Operations Lead

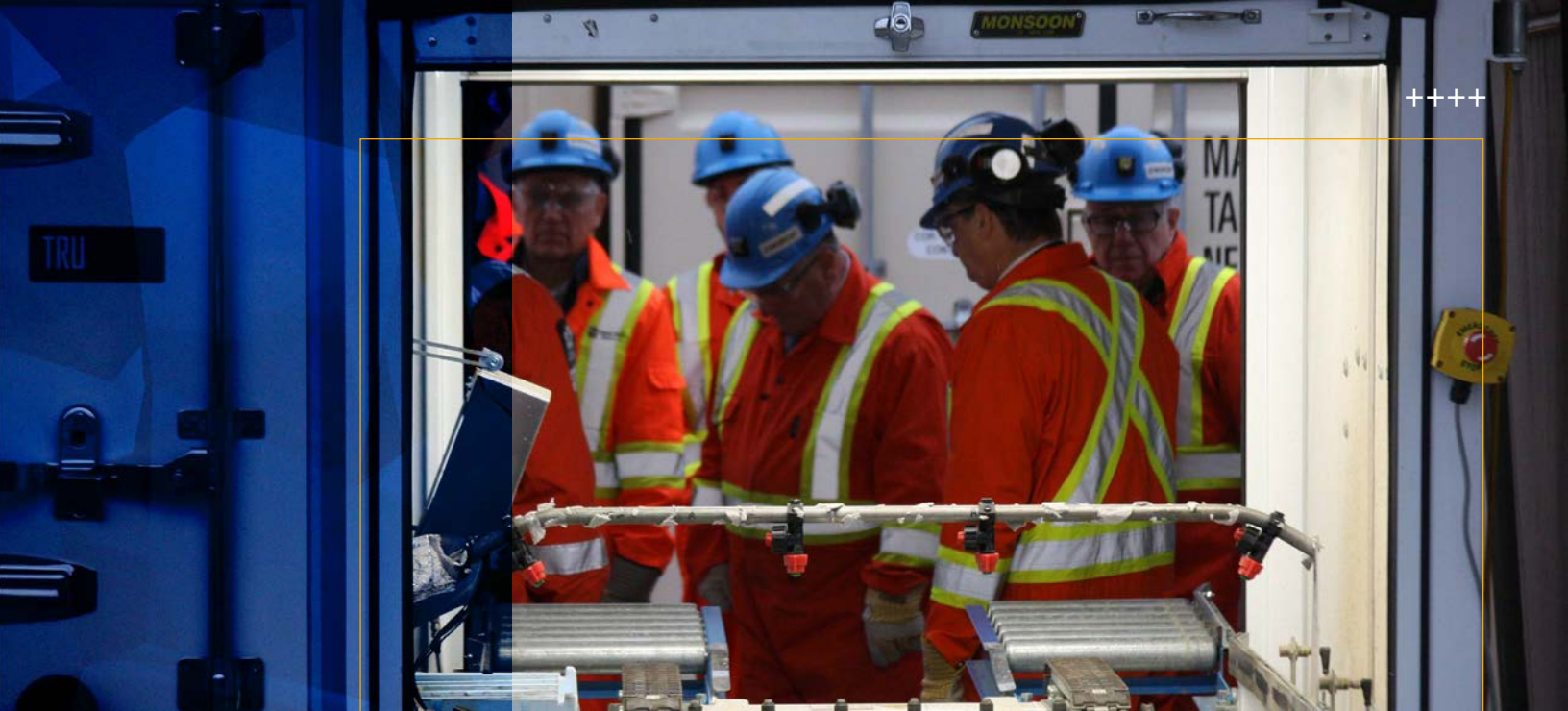
Ph: 1 (705) 521-8324, ext. 255 E: jpashley@norcat.org

Brendan Skiffington, Client Partnerships and Sponsorship Lead

Ph: 1 (705) 521-8324, ext. 257 E: bskiffington@norcat.org

Lindsay Moorhouse, Marketing and Public Relations Lead

Ph: 1 (705) 521-8324, ext. 337 E: lmoorhouse@norcat.org



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The global one-stop-shop for all that is the future of **mining technology and innovation**

ABOUT NORCAT

MINING TRANSFORMED is not a conference; it is a unique technology exhibition in an operating mine designed to bring mining industry “builders” together with technology company “sellers” to see and touch the future of our industry. The goal of this exhibition is to expedite technology adoption and transformation in one of the world’s most important industries.

