

CEN CAN EXPO

CENTRAL CANADA'S RESOURCES

SEPTEMBER
13-14, 2023

THUNDER BAY - ON
Fort William Gardens

Showcasing The Latest
In Technologies & Services For

Mining • Forestry
Energy • Construction

300+
Exhibits

Complete Event Agenda at www.cencanexpo.ca



BOOK YOUR BOOTH TODAY! FOR SPONSORSHIP OR BOOTH RESERVATIONS CONTACT:

Email: info@canadiantradex.com, Ph.: 705.264.2251 or Toll Free in Canada: 866.754.9334

FACTS

Thunder Bay

Thunder Bay is on the Traditional Territory of Fort William First Nation, signatories to the Robinson Superior Treaty of 1850, and we also acknowledge the shared lands of the Métis peoples. This is out of respect and recognition for the Indigenous Peoples of Canada

MINING

Mining in Northwestern Ontario enters its largest boom period ever. Critical minerals such as **lithium** will lead the way as Ontario moves towards an end-to-end supply chain for electric vehicle (EV) batteries and auto production.

The **Ring of Fire** continues to hold promise. We are closer than ever to opening up this vast, mineral-rich area. **Gold, platinum,** and other **precious metals** continue to be mainstays with current and new projects greatly contributing to the region's economic engine. **More than 700 exploration, mine service & mine suppliers are located in the region.**

ENERGY

The **Wataynikaneyap Transmission Project** - "the line that brings light" is currently planning for the grid connection of 17 of its 22 participating communities (5 are already grid connected). The largest First Nations-led infrastructure project in Canada.

The **Waasigan Transmission Line Project** is a proposed new double-circuit 230 kilovolt transmission line which will bring an additional 350 megawatts of power to the region, enough to supply approximately 11 new average mining operations.

FORESTRY

Northwestern Ontario's forest products are valued at more than **3 Billion/year**. Northwestern Ontario's forest industry provides more than **15,000 jobs**.

CONSTRUCTION

214 professional builders, specialty trade contractors, manufacturers, suppliers, design consultants & infrastructure builders.

6,000 trades people in Northwestern Ontario work in the Industrial, Commercial & Institutional sectors.

WHO WILL BE EXHIBITING

MINING

- Open Pit Equipment & Supplies
- Underground Equipment & Supplies
- Surface & Underground Drilling Equipment
- Exploration Equipment & Supplies
- Diamond Drilling Equipment
- Geological Surveying Equipment
- Geophysical Equipment
- Laboratory Suppliers
- Geophysical Services
- Remote Sensing-Mapping
- Finance Companies
- Analytical Service
- Transportation Service Trucks
- Insurance Companies
- Research Organizations
- Satellite Communications
- Software Companies
- Junior & Senior Mining Companies
- Consultants



ENERGY

- Wind & Solar power equipment
- Biomass pelleting equipment
- Electrical grid equipment
- Biofuel producers
- Biofuel research
- Biomass research
- Biofuel transportation

FORESTRY

- Harvesting Systems
- Slashers, Chippers & Debarkers
- Portable Sawmills
- Planting and Stand Tending Equipment
- Specialized Log Transportation Equipment
- Log Homes & Components
- Wood Biomass
- Re-Manufacturing
- Pelletizers & Drying Kilns
- Pulp Processing Equipment
- Mulching Equipment
- Flooring & Furniture
- Wood Artisans
- Shingle & Shake Equipment
- Container Manufacturing Equipment
- Milling Equipment
- Edgers & Resaws
- Material Handling Equipment
- Belting & Conveyer Systems



CONSTRUCTION

- Heavy Equipment
- Access Roads
- Safety Supplies
- Safety & Protection Equipment
- Snow Clearing
- Power Tools
- Hand Tools
- Welding Equipment
- Planning Software
- GIS/GPS Systems
- Safety & Fire Protection
- Motors & Gears
- Bearings & Supplies
- Lubrication Systems
- Electrical Controls
- Tires
- Oils, Lubricants



WHO WILL BE ATTENDING



Decision makers

who purchase equipment and are eager to see the latest equipment.

