



MiningWorld
Russia

23-25 April 2025
Moscow, Crocus Expo

Advertising Opportunities at MiningWorld Russia



ОРГАНИЗАТОР
ORGANISER

Market your presence at MiningWorld Russia 2025

In order to maximise the results of your participation, we suggest that you take advantage of the **Basic Exhibitor Advertising Package***, which is included in the participation fee and you get to:

- Include your company information in the online **exhibitors list**;
- Include your company information in the **the printed exhibition show guide**;
- Publish **1 news** about the company on the exhibition website on the 'News' page;
- Include your products or services information in **1 news digest of newsletter** sent to the full visitor database.

*Each exhibitor can use these options. If a sub-exhibitor is present at the stand, advertising options for them should be ordered separately. Sub-exhibitor's entry in the list of exhibitors and on the exhibition plan is chargeable (690 USD excluding VAT).

Would you like more?

Take advantage of the advertising options available at MiningWorld Russia.
Explore in this document the options available to your company.

1

WEBSITE

WEB BANNER

Web banners are placed on the website's home page. The exhibitor should provide the web banner design.

Banner Requirements:

- Formats: gif or jpeg, weight: no more than 150-200 kb
- The banner layout must include the following description:
"Advertising. LLC "Company Name. TIN xxxxxxxxxxxxxx."

WEBSITE NEWS

- Each participant is entitled to **one free article publication** on the news page of the website. All subsequent postings are made on a paid basis.

The news submission requirements are listed in [Appendix 1](#).

	OPTION	PRICE, USD (WITHOUT VAT)
1.1	Banner 435x80 / 1 month	\$ 485
1.2	Banner 1366x114 / 1 month	\$ 600
1.3	Participant's news on the site (2nd and subsequent placement) + fixation on the main page for 7 days	\$ 100



1 WEBSITE

EXHIBITION NEWS DIGEST

Each exhibitor has the opportunity for **1 free article** about their products in the news digest sent to the visitors' database.

All subsequent placements are paid. The exhibition news digest is a mailing to the visitors' database with information and announcements about exhibiting companies and their products.

- Two news digests are planned for October and November (subject to change).

The information requirements for the digest are outlined in [Appendix 2](#).

	OPTION	PRICE, USD (WITHOUT VAT)
1.4	Inclusion of information about company's products/services into one exhibition news digest (second and subsequent placements)	\$ 145