One of NORCAT’s aspirational goals is to serve as the global one-stop-shop for all that is the future of mining technology and innovation. To deliver on this priority, NORCAT offers the world’s only operating mine designed to enable startups, small and medium enterprises, and international companies to develop, test, and demonstrate emerging technologies that are poised to transform the global mining industry.

As the one-stop-shop for the future of innovation and technology in the mining industry, our “active laboratory” helps to connect and build relationships between global mining companies and the startups, SMEs, and MNEs developing innovative mining technology solutions. The Underground Centre has also become the global standard for world-class, hands-on, experiential mine skills training and development. Our team of tried and true trainers are experienced miners with subject matter expertise across all facets of the mining cycle.



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Become an Exhibitor

Join us at Mining Transformed 2022

All exhibitors receive the following:

- Dedicated space at the NORCAT Underground Centre to install and demonstrate technology solutions in the underground mine, on surface, or within the Underground Centre building atrium
- Access to meeting rooms to conduct meetings and engage with prospective partners, customers, and stakeholders
- Inclusion on the Mining Transformed website exhibitor list including your company name, logo, company profile, and contact information
- Support from our NORCAT Underground Centre operations team for product installation, testing, and set up
- Access to PPE and mine site supervision and support
- Scheduling support to ensure a consistent flow of mining industry official attendees

Please note:

Given operational constraints, tech exhibitors will be limited to three (3) people onsite at the NORCAT Underground Centre.

Selected exhibitors will be asked to provide contact information for recommended mining industry professionals to attend and participate in Mining Transformed 2022.

Exhibitor Hours:

- Monday, September 26:
12:00 pm - 4:00 pm
- Tuesday, September 27:
9:00 AM - 3:00 pm
- Wednesday, September 28:
9:00 am - 3:00 pm
- Thursday, September 29:
9:00 am - 12:00 pm

Exhibitor Options

Mining Transformed has multiple exhibitor options available depending on your technology demonstration requirements. Companies wishing to exhibit are asked to contact Carole Charron by email ccharron@norcat.org or phone at 1 (705) 521-8324, ext. 307 to check availability and discuss specific requirements.



UNDERGROUND HIGH TOUCH DEMO

\$10,000 CAD*

“High Touch” technology demonstrations are reserved for companies that require ample space to install and demonstrate technology. Companies will have access to a large dedicated underground area to showcase and demonstrate technology. The size and location in the mine will be determined based on your requirements. Exhibitors may be responsible for additional infrastructure or services. Exhibitors will work with our Mine Site Logistics and Operations Lead to determine specific requirements and assist with setup.

UNDERGROUND LOW TOUCH DEMO

\$4,000 CAD*

“Low Touch” placements are reserved for companies that can demonstrate their technology in a shared space/smaller scale. The size and location in the mine will be determined based on your requirements. Exhibitors may be responsible for additional infrastructure or services. Exhibitors will work with our Mine Site Logistics and Operations Lead to determine additional requirements and assist with setup.



SURFACE OUTDOOR DEMO

\$4,000 CAD*

Surface placements are reserved for companies that do not require an underground environment to demonstrate technology. The size of the demonstration area will be determined based on your requirements.

SURFACE BUILDING FACILITIES DEMO

\$2,000 CAD*

Indoor surface building placements are reserved for mining technology companies that do not require an underground environment to demonstrate, for example, software. The size of the demonstration area will be determined based on your requirements.

** Please note, depending on the specifics, exhibitors may incur any additional costs associated with setting up and installing their technology in the designated demonstration zone.*

