



6TH ANNUAL  
**INTERNATIONAL  
MINING AND  
RESOURCES  
CONFERENCE + EXPO**

**WORKSHOPS & PRE-CONFERENCE**  
28 October 2019

**CONFERENCE & EXHIBITION**  
29 October - 31 October 2019

**Melbourne Convention &  
Exhibition Centre**

FOUNDING PARTNERS



**AusImm**

CELEBRATING  
**125**  
YEARS



# Sponsorship & Exhibition Prospectus

## AUSTRALIA'S LARGEST MINING EVENT

WHERE GLOBAL MINING LEADERS CONNECT WITH TECHNOLOGY, FINANCE & THE FUTURE







**WORKSHOPS & PRE-CONFERENCE**  
28 October 2019

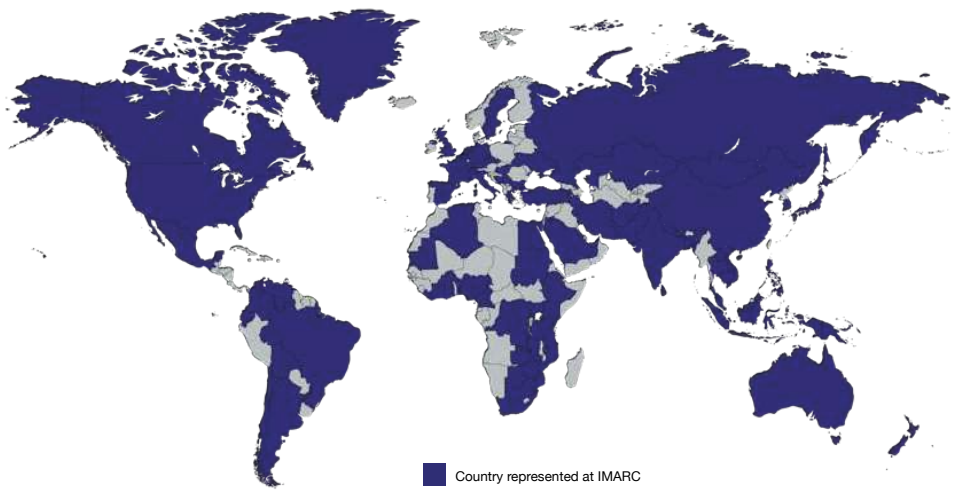
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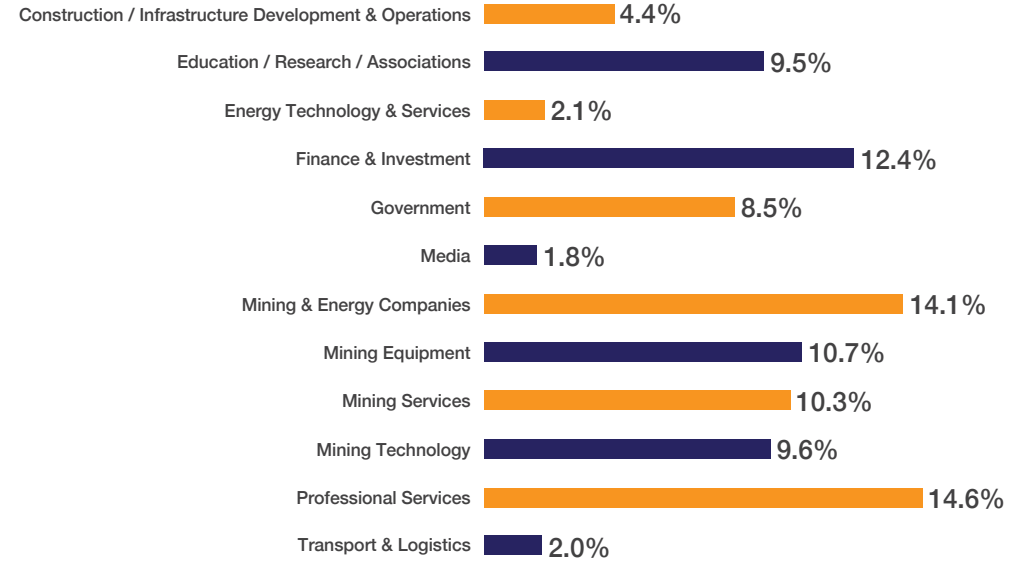


