



August 17-19, 2021

The 60th Anniversary of the Conference of Metallurgists - COM 2021 Digital Event

<https://com.metsoc.org/>

Provided by the Metallurgy & Materials Society of CIM



Sponsorship at a glance

Have a budget in mind?

Want to mix and match some benefits?
Contact us!

This overview is a guide however we tailor our programs to our partners visibility goals.

Visibility	Community			Top	
	Supporter	Participant	Engager	Premier	Sponsor
Price	\$2,500	\$5,000	\$8,000	\$10,000	\$20,000
Includes email campaign of sponsored content to MetSoc community x 2. *					x
Includes email of sponsored events and push notifications					x
Event platform sponsor					x
Digital Platform Banner Ad					x
Digital Platform Column Ad				x	x
Pre-event & forever: Logo/link COM home page, blog article LinkedIn to over 9000 audience subscribers and logo in COM electronic Proceedings (visibility is permanent)			x	x	x
Sponsor Booth includes the additional marketplace			x	x	x
Sponsor Booth with meeting inbound /outbound virtual		x	x	x	x
Pre-event: Logo on sponsor page of COM website	x	x	x	x	x
Pre-event: Social media post feature (1) on company - 9,597 followers	x	x	x	x	x
Pre-event: Company logo in Conference news e-blasts to community of over 9000 metallurgy and materials engineers	x	x	x	x	x
In-Session: Logo on Digital Online conference program welcome page	x	x	x	x	x
Post-event: Logo in CIM Magazine – Thank you, post-conference - OVER 10,000 READERS PER ISSUE	x	x	x	x	x
* campaign must in in-line wit MetSoc values and mission. MetSoc reserves the right to refuse a topic.for campaign.					

Advantages of a Digital Audience



Captive audience, there is a need for at-home learning now



Capturing a larger audience worldwide



Capturing an extended audience



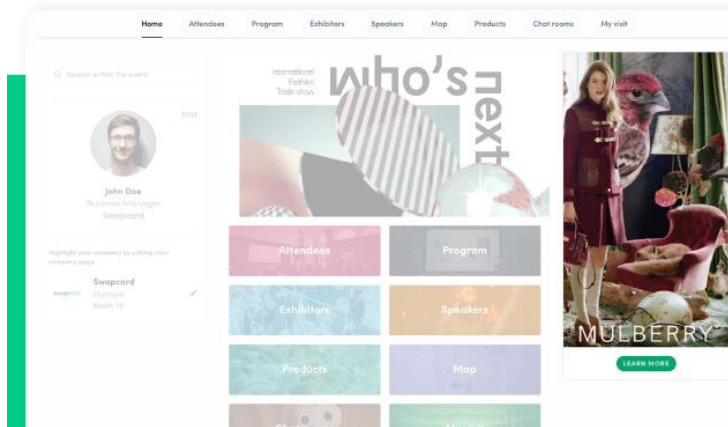
Bringing a larger visibility to authors, presenters and sponsors

Our first digital event had over 260 attendees
Statistical models show that currently digital events increase audience attendance

Digital Conference visibility

From home page to in-session advertisement

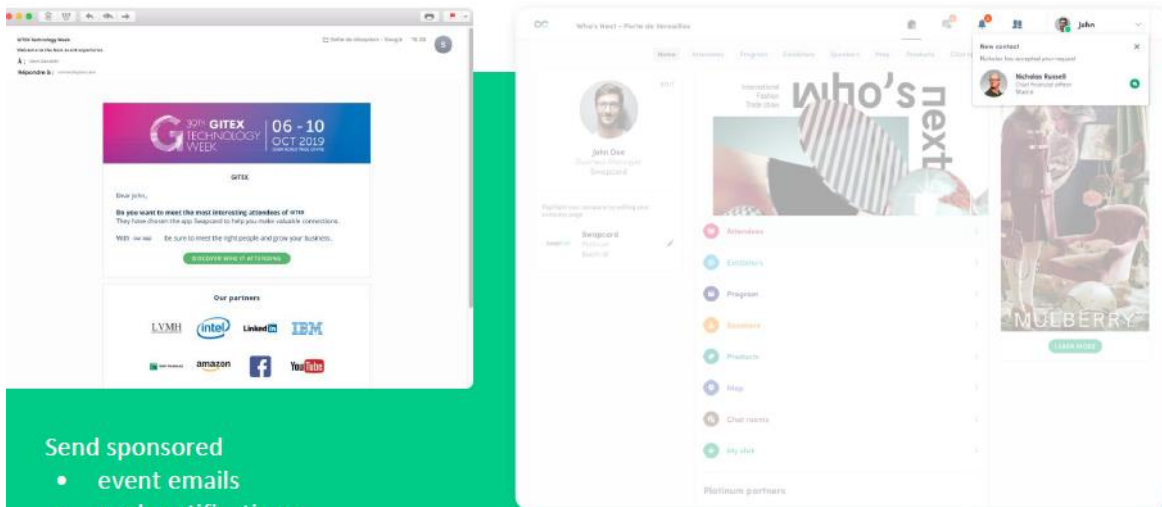
Banner and column ads



Multiple ads can run at the same time and target specific group of attendees.

