



**MiningWorld**  
Russia

# MiningWorld

24<sup>th</sup> International exhibition  
of machines and equipment  
for mining, processing  
and transportation of minerals

21–23 April 2020  
Crocus Expo, Moscow, Russia

Find out more at  
[miningworld.ru](http://miningworld.ru)



MARKETING MANUAL

## About the exhibition

MiningWorld Russia is the meeting place of the leaders of the mining industry from all over the world.

MiningWorld Russia holds the title of the “Best exhibition in Russia” on subject “Natural resources, mining and quarrying” in all categories according to the Russian National Exhibition Rating.

### 2019 statistic data

Exhibitors: **431** companies from **29** countries

Visitors: **5 927** specialists from **70** Russian Regions and **52** countries

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## How to increase the performance of participation in MiningWorld Russia 2020?

Thank you for joining MiningWorld Russia!

The Exhibitor Marketing Manual contains important information that will help making your participation in the exhibition more effective. Sponsorship and advertising opportunities offered by MiningWorld Russia will give your company an excellent chance to be noticed by a wide professional community and attract the attention to your services and products.

The sponsorship and advertising opportunities featured in this booklet will help you attract more visitors to your stand and promote the brand awareness, increasing the number of potential partners and customers.

Include the advertising possibilities of MiningWorld Russia into your yearly advertising plan and you will appreciate the price and efficiency advantages compared with traditional advertising methods in print and Internet media.

**For more details please contact:**

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# 1. EXHIBITOR BADGES INVITATIONS TO THE GALA EVENT



## 1.1 Exhibitors badges

35 €

Exhibitors may get access to the territory of the exhibition complex during the installation, dismantling and operation of exhibition only if they have badges. A company entitled to receive free exhibitor badges according the stand size: each 3 sq. m. = 1 badge. Stands with 4 and 6 sq. m. have a right for 2 badges. If the free exhibitor badges provided are not enough for the employees working at your stand (including interpreters, excluding booth builders) you can order additional badges.

ATTENTION! Provided badges will be already filled in. So you must by all means complete the form in the personal online exhibitor account.

If you have not received login and password for your personal account, please, request them:

Natallia Zhuk-Higgs

t: +44 (0) 203 545 9706

Natallia.Zhuk@ite-exhibitions.com



## 1.2 Invitations to the Gala Event

100 €

Invitation is valid for 1 person.

Gala Event will be held on April 23. Guests of the evening – representatives of leading companies in the mining industry. A solemn and at the same time businesslike atmosphere is a great opportunity to communicate with business partners and colleagues.

## 2. ADVERTISEMENT AT THE WEBSITE



### 2.1 Размещение баннера на сайте miningworld.ru

A banner displayed on the official MiningWorld Russia website will inform the targeted audience about your products and services and will attract more visitors to your stand.

Thousands of potential clients visit the exhibition website every day. Advertising banners are displayed on the home page and inner pages of the website.

	Banner	Period	Price, €
2.1.1	957X80 (main page)	1 month	775
2.1.2	300X80 (main page)	1 month	675
2.1.3	300x80 (inner pages)	1 month	580

### 2.2 News and announcements on the official website

**FREE**

Exhibitors of MiningWorld Russia 2019 may send news about their company and new products to be posted on the exhibition website absolutely free of charge.

News and announcements for posting must be only in the Word format. The header length may not exceed 90 characters. As an option the letter may include 1-2 photos in high resolution.

Please note that the text of the news may be edited. The exhibition organizers reserve the right to refuse to post the news. Please note, that we don't publish advertising materials, other site links, contacts, as well as news, containing not relevant information.

Please, send news and announcements to:

Anna Aleinikova: +44 (0) 207 596 5186  
anna.aleinikova@ite-exhibitions.com

Natallia Zhuk-Higgs: +44 (0) 203 545 9706  
Natallia.Zhuk@ite-exhibitions.com

### 3. ADVERTISEMENT IN THE EXHIBITION ROUTE PLANNER

Advertisement in the route planner and e-catalogue is another chance to attract visitors to your company’s booth during the exhibition and to promote the company’s brand and services.