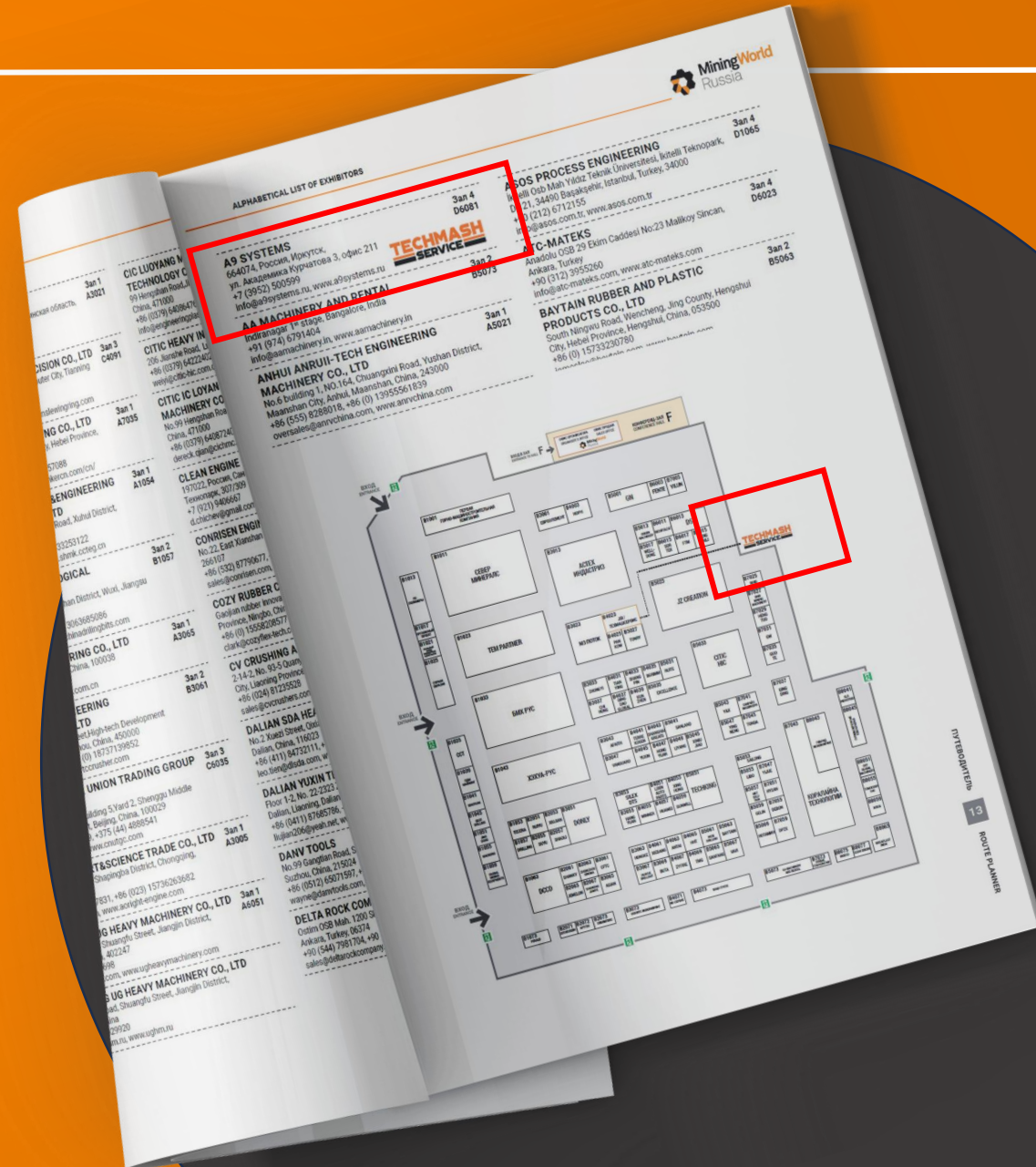
2 GUIDELINES

Information about each exhibitor is posted on the following:

- The exhibition floorplan (company name, stand number) in the printed show guide;
- In the list of exhibitors in the printed show guide (company name, stand number, country, city, phone number, website address);
- In the alphabetical list of exhibitors and in the list of exhibitors by product category (company name and stand number).

Logo placement on the exhibition plan, in the alphabetical list of exhibitors in the exhibition guide, and advertising strip placement in the exhibition guide is a paid marketing opportunity.

	OPTION	PRICE, USD (WITHOUT VAT)
2.1	Placement of the logo and signpost (arrow) to the stand on the plan	\$ 340
2.2	Placing the company logo next to the description in the alphabetical list of participants	\$ 165



2 GUIDELINES

Mock-ups of the advertising strips are provided by the participant.

The requirements for advertising layouts are outlined in [Appendix 3](#).

	OPTION	PRICE, USD (WITHOUT VAT)
2.3	Placement of an advertising strip in the guidebook (size 1/2)	\$ 380
2.4	Placement of an advertising strip in the guidebook (size 1/1)	\$ 590
2.5	Placing an advertising strip in the guidebook (spread)	\$ 1,020
2.6	Placing an advertising strip in the guidebook (size 1/1) 4th cover	\$ 910
2.7	Placement of advertising strip in the guidebook (size 1/1) 2nd, 3rd cover	\$ 760



3 PAVILION ADVERTISING

ADVERTISING BANNERS IN THE FOYER

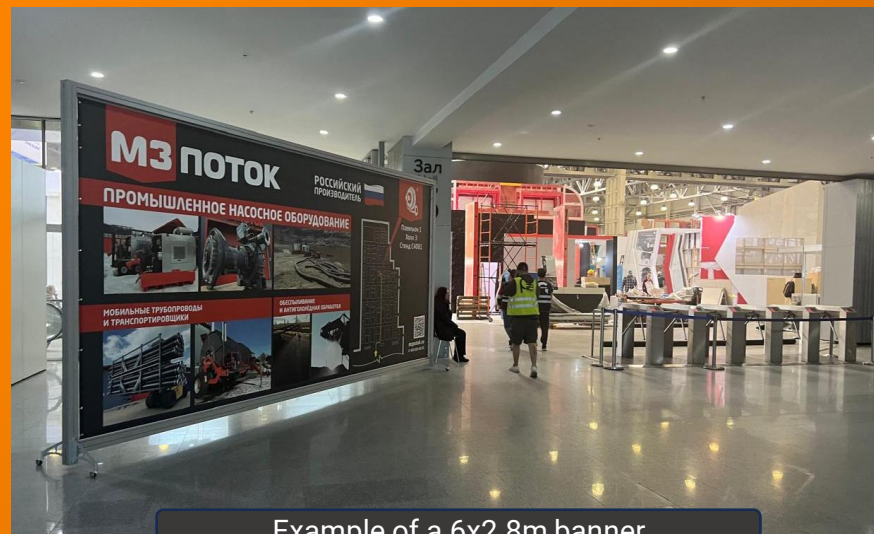
- Placement period: days of the exhibition
- Number, size and location individually negotiated
- The advertisement design is to be provided by the exhibitor.