Procurement officials

who are responsible for purchasing supplies, services or raw materials.

Workers

employed in mining, energy, construction or the forest industry and who have a say in the equipment they use.

Human Resource Representatives

who will be accepting resumes onsite. Job seekers will be speaking to the HR staff and will receive information on the positions available for the operations they are applying for.

Education and training facilities

who will provide information on programs available in order to enter the Natural Resource sector as a career choice. These are rewarding and fulfilling careers for centuries to come.

Government Representatives

Municipal, Provincial and Federal.

Indigenous Representatives

and First Nations Partnership managers.

Investors

researching opportunities.

and more...

BENEFITS OF EXHIBITING

- ➔ **Connect With The Right People**
Make valuable face-to-face connections with targeted buyers, suppliers, other business owners, and organizations. Thunder Bay and the surrounding area are a valuable natural resource and construction area.
- ➔ **Network With The Best**
Meet and connect with your peers. Exchange ideas, establish relationships and alliances. On the other hand, you can see what your competition is up to.
- ➔ **Showcase & Demonstrate Your Products**
Show off your latest innovations and promote what you have to offer. Sell your products to attendees who have come to see your best and latest offerings. You can demonstrate your products live at your booth. Customers want to TRY-IT BEFORE-YOU-BUY-IT. Secure storage space is available so you can bring plenty of product to sell.
- ➔ **We Bring The Customers To You**
Studies show that a trade show has the lowest cost per customer acquisition of any marketing method. And, for more impact, you get to meet your customers and potential customers face to face.
- ➔ **Digital Marketing**
The CEN-CAN Expo has an ever expanding program of marketing to bring a targeted audience to your booth. We use LinkedIn, Facebook, YouTube, and other online methods.
- ➔ **Be Seen As An Industry Leader**
Being absent from the largest Natural Resource Show in central Canada instantly makes you a non-player in the field and puts your competitors top of mind with customers.
- ➔ **You Can Host An Information Or Networking Session**
Share your expertise on the topics that you are passionate about or host a networking session. Both will increase your reputation as an industry leader in the eyes of your peers and the public.

ADDITIONAL BENEFITS

Each Exhibitor will receive a welcome package containing custom marketing assets.

Discount Codes

To enhance your relationships with your existing and potential clients we provide each exhibitor with a unique discount code that will allow the attendee to have free registration to the tradeshow (savings of \$25) when they get their ticket online before the show dates. This discount code is provided to you as a graphic ready for posting on social media or emailing to your own list of contacts.

By using your discount code you can stack the tradeshow audience to include people who will be interested in your products or services.

Job Board

We are aware of the hiring challenges the industry is facing and to assist our clients we have dedicated a page on the event website where we can direct job seekers to exhibitors hiring via a link to their careers section on their websites. We do extensive social media promotions to job seekers and we allow them free registration to the tradeshow when they bring their resumes to drop off at your booth. We also post a list of companies who are hiring at the registration area to make it easier for them to find you. Let us know if you want to participate.

BIG Social

This event was created to encourage networking between the exhibitors. The VIP social provides an informal gathering place for exhibitors to connect with members of the industry. Each exhibiting company is allowed 2 BIG Social passes.

MARKETING

The **CEN-CAN EXPO** Will Be Promoted Through The Following Channels

- Brochures which include gate discounts to the expo will be printed
- Posters
- Press Releases and advertising in Trade Magazines
- Direct mail, campaigns throughout trade partners, associations, organizations, and an industry database that targets the mining, forestry and construction industries
- Radio Broadcasting
- Email campaigns to targeted markets
- Website Promotion – Banners & Links to national websites.
- Social Marketing through LinkedIn, Facebook, YouTube and other online marketing channels.
- Exhibitor Introduction videos and ongoing posts on Facebook, and YouTube. Exhibitors can offer show specials that will be promoted on the website and social media.
- Exhibitors will receive a bundle of expo passes featuring a Free Registration Code that they may distribute to their clients as promotions.
- Mining Life Magazine: Official Show Guide Issue featuring a complete agenda of the event detailing the exhibitors and the benefits of participation as well as an overview of the area.

