

MINExpo INTERNATIONAL® 2021 Marketing Opportunities

Get your message and product information into the hands of influential mining buyers



Overview

This is the largest mining show on earth. You need a plan to get noticed!



11 halls of mining equipment, parts, services and technology



90% of attendees are prepared to buy new products and services at MINExpo®



1,100+ exhibitors all vying for attendees' attention



50% of MINExpo attendees are first-time visitors. We can help you reach them.

Source: 2016 MINExpo INTERNATIONAL® event

These are the **ONLY** official on-site resources for attendee navigation and exhibitor information.

Opportunity	Price range	Latest space reservation deadlines	Latest materials due
Print Show Directory	\$950-\$30,000	July 12, 2021	July 19, 2021
Online Show Directory	\$2,000-\$25,000	Aug. 23, 2021	Aug. 23, 2021
Mobile App	\$950-\$45,000	Aug. 13, 2021	Aug. 23, 2021
Print & Digital Packages	\$950-\$25,000	July 12, 2021	Aug. 23, 2021

All rates are net. No agency discounts apply. Cancellations are non-refundable.
 All quantities are based on projected attendance.
 Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Opportunities





Contact



Print Show Directory

An essential publication for attendee use on site – and back in the office throughout the next three years!

- Distributed in key locations throughout the convention center.
- Content includes important show information, schedules, navigation, floor plans, educational offerings and comprehensive exhibitor information.



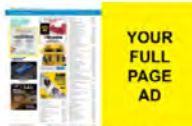
[Click to enlarge](#)



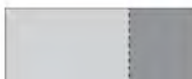
[Click to enlarge](#)



[Click to enlarge](#)



[Click to enlarge](#)



Covers

Maximum exposure for your brand with one of five cover positions:

- Three-Page Gatefold on Inside Front Cover
- Cover Tip (includes a Full Page ad)*
- Inside Back Cover
- Cover Corner Ad (includes a Full Page ad) **SOLD**
- Back-Cover **SOLD**

*Advertiser supplies printed Cover Tip

Tabbed Dividers

- Heavy cardstock on tab pages ensures visibility for your message as attendees thumb through the directory or seek key sections.
- Advertiser chooses front or back of a specific tab:
 - General Information
 - Educational Sessions
 - Exhibitor Listings Tab 1
 - Exhibitor Listings Tab 2
 - Exhibit Hall Maps
 - Exhibitors by Product Category

Exhibit Hall Map Sponsorship

- A dramatic sponsorship that includes branding on the exhibit hall map in print, online and mobile.
- The Print Show Directory includes banner ads on two pages of your map, your booth highlighted and a Full Page ad within the first third of the publication.
- Your map page in the [Online Show Directory](#) Includes an exclusive Leaderboard ad with your booth highlighted.
- Your map page in the [Mobile App](#) includes an exclusive Footer ad with your booth highlighted.
- Your logo is placed in your booth in print, online and mobile if the aspect ratio and font size permit.
- Your alphabetic listing in the Print Show Directory includes a colored background and logo. Your alphabetic listing in the Mobile App includes a logo.
- Four maps are available for exclusive sponsorship:
 - North Hall
 - **Central Hall SOLD**
 - South Hall 1
 - South Hall 2

Own the Category

Get three times the exposure and "own" your product category across print, online and mobile.

Print Show Directory

- You get the first Product Category ad under your Product Category header in the "Exhibitors by Product Category" section in the Print Show Directory, plus the Full Page ad nearest to the start of your Product Category.
- Other Product Category ads are placed by order date under yours.
- Your alphabetic listing includes a colored background and logo.

Online Show Directory

- Your Leaderboard and Medium Rectangle ad appear exclusively in the [Online Show Directory](#) when the search results in the exhibitor directory are filtered to your category.
- Your Leaderboard and Medium Rectangle ad also appear on all non-exhibitor-submitted article pages for your category.

Mobile App

- This exclusive opportunity includes your listing at the top of your product category each time that category is searched in the [Mobile App](#).
- Your Mobile App "product category" listing includes a colored background and logo.