Layout requirements are specified in [Appendix 4](#).

	OPTION	PRICE, USD (WITHOUT VAT)
3.1	Advertising banner, size 1x2.9m	\$ 330
3.2	Advertising banner, size 2x2.9m	\$ 420
3.3	Advertising banner, size 3x2.9m	\$ 500
3.4	Advertising banner, size 4x2.8m	\$ 620
3.5	Advertising banner, size 6x2.8m	\$ 875



Examples of banners 1x2.8m and 2x2.9m



Example of a 6x2.8m banner

3 PAVILION ADVERTISING

GLASS BRANDING

- Placement period: days of the exhibition
- Number, size and location individually negotiated
- The advertisement design is to be provided by the exhibitor.

Layout requirements are specified in [Appendix 4](#).

	OPTION	PRICE, USD (WITHOUT VAT)
3.6	First floor balcony (5.68 x 0.9m, 1 surface (2 in total - above Room 4 and Room 3))	\$ 480
3.7	Food court (2 panes of glass, each measuring 5.6 x 3 metres)	\$ 6,450



3 PAVILION ADVERTISING

LIGHTBOX ADVERT IN THE FOYER

- Placement period: days of the exhibition
- The number of available lightboxes should be specified.
- The advertisement design is to be provided by the exhibitor.

Layout requirements are outlined in [Appendix 4](#).

FLOOR STICKERS

- Placement period: days of the exhibition
- The number, size and location of stickers are agreed individually.
- The advertisement design is to be provided by the exhibitor.

Layout requirements: 150 dpi resolution, no flyouts, size - 1x1 m.

	OPTION	PRICE, USD (WITHOUT VAT)
3.8	Lightbox front side, 1 side (size - 1.17x1.97m)	\$ 720
3.9	Back side of lightbox, 1 side (size - 1.17x1.97m)	\$ 530
3.10	Floor sticker, 1x1 metre in the showroom	\$ 200
3.11	Floor sticker, 1x1 metre in the foyer	\$ 240