EXPOSURE YOU CAN COUNT ON!

The Central Canada Resource Expo, known as the CEN-CAN Expo, will bring members of the mining, forestry, energy and construction industries together to network within their industry and exchange ideas and co-operation between industries. Meet your clients and introduce yourself to potential clients in your region.

The **CEN-CAN EXPO** offers onsite demos, presentations on important topics, networking opportunities, job fair along with over 300 displays.

CONFERENCES



Projects In The Pipeline “The Next 5 Years”

Live at the SilverCity Thunder Bay Cinema
Thursday, September 14th, 10:00 am - 01:00 pm

Challenges and Opportunities facing the Natural Resource Industry. Companies will be talking about their operations and where they are going in the next 5 years. Hear from CEO and Management level representatives. Learn of opportunities that exist within the supply and service sector as these companies prepare for expansion and development of world class operations.

Lunch is included: **\$50.00**. Tickets available (Special Guest Speaker)

Ring of Fire “Critical Minerals Conference”

Live at the SilverCity Thunder Bay Cinema
Thursday, September 14th, 1:00 pm - 04:00 pm

The conference will consist of speakers representing Government, Indigenous Organizations, the Central Role of the two Indigenous Communities and Industry that are looking to help fulfill the regional and global demand of Critical Minerals.

Sponsorship opportunities

Lunch & Moderator Sponsor \$3,000

Partner Sponsor \$3,000

- Promoted during the event by the conference moderator
- Promoted on the event webpage with Banner/logo
- Promoted on social media

Virtual Friend Sponsor \$1,500

- Promoted on the event webpage with Banner/logo
- Promoted on social media

Call
705.264.2251
to reserve the best
sponsorship package
for your business

SPONSORSHIP

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your targeted market finds attractive. The CENTRAL CANADA EXPO is offering a wide range of sponsorship opportunities and each package consists of different benefits that will complement your marketing strategy. When you sponsor the CEN-CAN EXPO your company will benefit in many ways.

A CLEAR COMPETITIVE ADVANTAGE!

Make your mark, by becoming a 2023 sponsor.

List of 2022 sponsors below.

Palladium Sponsors

- GFL Environmental Inc. • Greenergy • Hood Equipment Canada Inc. • Manroc Developments Inc.
- North Superior Workforce Planning Board (NSWPB) • Nova-Pro Industrial Supply Ltd.
- Nuclear Waste Management Organization • ReadyQuip Sales Service
- Sling-Choker Mfg. (Thunder Bay) Ltd. • Thunder Bay CEDC • Thunder Bay Truck Centre Inc.

Gold Sponsors

- Belterra Corp. • Carpenters Union Local 1669 • E.S. Fox Limited • EPC Canada
- Equipment World Inc. • First Mining Gold Corp. • Lakehead Ironworks • Mastrangelo Fuels
- Mining Life & Exploration News • SafeSight Exploration • UA Local 628 Thunder Bay
- Venshore Mechanical Ltd.

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PREMIUM SPONSORSHIP PACKAGES

PALLADIUM SPONSORSHIP \$10,000.00

- ✓ Full page colour ad in the Official Show Guide Magazine 'Mining Life and Exploration News'
- ✓ Advertorial write up and photos: Please supply photos and write up to submit to our editor
- ✓ Large Banner ad & Booth Description on our Official Website
- ✓ Logo & description in our Official Show Guide
- ✓ Inside 8x10 DELUXE BOOTH with curtains, dressed table, 110 electric service, clean-up, 2 chairs.
- ✓ Outdoor 20x30 booth

In Addition:

- ✓ Recognition at Gala Dinner and your logo on all place mats*
- ✓ Recognition as Palladium Sponsor in the Official Show Guide

Corporate Logo Featured Prominently On:

- ✓ Giant full colour expo posters
- ✓ 3 Giant Expo Banners displayed prominently at the event
- ✓ 70,000 Full Colour, glossy invitations (distributed by Canada Post and exhibitors)
- ✓ Listed as a Palladium Sponsor in selected news releases and media advertising (Radio, TV, Newspaper, Trade Magazines)
- ✓ Exhibitors will receive a bundle of free expo passes that they may distribute to their clients as promotions

GOLD SPONSORSHIP \$8,000.00

- ✓ Full page ad in full colour in the Official Show Guide Magazine 'Mining Life and Exploration News'
- ✓ Editorial write up and photos: Please supply photos and write up to submit to our editor
- ✓ Medium Banner ad & Booth Description
- ✓ Logo & description in our Official Show Guide
- ✓ Inside 8x10 DELUXE BOOTH w/curtains, dressed table, 110 electric service, clean-up, 2 chairs.

In Addition:

- ✓ Recognition at Gala Dinner and your logo on all place mats*
- ✓ Recognition as Gold Sponsor in the Official Show Guide

Corporate Logo Featured Prominently On:

- ✓ Giant full colour expo posters
- ✓ 3 Giant Expo Banners (One in each arena and Pavilion)
- ✓ 70,000 Full Colour, glossy invitations (distributed by Canada Post and exhibitors)
- ✓ Listed as a Gold Sponsor in selected news releases and media advertising (Radio, TV, Newspaper, Trade Magazine)
- ✓ Exhibitors will receive a bundle of free expo passes that they may distribute to their clients as promotions.

Scheduled Demos

Live Location: Demo Site

... where you can **demonstrate the newest innovative products** and processes **live** to show attendees and we will **film your presentation to an online audience after the event**. After the event you will receive a video copy of your demo to use as you wish.

Exhibitors will be given a dedicated time to present a live demo of their product from their display. This will be filmed and provided to our youtube channel for viewing. The video will also be sent to you for your own use.

Attendees will watch Live Demonstrations in-person and online from the CEN CAN Expo website. A list of companies, products and times will be posted to the website and the official show guide, once confirmed. Attendees will be able to take in the presentations and ask questions.

Demo spot price \$1,000.00

Sponsorship opportunities

Partner Sponsor \$3,000

- Promoted during the event by the conference moderator
- Promoted on the event webpage with Banner/logo
- Promoted on social media

Friend Sponsor \$1,500

- Promoted on the event webpage with Banner/logo
- Promoted on social media



The VIP Social

(VIP Guests Only. Limited to 600.)

Wednesday Evening, **September 13th, 6:00pm–11:00pm**

Who does not enjoy a party? Let loose and enjoy yourself after a long first day of the event. Everyone looks forward to attending the VIP SOCIAL.

The VIP SOCIAL is an evening of live entertainment and networking for the exhibitors and vip guests of the CEN CAN Expo. As our guests you will enjoy a true northern experience, featuring beverages and foods that are unique to Northern Ontario. Enjoy a free evening with shuttle services available.

Sponsorship opportunities

Platinum Sponsor **\$10,000** - (2 available)

- 20 VIP tickets
- 4 Bar tables with 8 chairs
- Banner to be hung at key locations
- Corporate logo on social Event Page and VIP Ticket
- Your logo/branding included in the follow up story distributed to northern Ontario media.

Gold Sponsor **\$5,000** - (6 available)

- 8 VIP tickets
- 2 Bar Tables with 4 chairs
- Corporate logo on social media event page and VIP Ticket
- Logo on event banner, hung at key location
- Inclusion of Corporate identity with follow up story distributed to Northern Ontario News

Silver Sponsor **\$2,500** - (8 available)

- 4 VIP Tickets
- 1 Bar Table with 2 chairs
- Corporate logo on social Event Page and VIP Ticket
- Logo on event banner, hung at key location
- Inclusion of Corporate identity with follow up story distributed to Northern Ontario Media



T-Shirt Sponsors

\$1,200.00 *Limited number of spots available.*

Get your logo seen for years after the event by placing your logo on 2,000 CEN CAN T-Shirts. The T-shirts will be handed out at the registration desk to those that have pre-registered and qualify for a delegate grab bag for the CEN CAN Expo.