# OVER 6000 DECISION MAKERS, MINING LEADERS, POLICY MAKERS, INVESTORS AND INNOVATORS ATTEND IMARC

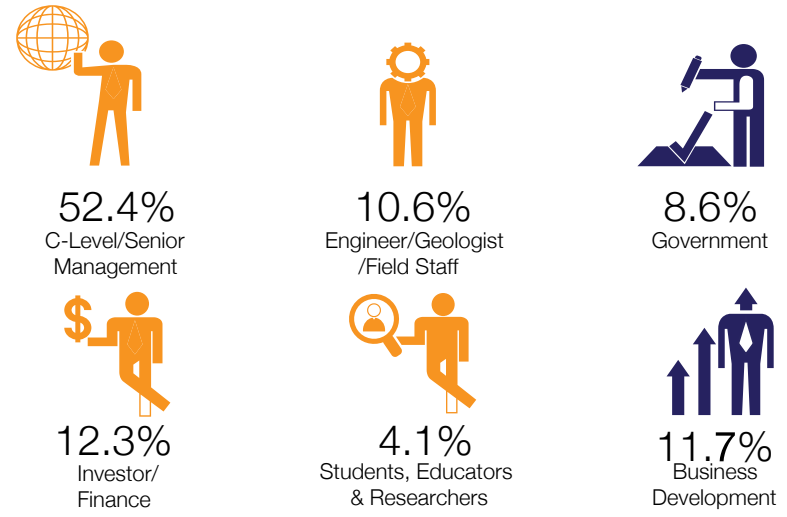
## OVER 90 COUNTRIES REPRESENTED AT IMARC



## INDUSTRY BREAKDOWN



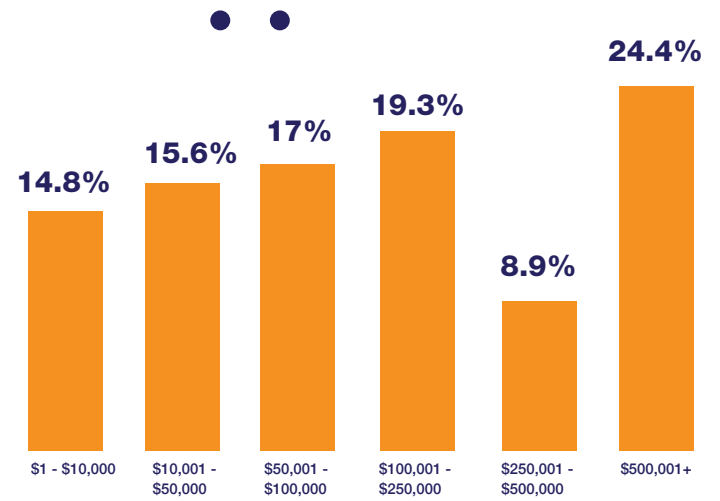
## 6,000+ MINING AND RESOURCE PROFESSIONALS



## 89% of attendees will be back in 2018



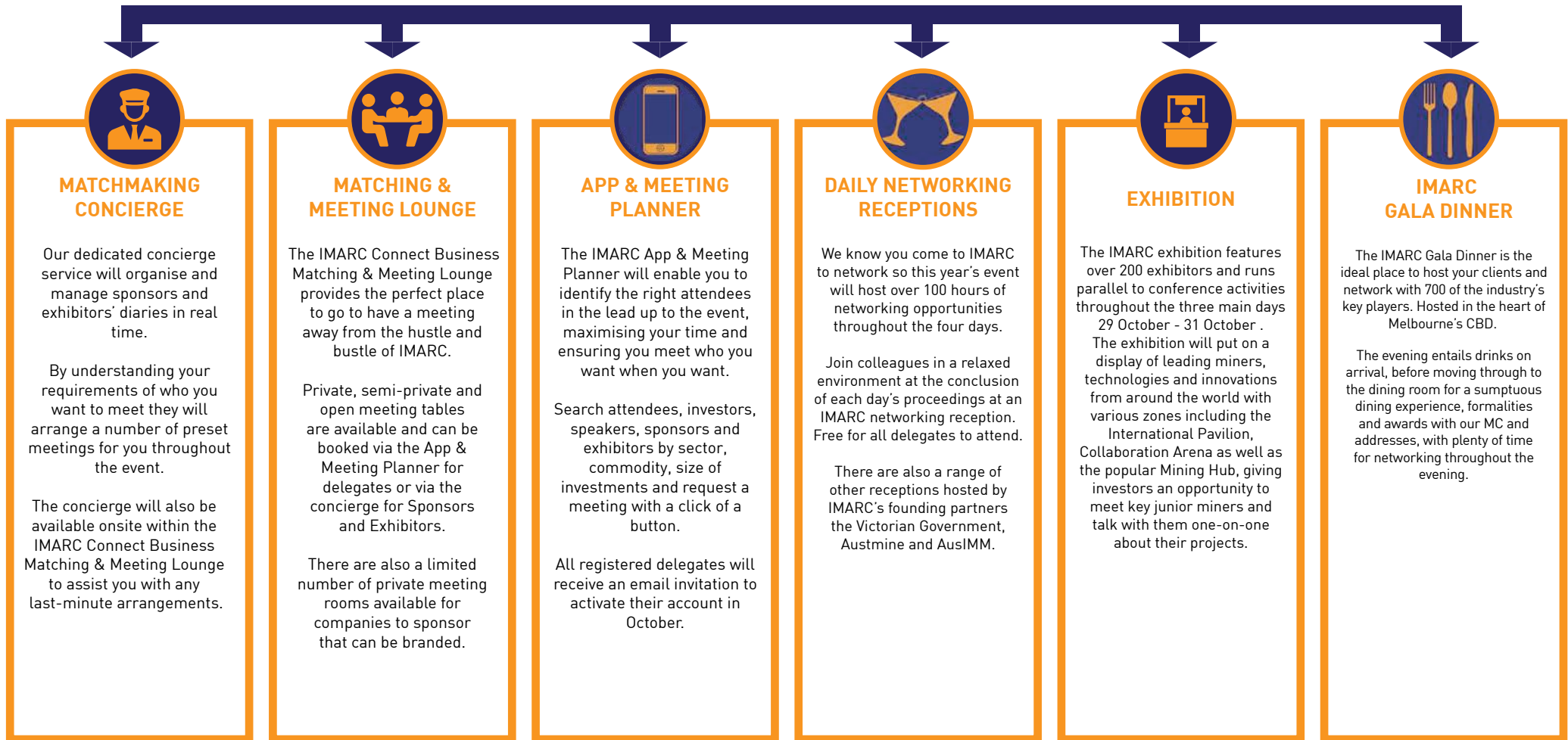
**69.5%**  
of attendees expect to write new business as a result of attending IMARC 2017



# 100+ HOURS OF NETWORKING & BUSINESS MATCHING OPPORTUNITIES

## BUSINESS MATCHING PROGRAMME

With over 6,000 attendees expected at IMARC, the 100+ hours of networking opportunities combined with the brand-new Business Matching Programme will ensure you meet the right people, and arrange high-value meetings onsite that will lead to more deals and opportunities at IMARC





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# RAISE YOUR PROFILE BY BRINGING YOUR BRAND & THOUGHT LEADERS TO AN ENGAGED AUDIENCE

## LEAD GENERATION

We can build a package that creates tangible return on investment, form audience-wide opportunities, to one on one interaction and targeted groups.

## PROVIDE INSIGHT AND CONTENT EXPERTISE

Educate and connect with the industry, through compelling content, thought leadership presentations in one of the IMARC theatres.

## NETWORK WITH INDUSTRY LEADERS

IMARC delivers over 100 hours of networking & business opportunities to ensure you meet the right people

## ENGAGE WITH EXISTING AND POTENTIAL CLIENTS

Get your voice heard, get your brand seen and meet the people that matter to your business. Connect with potential and current clients from around the world.

## MARKET AND BUILD YOUR BRAND

At Australia's largest mining conference + expo whether it is reinforcing your brand position, launching a new product or service IMARC allows you to connect with customers face-to-face

## MARKET RESEARCH

Use IMARC to conduct real-time market research to help improve your product and service offerings



Apply today to get involved as a sponsor or partner, please call +61 3 9021 2031 or email info@imarcmelbourne.com



