

17th Mining and Exploration Forum

We invite companies and organisations working in the mining industry in Russia and CIS to support the forum as sponsors. Sponsorship provides opportunities for achieve corporate, marketing and communication objectives at Russia's premier mining event. Sponsorship status is a distinguished sign of the company's leadership aspirations and high professional standing in the Russian mining industry. Sponsorship offers companies exclusive features and visibility at the Forum.

5-7 October 2021
Moscow, Russia

2021.minexrussia.com



Developing Greener, Sustainable and Smarter Mining in Russia

Sponsorship Opportunities



Corporate Sponsorship Packages

Diamond, gold, silver, bronze sponsorship packages are designed for companies interested in achieving complex tasks such as promotion of brands or products, corporate communications, marketing and much more.



Sponsorship of Online Events

General sponsor of online broadcast of the forum, webinars, sessions, networking platform sponsorship, digital scribing sponsorship packages are designed for promotion, marketing and engaging online participants of the forum.



Sponsorship of Workshops, Sessions and Panel Discussions

Provides opportunity to participate in the development of the content part of the program, speaker selection, audience engagement and much more.



Promotional Sponsorship Packages

Sponsorship of mobile application, delegate packages, notebook, cups are designed for companies interested in promoting branded products or company as a whole.

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Sponsorship Terms

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Speaking opportunity at the Forum or commercial presentation	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1
Moderating a session or discussion	1	1	1	1	1	–	–	–	1	–	–	–	–	–	–	–	–
Delegate tickets (5-7 October)	15	10	7	7	6	2	4	4	4	2	2	2	2	1	1	1	1
Tickets for evening networking events	15	10	7	7	6	2	4	4	4	2	2	2	2	1	1	1	1
Exhibition space	8m ²	8m ²	10m ² *	8m ²	6m ²	Table	4m ²	4m ²	4m ²	Table	Table	Table	Table	Banner	Banner	Banner	Banner
Logo on umbrellas	–	–	–	–	–	1	–	–	–	–	–	–	–	–	–	–	–
Advertising page in the online forum materials	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Advertising page in the notepad	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	–	–
Company's commercial video during the breaks between sessions	2 min	2 min	1 min	1 min	1 min	30 sec	30 sec	30 sec	30 sec	30 sec	20 sec	20 sec	20 sec	15 sec	15 sec	15 sec	15 sec
Logo placement on the phone charging stations (4 stations)	–	–	–	–	–	–	–	–	–	–	4	–	–	–	–	–	–
Promotional video on the phone charging stations	–	–	–	–	–	–	–	–	–	–	4	–	–	–	–	–	–
Logo placement on paper coffee/tea cups	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–
Logo placement on the raincoat package	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	–
Logo placement on protective masks	–	–	–	–	–	–	–	–	–	–	–	1	–	–	–	–	–
Logo placement on travel sets	–	–	–	–	–	–	–	–	–	1	–	–	–	–	–	–	–
Logo when scanning QR codes at stands	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1
Logo placement on prizes (three prizes) for competition winners	–	–	–	–	–	–	3	–	–	–	–	–	–	–	–	–	–
Branding of the tour presentation area, distribution of materials	–	–	1	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Meeting room (6-7 October)	1	1	1	1	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**	1**
Sponsorship terms ***	Please contact us to enquire about available sponsorship options																

* VR tour area

** First come, first serve, if there are available slots

*** Sponsorship packages are indicated in US dollars (excluding local taxes). When paying a sponsorship fee in Russia, invoices will be issued in roubles at the current exchange rate of the Central Bank of the Russian Federation. VAT is charged on top of the indicated sponsorship package price. Foreign currency payments are accepted by Advantix Limited based in the UK. Payments are accepted in British Pounds Sterling, Euros or US Dollars (at the current exchange rate of Barclays Bank). UK VAT is not charged.

Base terms included in all sponsorship packages

- ✓ 50% discount for purchasing additional forum passes
- ✓ Placement of sponsor's logo in digital materials, on the forum website and large-format banners in the main conference room
- ✓ Virtual exhibition booth with a virtual meeting room
- ✓ Access to networking platform and meeting planner before, during and after the forum
- ✓ Complimentary access to materials after the forum (materials contain presentation slides, video recordings of the main and online sessions of the forum, photographs taken during the forum, publications in the media).