Delegates would include mining personnel, government & community representatives, First Nation representatives, national & international mine delegates.

- Logo on the backs of all T-Shirts shared with nine other companies
- Your company logo will also appear on three large format banners located at the expo along with the corporate sponsors of the event.
- A gift to the pre-registrations that come in from our extensive marketing platform.

Gala Dinner Networking Event

**Tuesday, September 12th,
6:00pm to 11:00pm, 6:00 – 7:00 Cocktail Hour (Cash Bar)**

Kick off the Expo with the Gala Dinner. Join us for an evening of Networking with the leaders and dignitaries representing Northwestern Ontario's natural resource industries.

Tables of 10 will be available; the Gala Dinner is a great way to start the Expo and promises to be a sold out event. The Gala Dinner is used as a fund raising event.

Order your tickets now. Limited seating

Tickets are \$125.00 each (\$1250.00 for the table of 10) +HST



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to reserve the best sponsorship
package for your business

Aboriginal Forum

Live on Location

Thursday, September 14th, 12:00 pm - 03:00 pm

Limited Seating. Lunch included.

Understand what is top of mind within the Aboriginal Community in reference to Mining. Explore the challenges and opportunities to building a shared future in Ontario's resource sectors.

Grand Opening Ceremonies

Location: Front Entrance of Fort William Gardens
Wednesday, September 13th, 11:00 am

Grand Opening Remarks and Kick off to the CEN CAN Expo.
Dignitaries representing the mining industry, communities, First Nations, Academia, and government will all welcome the guests and the participants to the event.

Sponsorship opportunities

\$1,500.00

- Recognition by the moderator
- Banner on the landing webpage for the event
- Banner on site during the official opening

Jackleg Drilling Competitions

Location: Outside at the Jackleg Drilling Rocks
Wednesday, September 13th, 11:30am to 04:30pm

Divisions For:
Dignitaries, Novice & Pros. Win Prizes & Trophies!

11:30 am - Dignitary Challenge
01:00 pm - Novice
03:00 pm - Northern Jackleg Pros (pros only)
04:30 pm - Award Ceremonies

