

Mining Transformed 2024 Promotional Timeline and Checklist

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

Thank you for exhibiting at Mining Transformed!

We've developed these simple easy-to-use tools to help you promote your participation and invite your ideal buyers in the mining industry to join you at Mining Transformed on May 28-29, 2024.

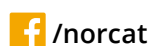
Use this toolkit to announce your involvement in the world's only tech exhibition in an underground operating mine to raise your company's profile, increase registration and generate opportunities in an ecosystem like no other in the world.

Visit the Mining Transformed Promotional Toolkit webpage for additional information and downloads. Print this timeline and check off each item as you complete it.

Questions regarding this toolkit?

Cynthia Furlotte Marketing and Public Relations Lead
Ph: 1 (705) 521-8324, ext. 293 E: cfurlotte@norcat.org

VISIT THE MARKETING TOOLKIT



FEBRUARY

- Insert the Mining Transformed email signature in all outgoing emails
- Add the Mining Transformed logo to your website, in company ads and promotional literature
- Announce your participation in Mining Transformed with interactive graphics on your social platforms – and be sure to tag us in your posts! **#MiningTransformed**

MARCH/APRIL

- Place a banner ad on your website and/or newsletter to promote your presence at Mining Transformed
- Include a blurb about Mining Transformed in your company's newsletter or email blasts
- Incorporate social media into your promotional plan by using the provided tips, sample posts and graphics

MAY

- Prepare information kits for online press room, on-site interviews and other media related events

POST-SHOW

- Send follow-up materials to new leads and contacts you met during Mining Transformed
- Continue to share your activities on social media and post on Facebook, LinkedIn, Twitter and Instagram

All assets can be downloaded at:

<https://miningtransformed.norcat.org/media-kit.html>