Raincoats Sponsor

October, there is a strong wind outside and it is raining... A raincoat in a small plastic ball will be very handy. It is easy to put in a bag or briefcase, quickly get it out when needed and not get wet in the rain. Raincoats are placed into balloons with the sponsor's logos and enclosed into individual packages for each forum participant. Available package colours: green, white, red, yellow, blue, light blue, black. [See terms in the table \(page 2\).](#)



Protective Face Masks Sponsor

Personal protective equipment during the ongoing epidemiological situation has become part of our life. We offer a sponsorship package for personal protective masks, for easy breathing and communication not only during the forum, but also in other public places. The reusable masks are made of neoprene, the comfort of use is achieved due to the adjustable behind-the-ear clips. Masks with the sponsor's logo in individual factory packaging are included in the packages of each forum participant. [See terms in the table \(page 2\).](#)



Umbrellas Sponsor

Umbrellas can be very different: elegant canes, strong and solid for men, comfortable and small folding for ladies' bags, a huge number of options and colours. Let's choose together which umbrellas MINEX Forum participants will receive this year as a gift. Umbrellas are included in the individual packages of each forum participant. It is possible to apply a sponsor's logo on an umbrella and cover. Available colours: on request. [See terms in the table \(page 2\).](#)



Travel Set Sponsor

Geologists, miners, consultants - we all have to spend a lot of time on the road, from one business trip to another. How to make the best use of travel time? Sleep, of course! And this is where a traveller's kit will be handy. A comfortable inflatable pillow, earplugs and a sleep mask will help you relax and arrive at the place of your business trip full of energy. It is possible to apply a logo on the package / mask / pillow. The kits are included in the individual packages of each forum participant. [See terms in the table \(page 2\).](#)



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Mobile Phones Charging Stations Sponsor

Your phone battery is flat? No problem. While attending the forum and exhibition, participants will be able to charge them at the charging stations (4 points, all types of charging). While the phone is charging, its owner will be able to watch your commercial video on the station's screen. The stations are located in the first and second exhibition halls. All charging stations can be branded with the sponsor's logo and play a video clip. See sponsorship terms in the table. [See terms in the table \(page 2\)](#).



Competition Prizes Sponsor

We run several competitions during the forum. And what is the most anticipated moment for each contender?.. It is, of course, the announcement of the winners and the presentation of awards and prizes. Diplomas, statuettes and, gifts. This year we would very much like to award the winners of the competitions with valuable gifts that will be useful both at work and in their personal time. Who does not want a brand new Ipad or Iphone? This year we are holding four large competitions: **MineDigital** (competition for digital solutions), **MineTech** (competition for technical innovations), **MineInvest** (competition for investment projects) and **MineEco** (competition for social and environmental projects). There are three winners in each competition: bronze, silver and gold. You can sponsor one of the competitions or all of them. [See terms in the table \(page 2\)](#).



PS: Didn't find your competition? Not to worry! We also host the **MineMovie** Competition (Short Film Competition) and the annual **Russian Mining Excellence Awards**. Visit our website <https://2021.minexrussia.com> for all the details.

Disposable Paper Cups Sponsor

The most active networking at the forum happens during coffee and lunch breaks. Sometimes the program is so busy that the participants do not even have time to drink coffee or tea during a break. This is where disposable paper cups with your logo come in handy. Take away your coffee or tea with you in the conference hall or to the exhibition booth. Cups are available in the coffee break and lunch area during all days of the event. Sponsor's logos are applied to the cups. [See terms in the table \(page 2\)](#).





Forum Mobile Application Sponsor

You no longer need to mark sessions of interest or schedule meetings on paper program or plan your personal schedule on paper. To find people you want to meet, you no longer need to examine badges of the participants or search for them in multiple exhibition halls. To find the exhibition booth you are interested, you don't need to roam around the exhibition. You have at your fingertips the MINEX Russia Forum mobile app. Using the app you can find all the participants and speakers, send them a private message or invite them to a meeting, make appointments in the planner and mark the sessions which you would like to attend, view the profiles of exhibitors, sponsors and speakers. Through the app, you can ask speaker a question, take part in a survey and much more. The mobile application is available for installation to delegates, exhibitors, sponsors and speakers of the event a week before the start of the forum, as well as after its completion. Placement of the sponsor's logo is possible on the main page of the application, as well as on a number of other pages. The app sponsor also gets an exclusive opportunity to send an invitation to all forum participants to visit his booth, take part in a presentation or take part in a lottery or prize drawing. [See terms in the table \(page 2\).](#)