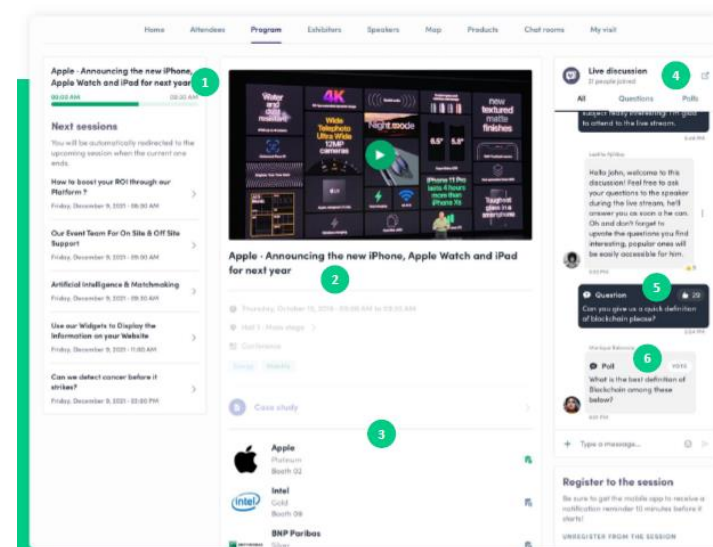
Format:
Width: 1080 x 1920
PNG or JPEG

Promote via email and push notifications



Send sponsored
• event emails
• push notifications
to targeted attendees groups.

Sponsor sessions and product demos



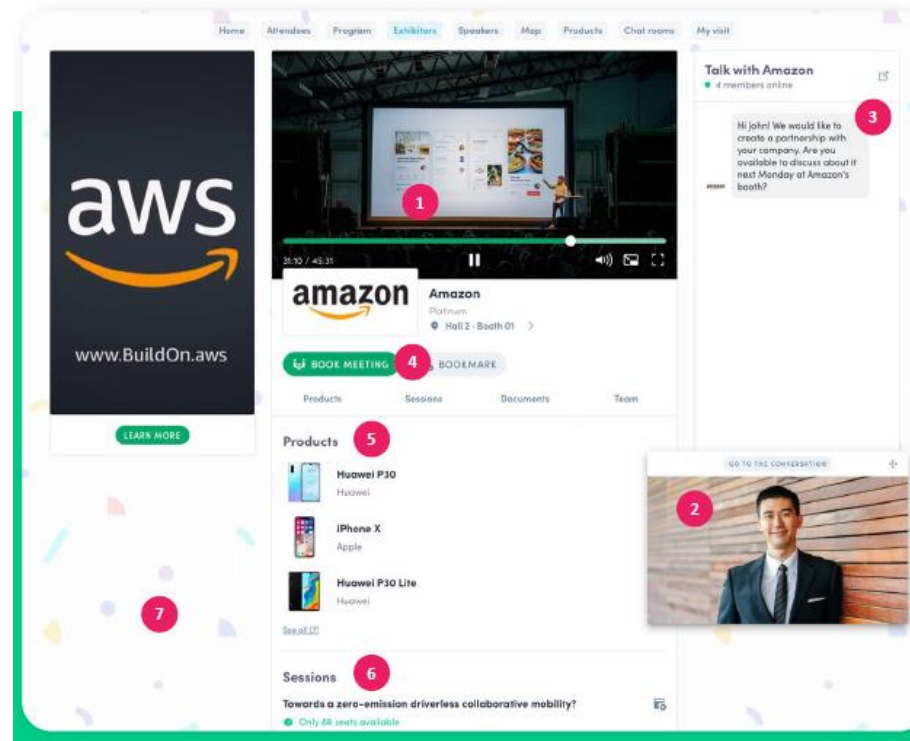
- 1 Display sponsored sessions
- 2 Sessions can include webinars, product launches, workshops, and demos,
- 3 List multiple session sponsors
- 4 Sponsors can interact with registered attendees
- 5 Attendees can ask questions
- 6 Sponsor can publish polls



Digital Conference visibility

Sponsor Booth

Virtual Booths that generate leads



- 1 Exhibitor video and collateral
- 2 Instant Video Calls with lead scoring
- 3 Live chat with sales staff
- 4 Inbound meetings
- 5 Showcase products
- 6 Live stream product demos with Q&A
- 7 Add custom background (at additional cost)

Providing services to our community and sponsors



LIVE KEYNOTE TALKS



ON DEMAND CONTENT



PUBLISHED PROCEEDINGS

We are still
committed
to our
goals!



Disseminate research through
publication



Raise profile of the authors,
volunteers and sponsors



Provide knowledge and
information to the METALLURGY
& MINING Community



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Join us and get your message to the community!

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