



**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

[miningworld.ru](http://miningworld.ru)



Organised by:



## SPONSORSHIP PACKAGE

## **MiningWorld Russia sponsorship will allow to:**

- reinforce your company position in the market
- provide the substantial advantage in the competitive environment
- improve the prosperous brand image for your company
- make your trade name recognizable for the wide circle of the visitors and exhibitors
- make your participation different from other companies.

These options are base, but we are always ready to discuss special actions and projects within the exhibition sponsorship which will meet your budget, your needs and objectives.

## **The list of the sponsorship packages:**

- Exhibition General Sponsor
- Exhibition Partner
- E-Registration Sponsor
- Exhibition Guide Sponsor
- Exhibition Bags Sponsor
- Gala Reception Sponsor
- 'IT-technologies and automation of technological processing in the mining industry' Seminar programme Partner
- Visitor lounge sponsor

# Exhibition General Sponsor (exclusive status)

€ 21 000

## The primary sponsor logo placement including the status:

- on the exhibition press wall
- on the exhibition module advertising in the specialized media
- on the complimentary tickets, number of printed copies is 15 000 pcs.
- on the badges and e-tickets for the visitors – 5 000 pcs.
- on the cover of the exhibition guide – 5 000 pcs.
- on the floor plan in the exhibition guide\*, number of printed copies is 12 000 pcs.
- on the exhibition outdoor advertising at the area of Crocus Expo during the exhibition

## Sponsor tie-in:

- direct e-mail within the potential visitor base
- press-release and information letters on the exhibition
- articles on the exhibition
- exhibition news
- the articles on the event totals (at least 2 articles)

\* if the company participates with exhibition stand

Continued on page 4 ►►



## Exhibition General Sponsor

(exclusive status)

€ 21 000

« Beginning on page 3

### The Sponsor advertising module placement:

- in the exhibition guide, 1 printed page (the 4<sup>th</sup> cover)

### The Sponsor's banner placement:

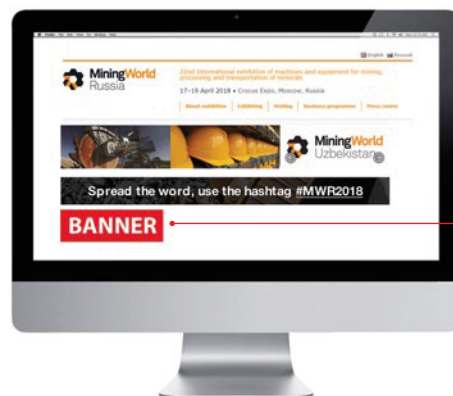
- on all pages of the exhibition website

### Placement of a mobile advertising of the Sponsor at the visitor Registration area (manufacturing at the Sponsor's cost)

### Distribution of the advertising-and-informative materials and souvenirs (manufacturing at the Sponsor's cost):

- on the visitor Registration desk
- at the Organiser's office

### Providing the sponsor with 2 promoter's badges for distribution of Sponsor's materials on the exhibition territory



## Exhibition Partner

€ 14 175



### The Partner logo placement including the status:

- on the cover of the exhibition guide, number of printed copies is 5 000 pcs.
- on the floor plan in the exhibition guide\*, number of printed copies is 5 000 pcs.
- on the exhibition outdoor advertising at the area of Crocus Expo during the exhibition

### Placement of the Partner banner:

- on all pages of the exhibition website

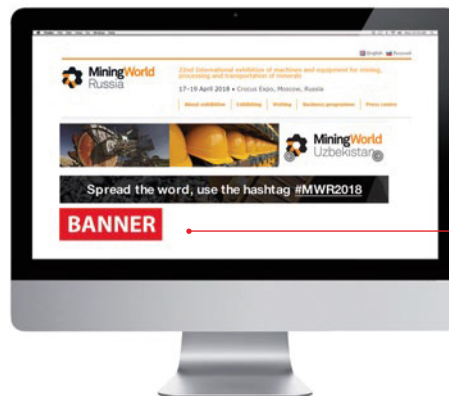
### Placement of the partner's advertising module:

- in the exhibition guide, 1 printed page

### Partner tie-in:

- press-release and information letters on the exhibition

*\* if the company participates with exhibition stand*



## E-Registration Sponsor

(exclusive status)

For free admission to the exhibition visitors get e-tickets on the website.

