

25
YEARS



MiningWorld
Russia

a Hyve event

MiningWorld Russia

25th International exhibition
of machines and equipment
for mining, processing
and transportation of minerals

Book your stand
miningworld.ru



20–22 April 2021

Crocus Expo, Moscow



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How to order advertising options at MiningWorld Russia?

The advertising options presented in the brochure are a great opportunity to attract additional audience attention to your brand.

Crocus Expo exhibition venue offers a wide selection of different advertising surfaces both on the street and inside the pavilion in front of each exhibition hall. But since the number of advertising options is limited, we recommend that you think about the order immediately after completing the agreement on participation in the exhibition and determining the location of the stand on the plan. Also, consider the deadline for ordering advertising options.

Deadline for ordering advertising options - March 1, 2021

To order advertising options, please contact the brand manager, Anna Ushanova anna.ushanova@hyve.group

For more details please contact:

Anna Aleinikova
T: +44 (0) 203 545 97 32
anna.aleinikova@hyve.group

Natallia Zhuk-Higgs
t: +44 (0) 203 545 9706
Natallia.Zhuk@hyve.group

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! You must complete exhibitors badge form in the personal online Exhibitor Account.

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

Anna Aleinikova
anna.aleinikova@hyve.group
Natallia Zhuk-Higgs
Natallia.Zhuk@hyve.group



1.2 Invitation to the Gala Event

100€

Invitation is valid for 1 person.

Date of the Gala Event is to be confirmed. 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 Displaying banner on the official MiningWorld Russia web-site

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 page)	1 month	580

2.2 News and announcements on the official web-site

FREE

Exhibitors of MiningWorld Russia 2021 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:
anna.aleinikova@hyve.group

Natallia Zhuk-Higgs:
Natallia.Zhuk@hyve.group

3. ADVERTISEMENT IN THE EXHIBITION

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 10, 2021.



	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 H mm) column 1/1 – 210x297 mm (bleed-size), 190x275 mm (type column); column 1/2 – 210x148 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.

The advertisement layouts and must be provided not later than March 10, 2021.

	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 2 3 m	1,500
4.1.6	Construction "Rectangle" with side 2 3 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	975
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

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! Conference room order for 4 hours min.

All requests for rent must be provided not later than March 10, 2021.

	Conference hall	Price, €
7.2.1	A (166 sqm, 150 ppl., 1 hour)	400
7.2.2	B (85 sqm 70 ppl., 1 hour)	320
7.2.3	D (111 sqm, 100 ppl, 1 hour)	350
7.2.4	E (256 sqm, 250 ppl, 1 hour)	450
7.2.4	Room №1, 2, 3, 4 (1 hour)	400

7.3 Extra equipment rental and additional services

	Equipment, service	Price, €
7.3.1	Technical support of specialist during the event (for 1 hour)	35
7.3.2	Plasma TV, 50 inches	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	Presenter (clicker)	20
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 2021.

	Sponsorship format	Price, €
8.1	Exhibition General Sponsor	20,000
8.2	Exhibition Partner	13,700
8.3	E-Registration Sponsor	5,600
8.4	Exhibition Guide Sponsor	5,600
8.5	Exhibition Bags Sponsor	8,050
8.6	Gala Reception Sponsor	4,020
8.7	Lounge zone sponsor	4,020
8.8	Platinum Business Program Partner	Agreeable price
8.9	Business Program Partner	Agreeable price
8.10	Session Partner	Agreeable price
8.11	Delegate Portfolio Sponsor	Agreeable price

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

Nº	Advertisement format	Price, €	Quantity	Total
1	Additional exhibitor badges, Invitations to the Gala event			
1.1	Additional exhibitor badges	35		
1.2	Invitations to the Gala Event	100		
2.1	ADVERTISEMENT AT THE WEBSITE			
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 (main page) / 1 month	580		
3	ADVERTISEMENT AT THE WEBSITE			
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		
4	OUTDOOR ADVERTISEMENT			
4.1	Advertisement on mobile outdoor constructions			
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				
4.2.1	10 seconds	250		
4.2.2	20 seconds	410		
4.2.3	30 seconds	485		
5 OUTDOOR ADVERTISEMENT				
5.1 Advertisement on mobile outdoor constructions				
5.1.1	Construction 1x2,9	330		
5.1.2	Construction 1x2,9	470		
5.1.3	Construction 3x2,9	580		
5.1.4	Construction 4x2,8	675		
5.1.5	Construction 6x2,8	940		
5.2 Advertisment on lightboxes				
5.2.1	1,15x1,95, frontside	650		
5.2.1	1,15x1,95, frontside	560		
5.3	Producing and placement of floor stickers 1x1 m	200		
6 DISTRIBUTION OF ADVERTISING MATERIALS, MININGWORLD CONNECT SERVICE				
6.1 Promo badge				
6.1.1	Distribution of materials in the exhibition halls	245		
6.2 Distribution of the advertising materials				
6.2.1	Distribution of materials with the exhibition guide (special cubes in the registration area)	810		
7 RENT OF CONFERENCE HALLS AND ADDITIONAL EQUIPMENT				
7.1	Event announcement	FREE		
7.2 Conference halls rent				
7.2.1	A (166 sqm, 150 ppl., 1 hour)	340		
7.2.2	B (85 sqm 70 ppl., 1 hour)	306		
7.2.3	D (111 sqm, 100 ppl, 1 hour)	325		
7.2.4	E (256 sqm, 250 ppl, 1 hour)	370		
7.2.4	Room №1, 2, 3, 4 (1 hour)	450		
7.3 Extra equipment and services rent				
7.3.1	Technical support of specialist during the event (for 1 hour)	35		
7.3.2	Plasma Tv, 50 inches	485		
7.3.3	Laptop with a set of presentation programs	65		
7.3.4	Radio microphone	40		
7.3.5	2 W sound ampli cation	325		
7.3.6	Presenter (clicker)	20		
7.3.7	A set of furniture for the registration of delegates (table + 2 chairs). Located inside the conference-hall	60		

8 SPONSORSHIP OPPORTUNITIES				
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	Gala Reception Sponsor	4,020		
8.7	Visitor lounge sponsor	4,020		
8.8	Platinum Business Program Partner	Agreeable price		
8.9	Business Program Partner	Agreeable price		
8.10	Session Partner	Agreeable price		
8.11	Delegate Portfolio Sponsor	Agreeable price		

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

4. EXHIBITOR SIGNATURE

Contact person _____ Name _____ Signature _____