



# Vancouver Resource Investment Conference *ATTENDEE STRATEGY* 2013 *GUIDE*

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# VRIC 2013 - Attendee Guide

## Introduction

Here at SparxTrading.com, we love research. So, it seemed appropriate that ahead of one of Canada's largest mining conferences, the Cambridge House Vancouver Resource Investment Conference (VRIC) we undertook a fun data mining project of our own.

As it turns out, looking at 500+ exhibitors, 129 presenting companies and 72 guest speakers' talks yielded some very interesting data and tips about this year's conference.

While data on its own might be interesting, we wanted to make it useful to attendees so we took it one step further to give you a smarter way to navigate the conference. Before you visit the 500+ tables at the VRIC, here are 4 tables that can help you plan your conference time more effectively.

## Who's in the Room?

Looking at the data on who's attending this year's conference we saw a distinct data point: most of the companies there are precious metal related.

**Table 1: Categories of companies attending VRIC 2013 by number and percentage**

Category	Percent of Total
Mining/Exploration	80%
Subject Matter Expert/Research	5%
Media	4%
Mining/Exploration Services	4%
Other	3%
Financial services	1%
Tourism	1%

While the fact that 80% of the companies attending being mining/exploration companies was not a surprise, finding that over 70% of those companies are gold related companies was (see table 2 below). Copper is the next major commodity in the room with about 18% of companies having copper exposure. Energy-related companies will be a rarer find at this conference, especially those in oil & gas. As a note, since there are companies that have both base and precious metal projects/exposure the numbers do not total 100%.

The bottom line for attendees is that this year's VRIC will be dominated by precious metals, but specifically gold. For gold bugs this is great, however for non-precious metals enthusiasts the hunt for companies outside of the space will be challenging. Of course, with this many precious metals companies in one place, telling them apart will be another challenge.



**Table 2: Composition of exhibiting mining/exploration companies by commodity exposure**

<b>Commodity</b>	<b>Percent of Total Mining/Exploration Companies at VRIC</b>
Gold	74%
Silver	19%
Copper	18%
Uranium	9%
Rare Earth	8%
Zinc	6%
Lead	5%
Nickel	5%
Diamonds	5%
Moly	4%
Iron	2%
Potash	2%
Energy	1%
Lithium	1%
Graphite	1%
Vanadium	1%
Coal	1%

When we looked at the total number of companies in the room, we saw another interesting piece of data – there are almost as many media companies that will be in attendance as there are subject matter expert (SME)/research firms. With so many mining and exploration companies, there are lots of stories to try and tell and also lots of data to try and make sense of. It also means that there are lots of opinions out there to filter through. The data suggests that you should be prepared to do a lot of homework.

A good mining adage about picking your spots seems appropriate to suggest when approaching this conference. For attendees trying to look at all the companies, they can expect to walk about 2 kilometers in the process. It certainly makes the case for wearing comfortable shoes much stronger! More importantly, work smarter rather than harder by planning who you want to see and when. The good thing about the design of the conference area is that there are lots of good spots to rest your feet.

Also, with so many companies in the room, trying to talk to all of them is a herculean effort. Hypothetically speaking, if you were to talk to all of the companies there for one minute each and took no breaks, it would take over 8 hours to work the whole room.



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## Presentations - Guest Speakers

One of the biggest draws for conference attendees are the guest speakers. We looked at 72 guest speaker talks that were listed on the agenda and categorized them into the types of talks the titles suggested would be the focus.

Given that a talk could be about more than one topic, the numbers don't add up to 100%. Instead the percentages represent the proportion of the total number of talks each topic category makes up.

The most popular type of talk at the show will be on outlook/strategy. Being January, forecasts for the year ahead are probably something people are curious about. That said, it was surprising to see that nearly two thirds (65%) of talks are on strategy/outlook. The next major topic that is being talked about at VRIC 2013 is going to precious metals. Talks about gold will outnumber talks about silver, a reflection of the conference overall, with total precious metal related talks making up about 22% of talks. If you're looking for talks on energy or on uranium, you might find some slim pickings at this conference.

**Table 3: Number and percentage of guest talks at VRIC 2013 by topic category**

(Source: Cambridge House VRIC 2013 Agenda)

Topic	Count of Topics	Percent of Total Talks
Outlook/Strategy	47	65%
Precious Metals	16	22%
Commodities	12	17%
Stock Picks	9	13%
Education	5	7%
Energy	5	7%
Exploration	4	6%
Strategic & Rare Metals	1	1%
Uranium	1	1%
Other	1	1%

One of the big draws for investors is to bounce their investing ideas off the 'pros' so stock picks and Q&A sessions are great for that. As it turns out the best day to do that is on day 2 (Monday) of the conference in which there are 7 guest speakers doing stock Q&A's or stock pick talks. These talks on day 2 cluster between 11am and 3pm, with the highest number happening between 2pm and 3pm. The only downside for day 2 is that you can only be in one place at a time, so bringing a friend and attending separate talks would be a great way to maximize the feedback you can get.



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## Company Presentations

Another major draw for conference goers is the chance to hear companies give presentations and updates on their projects. With 129 company presentations taking place over the two days, over 21.5 hours of company talks will be given (that's a lot of PowerPoint time!).

The schedule for these talks is quite ambitious. With companies being given 10 minutes apiece and the presentations running back to back, there isn't really a lot of room for presenters to run over time. One of the big challenges to the presenters is to keep their talks within the timeframe while also delivering a valuable presentation for the attendees in those precious 10 minutes.

When we took a look at the distribution of companies giving presentations, again precious metals seem to dominate the agenda. Companies with gold exposure make up 69% of the companies presenting with silver exposed companies making up 19%. The next major group represented by the companies presenting is base metals, with most of those coming from companies with copper exposure.

The bottom line for company presentations, as with the conference overall, is that there is a lot of precious metals related content relative to any other topic. For other commodities, if you're looking to hear about rare earths, the afternoon of day 1 (Sunday) is your better bet whereas if you're interested in potash companies, you can only really do that on day 2 (Monday) between 11am and 12:10pm.

**Table 4: Number and percentage of company presentations at VRIC 2013 by commodity**

(Source: Cambridge House VRIC 2013 Agenda)

Company Type	Count of Presentations	Percent of Total Talks
Gold	89	69%
Silver	24	19%
Copper	18	14%
Uranium	12	9%
Nickel	9	7%
Rare Earth	7	5%
Zinc	7	5%
Lead	4	3%
Potash	4	3%
Iron	3	2%
Moly	3	2%
Diamonds	2	2%
Energy	1	1%
Graphite	1	1%
Lithium	1	1%
Vanadium	1	1%
Coal	0	0%