Two-Sided Bookmark

- A two-sided advertiser-supplied insert holds a perforated bookmark that buyers can detach and use to mark their place in the Print Show

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 12, 2021
Materials due: July 19, 2021

Rates

Three-Page Gatefold: \$30,000
Cover Tip*: \$25,000
Inside Back Cover: \$11,105
Cover Corner Ad: \$16,000 **SOLD**
Back Cover: \$14,000 **SOLD**

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 12, 2021
Materials due: July 19, 2021

Rate

\$9,985 (one side)

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate

\$25,000 per map

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate

\$7,200
Limited to one per category.

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 12, 2021
Materials due: July 19, 2021



Click to enlarge

- Directory.
- Perfect for call-to-action incentives and coupons.
- Advertiser supplies printed insert.

Rate
\$11,550
Advertiser supplies printed insert.



Click to enlarge

Premium Display Pages

Excellent exposure for your message with these prime locations:

- Opposite Inside Front Cover (IFC)/Page 1
- Opposite Table of Contents (TOC)
- Opposite NMA Welcome Letter
- Opposite MINExpo® Chair Welcome
- All other pages before first tab (and any specified page)

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Materials due: July 19, 2021

Rates
Opposite IFC/Page 1: \$12,350
Opposite TOC: \$11,285
Opposite NMA Welcome: \$10,210
Opposite Chair Welcome: \$10,210
Other premium pages: \$10,210

Ask your Account Manager about supplied inserts to be tipped or bound into the Print Show Directory.



Click to enlarge

Standard Display Ads

Drive attendees to your booth with these ads in the Print Show Directory:

- Full Page Spread
- Half Page Spread
- Full Page
- Two-Thirds Page
- Half Page
- Third Page
- Quarter Page

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Materials due: July 19, 2021

Rate
Full Page Spread: \$15,880
Half Page Spread: \$11,635
Full Page: \$5,990
Two-Thirds Page: \$7,650
Half Page: \$6,985
Third Page: \$5,655
Quarter Page: \$4,855



Click to enlarge

Product Category Ads

- Ensure buyers see you in the "Exhibitors by Product Category" section of the Print Show Directory as they search for specific products.
- Ads are placed (by order date) at the top of each product category before the listings begin.
- If an Own The Category package has been purchased, that exhibitor's ad will be first at the top of the product category. (See the Own the Category package above.)

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Materials due: July 19, 2021

Rate
\$1,000



Click to enlarge

Enhanced Exhibitor Listing

- You'll stand out in the large "exhibitors alpha" section of the Print Show Directory with a colored background and logo added to your listing.
- Your listing in the "exhibitors alpha" section of the Mobile App includes your company logo.
- [Click here for full details.](#)

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Mobile App materials due: Aug. 23, 2021*

Rate
\$950

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.

All rates are net. No agency discounts apply. Cancellations are non-refundable.
All quantities are based on projected attendance.
Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.



Online Show Directory

Live for more than 30 days before the event, and for one year after, the Online Show Directory helps buyers research the companies, products and services they want to see – or did see – onsite.



661,295
pageviews



24,062
users



Average session
duration (min): 11:35

Annual 2016 site metrics (August 2016-August 2017)



[Click to enlarge](#)

Display Ads

[View the demo site](#)

- Huge exposure for your message on the most used pages of the directory – directory home page, exhibitor news and featured exhibitor pages.
- Ads link internally to your listing in the Online Show Directory.
- Each position is limited to five advertisers, which will rotate in the space.
- Available positions include:
 - Leaderboards on the exhibitor news and featured exhibitor pages.
 - Vertical 300 x 600 ad on the exhibitor news page.
 - Medium Rectangles on the exhibitor news page (up to two).
 - [Envision your ad placements here!](#)
- Available on the directory home page:
 - A leaderboard/medium rectangle combination upon opening of the directory, before any filters are selected. (Five advertisers will rotate.)
 - Leaderboard/medium rectangle combinations for each of the nine super categories on the page. These ads appear when main category filters are selected.
 - Ads will also rotate in all related subcategories where an Own The Category has not been purchased. (See below for Own The Category details.)
 - Five exhibitors will rotate in each of the super categories.
 - [Envision your ad placements here!](#)

INSERTION ORDER/SPECS

Deadlines to be included at site launch
Space reservation deadline: July 8, 2021
Materials due: July 8, 2021

Deadlines to be added prior to the show
Space reservation deadline: Aug. 23, 2021
Materials due: Aug. 23, 2021

Materials will post 14 business days after receipt once site is live.