Lightbox, front side



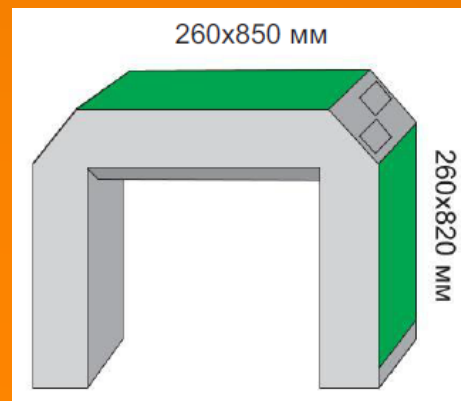
Floor sticker, 1x1m

3 PAVILION ADVERTISING

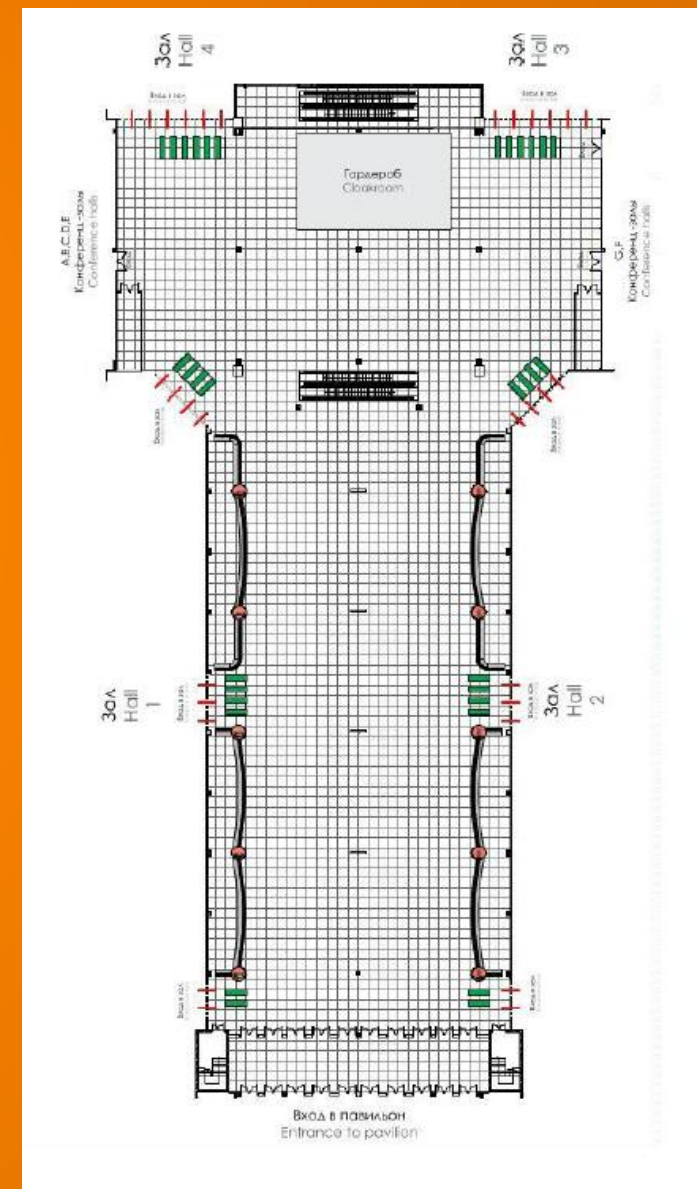
ARCH BRANDING

- Placement period: days of the exhibition
- The number of available turnstiles is to be specified.
- The advertisement design is to be provided by the exhibitor.

Layout requirements are outlined in [Appendix 4](#).



	OPTION	PRICE, USD (WITHOUT VAT)
3.12	Branding of all turnstiles at the entrances to Hall 1 <u>OR</u> 2 (2 blocks of 4 units and 1 block of 2 units in each hall), Pavilion 1	\$ 1,540
3.13	Branding of all turnstiles at the entrances to Halls 1 <u>and</u> 2 (2 blocks of 4 units and 1 block of 2 units in each hall), Pavilion 1	\$ 2,815
3.14	Branding of all turnstiles at the entrance to Hall 3 <u>OR</u> 4 (block of 6), Pavilion 1	\$ 920
3.15	Branding of all turnstiles at the entrance to Halls 3 <u>and</u> 4 (2 blocks of 6 pcs.), Pavilion 1	\$ 1,640
3.16	Branding of <u>all</u> turnstiles at the entrances to Halls 1, 2, 3 and 4 in Pavilion 1	\$ 4,910



4 PROMOTIONAL MATERIAL DISTRIBUTION

PROMO-BADGE

- The promotional badge gives the right to work as promoters, conduct surveys, distribute advertising and promotional products at the exhibition.
- One badge is designed to be used by one person during all exhibition days.
- Promotional staff are required to carry a promotional badge at all times while working.
- The badge is non-personalised and can be used by different company representatives.
- The badge is given to the company's representative at the reception desk in the organiser's office at the exhibition starting from the last day of set-up.

DISTRIBUTION OF MATERIALS

Printing materials can also be distributed at visitor registration desks, in exhibitors' folders, and in the guidebook cubes.

The exhibitors should provide the distribution materials.

