

MiningWorld Central Asia 2007 Online and E-marketing Sponsorship

Enhance Your Listing ~ Be Linked ~ Sponsor The Site!

The MiningWorld Central Asia 2007 NEW Website will be the primary source of up to the minute information before, during and after the MiningWorld Central Asia 2007 Exhibition. The site is managed by the MiningWorld Events team has a unique awareness of the day-to-day issues facing exhibitors and visitors and as exhibition organiser we understand what mining industry professionals need to know, and where to find it business and wherever industry players are in the world of mine opportunities.

Increase Your Company's Exposure Every Day!

The MiningWorld Central Asia website receives over 244,000 visits a month, a number that grows every month. With nearly 13,000 members in a variety of mining and minerals resource-related fields, the MiningWorld Events provides a focused audience for selling your products and services to mining exploration, metals and minerals processing companies, government agencies and mining consultants.

We are actively seeking sponsorship to development new website for the MiningWorld Central Asia.

From website banners, pop-up boxes, panels, product categories, exhibition floorplan and exhibitor A-Z sponsorship, too many new features or even the overall MiningWorld Central Asia 2007 Website Sponsor, the options are endless.

MiningWorld Central Asia is a valuable place to reach potential customers and important decision-makers with your brand and product message.

The MiningWorld Central Asia 2007 website is at the heart of the marketing campaign, where it plays a crucial role in collecting and disseminating information to visitors, the worldwide press and exhibitors.

Every piece of MiningWorld Central Asia 2007 literature and marketing materials displays the website address and drives traffic to this very site. All our partners worldwide will have links from their own websites to www.miningworld-centralasia.com. A hub of information, it is no wonder the website is attracting thousands of visitors every week.

These are a great way to increase your brand and product exposure within mining community and beyond, and at the same time show your support for MiningWorld Events.

Take advantage of the multitude of opportunities available to maximise your branding and drive visitors to your stand and access thousands of visitors by choosing the following sponsorship opportunities available on the MiningWorld Central Asia 2007 website:

Targeted Sponsorship Opportunities

Tailored Sponsorship Opportunities

Co-Branded Registration Form

Email Marketing Sponsorship

Special Packages

Targeted Sponsorship Opportunities

The MiningWorld Central Asia 2007 website holds a vast array of content for visitors, exhibitors and the press. Some of the most popular pages will include: home, registration, exhibitor list, how to get to the IEC "Atakent" in Almaty, accommodation, feature, seminar programmes, supporters, press and the exhibitor zone. The following opportunities are available on every page of the MiningWorld Central Asia 2007 website:

Advertising Banner: A great branding opportunity! Website banners are a highly visible method of increasing your brand, profile and pushing visitors to your website and stand. It also enables you to communicate a specific message surrounding your involvement at MiningWorld Central Asia. Sponsor banner position on top or bottom of any page. Banners have been restricted to one per position so as not to dilute your marketing message. This means sponsor banner will not rotate with another sponsor's banner. Banner dimension: Maximum 468 pixels wide.

Panel Sponsorship: Display your message and company brand in the highly visible panels of the website. Add your logo, animated gif and/or text. Position: Right-hand side powerbar of any page. Can be displayed on all or selected pages. Dimension: Maximum 125 pixels wide and 200 pixels long.

Pop-up Window: Pop-up windows are a unique method to get your message across. Pop-up boxes open in a separate window as you click on a page. Sponsors can insert images and/or photos and text that can be linked to your website. Sponsors can choose the size, colour and all the details in the box. Your message pop-up window position can be placed on any selected pages of the website.

Scrolling Text Banner: As one option we can offer **scrolling text banner:** Moving text with links to your website can be added to the top of each page. It will position at the top of the page and scrolling text banners can be placed on any or all selected pages.

Footer Sponsorship: Second option we can offer as **footer sponsorship** of the website footer allows you to have your company logo or marketing message on every page of the website with position at the bottom of every page. Dimension: Maximum 100 pixels wide x 20 pixels long.