Rates
Leaderboard: \$4,000 (Limited to five advertisers in each position.)

Vertical 300 x 600: \$3,000 (Limited to five advertisers in each position.)

Medium Rectangle: \$2,500 (Limited to five advertisers in each position.)

Leaderboard/Medium Rectangle combinations on home page before search terms are entered: \$5,000 each (Limited to five advertisers.)

Leaderboard/Medium Rectangle combinations on super categories: \$5,000 (Limited to five advertisers.)

INSERTION ORDER/SPECS

Deadlines to be included at site launch
Space reservation deadline: July 8, 2021
Materials due: July 8, 2021

Deadlines to be added prior to the show
Space reservation deadline: Aug. 23, 2021
Materials due: Aug. 23, 2021

Materials will post 14 business days after receipt once site is live.

Rate
\$5,000 each
Limit five.



[Click to enlarge](#)

Video Ad

[View the demo site](#)

- Make a big splash with your video ad on the exhibitor news page of the Online Show Directory.
- Five videos will rotate.
- Videos do not play upon page opening, but must be clicked to play, which opens a larger window on the user's screen.
- Videos must be 30 seconds or less.



[Click to enlarge](#)

Exhibit Hall Map Sponsorship

- A dramatic sponsorship that includes branding an exhibit hall map in print, online and mobile.
- Your map page in the Online Show Directory includes an exclusive Leaderboard ad with your booth highlighted.
- The [Print Show Directory](#) includes banner ads on two pages of your map, your booth highlighted and a Full Page ad within the first third of the publication.
- Your map page in the [Mobile App](#) includes an exclusive Footer ad with your booth highlighted.
- Your logo is placed in your booth in print, online and mobile if the aspect ratio and font size permit.
- Your alphabetic listing in the [Print Show Directory](#) includes a colored background and logo. Your alphabetic listing in the [Mobile App](#) includes a logo.
- Four maps are available for exclusive sponsorship:
 - North Hall
 - Central-Hall **SOLD**

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate
\$25,000 per map

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.

- South Hall 1
- South Hall 2



[Click to enlarge](#)

Featured Exhibitors

[View the demo site](#)

- Featured exhibitors are displayed prominently on the directory home page of the Online Show Directory, and on a dedicated page accessed through the directory navigation bar, for one year.
- Featured exhibitors are also located on the Exhibitor News page, as well as on most other pages and all article pages in the Online Show Directory.
- Your company name is displayed alphabetically under your product super category.
- As buyers mouse over your company name, a profile page for your company pops up that displays your logo, company description, four featured product photos, three featured videos and links to your company website and full directory listing.



[Click to enlarge](#)

Own the Category

[View the demo site](#)

Get three times the exposure and "own" your product category across online, mobile and print.

Online Show Directory

- Your Leaderboard and Medium Rectangle ad appear exclusively in the Online Show Directory when the search results in the exhibitor directory are filtered to your category.
- Your Leaderboard and Medium Rectangle ad also appear on all non-exhibitor-submitted article pages for your category.

Mobile App

- This exclusive opportunity includes your listing at the top of your product category each time that category is searched in the [Mobile App](#).
- Your Mobile App "product category" listing includes a colored background and logo.

Print Show Directory

- You get the first Product Category ad under your Product Category header in the "Exhibitors by Product Category" section in the [Print Show Directory](#), plus the Full Page ad nearest to the start of your Product Category.
- Other Product Category ads are placed by order date under yours.
- Your alphabetic listing includes a colored background and logo.

INSERTION ORDER/SPECS

Deadlines to be included at site launch
Space reservation deadline: July 8, 2021
Materials due: July 8, 2021

Deadlines to be added prior to the show
Space reservation deadline: Aug. 23, 2021
Materials due: Aug. 23, 2021

Materials will post 14 business days after receipt once site is live.

Rate
\$2,000 for one super category
\$1,500 each additional super category

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate
\$7,200
Limited to one per category

**Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.*

All rates are net. No agency discounts apply. Cancellations are non-refundable.
All quantities are based on projected attendance.
Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.



Mobile App

Buyers get quick, easy and continuous access to your message with the MINExpo INTERNATIONAL® Mobile App!