	OPTION	PRICE, USD (WITHOUT VAT)
4.1	Distribution of materials in exhibition halls (promoter badge)	\$ 200
4.2	Distribution of materials from the check-in desks	\$ 640
4.3	Attachment of advertising materials in the members' folders	\$ 1,165
4.4	Distribution of promotional materials in cubes together with the exhibition guide	\$ 590



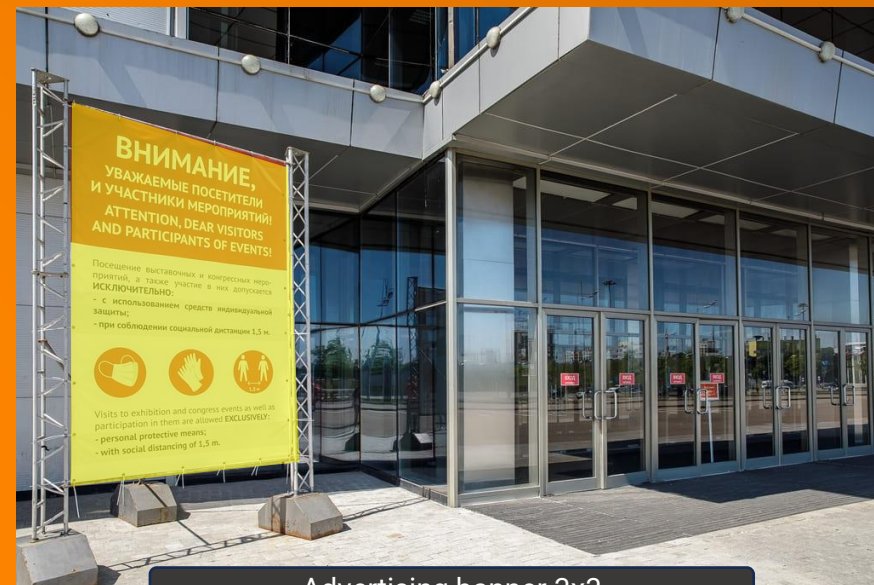
5 OUTDOOR ADVERTISING

STREET ADVERTISING BANNERS

- Placement period: days of the exhibition
- Number, size and location individually negotiated
- The advertisement design is to be provided by the exhibitor.

Layout requirements are outlined in [Appendix 4](#).

	OPTION	PRICE, USD (WITHOUT VAT)
5.1	Advertising banner, size 2x3m	\$ 800
5.2	Advertising banner, size 3x3m	\$ 890
5.3	Advertising banner, size 4x3m	\$ 1,300
5.4	Advertising banner, size 6x3m	\$ 1,670
5.5	Triangular construction at the base (2x3m side)	\$ 1,300
5.6	Rectangular construction at the base (2x3m side)	\$ 1,670
5.7	Outdoor lightbox (one side - 1.23x2.5m)	\$ 445
5.8	Rental of space on street flagpoles (flag height - 7 m, carrier size - 1.35x0.9 m), price for 1 carrier (possible number of 34 pcs. - alley in front of Pav.1)	\$ 220



Advertising banner 3x3



Advertising banners 2x3 and rectangular design

APPENDIX 1

INFORMATION REQUIREMENTS FOR NEWS ON THE WEBSITE

- Unique, not previously published texts up to 6,000 characters (with spaces) in length are accepted as news for the exhibition website
- The topic of the news should be related to the company's participation in the exhibition (announcement of exhibited products or services, special offers for visitors, announcement of activities at the exhibition, etc.).
- The news content should be written in the 3rd person.
- News text is accepted strictly in Word format
- The news should be accompanied by 2-3 photos not less than 1280x720 with 16:9 aspect ratio in .jpeg or .png format. There should be no text on the photo
- The length of the news headline - no more than 70 characters (with spaces), subheading - no more than 200 characters (with spaces).

IMPORTANT: The text for publication should be written in an informative, not promotional style. If you want to publish more than 1 news item on the site, it is important that each publication has different information. The first one can be general info about the company; the second one can be about the innovations or achievements of your company for the last year.

**All texts and press releases are subject to editing. The organiser reserves the right to refuse publication if the submitted material does not meet the requirements.*

APPENDIX 2

INFORMATION REQUIREMENTS FOR THE DIGEST

The format for providing information for the digest:

Subject: MiningWorld Russia 2025/Company/Digest News

Company: _____

Stand No.: _____ Hall _____ Pavilion _____

Target audience: a description of the target visitors you want to see at your stand

Text: 3-4 sentences with information about what you will present at your booth that will interest your target visitor to visit your particular booth.

Photos (required): 1-2 horizontal photos of your products you plan to exhibit (1024 x 500 pixel)

Company logo: in .png or .jpg format

IMPORTANT: The text for the digest should be written in an informative, not promotional style. If you want to publish more than 1 news item in the digest, it is important that the text should be different. The first one can be general info about the company; the second one can be about the innovations or achievements of your company for the last year.

