


Sponsored by



# 2012 MINE<sup>EXPO</sup> INTERNATIONAL.

September 24-26, 2012

Las Vegas Convention Center

Las Vegas, Nevada USA

[www.minexpo.com](http://www.minexpo.com)

## Sponsorship & Advertising Opportunities

# REACH MINING'S CORE MARKETS



MINExpo® is offering exhibitors the exclusive opportunity to reach attendees in more places than just the exhibit hall. These opportunities provide the exhibitor with multiple platforms to create brand awareness and access to the most influential decision makers at the exhibition.

MINExpo INTERNATIONAL® 2012 Sponsorship and Advertising Opportunities are offered exclusively to exhibitors.

# SPONSORSHIPS

## Luncheon on Tuesday, September 25

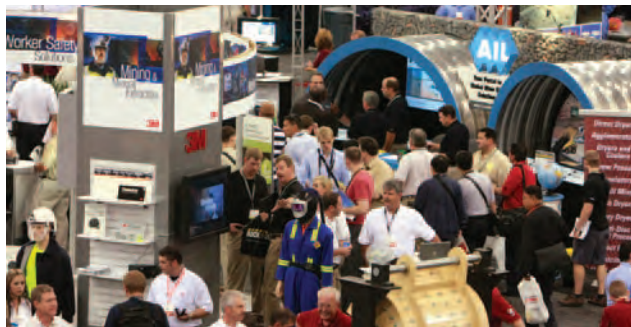
**Exclusive – \$25,000**

This luncheon will recognize the U.S. mining industry's continuous improvement in mine safety performance and to achieving its goal of zero fatalities.

### INCLUDES:

- Entrance Sign to event
- Table for 10 at the luncheon
- Seat at the head table as sponsor
- Logo/recognition in event program
- Recognition on the invitations
- Company name on event ticket
- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website
- Recognition in advance registration materials sent to each pre-registered attendee

**Note:** Sponsor may provide additional promotional items/signage pending NMA approval



To sign-up for a sponsorship or for further information contact National Mining Association's Ashley West at [awest@nma.org](mailto:awest@nma.org) or 202-463-2632.

## Luncheon on Wednesday, September 26

**Exclusive – \$25,000**

This luncheon will recognize organizations who have been awarded the U.S. Department of the Interior's Office of Surface Mining (OSM) Excellence in Surface Coal Mining Reclamation Awards and the Bureau of Land Management's (BLM) Reclamation and Sustainable Mineral Development Awards. The OSM awards are presented to coal mining companies who achieve the most exemplary mining and reclamation in the country, while the BLM awards recognize the efforts made by mining companies in implementing the principles of sustainable development.

### INCLUDES:

- Entrance Sign to event
- Table for 10 at the luncheon
- Seat at the head table as sponsor
- Logo/recognition in event program
- Recognition on the invitations
- Company name on event ticket
- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website
- Recognition in advance registration materials sent to each pre-registered attendee

**Note:** Sponsor may provide additional promotional items/signage pending NMA approval

# SPONSORSHIPS (continued)

## Educational Sessions

**\$5,000 per session**

INCLUDES:

- Company logo on slide welcoming attendees to session
- Recognition during speaker introduction
- Opportunity to chair one session
- After-show email with professional development hours certificate will include sponsor with link to the sponsor's website
- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website

**Note:** Sponsor is permitted to provide logo promotional items (e.g., pens, paper, etc.) pending NMA approval

## International Business Center

**Exclusive – \$15,000**

INCLUDES:

- Recognition in advance registration materials sent to each pre-registered attendee
- Logo on entrance sign to International Business Center
- Company screen saver on each computer in the Center
- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website

**Note:** Sponsor may provide promotional items (e.g., logo bags, pens, paper, etc.) for the IBC pending NMA approval

## Banners Restaurant

(in the main lobby of the Convention Center)

**Exclusive – \$10,000**

Additional fees from Aramark will apply. Contact Ashley West for more information.

INCLUDES:

- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website

## Lanyards

**Exclusive – \$30,000**

Lanyards will be distributed to attendees in the registration areas. Sponsoring company will be responsible for providing lanyards.

INCLUDES:

- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website

## Hand Sanitizers

**Exclusive – \$35,000**

**Non-Exclusive – \$18,000 (limit 2)**

Sponsoring company(s) logo will appear on individual-size hand sanitizer bottles, with carabiner, distributed at registration and the information kiosks throughout the convention center. Sanitizer bottles (1 oz.) included in the sponsorship.

INCLUDES:

- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website

## Sustainability

(Repurpose America Program)

**Exclusive – \$15,000**

Sponsor the Repurpose America program, a recycling/repurposing program in which non-recyclable material is collected at the end of the show. The discarded materials are then repurposed and donated to local schools, teachers, community associations and other nonprofit groups. The sponsorship will help to reduce the show's carbon footprint.

INCLUDES:

- Logo on sponsor recognition boards (minimum 2) located in lobby or at registration
- Listing in show directory
- Logo on MINExpo website sponsor page with link to sponsor's website

To sign-up for a sponsorship or for further information contact National Mining Association's Ashley West at [awest@nma.org](mailto:awest@nma.org) or 202-463-2632.

# ADVERTISING

## Window Clings

**\$500 each (limit 4 per exhibiting company)**

20" x 20" full color advertisements on window doors leading to the lobby areas of Central, North and South Halls.

## Show Boards

**\$3,000 each (limit 2 per exhibiting company)**

1m x 2m sign in areas of the LVCC used by MINExpo®.

## Pre-event Broadcast E-mails

**Exclusive – \$5,000 per e-mail**

Banner ad with link to company website on e-mail sent to pre-registered attendees prior to MINExpo.

*5 available, limit 1 per company*



To sign up for Pre-Event Broadcast E-mails, Show Boards and Window Clings contact National Mining Association's Ashley West at [awest@nma.org](mailto:awest@nma.org) or 202-463-2632.

## Official MINExpo INTERNATIONAL® 2012 Show Directory

Deliver your sales message to MINExpo attendees during the Las Vegas event...and drive traffic to your exhibit. The Show Directory will be distributed from key locations throughout the convention center, allowing you to target 38,000+ attendees while they are planning their purchases of equipment, products and services. Further information [available here](#).

## Official MINExpo INTERNATIONAL® 2012 Online Directory

Decision-makers will use the Online Directory to research purchases prior to and a year after the show. Stand out with banner advertising and online listing enhancements. Further information [available here](#).

**For advertising opportunities in the Show Directory and the Online Directory, contact:**

**Darren Sextro, Ascend Integrated Media**  
913-344-1443  
[dsextro@ascendintegratedmedia.com](mailto:dsextro@ascendintegratedmedia.com)

or

**Tim McCormack, Ascend Integrated Media**  
913-344-1367  
[tmccormack@ascendintegratedmedia.com](mailto:tmccormack@ascendintegratedmedia.com)

## Shuttle Bus Advertising

High visibility way to promote your company at MINExpo. Full Bus Wrap and Banner advertising information [available here](#).

**For more information, contact**

**Bob Kaplan, CMAC**  
866-210-8489  
[bobk@cmac.net](mailto:bobk@cmac.net)

**Note:** Shuttle Bus service will run from the convention center to hotels within the official MINExpo® hotel block.