

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

11th INTERNATIONAL
EXHIBITION FOR THE MINING
AND PROCESSING OF METALS
AND MINERALS

miningworld
RUSSIA

24 - 26 APRIL 2007

**RUSSIA, MOSCOW,
CROCUS EXPO**

WHY SPONSOR?

It is well-known that a company's market position is based on commercial activity and image-building through marketing communications, advertising, PR, sales stimulation, etc. One of the most important image-building opportunities is sponsorship. Sponsoring companies get targeted exposure and become publicly linked to the sponsored event.

A specialised trade exhibition carries commercial and communicative potential that can significantly boost image building and assist with commercial activity. Every exhibitor gains exposure from the event, but if your company could benefit from maintaining its key player status, or wishes to break into this category, it helps to promote your brand louder than the rest!

- 6 500 professional visitors!
- Over 4 000 sqm of exhibition space and and more than 180 exhibitors.

SPONSORSHIP OPPORTUNITIES

The list of sponsorship options offered by a leading industry event can be limitless but we have created a number of sponsorship packages that are flexible and can be tailor-made to suit the sponsor.

- **REGISTRATION AREA SPONSORSHIP**
- **GALA RECEPTION SPONSORSHIP**
- **VIP CAFÉ SPONSORSHIP**
- **EXHIBITION GROUNDS SPONSORSHIP**
- **PRESS CONFERENCE SPONSORSHIP**
- **EVENT SPONSORSHIP**
- **MAIN EVENT SPONSORSHIP**

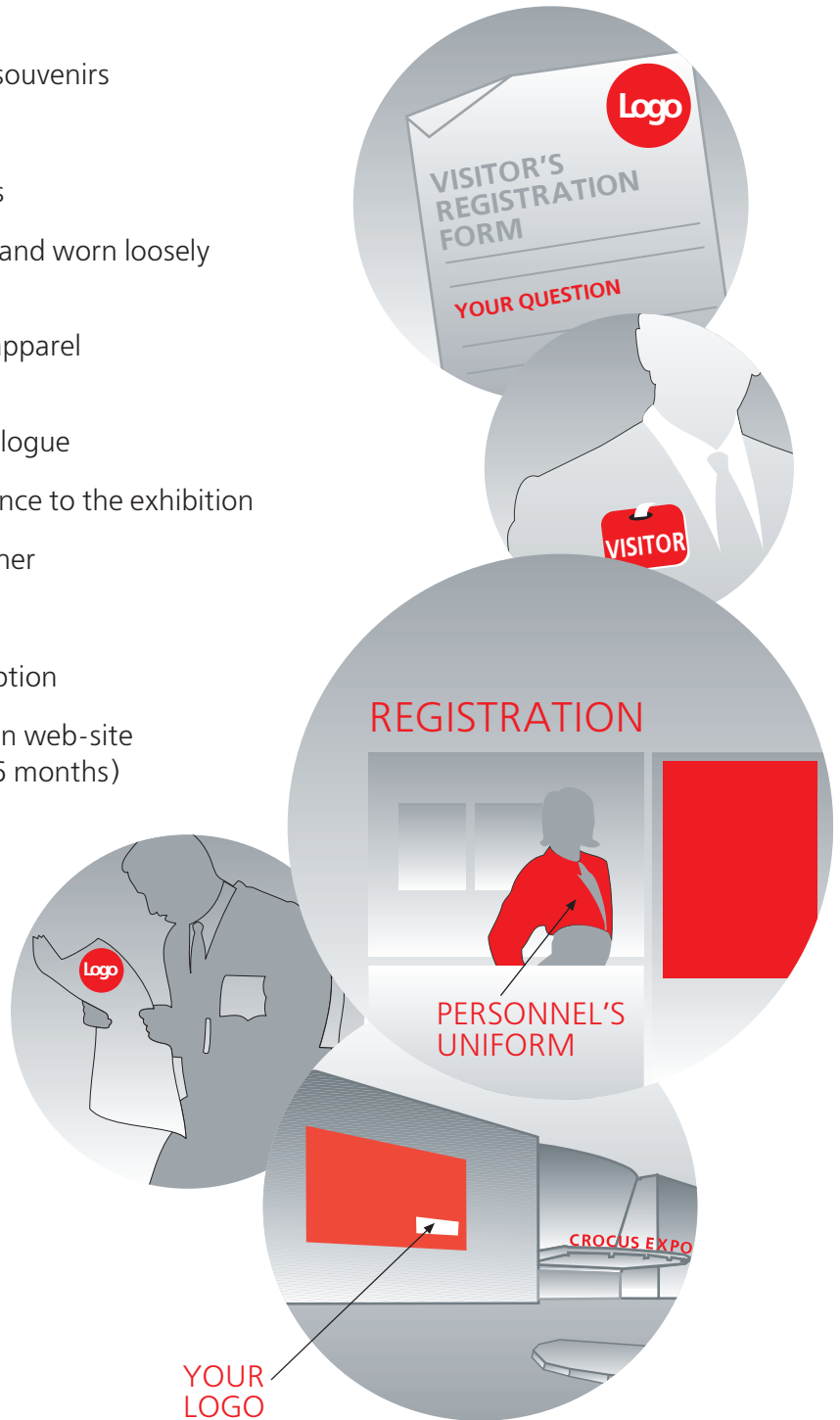
Are you looking for something special?