**All texts and press releases are subject to editing. The organiser reserves the right to refuse publication if the submitted material does not meet the requirements.*

APPENDIX 3

LAYOUT REQUIREMENTS FOR THE GUIDEBOOK

The cropped format of the guide is 210mm (width) x 297mm (height)

1. A4 format - 1 advertising page

- When the module is printed "off-set": 210 mm (width) x 297 mm (height) - vertical, + "outliers" of 5 mm on each side. Significant elements (logos, text) should be placed at least 5 mm inward from the borders of the cropped format. The use of frames is undesirable.

2. Format ½ advertising strip

- When printing a module "off-set": 210 mm (width) x 145 mm (height) - horizontal, + "offsets" 5 mm on each side. Significant elements (logos, text) must be placed at least 5 mm inward from the borders of the cropped format.

3. **LOGO** (minimum dimensions - 20 mm x 10 mm (horizontal), to be provided in vector file (.EPS, .AI, .CDR) - fonts must be converted to curves, or in raster file (.TIFF (without layers), .JPG) - with a resolution of at least 300 dpi.

APPENDIX 4

DESIGN REQUIREMENTS FOR ADVERTISING MATERIALS (page 1/3)

Submissions to the paper are accepted in electronic form only and can be submitted in the following ways:

- on external drives that do not require additional USB drivers;
- uploaded to ftp-server (ftp address, login and password are required).
- posted on file-sharing sites (link).

NOTE: All file names in the publication must be typed using the characters "a"-"z", "A"-"Z", "0"-"9", "-", "_". Cyrillic characters, punctuation marks and system characters "/?*|\\" in file names are not allowed. Files should be in TIFF, PSD format, in CMYK 8 bits colour mode (for Windows OS) Layouts should be provided with a preview (image) in JPG or PDF format.

APPENDIX 4

DESIGN REQUIREMENTS FOR ADVERTISING MATERIALS (page 1/3)

Colour mode CMYK 8 bits (for Windows). The file must not contain more than one layout. The file must not contain additional alpha channels (Channels) and paths (Paths).

All layers should be merged into a single layer - Background (with Flatten Image or "Layer Merge" function)

When processing files, the embedded ICC profiles are not taken into account and the colour percentages are printed directly. The use of ICC profiles may result in colour changes during printing.

To obtain a quality black colour in CMYK, the parameters should be as follows: C 50%, M 50%, Y 50%, K 100%.

Please note that printing on banner mesh reduces colour saturation by 10%.

It is strongly recommended to view the quality of the layout before sending the image. To view the quality (image) of the layout in AdobePhotoshop, enter the View => Print Size tab.

Providing layouts for full colour printing in TIFF bitmap format is the best guarantee against unexpected changes to the file during the printing process.

APPENDIX 4

DESIGN REQUIREMENTS FOR ADVERTISING MATERIALS (page 1/3)

Image Size, m ²	Layout Resolution (pixels/inch)	Finished File Size (max), Mb
from 1 to 18	150	150
18	72	300
from 18 to 36	36	500
36 and above	20	1000

Please note that materials that do not meet the technical requirements may cause defects in the printing process. The designer checks materials for compliance with technical requirements, but this does not guarantee the detection of all errors and discrepancies.

WHAT TO CONSIDER WHEN PREPARING FILES

The file resolution should be optimal. Insufficient file resolution will result in noticeable pixels in billboard production and jagged line boundaries. Excessive resolution will significantly increase file work and processing, but print quality will not change. For large firewalls, which are installed at height and are intended for visual perception from a great distance, you can reduce the resolution to 20-36 dpi. If pixels are visible from a close distance, they become indistinguishable at a distance of 10-20 metres. The quality and resolution of the original pictures that you put in the layout for the manufacture of outdoor advertising is important. It should be borne in mind that the image that you consider in the A4 format does not always look the same in the format of 3x6 metres and more.

Together, let's make your company stand out at MiningWorld Russia.

We are always ready to find advertising options that will suit your company and make your advertising stand out. In addition to individual advertising options, we can offer ready-made sponsorship packages, as well as customised offers to suit your needs.

For advertising and sponsorship enquiries, please contact **the exhibition management team, your manager** or the marketing department:



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