Sponsor of the Virtual Tours Zone

Some 10-15 years ago, only a few people could have imagined that to visit mine, one would not need to travel or fly anywhere. To do this, any forum participant will be able to enter the virtual tour zone presented by few mining companies, put on a VR helmet and instantly teleport to their site. A 3D tour appears in the helmet and on the screen of a nearby television panel. Inside the tour participants will be able to move independently, switching from one 360 panorama to another. In addition, right inside the tour, participants will be able to open presentations, see embedded photos or videos and, if desired, even test their knowledge through interactive quizzes.



This year, at MINEX Russia, we will organise a pavilion to demonstrate virtual tours of several companies participating in the forum. The pavilion will be equipped with several VR helmets and tour screens. Sponsors of the virtual tour zone are offered the possibility of branding the pavilion, as well as distributing their materials in the presentation area at the exhibition. [See terms in the table \(page 2\).](#)

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SPONSORSHIP TERMS — VIRTUAL PARTICIPATION (ONLINE)

General Sponsor of Online Broadcast

Exclusive sponsorship package offered to one company or organisation. 25 virtual delegate tickets with access to networking platform and forum materials (after the event).

Terms on request

Benefits



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Communications and interactive tools

- ✓ Access to networking platform and meeting scheduler before, during and after the Forum
- ✓ Lead generation and management
- ✓ Session broadcast promotion to all Forum delegates
- ✓ Ability to send a personal message to session participants in real time
- ✓ Possibility to schedule meeting in private digital room
- ✓ Possibility to organize a quiz, a draw or raffle for all participants
- ✓ Private branded meeting room.

Advertising

- ✓ Placement of the head web banner in the program of online sessions and on webcast pages
- ✓ Placement of the sponsor profile on the main page of the forum website
- ✓ Presentation of a promotional video (30 seconds) before the start of each online session
- ✓ Presentation in rotation of a promotional video (up to 10 minutes) on the main screen during breaks between online sessions of the forum
- ✓ Placement of the sponsor logo on banners of the in-person Forum
- ✓ Virtual exhibition booth on the forum website with the option of placing advertising information as PDF files and videos (YouTube or Vimeo)
- ✓ Placement of an advertising article about the company (the advertising module to be provided by the sponsor) on the virtual booth of the company and in materials after the conclusion of the forum
- ✓ Advertising page in materials after completion of the forum.

Presentation

- ✓ Recording a promotional video or webinar of the sponsor before the forum. Video editing. Placement of video recording on the company's virtual exhibition booth
- ✓ Publishing videos in the forum news feed
- ✓ An opportunity to hold a 1.5-hour session with up to 6 speakers
- ✓ Placement of speaker profile with links to social networks and events on the forum website
- ✓ Broadcast of pre-recorded presentation if speaker cannot present in-person
- ✓ Two-way simultaneous translation from Russian and English
- ✓ Technical support to speakers (connection testing prior to the session, presentation consultations, as well as assistance during the presentation)
- ✓ Possibility to conduct a real time poll or vote during the session
- ✓ Video recording of the session. Video editing. Video promotion on the forum website and announcement on social networks
- ✓ Dissemination of session materials to participants after the forum.

Virtual master class/webinar/session sponsorship

10 virtual delegate tickets with access to the networking platform and forum materials.

Terms on request

Benefits



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Communications and interactive tools

- ✓ Access to networking platform and meeting scheduler before, during and after the Forum
- ✓ Lead generation and management
- ✓ Session broadcast promotion to all Forum delegates
- ✓ Ability to send a personal message to session participants in real time
- ✓ Possibility to schedule meeting in private digital room
- ✓ Possibility to organise a quiz, a draw or raffle for all participants
- ✓ Private branded meeting room

Advertising

- ✓ Placement of sponsor's web banner in the program of the sponsored session
- ✓ Placement of sponsor's profile on the main page of the forum in the "session sponsors" section
- ✓ Presentation of a promotional video (30 seconds) before the start of each online session
- ✓ Advertising page in materials after completion of the forum
- ✓ Virtual exhibition booth on the forum website with the option of placing advertising information as PDF files and videos (YouTube or Vimeo).



