

**28th INTERNATIONAL EXHIBITION OF MACHINES
AND EQUIPMENT FOR MINING, PROCESSING
AND TRANSPORTATION OF MINERALS**

23–25 April 2024 | Moscow, Crocus Expo

**EXHIBITION
MARKETING
OPPORTUNITIES**

miningworld.ru



**ОРГАНИЗАТОР
ORGANISER**





Dear MiningWorld Russia 2024 exhibitors!



The exhibition team expresses gratitude for decision to take part in MiningWorld Russia and offers you to use exhibition marketing opportunities to make the most out of your participation.



Stand out among your competitors at the exhibition and as a result get more customers at your stand.



The more attention you pay to planning your participation the more effective it will be for your company!



We are always here to help with any questions and offer customized marketing and sponsorship packages that will fit to your company budget and demands.

We wish you a successful exhibition!

Nour AlKordi – International Sales Manager
Nour.alkordi@ite.group
+971 (0) 4 457 2926, +971 (0) 457 15 721

Jessica He – Sales Manager (Chinese Enquiries)
Jessica.he@ite.group
+86 10 51426008, + 86 13520968257

Açelya Bayraktar – Sales Manager (Turkish Enquiries)
abayraktar@metisevents.com
0535 362 88 80

Duygu Aykut Bayer – Agent Coordinator
Groupduygu.aykut@ite.group
+7 495 136 3776

Natalia Levina – Marketing manager
Natalia.Levina@ite.group
+7 495 799 55 85

Marina Chelak – Event Director
Marina.chelak@ite.group
+7 495 136 37 34



FREE MARKETING OPPORTUNITIES FOR YOUR COMPANY

To increase the number of visitors at the company's stand and increase the commercial efficiency of participation in the exhibition, you can use free **marketing tools** that we have developed for you.



Promocode

Visiting MiningWorld Russia exhibition is fee-based. We have developed a unique promocode for your company, which you can share with your customers and partners so that they can visit the exhibition for free.

Please request your manager, coordinator or marketing manager to get your promocode.



Emailing your customers to invite them to your stand

Send an invitation to your company's stand to your customers and partners. Place it on the letterhead of the company and add the following data: company name, stand number, pavilion number, promocode.

Please request your manager or marketing manager to get the template of the letter.



Banner and announcement on your company website

Place a banner and an announcement of your participation in the exhibition on your company website to attract even more visitors to the stand. Actively announce your participation in the exhibition on your website.

Please request your manager, coordinator or marketing manager to get the banner, announcement template and stand number.



Your company news on the exhibition website

You can send us your company news to be posted on the exhibition website. News may contain information about innovative developments, new directions/services, important events of your organization. This will contribute to the additional interest of a professional audience in your company.

Send news to the marketing manager in a text file, 300-800 characters with spaces and 1-2 horizontal photos (1024 x 500 pixel).



Invitation in your e-signature

Place the exhibition logo, your stand number and your unique promocode with a link to the "get a ticket" webpage.

Please request the marketing manager to get the exhibition logo.

miningworld.ru website statistics:

123 200+

unique visitors during February–April

20 200+

active users during the exhibition days

11 900+

visitors e-tickets got on the website

ADVERTISING ON EXHIBITION WEBSITE

Interactive exhibitors list

Interactive exhibitors list is posted on the website. Exhibitors list includes information on both Russian and English languages: company name, contact details and company description. Information that you have indicated in the exhibitors account will be included in the interactive exhibitors list.

Order item	Option	Price, € (excl. VAT)
1.1	Exhibitor information	Free of charge
1.2	Sub-exhibitor information	994

Website banners

Placing banners on miningworld.ru informs the target audience of your products and brand before and during the exhibition and attracts more visitors to your stand. Thousands of potential buyers visit the exhibition website every day. Advertising banners are placed on the main and interior pages.

98% of MiningWorld Russia visitors register and get their visitor badge on the exhibition website.

Take the advantage to maximize the number of meetings at your stand—inform about your participation in MiningWorld Russia and invite customers to the stand.

Filed in exhibitors account example

Order item	Option	Price, € (excl. VAT)
1.3	Banner 1366x114 px	918
1.4	Banner 435x80 px	737

The indicated price is to display for 30 calendar days. Number of banner slots is limited.

Banner specifications are provided on request.



ADVERTISING IN THE EXHIBITION GUIDE

Exhibition guide includes exhibition plan, exhibitors list, business programme schedule and exhibitors and partners advertising.