Our manager can design a custom sponsorship package!

The Registration Desk is the one point every visitor must pass through. Located at the main entrance to the exhibition complex, you can capture attention of every visitor through your sponsorship of this area.

Registration Sponsorship Details:

- Distribution of promotional materials / souvenirs
- Logo on the visitor registration forms
- Question in the visitor registration forms
- Branded visitor badge lanyards (fabric band worn loosely around the neck)
- One branded item of registration staff apparel (to be supplied by the Sponsor)
- Type page in the Official Exhibition Catalogue
- Logo on the floor plan at the main entrance to the exhibition
- Logo on the floor plan in the Route Planner
- Press release announcing sponsorship
- 2 additional invitations to the Gala Reception
- Electronic banner / logo on the exhibition web-site in the section "Complimentary tickets" (6 months)



The Gala Reception will take place on the evening after the first working exhibition day. Here you can meet your colleagues in a casual setting, get acquainted with VIP-guests, listen to good music, taste exquisite food and relax after a strenuous working day. This event provides another great sponsorship opportunity.

Gala Reception Sponsorship Details:

- Logo on the invitations to the Gala Reception
- Speech at the Gala Reception (up to 5 min)
- One branded item of attendants apparel (to be supplied by the Sponsor)
- Literature promotion point
- Type page in the Official Exhibition Catalogue
- Logo on the floor plan in the Route Planner
- Electronic banner / logo on all web-pages of the exhibition (3 months)
- Press release announcing sponsorship
- 20 free invitations for your partners
- Separate banquet table for your partners



VIP CAFÉ SPONSORSHIP

6 400 EUR

One of the central places at the exhibition is the VIP Café - it is the place where exhibitors, VIP-guests (representatives of city administration, Committees and Sectoral Associations) and press representatives gather for complimentary refreshments and chat to customers and colleagues. The VIP Café is operational throughout the exhibition and is constantly in demand.

VIP Café Sponsor Details:

- Literature promotion point
- One branded item of attendants apparel (to be supplied by the Sponsor)
- Poster/banner in the VIP Café
- Logo on the floor plan in the Route Planner
- Electronic banner / logo on all web-pages of the exhibition (3 months)
- Press release announcing sponsorship
- 2 additional invitations to the Gala Reception
- Type page in the Official Exhibition Catalogue