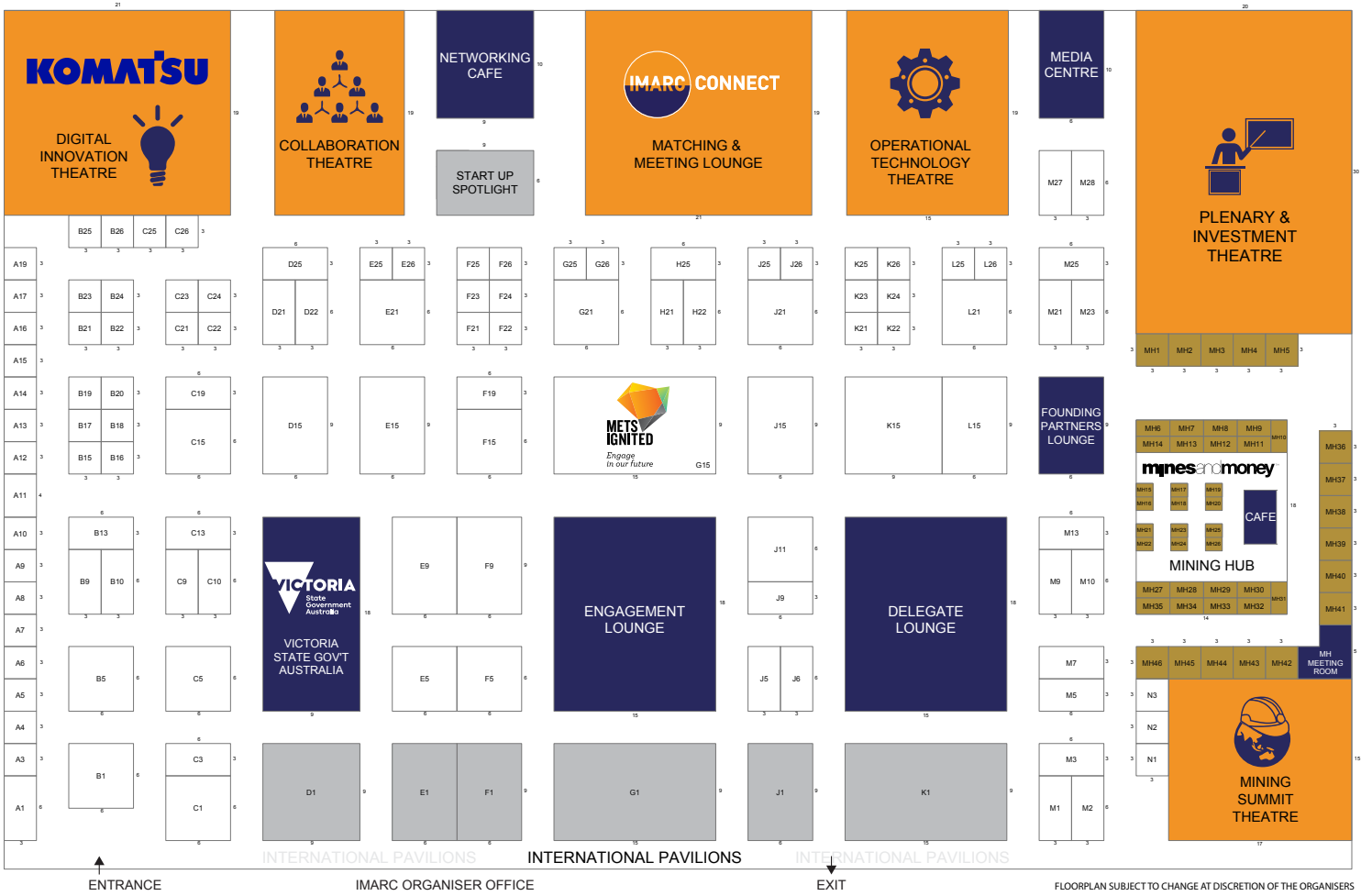
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# THE WORLD'S LEADING MINING AND TECHNOLOGY COMPANIES



## KEY SECTORS ON DISPLAY AT IMARC 2019

-  **MINING & ENERGY**
-  **MACHINERY & EQUIPMENT**
-  **COMMUNICATIONS & DATA**
-  **FINANCE & INVESTMENT**
-  **TECHNOLOGY & INNOVATION**
-  **AI & DRONES**
-  **INTERNATIONAL TRADE GROUPS & COUNTRY PAVILLIONS**
-  **GEOTECHNICAL MAPPING & LABORATORY ANALYSIS**
-  **HEALTH & SAFETY**
-  **ASSET MANAGEMENT**

...AND MANY MORE

**APPLY TO EXHIBIT AT IMARC 2019** 





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Exhibiting at IMARC 2019 in Melbourne will be one of the most efficient and effective marketing opportunities to meet with your industry, make business contacts and talk with local and international decision makers.

