



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

**23–25 April 2024 | Moscow, Crocus Expo**

**SPONSORSHIP  
OPPORTUNITIES**

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



**ОРГАНИЗАТОР  
ORGANISER**





### Event statistics:

**8 200+ visitors**  
from **31 countries**  
**75 Russian regions**

**360+ exhibitors**  
from **16 countries**

**123 200+ visitors of**  
miningworld.ru web-  
site during February–  
April

**30 000+**  
email contacts






\*MiningWorld Russia 2023  
statistics

## BECOME AN EXHIBITION SPONSOR – BOOST THE EFFECTIVENESS OF YOUR PARTICIPATION!

**MiningWorld Russia** – is the international exhibition of machines and equipment for mining, processing and transportation of minerals.

By becoming a sponsor of the exhibition, you receive an additional large-scale advertising campaign that will allow you to stand out among other participants.

### Sponsorship of the exhibition will allow your company:

-  maintain the image of a successful brand;
-  strengthen your brand's position in the market;
-  increase awareness of your products among a professional and solvent audience;
-  bring new products to market;
-  win the trust and maximum attention of the target audience.

This manual presents basic sponsorship packages, but we are always ready to tailor individual offers for you in accordance with your company's budget and goals. Please contact your manager or exhibition marketing manager.

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## GENERAL SPONSOR (part 1 of 2)

**28,050 €**

excl. VAT

The highest status and the possibility of maximum impact on the target audience through all communication channels.

**Only one company can take advantage of the offer.**

### Exclusive:

- Status General sponsor of the exhibition
- Distribution of bags with the sponsor's logo from information cubes during the exhibition
- Placement of a full-color advertising page on the 4th cover of the exhibition guide, 1 page
- Video interview during the exhibition with a representative of the sponsor and its placement on the exhibition website in a special section "Interviews with participants"

### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status
- Providing 4 promoter badges for distributing information materials in the exhibition halls
- Possibility of distributing promotional materials at the reception desk and in guide cubes in the lobby of Pavilion 1

### Exhibition website

- Placing a banner (1366x114 px) on the main page of the exhibition website with an active link to the sponsor's website
- Placement of the sponsor's logo with status indication and link on the main page of the site and in the "Partners" section
- Posting 3 sponsor's news on the exhibition website and on the official exhibition page on VKontakte (material for publication is provided by the sponsor)

### Emailing

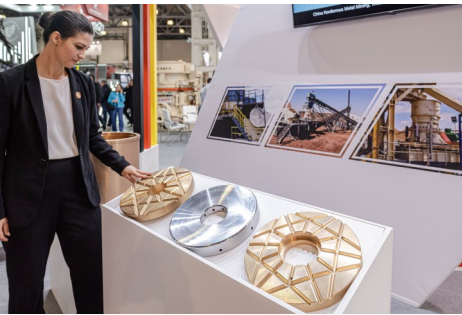
- Placement of the sponsor's logo in all mailings to the visitor database indicating the status
- Placement of a text block (no more than 450 characters with spaces) about the sponsor's company, photo .jpg in 3 mailings to exhibition visitors



## GENERAL SPONSOR (part 2 of 2)

**28,050 €**

excl. VAT



### Exhibition guide

- Placement of the logo on the cover of the exhibition guide
- Placement of the logo on the exhibition plan with an arrow
- Highlighting the sponsor company in the list of participants
- Placement of the logo on the thank you page in the exhibition guide

### Event navigation

- Placement of a logo indicating the status on all navigation structures of the exhibition
- Placement of the sponsor's logo on the structure with the exhibition plan
- 4 floor stickers 1x1 m (layout provided by the sponsor)



### Advertising at the event territory

- Placement of the sponsor's logo indicating the status on LED screens in the foyer of Pavilion 1 (in rotation with the organizer's video and other partners, but no more than 3)
- Placement of an advertising structure 6 x 2.8 m in the foyer of Pavilion 1 (layout provided by the sponsor)
- Placement of a banner on concrete legs 6 x 3 m at the entrance to Pavilion 1
- Placement of 10 A0 posters on the exhibition grounds (layout provided by the sponsor)



### Visitors' registration

- Placement of the sponsor's logo on the printed registration form for visitors
- Placement of the sponsor's logo on visitors' electronic tickets
- Placement of the sponsor's logo on the badges of exhibition visitors



## OFFICIAL SPONSOR (part 1 of 2)

**23,300 €**  
excl. VAT



High status and exclusive offer, which uses the most effective advertising opportunities of the exhibition.

