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## **Terms of Reference: PDAC Exhibitor Advisory Group (EAG)**

### **Purpose of the EAG**

The overall purpose of the EAG is to ensure that Exhibitors have their interests represented at the Convention. The EAG will provide advice to PDAC staff and submit suggestions to ensure that Exhibitor concerns are addressed and that the Convention is of the highest quality for Exhibitors.

### **Role of EAG members**

The primary role of the EAG is to offer ideas, provide advice and give feedback to the Exhibits Team on the development and implementation of the annual Exhibits Plan. In addition, the Group will provide a forum for discussion on exhibit-related topics. The EAG will have no formal management and/or governance responsibilities at the PDAC.

### **Scope**

The EAG will:

- Provide input on the existing Exhibitor program(s) and/or the need to consider new programs
- Act as a focus group for ideas generated by the Exhibits Team
- Focus on generating ideas to enhance the attendee experience at Convention
- Assist in developing ideas to drive traffic and attract new attendees to the show
- Assist in evaluating the previous Convention from an Exhibitor perspective
- Act as an effective communication link between the PDAC and Exhibitors
- Generate ideas on how to increase Exhibitor ROI
- Provide input on how to increase Exhibitor engagement

### **Eligibility**

All registered Exhibitors from the previous year's convention are eligible to apply to be a member of the EAG.

EAG members are not required to be the Exhibitor Booth Representative on file; however, members must be employed with the Exhibiting company and be active in their company's exhibitor participation at the PDAC Convention.



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Group membership is based on the exhibiting company, not the individual group member. If a group member cannot attend a meeting or no longer wishes to participate in the EAG, the PDAC will take the recommendation of the outgoing member to appoint another individual within the exhibiting company. The new member of the EAG will carry out the remainder of the term.

If a company cancels their booth, they are no longer eligible to be a part of the EAG.

### **Application process**

The group will be selected by the PDAC based on the following criteria:

- See “Group composition” noted below
- Must be employed by an Exhibiting company and be active in their company’s exhibitor participation at the PDAC Convention
- Willingness and ability to commit time to attend 2 EAG meetings a year (in person or via teleconference)
- Commitment to improving the convention experience for all Exhibitors

### **Group composition**

The EAG will be made up of no more than 13 registered Exhibitors with the following composition:

- At least one Trade Show North Exhibitor
- At least one Trade Show, South Building Exhibitor
- At least one Trade Show Exhibitor representing an international governmental organization
- At least one Trade Show Exhibitor representing Canadian provinces
- At least one Trade Show Exhibitor representing the Canadian federal government
- At least five Investors Exchange Exhibitors

Within the above makeup, representation should include:

- Island/pavilion Exhibitors
- Exhibitors with heavy equipment
- Exhibitors with a single booth
- Producing companies
- Junior Mining Companies
- Priority Renewal Exhibitors



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- New Exhibitors from the previous year's convention
- PDAC Corporate Members

EAG composition will be reviewed annually.

### **Trial basis**

The EAG is formed on a trial basis. PDAC will review the group on an annual basis and revise the Terms of Reference if need be.

### **Meetings**

Meetings in 2025-2026 will be held virtually via Zoom.

Meetings will be held two times a year based on the following schedule:

- Spring/Summer
  - Evaluate previous convention
  - Provide feedback on areas of improvement and things that went well
  - Review the Exhibits Plan and provide feedback
  - Action items based on the Exhibits Plan
- Fall
  - Action items based on current exhibits situation
  - Update on the convention and provide feedback

### **Meeting minutes**

PDAC staff will prepare a written summary of discussion, comments and action items from EAG meeting.