

Dear MiningWorld Russia 2024 exhibitors!

You can increase the number of visitors to your company's stand and boost commercial effectiveness of participation using **the free-of-charge tools that MiningWorld Russia team has prepared for you:**

1. EMAILS WITH PROMOCODE TO YOUR CUSTOMER BASE



Visiting **MiningWorld Russia exhibition is fee-based.**

You can send your customers a unique **PROMOCODE** they can use when registering for an exhibition to attend it for free.

Please send a request to your personal exhibition manager or to the exhibition brand manager to get a **PROMOCODE**:
Natalia Levina, Natalia.levina@ite.group

BONUS: exhibitor who will bring the largest number of visitors to MiningWorld Russia 2024 (and they will register using the company's promocode) will get marketing options for 2025 free-of-charge:



1 advertising page in the printed exhibition guide MiningWorld Russia 2025



PROMOCODE provides an opportunity to visit the exhibition for free.

The number of tickets they can get using the promocode is not limited.

SAVE THE DATE

Dear colleague and partners,

Our company _____ (**company name**) cordially invites you to visit our **booth № _____** at 28th International exhibition of machines and equipment for mining, processing and transportation of minerals – **MiningWorld Russia**.

The exhibition takes place **April 23 – 25, 2024** in Russia, Moscow, Crocus Expo, Pavilion 1, Halls 1, 2, 3 and 4.

More than 27 years **MiningWorld Russia** gathers industry professionals under one roof, and _____ (**company name**) takes part in the exhibition for _____ time.

Get a free of charge ticket>>> using our company's a unique promocode: _____ (**promocode**) and come to see machines and equipment we produce:

- Please indicate what kind of machines/equipment/technologies you are going to showcase at the exhibition.

Looking forward to meeting you at our booth № _____!

Please visit our website: _____

Contact details: _____

MiningWorld Russia

28th International exhibition of machines and equipment for mining, processing and transportation of minerals

23-25.04.2024

Crocus Expo, Moscow, Russia

miningworld.ru

OPENING HOURS:

23-24 april 10:00-18:00
25 april 10:00-16:00

ADDRESS:

METRO STATION MYAKININO
65-66 KM, OUTER SIDE
CROCUS EXPO IEC

How to get to the exhibition

By car:

The crossing of Moscow
MKAD Ring Road
(65-66 km, outer side)
with Volokolamskoe shosse.

By public transport:
metro station Myakinino
(exit to Crocus Expo).



2. YOUR PARTICIPATION AT MININGWORLD RUSSIA 2024 ANNOUNCEMENT ON YOUR WEBSITE



Make up an announcement of your participation at MiningWorld Russia 2024: indicate your stand number and PROMOCODE, describe products you are going to showcase at the exhibition



Post the announcement on your company's website

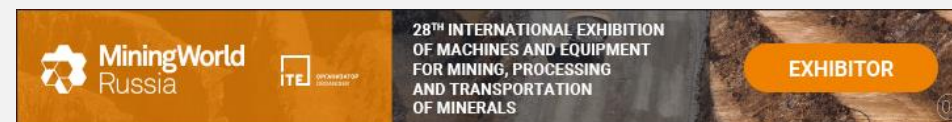
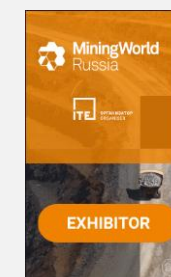
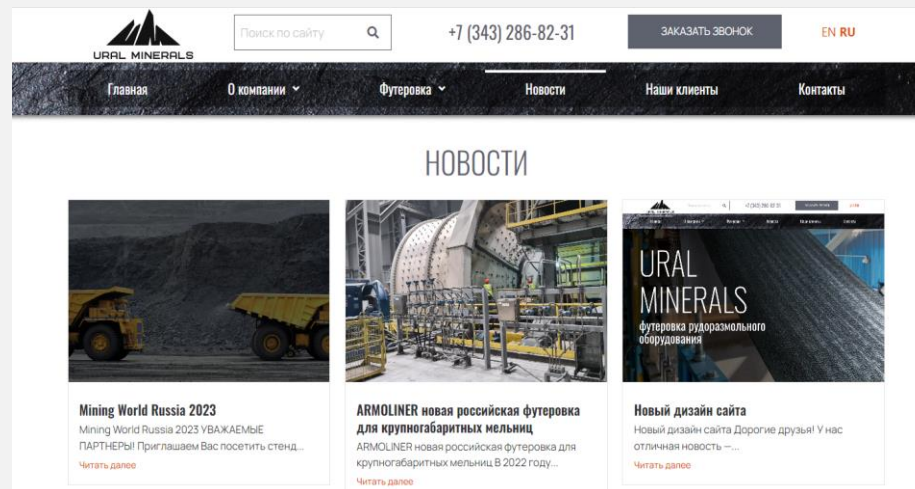
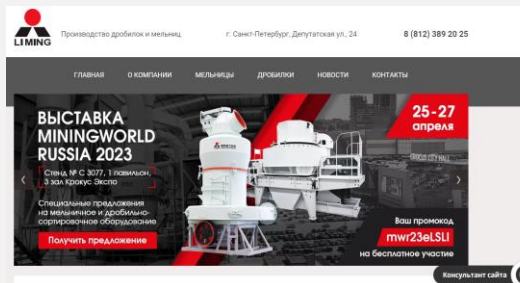
3. EXHIBITOR'S BANNER ON YOUR WEBSITE



Download GIF-format banners at miningworld.ru



Place the banner on your company's website with a link to the registration



4. YOUR COMPANY'S NEW AT MININGWORLD.RU



Send us your company's news, information about your recent developments, special offers to be posted on exhibition website



You can send news, photos (2 pcs at least) and your company's logo to the exhibition brand manager: **Natalia Levina** Natalia.levina@ite.group or to your personal manager



Your news will be posted on the exhibition website in the "News" section and will be used in the emailing to the visitors' base

The most interesting news will be also published in the **Exhibition Digest**.