Advertising in the guide is a great promotion opportunity for your company to attract visitors to your stand during the days of MiningWorld Russia, as well as to promote your product and raise brand awareness.

Exhibition guide description:

Format: A4, full color edition

Language: Russian and English

Circulation: 3500+ copies

Distribution: at the visitors and exhibitors registration area

E-version of the guide is posted on miningworld.ru website.



Advertisement page (1/1) example

Order item	Option	Price, € (excl. VAT)
2.1	Logo on the plan in the exhibition guide and at the Pavilion 1 hall	500
2.2	Logo in the exhibitors list	250
2.3	Advertisement page (1/2)	584
2.4	Advertisement page (1/1)	901
2.5	Advertisement page (2/1)	1,555
2.6	Advertisement page (2nd cover)	1,167
2.7	Advertisement page (3rd cover)	1,167
2.8	Advertisement page (4th cover)	1,392

Mockup specifications are provided on request



Logo placement on the plan example



OUTDOOR ADVERTISING DURING THE EXHIBITION

Outdoor advertising tools at the exhibition gives maximum reach to your target audience. All the advertising structures are located in places with the greatest concentration of exhibition visitors.

Advertising banners on concrete racks

Order item	Option	Price, € (excl. VAT)
3.1	Advertising construction, triangular shape at the base, 2x3 m	2,001
3.2	Advertising construction, rectangular shape in the base, 2x3 m	2,501
3.3	Banner on concrete racks, 2x3 m	1,167
3.4	Banner on concrete racks, 3x3 m	1,334
3.5	Banner on concrete racks, 4x3 m	2,001
3.6	Banner on concrete racks, 6x3 m	2,501

Street lightboxes advertising (next to Pavilion 1)

Order item	Option	Price, € (excl. VAT)
3.7	Street lightbox advertising, one side 1,23x2,50 m	667

Advertising on flagpoles

Order item	Option	Price, € (excl. VAT)
3.8	Advertising on flagpoles (height: 7 m, flag size: 1,35x0,9 m)	334

INDOOR ADVERTISING DURING THE EXHIBITION

Portable advertising banners

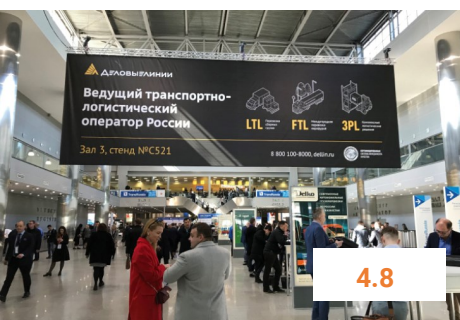


Portable banners example
(2x2,9 m and 6x2,9 m)



Order item	Option	Price, € (excl. VAT)
4.1	Portable banner 1x2,9 m	480
4.2	Portable banner 2x2,9 m	611
4.3	Portable banner 3x2,9 m	771
4.4	Portable banner 4x2,9 m	943
4.5	Portable banner 6x2,9 m	1,278

Advertising on lightboxes



Order item	Option	Price, € (excl. VAT)
4.6	Advertising on lightboxes at the Pavilion 1 hall (size: 1,17x1,97 m), front side	1,047
4.7	Advertising on lightboxes at the Pavilion 1 hall (size: 1,17x1,97 m), back side	771

Advertising banner on hangers



Order item	Option	Price, € (excl. VAT)
4.8	Two-sided banner 18x6 m on hangers in the Pavilion 1 hall	10,286

Floor stickers

Order item	Option	Price, € (excl. VAT)
4.9	Floor stickers, price for 1 sq.m. sticker (to be placed in the exhibition halls)	291

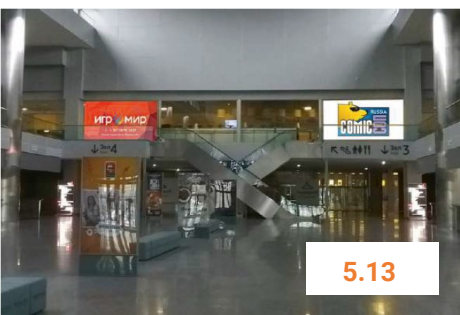
INDOOR ADVERTISING DURING THE EXHIBITION

Turnstile branding



5.12

Order item	Option	Price, € (excl. VAT)
5.10	Block of 2 pcs, Halls 1 and 2	771
5.11	Block of 4 pcs, Halls 1 and 2	1,543
5.12	Block of 6 pcs, Halls 3 and 4	2,377