6,888
downloads



919,400
banner impressions



3,283 hours
spent in app

Data collected from the 2016 MINExpo® Mobile App



Click to enlarge

Mobile App Sponsor

Dominate the Mobile App and get recognition in print and on-site signage throughout the convention center! Sponsorship includes:

- Exclusive Splash Page ad: Gets your message to buyers upon first launch of the app, and each subsequent reopen after closing the app.
- Navigation Menu Banner in the Mobile App (links externally to URL of your choice).
- Rotating Banner in the Mobile App.
- Enhanced Exhibitor Listing in the Mobile App and *Print Show Directory*. (see below).
- Full Page ad in the *Print Show Directory*.
- Your logo and company recognition as the Mobile Sponsor on one (far forward) house ad in the *Print Show Directory* encouraging buyers to download the app.
- Your logo and company recognition as the Mobile Sponsor on at least eight easel-type signs on-site in the registration area and at entrances to exhibit halls encouraging buyers to download the app.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: June 21, 2021
Materials due: June 28, 2021

Rate

\$45,000 SOLD
Limited to one exclusive advertiser.



Click to enlarge

Home Page Banner

- High-profile visibility for your brand with a banner ad at the top of the home page.
- Banner is "sticky," staying in place while content scrolls behind it.
- Banner rotates every five seconds.
- Banner links externally to URL of your choice.

INSERTION ORDER/SPECS

Deadlines to be included at app launch
Space reservation deadline: July 30, 2021
Materials due: Aug. 6, 2021

Deadlines to be included prior to show
Space reservation deadline: Aug. 13, 2021
Materials due: Aug. 23, 2021

Rate

\$7,500
Limited to five advertisers.



Click to enlarge

Rotating Banners

- Your brand goes deep into the app with banners that rotate within all sections of the app except the splash page, home page, exhibit hall map pages and navigation menu.
- Banners are "sticky," staying in place while content scrolls behind it.
- Banners rotate every five seconds.
- Banner links externally to URL of your choice.

INSERTION ORDER/SPECS

Deadlines to be included at app launch
Space reservation deadline: July 30, 2021
Materials due: Aug. 6, 2021

Deadlines to be included prior to show
Space reservation deadline: Aug. 13, 2021
Materials due: Aug. 23, 2021

Rate

\$5,500
Limited to 10 advertisers.



Click to enlarge

Exhibit Hall Map Sponsorship

- A dramatic sponsorship that includes branding an exhibit hall map in mobile, online and print.
- Your map page in the Mobile App includes an exclusive footer ad on one Exhibit Hall Map page, and no other ads appear on the page.
- Sponsor booth is highlighted on the map.
- Footer ad links externally to URL of your choice.
- The Online Directory includes an exclusive Leaderboard ad on your map page, and no other ads appear on the page.
- The Print Show Directory includes banner ads on two pages of your map, your booth highlighted and a Full Page ad within the first third of the publication.
- Your logo is placed in your booth in print, online and mobile if the aspect ratio and font size permit.
- Your alphabetic listing in the Print Show Directory includes a colored background and logo. Your alphabetic listing in the Mobile App includes a logo.
- Four maps are available for exclusive sponsorship:
 - North Hall
 - Central-Hall **SOLD**
 - South Hall 1
 - South Hall 2

INSERTION ORDER/SPECS

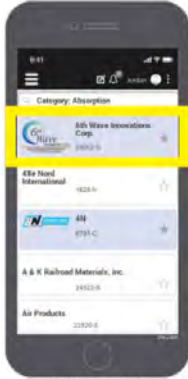
Deadlines

Space reservation deadline: July 12, 2021
 Print Show Directory materials due: July 19, 2021
 Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate

\$25,000 per map

**Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.*



Click to enlarge

Own the Category

Get three times the exposure and "own" your product category across mobile, online and print.

Mobile App

- This exclusive opportunity includes your listing at the top of your product category each time that category is searched in the Mobile App.
- Your Mobile App "product category" listing includes a colored background and logo.

Online Show Directory

- Your Leaderboard and Medium Rectangle ad appear exclusively in the Online Show Directory when the search results in the exhibitor directory are filtered to your category.
- Your Leaderboard and Medium Rectangle ad also appear on all non-exhibitor-submitted article pages for your category.