**Only one company can take advantage of the offer.**

### Exclusive:

- Status Official sponsor of the exhibition
- Placement of a full-color advertising module on the 2nd cover of the exhibition guide, 1 page



### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status
- Providing 2 promoter badges for distributing information materials in the exhibition halls
- Possibility of distributing promotional materials at the registration desk and in guide cubes at the entrance to the exhibition



### Exhibition website

- Placement of a banner (435 x 80 px) indicating the status on the main page of the exhibition with an active link to the sponsor's website
- Placement of the sponsor's logo with status indication and link on the main page of the site and in the "Partners" section
- Posting 3 sponsor's news on the exhibition website (material for publication is provided by the sponsor) and on the official exhibition page on VKontakte

### Emailing

- Placement of the sponsor's logo in all mailings to the visitor database indicating the status
- Placement of a text block (no more than 450 characters with spaces) about the sponsor's company, photo .jpg in 3 mailings to exhibition visitors



### Exhibition guide

- Placement of the sponsor's logo on the cover of the exhibition guide
- Placement of the sponsor's logo on the exhibition plan with an arrow
- Highlighting the sponsor's company in the list of participants
- Place your logo on the thank you page

## OFFICIAL SPONSOR (part 2 of 2)

**23,300 €**

excl. VAT

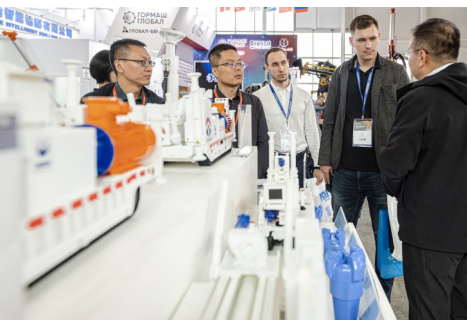


### Event navigation

- Placement of a logo indicating the status on all navigation structures of the exhibition
- Placement of the company logo on the structure with the exhibition plan
- 2 floor stickers 1x1 m (layout provided by the sponsor)

### Advertising at the event territory

- Placement of the sponsor's logo indicating the status on LED screens in the foyer of Pavilion 1 (in rotation with the organizer's video and other partners, but no more than 3)
- Placement of an advertising structure 2 x 2.9 m in the foyer of Pavilion 1 (layout provided by the sponsor)
- Placement of a banner on concrete legs 4 x 3 m at the entrance to Pavilion 1



### Visitors' registration

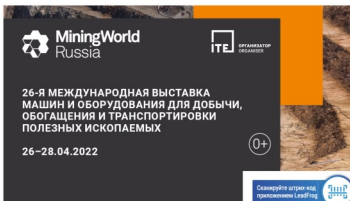
- Placement of the sponsor's logo on the printed registration form for visitors
- Placement of the sponsor's logo on visitors' electronic tickets
- Placement of the sponsor's logo on the badges of exhibition visitors



# REGISTRATION SPONSOR

20,260 €

excl. VAT



YOUR LOGO

## ПОСЕТИТЕЛЬ



Распечатайте, пожалуйста, Ваш электронный билет



Для прохода на выставку приложите распечатанный электронный билет штрих-кодом к турникету



Вы можете использовать билет в качестве бейдж на выставке, сложив его по линиям сгиба



Наличие билета на электронном носителе не гарантирует корректное считывание штрих-кода



**26-28 апреля 2022**  
Россия, Москва, МВЦ «Крокус Экспо», павильон 1



**26-27 апреля** 10:00 – 18:00  
**28 апреля** 10:00 – 16:00

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

Данный электронный билет дает право посещения выставки в течение всего дня ее работы. Электронный билет является заменой и не подлежит передаче. Вход на выставку только для специалистов. Соблюдение «Правил посещения» обязательно.

Registration is required for all exhibition visitors without exception. 97% of visitors register on the website in advance, which gives the sponsor the opportunity to influence the target audience of the exhibition even more before the event.

Get maximum attention to the company's brand through promotion on the most visited page of the exhibition website—the "Get a ticket" page.

**Only one company can take advantage of the offer.**

## Exclusive:

- Status Exhibition Registration Sponsor
- Placement of the partner's logo on the electronic registration page, section "Get an electronic ticket"
- Placement of an end-to-end banner (1316 x 114 px) on the internal pages of the site, including the electronic registration page, section "Get a ticket (except the main page)"
- Placing a hanging banner 18 x 6m with a partner advertising module
- in the foyer of Pavilion 1 (layout provided by the sponsor)
- Placement of an advertising structure 4 x 2.8 m in the foyer of Pavilion 1
- Placement of the sponsor's logo indicating the status on LED screens in the foyer of Pavilion 1 (in rotation with the organizer's video and other partners, but no more than 3)

## Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status
- Distribution of partner's promotional materials in cubes with a guide (materials provided by the partner)