NOTES: The advertisement layouts for the route planner and e-catalogue must be provided not later than March 25, 2019.



	Advertisement format	Price, €
3.1	Exhibitor entry	FREE
3.2	Sub-exhibitor entry	900
3.3	Logo in alphabetical list	245
3.4	Logo with an arrow indicating the booth in the pavilion plan in the guide and navigation boards	485
3.5	Advertisement page 1/2, 4 colours	565
3.6	Advertisement page 1/1, 4 colours	855
3.7	Advertisement page 2/1, 4 colours	1 530
3.8	Advertisement page (1/1), 4 colours, 2nd or 3rd cover	1 125
3.9	Advertisement page (1/1), 4 colours, 4th cover	1 290

**Technical specifications:**

Files: Quark XPress, Adobe Illustrator, CorelDraw in curves, fonts - in curves or in separate files, printing resolution of 2540 dpi, bit images - CMYK in the TIFF or EPS format, no less than 300 dpi.

Module size: (W x H mm) column 1/1 – 210x 297 mm (bleed-size), 190 x 275 mm (type column); column 1/2 – 210 x 148 mm

## 4. OUTDOOR ADVERTISEMENT



### 4.1 Advertisement on mobile outdoor constructions

Price includes production of the advert, set-up, dismantling and rent during the exhibition. Advertisement locations must be agreed by both the exhibitor and organizer.

	Advertisement format	Price, €
4.1.1	Construction 2x3 m	810
4.1.2	Construction 3x3 m	970
4.1.3	Construction 4x3 m	1 130
4.1.4	Construction 6x3 m	1 800
4.1.5	Construction "Triangle" with side 2x3 m	1 500
4.1.6	Construction "Rectangle" with side 2x3 m	1 850



### 4.2 Digital advertising display on facade screen

Advertising video on 24x9 m screen, 288 runs per day. LED screen is located on facade of the 1st pavilion. The price is for 1-day broadcast. Video is provided by the customer.

	Advertisement format	Price, €
4.2.1	10 seconds	250
4.2.2	20 seconds	410
4.2.3	30 seconds	485

## 5. INDOOR ADVERTISEMENT



### 5.1 Advertisement on mobile indoor constructions

Advertisement inside the pavilion of the exhibition will cover 100% of the audience, as it is located directly on the territory of the exhibition in places with the highest concentration of visitors.

Price includes production of the advert, set-up, dismantling and rent during the exhibition. Advertisement locations must be agreed by both the exhibitor and organizer.

	Advertisement format	Price, €
5.1.1	Construction 1x2,9	330
5.1.2	Construction 2x2,9	470
5.1.3	Construction 3x2,9	580
5.1.4	Construction 4x2,8	675
5.1.5	Construction 6x2,8	940



### 5.2 Advertisement on lightboxes

Price for 1 side, production of the advert, set-up, dismantling and rent during the exhibition. Pavilion 1 has 4 bilateral lightboxes. Advertisement locations must be agreed by organizer.

	Advertisement format	Price, €
5.2.1	1,15x1,95, frontside	650
5.2.2	1,15x1,95, backside	560



### 5.3 Floor stickers

Stickers are placed only on passage carpets in the exhibition halls.

	Advertisement format	Price, €
5.3	Producing and placement of floor stickers 1x1 m	200



## 6. DISTRIBUTION OF ADVERTISING MATERIALS, MININGWORLD CONNECT SERVICE



### 6.1 Promo badge (permission for the distribution of products in exhibition halls)

Promo badges gives the right to distribute advertising materials in exhibition halls. As a result, the advertising activity goes beyond the stand and covers the maximum number of audience. No materials may be distributed in the lobby in front of the cloakroom and in the hall of the registration area.