Sponsorship opportunities

Dignitary Award Sponsor
\$1,500.00

- Recognition by the moderator
- Banner at the Jackleg Drilling Competitions

Novice Award Sponsor
\$1,500.00

- Recognition by the moderator
- Banner at the Jackleg Drilling Competitions

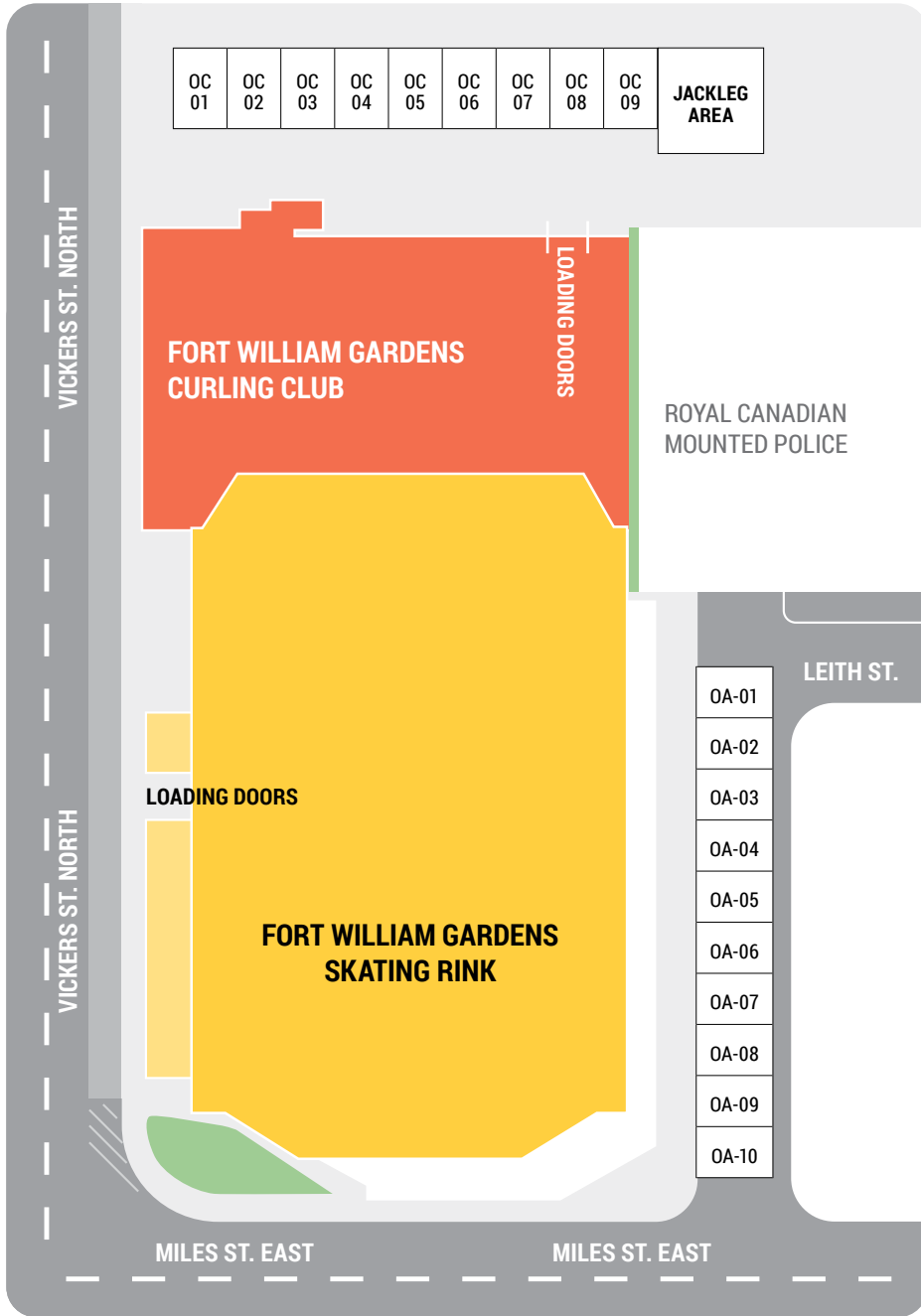
Northern Jackleg Pros Award Sponsor
\$1,500.00