## Exhibition website

- Placement of the sponsor's logo with status indication and active link on the main page of the site and in the "Partners" section
- Posting 3 sponsor's news on the exhibition website (material for publication is provided by the partner)

## Exhibition guide

- Placement of the sponsor's logo on the cover of the exhibition guide
- Placement of the sponsor's logo on the hall plan with an arrow in the exhibition guide and on the structure in the foyer of Pavilion 1
- Highlighting the company name in the list of participants
- Place your logo on the thank you page

## Visitors' registration

- Placement of the sponsor's logo on the printed registration form for visitors
- Placement of the sponsor's logo on visitors' electronic tickets
- Placement of the sponsor's logo on the badges of exhibition visitors

**SOLD**

## VISITORS' LANYARDS SPONSOR

**15,580 €**  
excl. VAT



Be the center of every business interaction with premium placement that makes your brand visible at the show. Placing a company logo on visitor badge ribbons is a great way to gain exposure at an exhibition and is an effective way to increase your brand awareness. Each visitor receives a personalized badge and wears it throughout the exhibition.

**Only one company can take advantage of the offer.**

### Exclusive:

- Status Sponsor of badge ribbons for visitors
- Placement of the partner's logo on the badge strips of exhibition visitors
- Placement of a full-color advertising module of a partner in the exhibition guide, 1 page

### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status
- Providing 1 promoter badge for distributing information materials in the exhibition halls

### Exhibition website

- Placement of a 435 x 80 px banner on the main page of the exhibition website
- Placement of the sponsor's logo with status indication and active link on the main page of the site and in the "Partners" section
- Posting 3 sponsor's news on the exhibition website (material for publication is provided by the partner)

### Advertising at the event territory

- Placement of an advertising layout 1.15 x 1.95 on the back of the lightbox in the registration area of Pavilion 1
- Placement of the partner's logo on the information and navigation system boards at the points of issue of tapes throughout the exhibition area

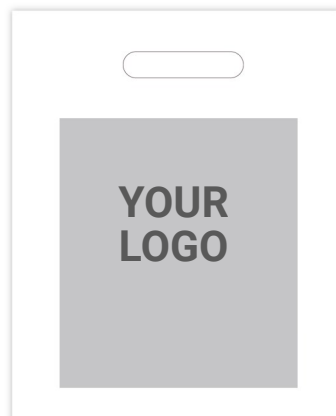
### Exhibition guide

- Placement of the sponsor's logo on the cover of the exhibition guide
- Placement of the sponsor's logo on the exhibition plan with an arrow
- Highlighting the name of the sponsor's company in the list of participants
- Place your logo on the thank you page



## VISITORS BAGS SPONSOR

**14,020 €**  
excl. VAT



Advertising on bags works both during the exhibition and for a long time after the event, promoting your brand not only within the exhibition complex, but also beyond. Branded packages are available to all exhibition visitors in the registration area and inside the exhibition halls. Visitors with packages will become carriers of advertising for your brand.

**Only one company can take advantage of the offer.**

### Exclusive:

- Status Sponsor of packages for visitors
- Placement of the sponsor's color logo on one side of the circulation package
- 3500+ pcs.

### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status

### Exhibition website

- Placement of the sponsor's logo with status indication and link on the main page of the site and in the "Partners" section,
- Posting 3 sponsor's news on the exhibition website (material for publication is provided by the partner)

### Exhibition guide

- Placement of the sponsor's logo on the cover of the guidebook
- Placement of the sponsor's logo on the exhibition plan with an arrow
- Sponsor highlighting in color in the alphabetical list of participants and on the exhibition plan
- Placement of the logo on the thank you page in the exhibition guide

## EXHIBITION GUIDE SPONSOR

**7,800 €**

excl. VAT



The exhibition guide is a unique exhibition publication that contains a list of participating companies, an exhibition plan and a description of the business program. Each exhibition participant receives a guide, and one copy is given free of charge to each exhibition visitor. Many visitors save and use the guidebook after the exhibition is over. Circulation - 3,500+ copies.

**Only one company can take advantage of the offer.**

### Exclusive:

- Status: Sponsor of the exhibition guide
- Placement of the partner's logo indicating the status on the cover of the catalog (1st cover) and headers, circulation - 3-4,000 pieces.
- Branding of information cubes for distribution of catalogs (design 1 x 1 m)



### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status
- Distribution of partner's promotional materials in cubes with a guide (materials provided by the partner)

### Exhibition website

- Placement of the partner's logo with status indication and active link on the main page of the site and in the "Partners" section, with output to the feed to Home Page
- Posting 3 sponsor's news on the exhibition website (material for publication is provided by the sponsor)