# BECOME AN EXHIBITOR AT IMARC

## BOOK YOUR PARTICIPATION AT IMARC 2019 TODAY...

STAND SIZE	STAND TYPE	INVESTMENT AUD\$
9m <sup>2</sup>	SPACE ONLY	\$7,200
	SHELL SCHEME	\$8,100
12m <sup>2</sup>	SPACE ONLY	\$9,420
	SHELL SCHEME	\$10,620
18m <sup>2</sup>	SPACE ONLY	\$13,590
	SHELL SCHEME	\$15,390
36m <sup>2</sup>	SPACE ONLY	\$23,940
	SHELL SCHEME	\$27,540
54m <sup>2</sup>	SPACE ONLY	\$31,050
72m <sup>2</sup>	SPACE ONLY	\$38,160

All costs quoted in AUD\$ and are exclusive of GST



**FOR MORE INFORMATION:**  
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Strategic Partnerships & Business Development  
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WHAT'S INCLUDED IN EACH STAND TYPE	WHAT'S INCLUDED IN ALL PACKAGES
<p><b>SPACE ONLY</b> Floor Space</p> <p><b>SHELL SCHEME</b> Walling Carpet Power Spotlights 2 per 9m<sup>2</sup> of space Fascia Nameboard</p> <p><b>STAND UPGRADES</b> Available on request</p>	<p><b>As an exhibitor you will also receive;</b></p> <ul style="list-style-type: none"> <li>Allocation of Exhibitor Passes (includes catering, excludes conference entry)</li> <li>Allocation of Expo Passes for clients</li> <li>500 word company profile with logo on Event Website &amp; Event App</li> <li>Listing in official Event Guide</li> <li>Access to IMARC Connection Meeting Planner</li> <li>15% discount on Conference Delegate Passes</li> </ul>



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# BECOME A SPONSOR AT IMARC

SPONSORSHIP LEVEL
Investment Cost
KEY SPONSOR BENEFITS
ENTRY
<b>Delegate Passes</b> (3 day pass - valid for main conference + expo days only, does not include access to pre-conference workshops & masterclasses)
<b>Speaker Passes</b> (3 day pass - valid for main conference + expo only, does not include access to pre-conference workshops & masterclasses)
<b>Networking Passes</b> (3 day pass - valid for expo days only, includes access to hospitality lounges, networking receptions on expo floor only, does not include access to conference)
<b>Expo Passes</b> (valid for expo days only, allows access to the Expo and Collaboration Arena only, excludes access to delegate lounges or conference)
SPEAKER SLOTS
20 minute Speaker Slot (Plenary Theatre)
20 minute Speaker Slot (one of the Stream Theatres**)
Panel Involvement (Moderator or Panelist) - Plenary Session
Panel Involvement (Moderator or Panelist) - Stream Session
10 Minute Collaboration Arena Presentation
IMARC EXPO SPACE
Expo Stand
IMARC GALA DINNER
IMARC Gala Dinner (Table for 10)
AT EVENT BRANDING
Logo on IMARC Entrance Signage
Logo on all Conference Stages
Logo on chosen Stream's Theatre
Logo on IMARC Gala Dinner Staging
SOCIAL MEDIA
Interview by IMARC for distribution via IMARC website and social media distribution network
PRE EVENT BRANDING AND SOCIAL MEDIA NETWORK
Logo on event website homepage
Logo and 500 words on IMARC website sponsor page
Logo on all IMARC event programme literature
Advertisement in official Event Guide
Logo on sponsor page in official Event Guide
Company listing in official Event Guide with logo