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Presentation

- ✓ Defining the theme, securing speaker slots, and moderating master class/webinar/session (duration up to 1.5 hours)
- ✓ Placement of speaker profile with links to social networks and events on the forum website
- ✓ Broadcast of pre-recorded presentation if speaker cannot present in-person Two-way simultaneous translation from Russian and English
- ✓ Technical support to speakers (connection testing prior to the session, presentation consultations, as well as assistance during the presentation)
- ✓ Possibility to conduct a real time poll or vote during the session
- ✓ Possibility to organise an interactive online event (quiz, prize draw, etc.)
- ✓ Video recording of the session. Video editing. Video promotion on the forum website and announcement on social media networks
- ✓ Dissemination of session materials to participants after the forum
- ✓ Access the viewer statistics of sponsored session.



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Sixth table

Sponsor of the virtual networking platform

A possibility to reserve 50 guest seats at networking session and access to the forum materials (after it ends). One delegate ticket for participation in offline forum events, five virtual delegate tickets with access to the networking platform and forum materials.

Terms on request

Benefits



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Communications and interactive tools

- ✓ Branded table or meeting area
- ✓ Access the networking platform and meeting scheduler before, during and after the forum
- ✓ Lead management
- ✓ Ability to broadcast message to all participants of the networking session
- ✓ Private branded meeting room



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Advertising

- ✓ Virtual exhibition booth on the forum website with the option of placing advertising information as PDF files and videos (YouTube or Vimeo)
- ✓ Demonstration of the promotional video (up to 30 seconds) before the session
- ✓ Placement of promotional video available for viewing between sessions
- ✓ Placement of sponsor's profile on the forum website in the "networking platform sponsors" section
- ✓ Advertising page in the materials of the forum
- ✓ Presentation announcement in the news feed of the forum
- ✓ Access the presentation viewer statistics.



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Presentation

- ✓ Possibility to hold a presentation on a networking platform and communicate with participants through chat
- ✓ Placement of speaker profile with links to social networks and events on the forum website
- ✓ Broadcast of pre-recorded presentation if speaker cannot present in-person
- ✓ Video recording the session, editing it and uploading it to cloud storage
- ✓ Technical support (testing prior to the session, as well as assistance during the presentation)
- ✓ Dissemination of presented at the session materials to virtual attendees.

Digital scribing sponsorship

One delegate ticket to offline forum events on 7-8 October. Five virtual delegate tickets with access to the virtual networking platform and forum materials.

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Benefits



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What is scrubbing and what tasks does it help solve?

A scribe digitally creates a visual summary of the presentation by drawing a story on computer or tablet. After each presentation scribe demonstrates the drawing on the broadcast screen. The drawing helps to captivate audience attention to the presentation and to present it in the visualised take-away notes. According to independent research, scribing technique dramatically improves comprehension of complex content and enhances its memorability. Each drawing includes a portrait of presenter, a graphic presentation of the presentation with keywords and symbols, as well as the logo and web page of the sponsor's website. Presenter and each participant of the forum will be able to download the drawings and share them on social networks.

Advertising

- ✓ Placement of the sponsor's logo and website on each digital drawing
- ✓ Placement of drawings on the session broadcast webpage in a downloadable format
- ✓ Demonstration of drawings between online sessions (in rotation with video commercials)
- ✓ Virtual exhibition booth on the forum website with the option of placing advertising information as PDF files and videos (YouTube or Vimeo)
- ✓ Access to session viewers and drawing download statistics after the forum
- ✓ Advertising page in the forum materials
- ✓ Dissemination of the drawings with the forum materials.

Presentation

- ✓ An opportunity to hold a 15-minute presentation at one of the online or offline sessions of the forum
- ✓ Placement of speaker profile with links to social networks and events on the forum website
- ✓ Broadcast of pre-recorded presentation if the speaker cannot present in-person
- ✓ Video recording of the presentation, editing and uploading it to cloud storage
- ✓ Technical support (testing prior to the session, as well as assistance during the presentation).