- Recognition by the moderator
- Banner at the Jackleg Drilling Competitions



Call 705.264.2251 to reserve the best sponsorship package for your business

Outdoor



CLUB SIDE

- OC-01
- OC-02
- OC-03
- OC-04
- OC-05
- OC-06
- OC-07
- OC-08
- OC-09

ARENA SIDE

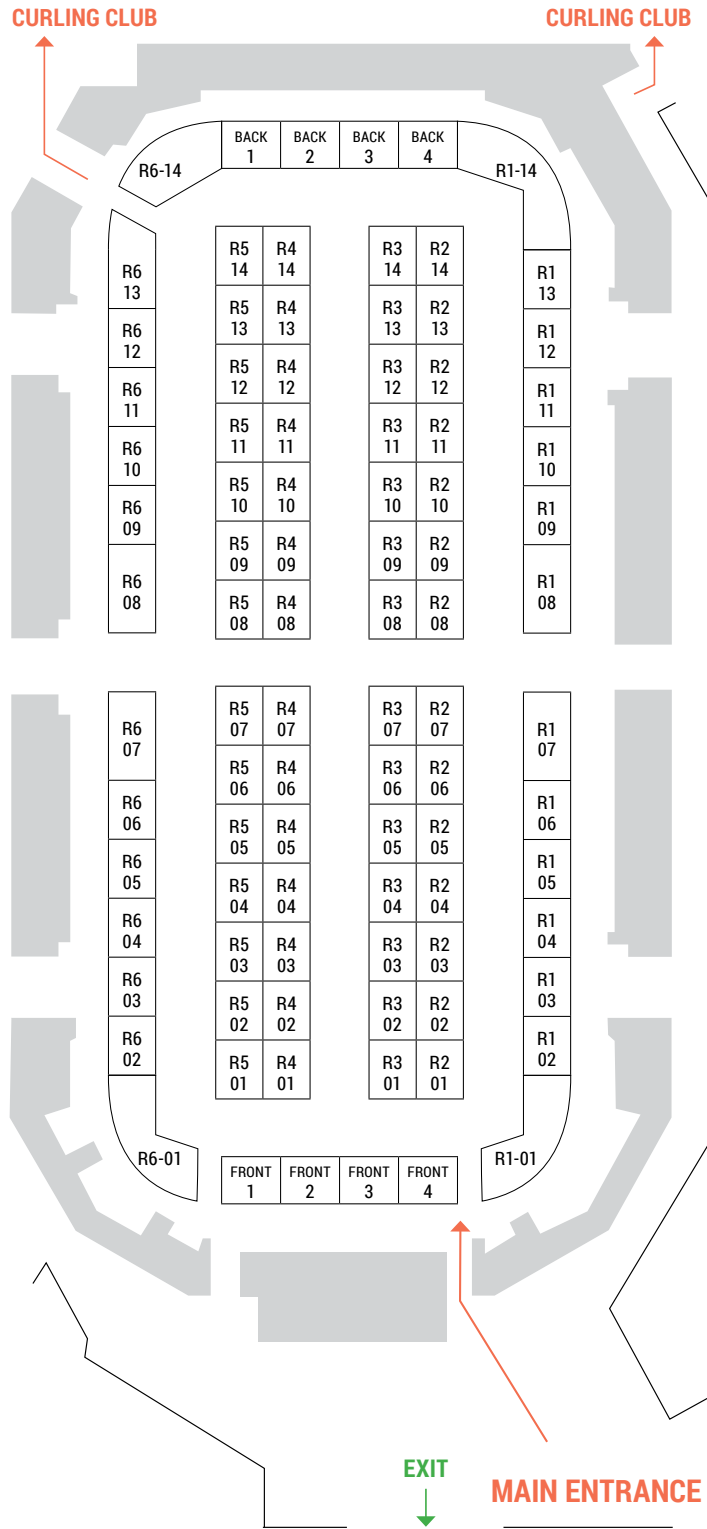
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- OA-07
- OA-08
- OA-09
- OA-10

OUTDOOR RATES

20' x 30' - \$3,200.00

Prices Include Online & Official Show Guide Listing.

ARENA 1 (SKATING RINK)



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ROW 5

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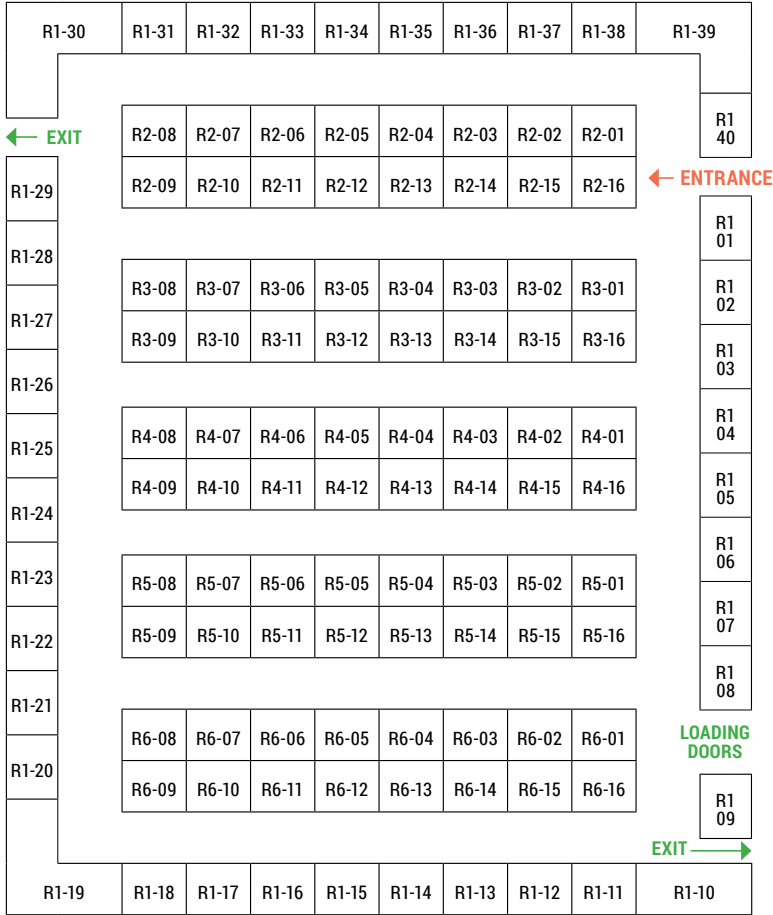
NOTE: The loading doors are 10' x 10', equipment larger than the door opening will not be permitted. Please check with show management if the size of your equipment is greater than 9.6' high or wide.