HEADLINE	LEAD	PLATINUM	GOLD	SILVER
\$100,000	\$50,000	\$40,000	\$30,000	\$20,000
10	8	6	4	2
2	2	2	2	1
10	8	6	4	2
Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
HEADLINE	LEAD	PLATINUM	GOLD	SILVER
YES				
YES	YES	YES	YES	Upgrade \$5,000*
	YES			
		YES		
			YES	YES
HEADLINE	LEAD	PLATINUM	GOLD	SILVER
72sqm Space Only	54sqm Space Only	36sqm Space Only	18sqm Shell Scheme	18sqm Shell Scheme
HEADLINE	LEAD	PLATINUM	GOLD	SILVER
YES	YES	Add \$3750	Add \$3750	Add \$3750
HEADLINE	LEAD	PLATINUM	GOLD	SILVER
YES	YES	YES	YES	YES
YES	YES			
YES	YES	YES	YES	
YES	YES			
HEADLINE	LEAD	PLATINUM	GOLD	SILVER
YES	YES			
HEADLINE	LEAD	PLATINUM	GOLD	SILVER
YES	YES	YES	YES	YES
YES	YES	YES	YES	YES
YES	YES	YES	YES	YES
Full Page	10% discount on ratecard	10% discount on ratecard	10% discount on ratecard	10% discount on ratecard
YES	YES	YES	YES	YES
YES	YES	YES	YES	YES



**FOR MORE INFORMATION:**  
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\* To upgrade from a 10 minute Collaboration Arena presentation to 20 minutes in a Stream Theatre\*\* add \$5,000  
\*\* Stream Theatres refer to Digital Innovation, Operational Technology, Mining Summit and Investment Theatres (not Plenary Theatre)





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# SPONSORSHIP PACKAGES

SORSHIP ITEM	DESCRIPTION	INVESTMENT
<b>CONFERENCE + EXPO OPPORTUNITIES</b>		
<b>PLENARY &amp; INVESTMENT THEATRE - NAMING RIGHTS SPONSOR</b>	Bringing together all IMARC delegates into one theatre to hear from renowned keynote speakers from international and Australian mining leaders, financiers, technology leaders, ministers and governments. Representing a true "who's who" of the resource industry	\$35,000
<b>DIGITAL INNOVATION THEATRE - NAMING RIGHTS SPONSOR</b>	Showcasing the future of digital innovations and technologies in mining & resources	\$25,000
<b>OPERATIONAL TECHNOLOGY THEATRE - NAMING RIGHTS SPONSOR</b>	A focus on operational excellence & technology in mining & resources	\$25,000
<b>MINING SUMMIT THEATRE - NAMING RIGHTS SPONSOR</b>	Covering sessions on People, Projects & Infrastructure through to Future Energy Projects & The Renewables Market as well as a focus on Regional Developments & Opportunities	\$25,000
<b>THEATRE SESSION SPONSOR</b>	Associate with an IMARC session that allows increased exposure and enables your company to be linked to your specific area of expertise.	\$15,000 per session
<b>CONFERENCE WATER SPONSOR *</b>	High visibility marketing opportunities to place your brand into the hands of delegates.	\$10,000
<b>CONFERENCE NOTEPADS SPONSOR *</b>	High visibility marketing opportunities to place your brand into the hands of delegates.	\$5,000
<b>CONFERENCE PENS SPONSOR *</b>	High visibility marketing opportunities to place your brand into the hands of delegates.	\$5,000
<b>COLLABORATION ARENA - NAMING RIGHTS SPONSOR</b>	The Collaboration Arena hosts daily sessions showcasing leading edge technologies, services supporting collaboration in Mining, METS and mining related industries. The Collaboration Arena will also plays host to the Young Leaders Forum, Women In Mining, the Mines & Money Mining Spotlight Presentations and METS Investment Pitch Battles. Open to all visitors to IMARC	\$20,000
<b>COLLABORATION ARENA - PRESENTATION SLOT *</b>	Showcase your company products and services with a 10 minute presentation slot.	\$5,000 per session
<b>IMARC REGISTRATION DESK SPONSOR</b>	Highly visible brand association with IMARC both online for delegates and on-site as they reach the IMARC entrance lobby	\$20,000
<b>IMARC OFFICIAL DELEGATE BAG SPONSOR</b>	Delegates will carry your branding inside and outside of IMARC	\$25,000
<b>IMARC DELEGATE LANYARD SPONSOR *</b>	High visibility logo branding on all delegate lanyards to IMARC	\$20,000
<b>IMARC CARPET TILE SPONSOR *</b>	Branded with your logo, stand number these carpet tiles located at various intersections around the event to help attract visitors to your stand	\$1,000
<b>RECHARGE PODS SPONSOR</b>	Number of FREE recharge points located prominently throughout IMARC allowing all visitors to be able to recharge their mobile devices	\$3,000
<b>IMARC APP SPONSOR (iPhone &amp; Android compatible)</b>	The IMARC App will be the most widely used piece of technology at IMARC. Allows your brand to interact with up to 95% of attendees	\$20,000



