



2021

THE WORLD'S PREMIER MINERAL EXPLORATION & MINING CONVENTION

# POST CONVENTION REPORT



## EDUCATIONAL PROGRAMMING

**137** hours of high calibre content across a diverse spectrum of industry topics

**514** speakers

**35%** female speakers

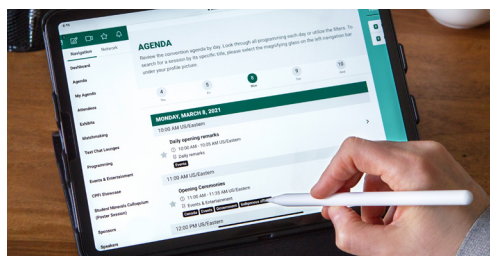
**47%** international speakers

**133,715** total number of session views

**26,416** total number of session follows/favourites

**34,123** downloads of exhibitor and speaker materials

**3,224** polls taken



### NEW FOR PDAC 2021

- **4** daily keynotes providing valuable insights on commodities, mineral outlook, innovation and new discoveries
- Co-hosts provided daily opening and recap remarks
- Corporate Presentation Forum for Investors (CPFI) Showcase
- Master Class Series
- Explore to Win program with prizes

Continued education beyond convention through **10+ hours** of new presentation content uploaded post convention.

### TOP 5 MOST VIEWED SESSIONS

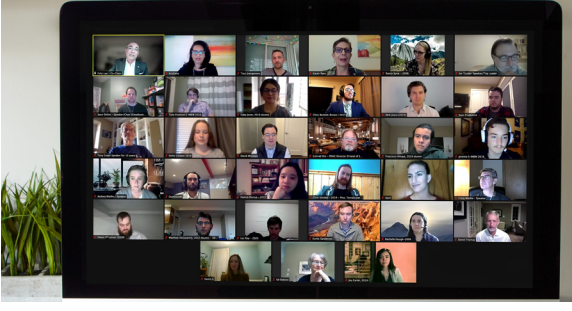
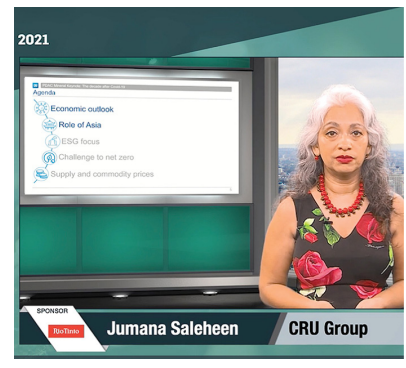
**6,174** Commodities keynote: The fate of gold deposits

**4,298** Opening ceremonies

**2,762** Mineral outlook keynote: The decade after COVID-19

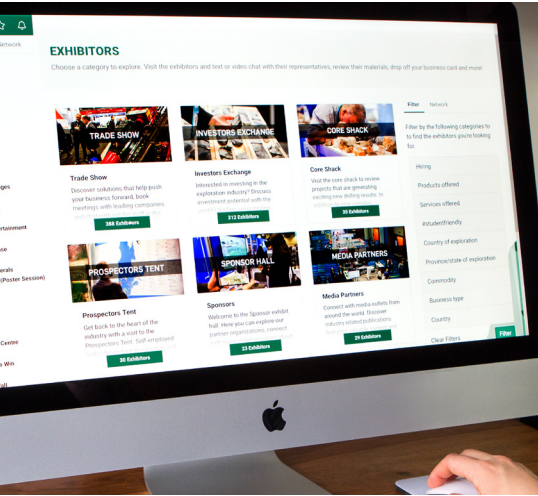
**2,747** Mineral systems through time: Improving deposit prediction

**2,640** Industry highlights and trends post COVID-19



### 2021 HIGHLIGHTS

- PDAC President Felix Lee joined Minister of Natural Resources, Seamus O'Regan, in the announcement of Canada's list of critical minerals;
- The International Stage featured global mining jurisdictions including Afghanistan, Argentina, Australia, Canada, Chile, Colombia, Egypt, Greenland, Ireland, Kazakhstan and Peru;
- An exploration of the future of space mining and the advantages to cooperation between space companies and the mining sector; and
- Six PDAC Awards honouring excellence in the industry were handed out at the Awards Gala.



## EXHIBITS

 The largest marketplace of its kind

Exhibitors had customized booths containing downloadable content, company brochures, investor materials and videos.

**770** exhibiting organizations

**52** exhibiting governments

**257,355** total number of booth visits

**10,347** total number of exhibitor & sponsor follows/favourites

We welcomed exhibitors from these **new countries**: Indonesia, United Arab Emirates, Latvia and Eritrea



## NETWORKING & MATCHMAKING

Personalized experiences before, during and after the convention!



**COMPREHENSIVE FILTERS** Attendee directory available for search by name, company, country or other criteria based on attendees' interests and goals



**MATCHMAKING** After answering a series of questions, the sophisticated matchmaking algorithm suggested:

- Connecting with other like-minded attendees
- Attending sessions that align with attendees' interests
- Visiting exhibitors matching attendees' selected criteria



### INSTANT DISCUSSIONS

**36,107** direct messages sent between all attendees



### SOCIAL MEDIA ENGAGEMENT [Timeframe March 8-11, 2021]

	FACEBOOK	INSTAGRAM	LINKEDIN	TWITTER
Total Engagements	100,059	994	2,508	2,035
Impressions	2,838,995	238,946	36,354	113,092



## ENTERTAINMENT

Attendees enjoyed 15 entertainment features including:

- Backstage tour: Royal Ontario Museum
- Happy hour with duelling pianos & Happy hour with trivia
- Indigenous dance by Red Sky Performance
- Music by Twin Flames
- Opening and closing ceremonies featuring Notorious Cree and Susan Aglukark
- Peru cocktail event
- Tales of the Stanley Cup
- Toronto Zoo connections: Meet the polar bears and the giraffes



**NEW FOR 2021:** All Access pass holders attended the Awards Gala (previously a ticketed event) and connected with the Award recipients via live chat



## BROADER ACCESS

Opportunity to join the convention from anywhere in the world

**Accessed from your home or office** on all mobile and desktop devices

**Flexible agenda** provided time to attend sessions, visit exhibitors and enjoy entertainment offerings

Ability to **continue making valuable connections** inside the platform for three months post-show until June 1

**7,990** convention attendees

**412** student attendees

**677** investors

**130** self-identified Indigenous attendees

**152** media

**30%** attendees from outside of Canada

Outside of Canada, the **top 10 countries** represented: USA, Peru, Australia, United Kingdom, Brazil, Germany, Chile, France, Argentina, Mexico

\*Statistics are as of March 31, 2021