5.13

Branding of the glass surfaces of the second floor food court

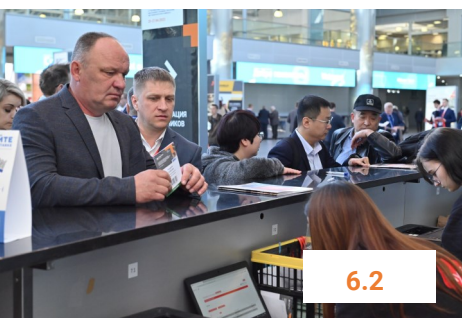


5.14

Order item	Option	Price, € (excl. VAT)
5.13	1 pcs, (size: 5,6 x 3 м)	8,104

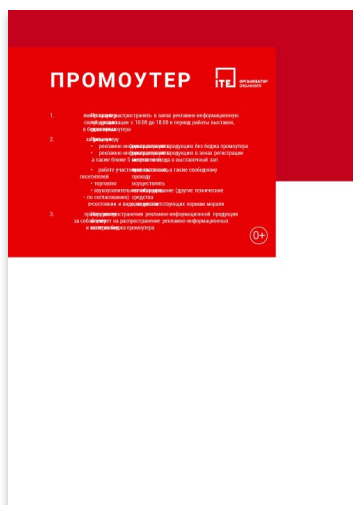
Branding of the glass surfaces of the second floor balcony

Order item	Option	Price, € (excl. VAT)
5.14	1 pcs (size: 5,68 x 0,9 m)	701



ADVERTISING MATERIALS DISTRIBUTION DURING THE EXHIBITION

Order item	Option	Price, € (excl. VAT)
6.1	Promoters badge	296
6.2	Advertising materials distribution at the registration desks in the Pavilion 1 halls	982
6.3	Advertising materials distribution together with the exhibition guide (cubes in the registration area)	901



Promoters badge terms of use:

1. Distribution is permitted across the entire exhibition area except visitor registration areas.
2. The promoter may distribute materials only if they have a Promoter badge.
3. The promoter is not permitted to use sound amplifying devices or other technical devices.
4. The Organizer doesn't provide promoter hiring services.

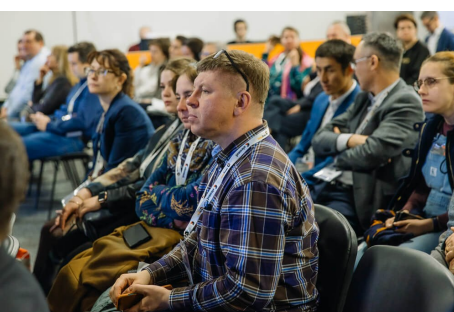
CONFERENCE-HALLS RENT FOR YOUR OWN EVENTS AT THE EXHIBITION



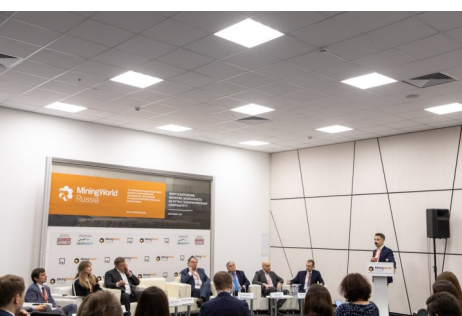
Conference halls are available at the exhibition to host your own event outside your stand.



Event topics must be coordinated with the Organiser.
Topics similar to events held by the Organiser are not permitted.
The Organiser reserves the right to change the event schedule at its discretion and notify all parties involved.



Please contact the Organiser for the latest information on the type of seating, seating options, equipment and number of seats.



SPONSORSHIP OPPORTUNITIES

The advertising opportunities can be adjusted according to your company's marketing goals, objectives and budget.

Basic Sponsorship packages:

General sponsor

Official sponsor

Visitors lanyards sponsor

Visitors bags sponsor

Exhibition guide sponsor

Visitors registration sponsor

“Heavy equipment area” exposition sponsor

Bank sponsor

Digital packages

... and many others

The advertising opportunities can be adjusted according to your company's marketing goals, objectives and individual characteristics.

In case of any questions about sponsorship opportunities offered by MiningWorld Russia, please contact your exhibition manager or marketing manager:

Natalia Levina – Marketing manager

Natalia.Levina@ite.group

+7 495 799 55 85