### Exhibition guide

- Placement of a full-color advertising module of the sponsor in the guidebook
- Placement of the logo on the thank you page in the exhibition guide
- Placement of the logo on the cover of the guidebook
- Placement of the sponsor's logo on the exhibition plan with an arrow
- Sponsor highlighting in color in the alphabetical list of participants and on the exhibition plan
- Placement of the logo on the thank you page in the exhibition guide

## «HEAVY EQUIPMENT AREA» SPONSOR

**7,800 €**  
excl. VAT



Highlight your company in the general exposition of exhibition participants by receiving the status of “Official Partner of the Section.” Your company’s branding, integrated into the design of the entrance to the exhibition halls, will attract the attention of exhibition guests from the first minutes of their visit. The design of the entrance group (Hall 2) makes it possible to cover all visitor traffic, because everyone, without exception, enters the exhibition bypassing the access control system - turnstiles.

No more than 2 companies can take advantage of the offer.

### Exclusive:

- Status Sponsor of the exhibition “Territory of Heavy Equipment”
- Branding of turnstiles in front of the entrance to Hall 4 (block of 6 turnstiles)
- Placement of an advertising structure 2 x 2.9 m near the entrance to Hall 4
- 

### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status

### Exhibition website

- Placement of a 435 x 80 px banner on the main page of the exhibition website
- Placement of the sponsor’s logo with status indication and active link on the main page of the site and in the “Partners” section,
- Posting 3 sponsor’s news on the exhibition website (material for publication is provided by the partner)

### Emailing

- Placement of the sponsor’s logo in all mailings to the visitor database indicating the status
- Placement of a text block (no more than 450 characters with spaces) about the sponsor’s company, photo .jpg in 3 mailings to exhibition visitors

### Exhibition guide

- Placement of a full-color advertising module of a partner in the exhibition guide, 1/2 page
- Placement of the partner’s logo on the exhibition plan with an arrow
- Highlighting the company name in the list of participants
- Place your logo on the thank you page

### Event navigation

- Placement of the company logo on structures with exhibition plans



## DIGITAL SPONSORSHIP PACKAGE. PREMIUM

**4,680 €**  
excl. VAT

Promote your brand and company products through an active PR campaign using the digital channels of the exhibition - website and emailing.

**Several companies can take advantage of the offer.**

### Exhibition website

- Assignment of exhibition sponsor status
- Placement of the sponsor's logo with status indication and active link on the main page of the site and in the "Partners" section, with display in the feed on the main page
- Video interview during the exhibition with a representative of the sponsor and its placement on the exhibition website in the "Interviews with participants" section
- Posting 3 sponsor's news on the exhibition website (material for publication is provided by the sponsor)

### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition indicating the status
- Providing 2 promoter badges for distributing information materials in the exhibition halls

### Emailing

- Placement of one news block of the sponsor (no more than 450 characters with spaces), jpeg photo and logo with status in one mailing list for a common visitor database

### Exhibition guide

- Placement of a full-color advertising module of the sponsor in the exhibition guide, 1/2 page
- Placement of the sponsor's logo on the hall plan with an arrow in the exhibition guide and on the plan in the foyer of Pavilion 1
- Highlighting the name of the sponsor's company in the list of participants in the exhibition guide
- Placement of the logo on the thank you page in the exhibition guide

### Other

- Display of the exhibitor's video on the screens of charging stations on the territory of the exhibition (promotional video no more than 60 seconds, provided by the partner in accordance with the technical specifications) – two charging stations



## DIGITAL SPONSORSHIP PACKAGE. STANDART

**2,340 €**  
excl. VAT

Promote your brand and company products through an active PR campaign using the digital channels of the exhibition - website and emailing.

**Several companies can take advantage of the offer.**

### Exhibition website

- Assignment of exhibition sponsor status
- Placement of the sponsor's logo with status indication and active link on the main page of the site and in the "Partners" section, with display in the feed on the main page
- Posting 1 sponsor's news on the exhibition website (material for publication is provided by the sponsor)
- Placement of 1 interview (text format) with a representative of the sponsor in the "News" section on the exhibition website (material provided by the sponsor)

### Advertising and PR materials

- Mentioning of the sponsor in official press and post-releases of the exhibition
- Providing 1 promoter badge for distributing information materials in the exhibition halls

### Emailing

- Placement of one news block of the sponsor (no more than 450 characters with spaces), jpeg photo and logo with status in one mailing list for a common visitor database

### Exhibition guide

- Placement of a full-color advertising module of the sponsor in the exhibition guide, 1/2 page
- Placement of the sponsor's logo on the hall plan with an arrow in the exhibition guide and on the plan in the foyer of Pavilion 1
- Highlighting the name of the sponsor's company in the list of participants in the exhibition guide
- Placement of the logo on the thank you page in the exhibition guide