Sponsorship Opportunities

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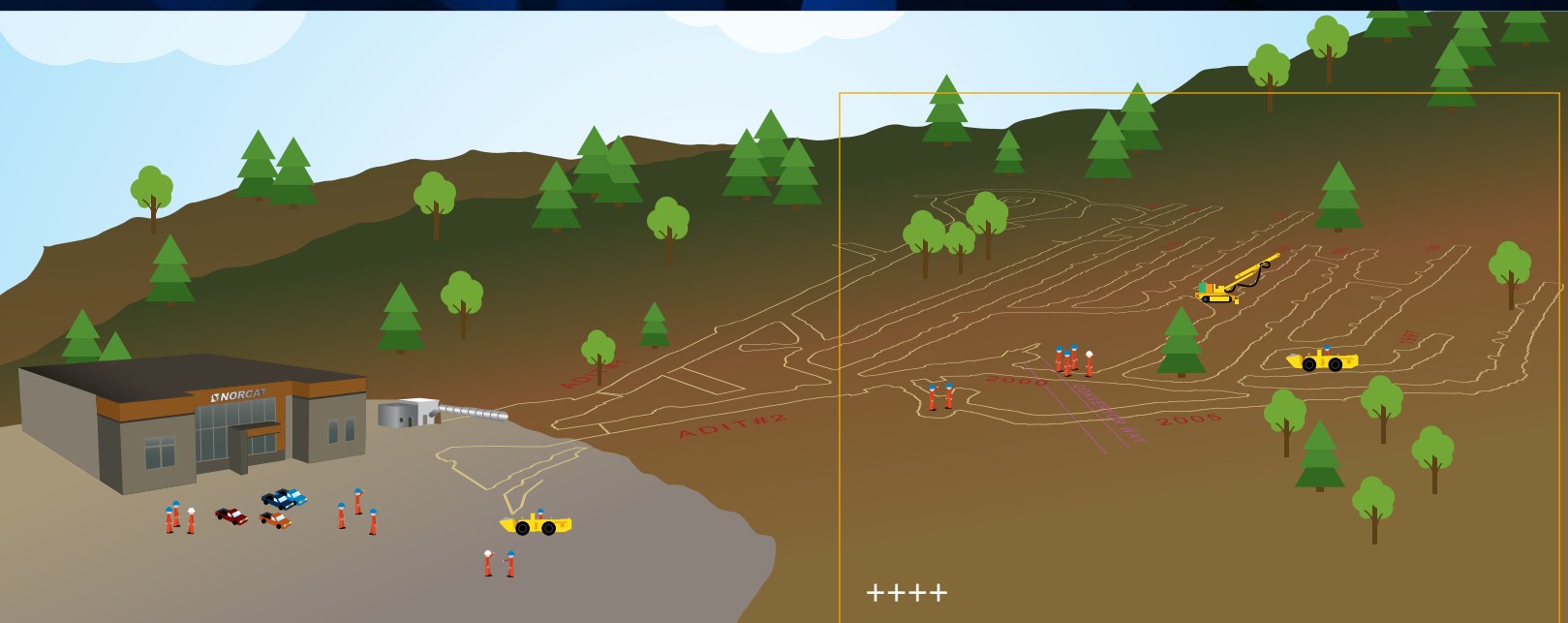
There are a variety of sponsorship opportunities available for those looking to boost their presence at Mining Transformed:

- Shuttle buses
- Networking event sponsors
- Room sponsors
- Wifi sponsors
- Food and beverage sponsors
- And more!

Contact Brendan Skiffington, Client Partnerships and Sponsorship Lead for more details.

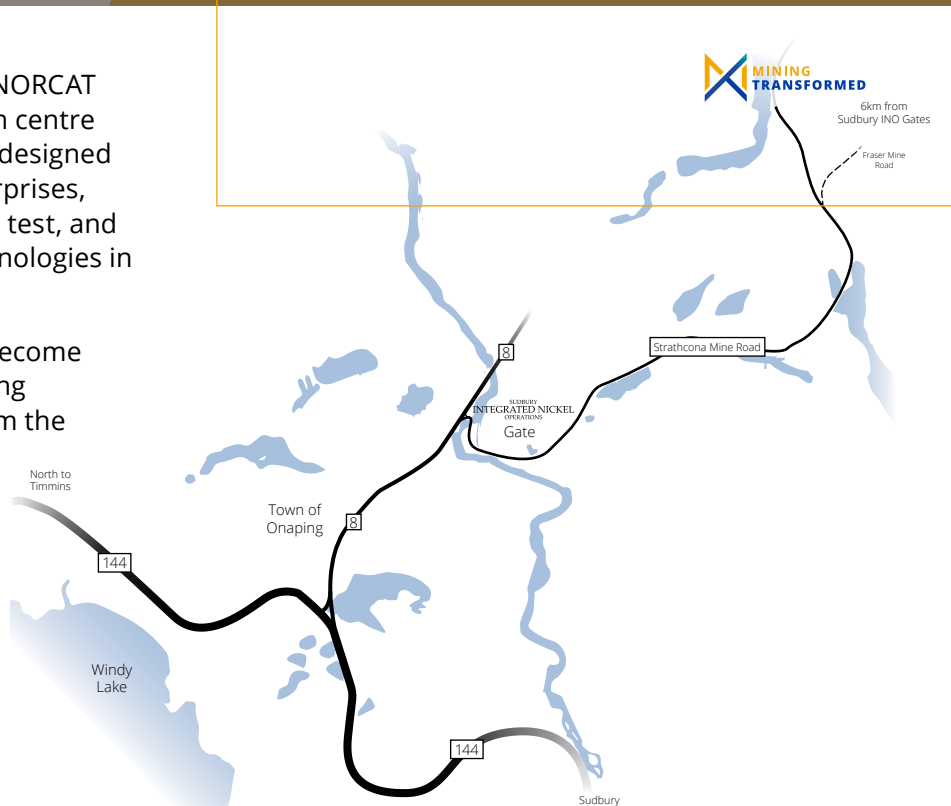
Host of Mining Transformed: The NORCAT Underground Centre