**FOR MORE INFORMATION:**

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\* Opportunity only available to IMARC sponsors / exhibitors

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# SPONSORSHIP PACKAGES (CONTINUED)

SPONSORSHIP ITEM	DESCRIPTION	INVESTMENT
<b>IMARC GALA DINNER OPPORTUNITIES</b>		
<b>IMARC GALA DINNER - HEADLINE SPONSOR</b>	Host over 1,000 leaders from around the world celebrate mining excellence at the IMARC Gala Dinner. As well as a keynote address, the night will entail drinks and a sumptuous three course dining experience, as well as the announcement of the industry awards including the Mines and Money annual Legend in Mining Award. There will also be plenty of time for networking throughout the evening.	\$55,000
<b>IMARC GALA DINNER - SUPPORTING SPONSOR</b>	Associate with the industry's night of nights celebrating mining excellence	\$12,000
<b>IMARC GALA DINNER - BRANDED TABLE SPONSOR</b>	Be part of the industry's night of nights celebrating mining excellence	\$3750
<b>NETWORKING OPPORTUNITIES</b>		
<b>IMARC DELEGATE &amp; ENGAGEMENT LOUNGES</b>	A popular sponsorship package providing high-level exposure throughout the IMARC event. Delegates will enjoy morning and afternoon tea, lunch and networking drinks within the lounges as well as conduct business and networking alongside your brand	\$50,000 per lounge
<b>IMARC CONNECT BUSINESS MATCHING &amp; MEETING LOUNGE - NAMING RIGHTS SPONSOR</b>	Provides the perfect place for delegates to go and have a meeting away from the hustle and bustle of IMARC. Private and open meeting facilities are available. Includes a dedicated on-site concierge matchmaking business service	\$40,000
<b>PRIVATE MEETING ROOMS *</b>	There are a limited number of meeting rooms, available for companies to sponsor. Located in the IMARC Connect Business Matching & Meeting Lounge	\$6,000 3 day rate \$3,000 1 day rate
<b>NETWORKING CAFÉ - NAMING RIGHTS SPONSOR</b>	A pay for café located on the expo floor and open during exhibition hours. Gain exposure in this busy part of the floor, providing real coffee to visitors	\$20,000
<b>MINES AND MONEY MINING HUB - INDUSTRY SPONSOR</b>	Associate with this business hub that brings investors together with resource companies to network and most importantly get deals done.	\$20,000
<b>IMARC WELCOME RECEPTION SPONSOR</b>	Opportunity for delegates to network before IMARC officially commences the following day	\$16,000
<b>IMARC DELEGATE NETWORKING RECEPTION SPONSOR</b>	At the end of each day, the IMARC Delegate Networking Reception will allow networking to continue and help build business relationships	\$18,000 per function
<b>IMARC AFTER PARTY SPONSOR</b>	As the event winds down, the IMARC After Party will allow networking to continue and help build business relationships	\$16,000

\* Opportunity only available to IMARC sponsors / exhibitors

## OFFICIAL EVENT GUIDE

The IMARC Event Guide provides delegates to IMARC with a complete guide to the IMARC conference + expo and the many features associated. The guide is used during and after the event to source products and services showcased at IMARC.

POSITION	INVESTMENT
Inside Front Cover	\$3,500
Inside Back Cover	\$3,000
Outside Back Cover	\$3,500
Double Page Spread	\$4,800
Full Page	\$2,500
Half Page	\$1,500
Premium Listing	\$500



For more opportunities or to tailor a package specific to your needs please contact Paul Phelan  
paul.phelan@imarcmelburne.com  
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# MINING, ENERGY & EXPLORATION COMPANIES

IMARC 2019 has been designed around what you, the mining companies, have told us you want to get out of this unique event.

By choosing to exhibit in the Mining Hub, you will have the opportunity to showcase your projects to pre-qualified investors from around the globe.

With one the three key themes of the agenda being *Exploration and Mining Finance Opportunities* there is no better time to add a 10 minute company presentation to your exhibition showcase and raise awareness of your company.