Print Show Directory

- You get the first Product Category ad under your Product Category header in the "Exhibitors by Product Category" section in the Print Show Directory, plus the Full Page ad nearest to the start of your Product Category.
- Other Product Category ads are placed by order date under yours.
- Your alphabetic listing includes a colored background and logo.

INSERTION ORDER/SPECS

Deadlines

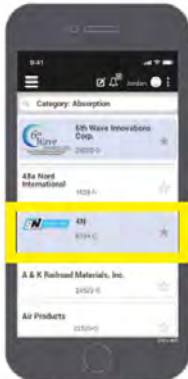
Space reservation deadline: July 12, 2021
 Print Show Directory materials due: July 19, 2021
 Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate

\$7,200

Limited to one per category

**Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.*



Click to enlarge

Enhanced Exhibitor Listing

- You'll stand out in the large "exhibitors alpha" section of the Mobile App with your company logo added to your listing.
- Your listing in the "exhibitors alpha" section of the Print Show Directory includes a colored background and logo.
- [Click here for full details.](#)

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: July 12, 2021
 Print Show Directory materials due: July 19, 2021
 Mobile App materials due: Aug. 23, 2021*

Rate

\$850

**Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.*

All rates are net. No agency discounts apply. Cancellations are non-refundable.
 All quantities are based on projected attendance.
 Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.



Print & Digital Packages

These packages maximize your budget and triple your exposure by combining elements in the Print Show Directory, Online Show Directory and Mobile App.



Click to enlarge

Exhibit Hall Map Sponsorship

- A dramatic sponsorship that includes branding an exhibit hall map in print, online and mobile.
- The [Print Show Directory](#) includes banner ads on two pages of your map, your booth highlighted and a Full Page ad within the first third of the publication.
- Your map page in the [Online Show Directory](#) includes an exclusive Leaderboard ad with your booth highlighted.
- Your map page in the [Mobile App](#) includes an exclusive Footer ad with your booth highlighted.
- Your logo is placed in your booth in print, online and mobile if the aspect ratio and font size permit.
- Your alphabetic listing in the [Print Show Directory](#) includes a colored background and logo. Your alphabetic listing in the [Mobile App](#) includes a logo.
- Four maps are available for exclusive sponsorship:
 - North Hall
 - Central-Hall **SOLD**
 - South Hall 1
 - South Hall 2

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate
\$25,000 per map

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.



Click to enlarge

Own the Category

"Own" your Product Category when buyers search for exhibitors by product!

Print Show Directory

- You get the first Product Category ad under your Product Category header in the "Exhibitors by Product Category" section in the [Print Show Directory](#), plus the Full Page ad nearest to the start of your Product Category.
- Other Product Category ads are placed by order date under yours.
- Your alphabetic listing includes a colored background and logo.

Online Show Directory

- Your Leaderboard and Medium Rectangle ad appear exclusively in the [Online Show Directory](#) when the search results in the exhibitor directory are filtered to your category.
- Your Leaderboard and Medium Rectangle ad also appear on all non-exhibitor-submitted article pages for your category.

Mobile App

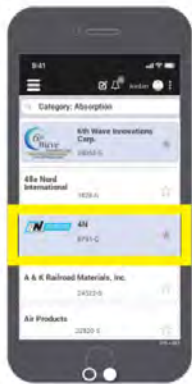
- This exclusive opportunity includes your listing at the top of your product category each time that category is searched in the [Mobile App](#).
- Your Mobile App "product category" listing includes a colored background and logo.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Online Directory and Mobile App materials due: Aug. 23, 2021*

Rate
\$7,200
Limited to one per category

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.



Click to enlarge

Enhanced Exhibitor Listing

Ensure your listing is noticed when buyers search for exhibitors alphabetically or by product category in the [Print Show Directory](#) or in the [Mobile App](#).

Print Show Directory

Your listing in the "exhibitors alpha" section gets a colored background and logo.

Mobile App

Your listing in the "exhibitors alpha" section includes your company logo.

INSERTION ORDER/SPECS

Deadlines
Space reservation deadline: July 12, 2021
Print Show Directory materials due: July 19, 2021
Mobile App materials due: Aug. 23, 2021*

Rate
\$950

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.