Our priority is to become the global “one-stop-shop” for all that is the future of mining technology, innovation, and skilled labour training and development.



Located in the City of Greater Sudbury, NORCAT is the only non-profit regional innovation centre in the world that has an operating mine designed to enable start-ups, small/medium enterprises, and international companies to develop, test, and showcase innovative and emerging technologies in an operating mine environment.

The NORCAT Underground Centre has become the global destination to see the emerging technologies that are poised to transform the mining industry.



Where to Stay

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For your convenience, Mining Transformed has reserved blocks of hotel rooms at locations across the City of Greater Sudbury.

Hotel	How to Book
 <p>Hilton Garden Inn 475 Barry Downe Road, Sudbury, ON P3A 3T4</p>	<p>Room Rate: \$129.00 plus tax for Double Queen guest room or Single King guest room.</p> <p>Online Booking</p> <ol style="list-style-type: none"> 1. Visit www.hgisudbury.hgi.com 2. Click on Arrival & Departure Dates 3. Click on Special Rates Box, Type "MINING" in the Group Code Box 4. Click on the Red Button – A Rooms & Rates Box will appear and proceed to book your room <p>Phone Booking: Call the hotel directly at 1 (705) 586-3001, press "0" and provide the front desk associate with the special group code, "MINING" to proceed with live booking.</p> <p>In-Person Booking: Provide group code "MINING" to proceed with booking at the front desk.</p>
 <p>Fairfield by Marriott Sudbury 490 Barry Downe Road, Sudbury, ON P3A 3T3</p>	<p>Room Rate: \$149 plus taxes for a Double Queen guest room or Single King guest room.</p> <p>Online Booking: https://www.marriott.com/event-reservations/reservation-link.mi?id=1642530378822&key=CORP&app=resvlink</p> <p>Group Release Date: August 26, 2022 – Reservations must be secured prior to this date in order to qualify for the group rate.</p>
 <p>Hampton Inn 2280 Regent Street Sudbury, Ontario P3E 0B4</p>	<p>Room Rate: \$134 plus applicable taxes for a Double Queen guest room or Single King guest room with mini-fridge and microwave.</p> <p>Group Booking Code: MIN – Must be mentioned while booking via phone.</p> <p>Online Booking: https://group.hamptoninn.com/bjz5dv</p> <p>Group Release Date: August 25, 2022 – Reservations must be secured prior to this date in order to qualify for the group rate.</p>
 <p>Homewood Suites by Hilton Sudbury 2270 Regent Street, Sudbury, ON P3E 0B4</p>	<p>Group Rate: \$154/\$164 plus applicable taxes, Studio suite or One Bedroom suite featuring 1 king-sized bed with pull-out sofa and kitchen.</p> <p>Group Booking Code: MIN – Must be mentioned while booking via phone.</p> <p>Online Booking: https://group.homewood-suites.com/fqrkts</p> <p>Group Release Date: August 25, 2022 – Reservations must be secured prior to this date in order to qualify for the group rate.</p>



NORCAT Underground Centre
Strathcona Mine Road, Onaping, ON, Canada

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For more information:

Exhibitor Opportunities

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Carole Charron Co-Chair

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Sponsorship Opportunities

Brendan Skiffington Client Partnerships and Sponsorship Lead

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General Event Information

Keltie Melanson Event Logistics and Operations Lead

Ph: 1 (705) 521-8324, ext. 281 E: kmelanson@norcat.org

Marketing and Media Relations

Lindsay Moorhouse Marketing and Public Relations Lead

Ph: 1 (705) 521-8324, ext. 337 E: lmoorhouse@norcat.org

Follow us on social media to stay up
to date with NORCAT and event details.



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