Tailored Sponsorship Opportunities

Opportunities are available for exhibitors to sponsor any of the following features of the website. These features can be specifically branded with banners, logos and/or text with hyperlinks to your website:

Pavilion Layout Plan: The exhibition pavilion layout plan is one of the key elements of the website. As a sponsor your branding will be added to the exhibition floor plan layout and as a visitor scrolls over your pavilion location, your logo and stand number will appear.

Newsflash Editor: Visitors will be logging on to the home page of the exhibition to find out the latest MiningWorld Central Asia 2007 news and updates, especially as the event draws near. Sponsor this feature and your company logo and stand number will be at the forefront of their minds.

Visitor Itinerary Planner: This is an invaluable online planning service that offers visitors the facility to quickly and easily view all related information on their chosen areas of interests. This service produces information on relevant exhibitors, seminars and press releases, helping visitors better plan their time. As a sponsor your logo and text would appear on all relevant pages.

Visitor Meeting Service: A great networking opportunity, the visitor meeting service allows registered website users to search through the list of pre-registrations and email other registered visitors, exhibitors, dealers, partners, old colleagues, friends and contacts to arrange onsite meetings. As a sponsor your logo and text will appear on all relevant pages of this feature and text will appear on all of the emails that are sent.

Press Releases: The MiningWorld Central Asia 2007 new website holds a library of exhibitor and mining industry related press releases. The media, seeking newsworthy information in the run up to the exhibition, will constantly access the press release section. Sponsorship of this section includes a banner on all press release pages, a logo and text on the main press page of the website.

Notice boards: This interactive feature allows users to post messages to an online notice board. These boards will be on specific industry hot topics and moderated by industry experts. Therefore both visitors and exhibitors may engage with each other and exchange opinions before the event begins.

Postcards: This facility is a viral online marketing tool allowing visitors to recommend the MiningWorld Central Asia website to their colleagues. How does it work? Once email addresses of contacts that may be interested in MiningWorld Central Asia 2007 Exhibition have been entered into a form, the website will automatically send out a MiningWorld Central Asia branded postcard. As a sponsor your company logo will be included on the postcard with your personalised message.

Special Offers: This area of the MiningWorld Central Asia new website will be used to display any special offers that exhibitors choose to promote during MiningWorld Central Asia 2007. As a sponsor your branding will appear on these pages.

Industry Polls: Industry polls will be added to the website to establish opinions and views on mining, metals and minerals processing industry issues. Sponsors can use this facility to conduct market research or to test ideas. The sponsor can set the questions include a company logo and supporting text. At the end of the poll a full report of the results will be supplied to the sponsor.

Exhibition Countdown: MiningWorld Central Asia 2007 will be here before we know it, but why not keep tabs of the exact number of days, hours, minutes and seconds until the doors open to MiningWorld Central Asia 2007 by sponsoring the official website countdown! Your logo will be added to this homepage feature.

Visitor Exhibition Planner: The event planner facility allows visitors to add events, exhibitors, website pages and notes into their personalised planner. They can view it online, email it to themselves or

print it out and take it with them to MiningWorld Central Asia 2007. As a sponsor of this facility we will add your logo wherever the event planner facility appears.

Distributor & Agents Matchmaking Service: If you're looking for a new distributor or agent or wanting to promote your products and services, this is an opportunity not to be missed. An agents and suppliers online matchmaking service has been created especially for MiningWorld Central Asia 2007. Agents will be able to post their services on the website and suppliers will be able to search for agents and distributors by region. Your product or corporate branding, including banner, logos and a hypertext link would appear on this feature.

Visitor Calendars: This facility allows visitors to add the MiningWorld Central Asia 2007 Exhibition dates to their diary. As a sponsor your text, highlighting your stand number and any branded message you choose will appear directly in their outlook diary. Your logo will also be highlighted on this feature.