**ATTENTION!** Any promotional activities outside the participant's booth without a corresponding permit are strictly **PROHIBITED!**

	Advertisement format	Price, €
6.1.1	Distribution of materials in the exhibition halls	245



### 6.2 Distribution of the advertising materials

	Advertisement format	Price, €
6.2.1	Distribution of materials with the exhibition guide (special cubes in the registration area)	810



### 6.3 MiningWorld Connect service

This service is exclusive to MiningWorld Russia. It is a new, modern interactive service designed to streamline exhibitors' commercial activities. The tool helps exhibitors to instantly identify the business profiles of visitors to their stands, build databases, and provides them with plenty of valuable customer information. It also allows exhibitors to take visitor surveys, as well as providing metrics to assess stand managers' KPIs.

	Advertisement format	Price, €
6.3.1	Terminal MiningWorld Connect	375

## 7. RENT OF CONFERENCE HALLS AND ADDITIONAL EQUIPMENT

### 7.1 Event announcement

**FREE**

If a conference hall is rented for events related to the exhibition, the Organizers are ready to display the information about such events in the exhibition Business Programme. To have such information displayed please provide all data required for this purpose. However, the exhibition Organizers must decide whether this information will be displayed. The text may also be edited or printed in a shorter variant.

### 7.2 Conference halls rent

During the exhibition you may hire a seminar hall for your presentation, seminar or workshop. This will allow you to expose your company profile and your products / services to potential buyers.

Halls and rooms can only be booked on hourly basis (i.e. 1 hour, 2 hours, etc.). Please, check with the Organisers the availability of rooms and halls. When renting specialized facilities, the term “day” means the time between 10:00 and 18:00. The company can use the hall only during the time rented.

ATTENTION! VIP room order at least on 2 hours.

	Conference hall	Price, €
7.2.1	Open conference-hall in the exhibition area (up to 70 seats)	370
7.2.2	Conference Hall №1, 2, 3, 4 (up to 300 seats)	485
7.2.3	VIP room (up to 10 persons), rent from two hours	450

## 7.3 Extra equipment and services rent

	Equipment, service	Price, €
7.3.1	Technical support of specialist during the event (for 1 hour)	35
7.3.2	Multimedia video projector (luminous flux up to 6000 Lum)	485
7.3.3	Laptop with a set of presentation programs	65
7.3.4	Radio microphone	40
7.3.5	2 W sound amplification	325
7.3.6	Screen 3x2,2 m	165
7.3.7	A set of furniture for the registration of delegates (table + 2 chairs). Located inside the conference-hall	60

### ATTENTION!

The rules of Crocus Expo FORBID any use of your own equipment (except personal computers) and staff, as well as any engagement of third-party organizations for the provision of similar services!

## 8. SPONSORSHIP OPPORTUNITIES

The sponsorship package may be modified in accordance with your marketing aims, tasks and the interests of your company. We would also be pleased to discuss special sponsorship projects of MiningWorld Russia 2019.

	Sponsorship format	Price, €
8.1	Exhibition General Sponsor	20 250
8.2	Exhibition Partner	13 700
8.3	E-Registration Sponsor	5 650
8.4	Exhibition Guide Sponsor	5 650
8.5	Exhibition Bags Sponsor	8 050
8.6	Ribbon for Visitors Badges Sponsor	8 050
8.7	Gala Reception Sponsor	4 020
8.8	Lounge zone sponsor	4 020
8.9	Platinum Business Program Partner	10 125
8.10	Business Program Partner	6 000
8.11	Session Partner	4 310
8.12	Delegate Portfolio Sponsor	1 780
8.13	Notepad Sponsor	1 000
8.14	Coffee-Break Sponsor	2 120

