

PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA



**MARCH 1-4**  
**2026**



# MARKETING KIT

Materials to help publicize your participation and support this iconic convention



# ATTENDEE BANNER

Let others in the industry know that you will be attending PDAC 2026. Place the banner in your email signature, website or e-newsletter. Download images [here](#).



# BANNERS

Promote Convention on your website, in emails or e-newsletters. Choose from a variety of sizes. Download images [here](#).





# CONVENTION LOGO

To request the convention logo, please email [convention@pdac.ca](mailto:convention@pdac.ca)



# EDITORIAL CONTENT

Select one of the event descriptions below to use in your articles or event listings. Or choose from a selection of editorial content. Download [here](#).

### LONG DESCRIPTION

PDAC 2026: The World's Premier Mineral Exploration & Mining Convention will take place from March 1-4 in Toronto, Canada. The convention brings together an ever-growing audience of more than 27,000 attendees from over 125 countries for its educational programming, networking events, business opportunities and fun.

Since it began in 1932, the annual convention has grown in size, stature and influence. The award winning event is a gathering where familiar faces reunite, new connections are forged, and the future of mineral exploration takes shape one conversation at a time. It is the event of choice for the industry hosting more than 1,300 exhibitors and 700 presenters.

For more information, please visit <http://www.pdac.ca/convention-2026>

### SHORT DESCRIPTION

PDAC 2026: The World's Premier Mineral Exploration & Mining Convention will take place from March 1-4 in Toronto, Canada. It is the event of choice for the industry, bringing together more than 27,000 attendees and 1,300 exhibitors from over 125 countries for its educational programming, networking events, business opportunities and fun. For more information, please visit <http://www.pdac.ca/convention-2026>

### STATISTICS

Other statistics to consider can be found at <https://pdac.ca/convention-2026/attending-2026/past-conventions-2026>

### EDITORIAL RESOURCES INCLUDE:

- Bio and headshots of PDAC President and Executive Director
- President's message
- Convention overview
- Core magazine Convention section
- Press releases

NOTE: Resources will be added as they become available.

# EMAIL SIGNATURE BLOCK

Help spread the word by adding this signature block to your email message and hyperlink it to [www.pdac.ca/convention](http://www.pdac.ca/convention). Download [here](#). Or you may prefer to add the “I will be attending” banner (see page 2).



# ICONS

Promote your partnership with PDAC 2026 by displaying a branded Convention icon. Request an icon from your contact at PDAC.

Icons are available in the following categories:

- Exhibitors:
  - Exhibitor
  - Core Shack
  - Exhibitor Spotlight
  - Investors Exchange
  - Prospectors Tent
  - Trade Show
- Media Partner
- Presenter
- Sponsors:
  - Diamond
  - Gold
  - Host Country
  - Patron
  - Platinum
  - Premier





# SOCIAL MEDIA

Use one of our branded social media images to bring attention to your postings. Images are sized for most platforms. Down load [here](#).

If you're not feeling very creative or are running low on time to draft your own social media posts, here are a few sample posts to get you started.

### FOLLOW US

We are incredibly active online, especially during the convention. Make sure you follow our accounts to stay informed on the latest news and information as it becomes available.

- Instagram: @PDAC\_Official
- Facebook: @thePDAC
- LinkedIn: @thePDAC
- Twitter / X: @the\_PDAC



- Proud to be a #PDAC2026 media partner! Register early and we'll see you in person March 1-4. [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026)
- XXX days 'til #PDAC2026. Learn more about the exciting lineup of this year's program! [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026)
- #PDAC2026 registration opens in early December, don't miss out on early rate specials. [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026)
- The world's #MineralExploration and #Mining industry is coming to Toronto March 1-4 for #PDAC2026 - Have you registered yet? [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026)
- Counting down to #PDAC2026 - the World's Premier #MineralExploration & #Mining Convention! [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026)
- Join us at the #PDAC2026 Convention March 1-4 for the World's Premier #MineralExploration & #Mining Convention! [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026)

- We are excited! Just XX sleeps until #PDAC2026 [www.pdac.ca/convention-2026](http://www.pdac.ca/convention-2026) #Mining #MineralExploration #PDAC2026
- Thanks for joining us at the #PDAC2026 Convention. We look forward to seeing you next year at #PDAC2027

### HELPFUL TIPS

- Add videos and photographs to be more appealing
- Keep text to a minimum – less is best
- Include links to your website to increase traffic back to the source of information
- Shorten links using free programs like bitly.com or tinyurl.com or shorturl.at
- Use hashtags to reach those who are interested in a specific topic

### HASHTAGS

We encourage the use of hashtags as a way to increase the reach of posts. Using a hashtag allows other accounts to track online posts and conversations about specific topics.

Below are some of the hashtags used by PDAC that could be helpful for reaching your desired audience. In addition to the first hashtag, choose ones that are most relevant to you and your business.

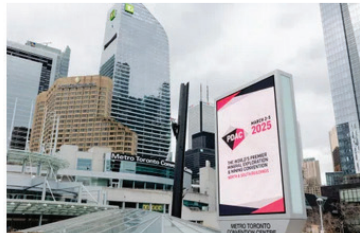
- #PDAC2026 (every time!)
- #Mining
- #MineralExploration
- #Finance
- #Investment
- #Prospecting
- #Geology
- #Gold
- #CdnMining
- #CdnPoli

# PHOTOS

Need a photo to accompany an article? Check out the [photo gallery](#) on our website. Download an image. If you require a higher resolution version, contact us at [convention@pdac.ca](mailto:convention@pdac.ca)

## PDAC 2025 Photo Gallery

Photo credit: Prospectus & Developers Association of Canada



<https://pdac.ca/convention-2025/attending-2025/convention-stats-2025>