Need longer than ten minutes? Why not sit down in the comfort of the IMARC Connect Business Matching & Meeting Lounge which is strategically located next to the Mining Hub to discuss the next steps for your projects in detail, and explain to a fund manager why should they invest now.

With all these world-class lead generation opportunities, IMARC 2019 is an event not to be missed.

*“Since the 2017 IMARC event, we’ve raised \$25 million in equity capital, and our flagship project has advanced to commissioning in advance of first production later this year. Our success is in part due to contacts made at IMARC, the biggest and best event of its type in Australia,” said Patrick Mutz, Managing Director Image Resources.*

### Mining Hub **POD** 1m x 1.5m

Package Includes:

- Display Panel + Lockable Cupboard
- Lighting + Power
- Pre-printed back board
- 1 x Delegate Pass valid for exhibition and conference
- 2 x Institutional Investor Passes \*\*

**\*Investment \$4,750**

### Mining Hub **BOOTH** 3m x 1.5m

Package Includes:

- Display Walling
- Lighting + Power
- Fascia Nameboard
- Pre-printed back board
- 2 x Delegate Pass valid for exhibition and conference
- 4 x Institutional Investor Passes \*\*

**\*Investment \$6,750**

### Mining Hub **STAND** 3m x 3m

Package Includes:

- Display Walling
- Lighting + Power
- Fascia Nameboard
- Pre-printed back board
- 3 x Delegate Pass valid for exhibition and conference
- 6 x Institutional Investor Passes \*\*

**\*Investment \$8,500**

\* All costs quoted in AUD\$ and are exclusive of GST  
 \*\* Institutional Investor Passes are subject to qualification criteria and approval by the organisers  
 \*\*\* Mining Hub participation is only available to Mining Companies

### ALL PACKAGES INCLUDE

As an participant in the Mining Hub you will also receive;

**Pre-Event Support**

- 500 word company profile with logo on Event Website & Event App to tell investors about your company and projects
- Our Investor Engagement Team will help arrange qualified investor meetings for you at IMARC 2019.

**On-Site Support**

- The Investor Engagement Team will provide live concierge support to facilitate meetings, chase up pre-arranged or cancelled meetings, providing an excellent customer experience on-site. All meetings will take place in the comfort of the IMARC Connect Business Meeting & Matching Lounge
- Profile in Mining Hub section of the official Event Guide
- Company logo on applicable Mining Hub signage
- Access to IMARC Connection Meeting Planner
- Allocation of Expo Passes for clients
- 15% discount on additional Conference Delegate Passes

### UPGRADES AVAILABLE

Delegate Pass valid for exhibition and conference  
Add on \$1,000

1 x IMARC Gala Dinner seat  
Add on \$375

1 x IMARC Gala Dinner branded table for 10  
Add on \$3,750

### SPOTLIGHT SPEAKER PRESENTATIONS

Present your project in a formal presentation to a room full of investors within the *Exploration & Mining Finance Opportunities* conference programme at IMARC 2019 with a 10 minute speaking spotlight.

Take part in a video interview onsite and receive a copy of the edited video to be used for your own promotion, as well as distribution through IMARC’s multiple marketing channels.

**Investment \$5,000**

All costs quoted in AUD\$ and are exclusive of GST



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**29-31 OCT 2019**

FOUNDING PARTNERS



## GLOBAL EVENT SERIES

**minesandmoney**  
 LONDON

26 – 29 November 2018

**minesandmoney**  
 ASIA

2 – 4 April 2019

**minesandmoney**  
 NEW YORK

30 April – 2 May 2019

**energy**  
**minesandmoney**  
 AUSTRALIA

11 – 13 June 2019

**minesandmoney**  
 AMERICAS

8 – 10 October 2019



28 – 31 October 2019

IF YOU ARE INTERESTED IN PARTICIPATING IN MORE THAN ONE EVENT THEN BENEFIT FROM OUR SPECIAL DISCOUNTS ON MULTI-EVENT BOOKINGS

2 EVENTS	3 EVENTS	4 EVENTS
5% discount	10% discount	20% discount

### INTERNATIONAL MINING & RESOURCES CONFERENCE

**Workshops & Pre-Conference** 28 October 2019

**Conference** 29 October – 31 October 2019

**Exhibition** 29 October – 31 October 2019

Melbourne Convention & Exhibition Centre, Australia

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