Application form for Marketing  
and Sponsorship services



1. THE EXHIBITOR

Name of the company: \_\_\_\_\_

2. CONTACTS

Contact person \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

3. SERVICES DESCRIPTION AND PRICES

№	Advertisement format	Price, €	Quantity	Total
<b>1 ДОПОЛНИТЕЛЬНЫЕ ПРОПУСКА, БИЛЕТЫ НА ПРИЕМ</b>				
1.1	Additional exhibitor badges	35		
1.2	Invitations to the Gala Event	100		
<b>2.1 ADVERTISEMENT AT THE WEBSITE</b>				
2.1.1	Banner 957x80 (main page) / 1 month	775		
2.1.2	Banner 300x80 (main page) / 1 month	675		
2.1.3	Banner 300x80 (inner pages) / 1 month	580		
<b>3 ADVERTISEMENT IN THE EXHIBITION ROUTE PLANNER</b>				
3.1	Exhibitor entry	FREE		
3.2	Sub-exhibitor entry	900		
3.3	Logo in alphabetical list	245		
3.4	Logo with an arrow indicating the booth in the pavilion plan in the guide and navigation boards	485		
3.5	Advertisement page 1/2, 4 colours	565		
3.6	Advertisement page 1/1, 4 colours	855		
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3.8	Advertisement page (1/1), 4 colours, 2nd or 3rd cover	1 125		
3.9	Advertisement page (1/1), 4 colours, 4th cover	1 290		
<b>4 OUTDOOR ADVERTISEMENT</b>				
<b>4.1 Advertisement on mobile outdoor constructions</b>				
4.1.1	Construction 2x3 m	810		
4.1.2	Construction 3x3 m	970		
4.1.3	Construction 4x3 m	1 130		
4.1.4	Construction 6x3 m	1 800		
4.1.5	Construction "Triangle" with side 2x3 m	1 500		
4.1.6	Construction "Rectangle" with side 2x3 m	1 850		
<b>4.2 Digital advertising display on facade screen</b>				
4.2.1	10 seconds	250		
4.2.2	20 seconds	410		
4.2.3	30 seconds	485		
<b>5 INDOOR ADVERTISEMENT</b>				
<b>5.1 Advertisement on mobile indoor constructions</b>				
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5.1.2	Construction 2x2,9	470		
5.1.3	Construction 3x2,9	580		
5.1.4	Construction 4x2,8	675		
5.1.5	Construction 6x2,8	940		
<b>5.2 Advertisement on lightboxes</b>				
5.2.1	1,15x1,95, frontside	650		

5.2.2	1,15x1,95, backside	560		
5.3	Producing and placement of floor stickers 1x1 m	200		
<b>6 DISTRIBUTION OF ADVERTISING MATERIALS, MININGWORLD CONNECT SERVICE</b>				
<b>6.1 Promo badge</b>				
6.1.1	Distribution of materials in the exhibition halls	245		
<b>6.2 Distribution of the advertising materials</b>				
6.2.1	Distribution of materials with the exhibition guide (special cubes in the registration area)	810		
6.3	MiningWorld Connect service	375		
<b>7 RENT OF CONFERENCE HALLS AND ADDITIONAL EQUIPMENT</b>				
7.1	Event announcement	FREE		
<b>7.2 Conference halls rent</b>				
7.2.1	Open conference-hall in the exhibition area (up to 70 seats)	370		
7.2.2	Conference Hall №1, 2, 3, 4 (up to 300 seats)	485		
7.2.3	VIP room (up to 10 persons), rent from two hours	450		
<b>7.3 Extra equipment and services rent</b>				
7.3.1	Technical support of specialist during the event (for 1 hour)	35		
7.3.2	Multimedia video projector (luminous flux up to 6000 Lum)	485		
7.3.3	Laptop with a set of presentation programs	65		
7.3.4	Radio microphone	40		
7.3.5	2 W sound amplification	325		
7.3.6	Screen 3x2,2 m	165		
7.3.7	A set of furniture for the registration of delegates (table + 2 chairs). Located inside the conference-hall	60		
<b>8 SPONSORSHIP OPPORTUNITIES</b>				
8.1	Exhibition General Sponsor	20 250		
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8.10	Business Program Partner	6 000		
8.11	Session Partner	4 310		
8.12	Delegate Portfolio Sponsor	1 780		
8.13	Notepad Sponsor	1 000		
8.14	Coffee-Break Sponsor	2 120		

The filled form will be the basis for the invoice for marketing services.

#### 4. EXHIBITOR SIGNATURE

Date \_\_\_\_\_ Name \_\_\_\_\_ Signature \_\_\_\_\_