INDOOR ARENA RATES

8' x 10' - \$2,450.00 8' x 20' - \$4,900.00
8' x 30' and up, call for quote

Prices Include Online & Official Show Guide Listing. All booths are equipped with 1 table, 2 chairs & a shared 110 electrical outlet.

ARENA 2 (CURLING RINK)



NOTE: The loading doors are 10' x 10', equipment larger than the door opening will not be permitted. Please check with show management if the size of your equipment is greater than 9.6' high or wide.

INDOOR ARENA RATES

8' x 10' - \$2,450.00 8' x 20' - \$4,900.00
8' x 30' and up, call for quote.

Prices Include Online & Official Show Guide Listing.
All booths are equipped with 1 table, 2 chairs & a shared 110 electrical outlet.

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SEPTEMBER 13-14, 2023
Fort William Gardens, Thunder Bay, ON

Order Form

✉ info@canadiantradex.com
☎ 705.264.2251
☎ 705.264.4401

Toll Free in Canada 1-866-754-9334 / In USA, call 1-705.264.2251
P.O. Box 490 Schumacher, ON P0N 1G0

Company Info

Name of the Company _____

Name of the Contact Person _____

Name of the on-site representative _____

Address _____ City _____

Province / State _____ Postal / Zip Code _____

Telephone _____ Fax _____

URL _____ Email _____

Please provide a brief description of the product(s), goods and/or services your company wishes to exhibit

Exhibit Space

Outdoor Display Space 20' x 30' 40' x 30' 60' x 30'
Indoor Display Space 8' x 10' 8' x 15' 8' x 20' 8' x 30'

Is your company hiring or will you be accepting resumes at the event?
Yes No

Demo Sites

Our Company would like to participate in live demonstrations Yes No

Application for Exhibit Space

TRADE SHOW management reserves the right to reject the proposed exhibit to ensure that the exhibit contributes to the purpose and objective of the EVENT.

Booth Size Outdoor Indoor

Booth Price **Booth Location**

Ad in Special Mining Life Size Price

HST # 89895 6578 RT0001

Payment by: Visa Master Card

A 50% DEPOSIT IS REQUIRED 15 DAYS AFTER THE DATE OF THE CONTRACT BEING SIGNED. THERE WILL BE NO CANCELLATIONS 30 DAYS AFTER THE SIGNING OF THE APPLICATION. The Trade show Management has the right to change the dates times or location of the event. If for some reason the exhibitor location must be changed, the Trade Show Management has the right to do so.

Applicant Name _____

Applicant Signature _____

Payable to Canadian Trade-Ex

| | |
|------------|----------------------|
| Sub Total | <input type="text"/> |
| HST | <input type="text"/> |
| TOTAL | <input type="text"/> |
| Deposit | <input type="text"/> |
| Balance | <input type="text"/> |
| Card # | _____ |
| Exp Date | _____ |
| Cardholder | _____ |
| Date | _____ |
| Signature | _____ |