WHY POSTING NEWS AT THE EXHIBITION WEBSITE:

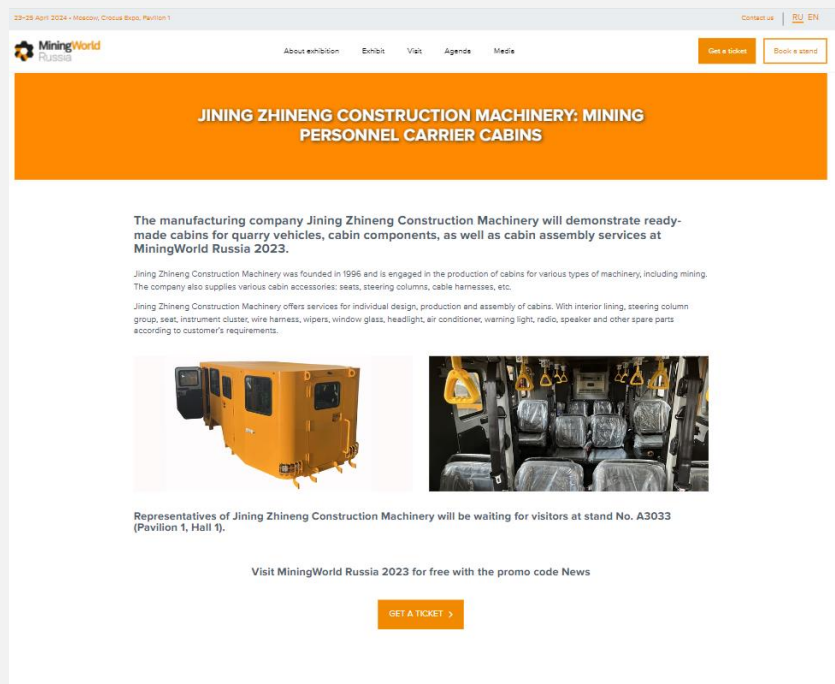
- Posting news at the exhibition website is a **free-of-charge** option for MiningWorld Russia 2024 exhibitors and it is a not-to-be-missed opportunity to tell visitors audience about your company and your products before the event.
- Every year thousands of visitors come to the exhibition for the first time, they many be not aware of your company and your products or services. Introduce your company to the new MiningWorld Russia audience and make them visit your stand! **59%** of MiningWorld Russia 2023 visitors came to the exhibition for the first time.
- Information about exhibitors and their novelties are used in the emailings to exhibition the visitors base – that consists of **30 000+** mining industry professionals.
- "News" section is one of the most visited on the exhibition website: in 2023 there were **10 800+ views** of this section.

PIECE OF ADVICE:

- Please try not to use the text you have on your website. Make up a fresh and exiting text that will catch visitors' attraction and bring them directly to you at MiningWorld Russia 2024. Tell them shortly the most important information about your company, competitive advantage, your products or your recent developments.

NEW

The most exiting exhibitor's news will be posted on Exhibition Digest and send out to the exhibition visitors' base.



23-25 April 2024 • Moscow, Crocus Expo, Pavilion 1 Contact us | RU | EN



MiningWorld Russia About exhibition | Exhib | Visit | Agenda | Media Get a ticket | Book a stand

JINING ZHINENG CONSTRUCTION MACHINERY: MINING PERSONNEL CARRIER CABINS

The manufacturing company Jining Zhineng Construction Machinery will demonstrate ready-made cabins for quarry vehicles, cabin components, as well as cabin assembly services at MiningWorld Russia 2023.

Jining Zhineng Construction Machinery was founded in 1996 and is engaged in the production of cabins for various types of machinery, including mining. The company also supplies various cabin accessories: seats, steering columns, cable harnesses, etc.

Jining Zhineng Construction Machinery offers services for individual design, production and assembly of cabins. With interior lining, steering column group, seat, instrument cluster, wire harness, wipers, window glass, headlight, air conditioner, warning light, radio, speaker and other spare parts according to customer's requirements.

Representatives of Jining Zhineng Construction Machinery will be waiting for visitors at stand No. A3033 (Pavilion 1, Hall 1).

Visit MiningWorld Russia 2023 for free with the promo code News

[GET A TICKET >](#)

Example of exhibition news posted on minigworld.ru

5. INVITATION TO YOUR STAND IN EMAIL SIGNATURE



Download exhibition logo at miningworld.ru



and place it in the email signature with a link to registration and your **PROMOCODE**

6. POSTS IN SOCIAL MEDIA



Download banners for social media at miningworld.ru



and post them in your company's profiles providing your stand number and a link to the registration with your **PROMOCODE**

You can download announcement and invitation template, banners and exhibition logo on the website, page "Free advertising for exhibitors".

You can also make a request for templates, banners and logo to your personal exhibition manager or the exhibition brand manager: Natalia Levina Natalia.levina@ite.group

Выставка MiningWorld Russia 2023
25—27 апреля, Москва, «Крокус Экспо»
Приглашаем посетить наш стенд № С7015
Промокод: mwr23eQUOF
[Получите электронный билет>>>](#)

ЖДЁМ ВАС НА НАШЕМ СТЕНДЕ:
№ С2065, ПАВИЛЬОН 1, ЗАЛ 3

25-27 АПРЕЛЯ, МОСКВА



Wishing you successful exhibition!

SEE YOU
AT MININGWORLD RUSSIA 2024!