€ 5 250



### The Sponsor's logo placement including the status:

- on the exhibition e-ticket
- on the exhibition website, section "Get e-ticket"
- on the floor plan in the exhibition guide\*, number of printed copies is 5 000 pcs.
- in the exhibition e-catalogue

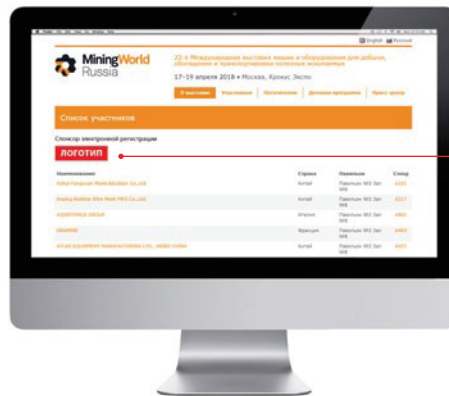
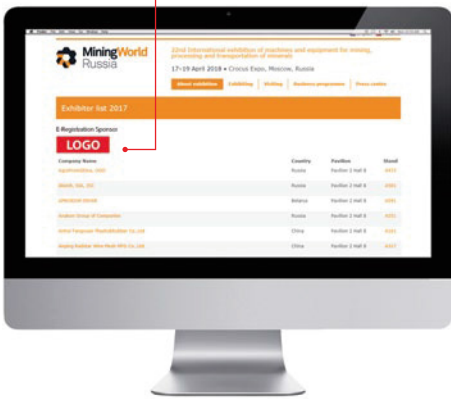
### Placement of the Sponsor's banner:

- on all pages of the exhibition website

### The Sponsor ties-in in the post-show materials:

- in the articles on the event results (at least 2 articles)

\* if the company participates with exhibition stand



# Exhibition Guide Sponsor

(exclusive status)

€ 5 250



### The Sponsor's logo placement:

- on the cover of the exhibition guide, number of printed copies is 5 000 pcs.
- on the floor plan in the exhibition guide\*, number of printed copies is 5 000 pcs.
- in the running title of the inside pages of the guide, number of printed copies is 5 000 pcs.

### Placement of the Sponsor's advertising module:

- in the exhibition guide, 1 printed page (the 4<sup>th</sup> cover)\*\*

### Placement of the Sponsor's banner:

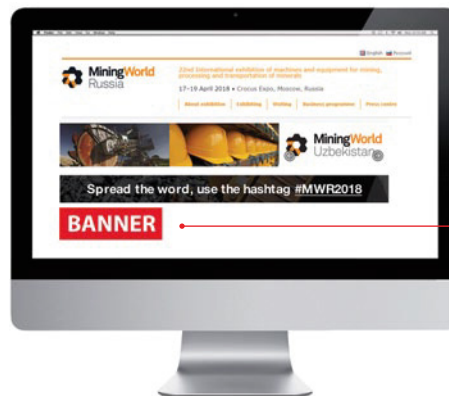
- on all pages of the exhibition website

### The sponsor tie-in:

- in press-releases and informative letters on the exhibition

\* if the company participates with exhibition stand

\*\* if there is an exhibition General Sponsor – the 3<sup>rd</sup> cover



## Exhibition Bags Sponsor

(exclusive status)

€ 5 775



### Placement of the Sponsor's advertising layout:

- on 1 side of the exhibition bag, number of printed copies is 5 000 pcs.

### Placement of the Sponsor's logo:

- on the floor plan in the exhibition guide\*, number of printed copies is 5 000 pcs.

\* if the company participates with exhibition stand





## Gala Reception Sponsor

€ 3 150

- Sponsor logo placement including the status on the complimentary tickets for the gala reception
- 2 complimentary tickets for the gala reception
- Welcome speech at the Gala Dinner (up to 3 minutes)
- Placing souvenirs at the gala dinner venue (to be supplied by Sponsor)
- Sponsor logo placement including the status on the screen at the gala reception (in the presence of screens)
- Placing a rollup (not larger than 2 sq. m, placed at the gala dinner venue, to be supplied by Sponsor)
- Sponsor logo placement including the status on all pages of the exhibition website
- Sponsor logo placement including the status on the exhibition guide
- Providing the sponsor with 2 promoter's badges for distribution of Sponsor's materials on the exhibition territory



### SIGNIFICANT INFORMATION:

If the presented sponsor opportunities do not exactly meet your expectations, we can make up a sponsor package individually for your company, taking into consideration your special preferences. We are ready to provide you with extra information and consider any your offer.

#### ATTENTION!

- prices all are exclusive of VAT
- the company's logo and module must be provided in the electronic form, with obligatory printout signed and sealed.
- fonts all must be transformed into the fonts in curves
- used all images must be in TIFF format, resolving capacity 300 dpi (CMYK)



Organised by  
The ITE Group  
+7 (499) 750-08-28  
[mining@ite-expo.ru](mailto:mining@ite-expo.ru)