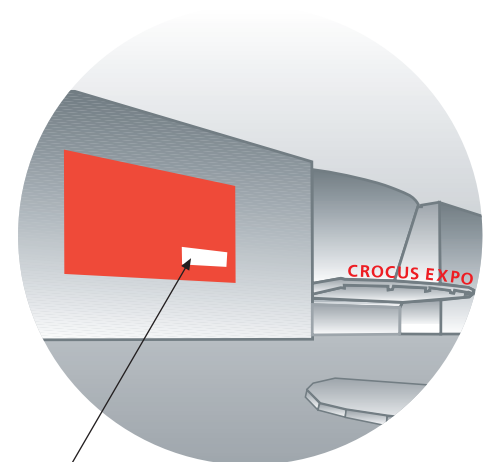
EXHIBITION GROUNDS SPONSORSHIP

12 100 EUR

This package enables your company to place promotional materials everywhere on the exhibition grounds, making your company name and brand visible wherever the potential customer might go, both inside and outside the pavilions.

Exhibition Grounds Sponsorship Details:

- Logo on the floor plan at the main entrance to the exhibition
- Logo on the banner (12*24 m, to the left of the entrance) at the front of the exhibition complex
- Illuminated signs (1,8*0,86 m, 5 units package) in the foyer, dynamic
- Banner over the stand, 6 sqm
- One branded item of information desk attendants apparel (to be supplied by the Sponsor)
- Logo on the floor plan in the Route Planner
- Press release announcing sponsorship
- 2 additional invitations to the Gala Reception
- Type page in the Official Exhibition Catalogue



PRESS CONFERENCE SPONSORSHIP

4 700 EUR

A key sponsorship opportunity to boost your company's PR activity, sponsorship of the press-conference, held on the opening day enables you to promote your achievements and illustrate them with facts and figures in front of 20-30 mass media and specialist media representatives.

Press Conference Sponsorship Details:

- Sponsor mentioned in the Organisers' speech
- Promotional insert in the press-representatives' packs
- Distribution of souvenirs (to be supplied by the Sponsor)
- Logo on the floor plan in the Route Planner
- Electronic banner / logo on all web-pages of the exhibition (3 months)
- Press release announcing sponsorship
- 2 additional invitations to the Gala Reception
- Type page in the Official Exhibition Catalogue



EVENT SPONSORSHIP

11 300 EUR

Event sponsorship package gives you the opportunity to attract attention of main industry players to your company. Event sponsor status links your company name with the key industry event not only during the exhibition but afterwards also.

Event Sponsorship Details:

- Logo on all printed ads
- Inside back cover of the Official Exhibition Catalogue
- Logo on the title page of the Official Exhibition Catalogue
- Sponsor mentioned in the Organisers' speech at the Press Conference
- Sponsor mentioned in the Organisers' speech at the Official Opening Ceremony
- Logo on the outside front cover of the Route Planner
- Logo on the floor plan in the Route Planner
- Type page in the Route Planner
- Distribution of promotional materials / souvenirs at the Registration area
- Banner over the stand, 6 sqm
- Logo on the floor plan (4,5*2,5 m) at the entrance to the exhibition
- Press release announcing sponsorship
- 2 additional invitations to the Gala Reception
- Electronic banner / logo on all web-pages of the exhibition (3 months)



General sponsorship package gives you the opportunity to attract attention of key industry players to your company. General sponsor status links your company name with the key industry event not only before and during the exhibition but afterwards also.

Main Event Sponsorship Details:

- Logo in the printed ads
- Logo on the complimentary tickets to the exhibition
- Outside back cover of the Official Exhibition Catalogue
- Logo on the title page of the Official Exhibition Catalogue
- Sponsor mentioned in the Organisers' speech at the Press Conference
- Sponsor mentioned in the Organisers' speech at the Official Opening Ceremony
- Logo on the outside front cover of the Route Planner
- Logo on the floor plan in the Route Planner
- Type page in the Route Planner
- Distribution of promotional materials / souvenirs at the Registration area
- Joint souvenirs products
- Banner over the stand, 6 sqm
- Logo on the banner (12*24 m, to the left of the entrance) at the front of the exhibition complex
- Logo on the floor plan (4,5*2,5 m) at the entrance to the exhibition
- Press release announcing sponsorship
- 5 additional invitations to the Gala Reception
- Electronic banner / logo on all web-pages of the exhibition (6 months)