Exhibitor List Sponsorship: The exhibitor list is one of the most frequently visited areas of the MiningWorld Central Asia 2007 exhibition website. This is your opportunity to ensure people know of your company, products and location at the exhibition. As the sponsor of the exhibitor list, your banner advertisement will appear at the top every page across all exhibitor-listing selections.

Product and Service Category Sponsorship: Make sure your prospective clients know your product range and categories of products you will exhibit at the exhibition with your stand number! Your banner advertisement could appear at the top of every page across all product selections.

Pavilion Sector Sponsorship: Promote your company and stand number by sponsoring one or all of the pavilion sectors. Your banner advertisement will appear at the top of every page across all pavilion sector selections within your sponsored category. There are eight main categories available for sponsorship:

MINING ENVIRONMENT

MINING EXPLORATION

MINING ENGINEERING

SURFACE MINING

UNDERGROUND MINING

MINERAL PROCESSING & EXTRACTION

METAL SMELTING & REFINING

BULK MATERIALS HANDLING

Co-Branded Registration Form: Invite your own clients to join you at MiningWorld Central Asia 2007! This online feature allows exhibitors to have their own personalised pre-registration page, jointly branded with MiningWorld Central Asia 2007. This feature also allows you to specifically ask a number of your own questions to registrants. All information collected for those questions will be yours, as long as the registrant consents.

Email Marketing Sponsorship: The organisers of MiningWorld Central Asia 2007 will be sending out thousands of emails both to potential visitors and pre-registered visitors in the months leading up to MiningWorld Central Asia 2007. You can sponsor specific emails, or choose the high profile position of MiningWorld Central Asia 2007 Visitor Email Sponsor.

Special Packages MiningWorld Central Asia 2007 Website

Package 1 – MiningWorld Central Asia Website Partner 2007: An exclusive opportunity to be the MiningWorld Central Asia Website Partner. Your brand will be incorporated into the main branding of the MiningWorld Central Asia website, and appear on many of the tailored sponsorship opportunities detailed previously.

Package 2 – Maximum Exposure to Visitors: Do you want to directly reach the MiningWorld Central Asia Visitors? This is the ideal package for you. As part of this package your logo will appear on many of the features specifically aimed at the visitor community from the visitor meeting service, itinerary planner, newsflash editor and postcards. We will also create your own dedicated registration page for you to invite your own clients to register for the event.

Package 3 – Maximum Exposure to Exhibitors: Are you targeting the MiningWorld Central Asia Exhibitors? Sponsor the Exhibitor Zone and subsequent pages. Your sponsorship could also include several features from special offers, notice boards to the agents and distributors matchmaking service.

Package 4 – Maximum Exposure to Press: Are you targeting the worldwide press? Sponsor the press area of the website and ensure your company name is at the forefront of their mind. The package includes branding on the press release section and the press registration page.

Package 5 – Online Registration Partner: As our online registration partner your branding would appear on the main visitor registration form. For MiningWorld Central Asia 2007 we are encouraging as many visitors as possible to pre-register online, as they will be able to enter the exhibition free of charge. Your branding would appear on all the forms and your message would appear in the text of email confirmation.

Package 6 – Exhibitor Listing Package: This highly sought after position would allow you to be the overall sponsor of the pavilion layout, the exhibitor A-Z and hall sector and product category sponsorship on these highly frequented pages.

Don't Miss This Opportunity

Whichever opportunity you choose to use, you can count on your marketing budget going further while reaching more prime prospects. And as it comes around every year, MiningWorld Central Asia 2007 is a rare opportunity to meet those potential customers. Participating takes investment, hard work and commitment, but the potential rewards are enormous in terms of new sales, customer contact, market research, publicity and more.

We offer a number of ways to sponsor the MiningWorld Central Asia 2007 website, as described above. Should you have questions not answered above, please contact Oleg Netchaev at +44207 870 2588 or email: oleg.netchaev@miningworld-events.com

We're looking to develop mutually beneficial relationships with a select number of sponsors for MiningWorld Events websites. For more information about advertising opportunities on www.miningworld-events.com, contact Oleg Netchaev at:

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