



2016 MINE XPO INTERNATIONAL

September 26-28, 2016
Las Vegas, Nevada USA

SPONSORED BY



THE LARGEST MINING SHOW ON AND UNDER EARTH



www.MINExpo.com

EXHIBITOR
PROSPECTUS

Mining's leaders from around the globe come to MINExpo INTERNATIONAL® to find solutions for a changing world. They need new products and information about new technologies to make critical buying decisions. They're ready to invest in the equipment and services they will see at MINExpo.®



THE MOST POWERFUL MARKETPLACE ON THE PLANET



REACH 52,000+ MINING PROFESSIONALS

BUYERS WITH POWER

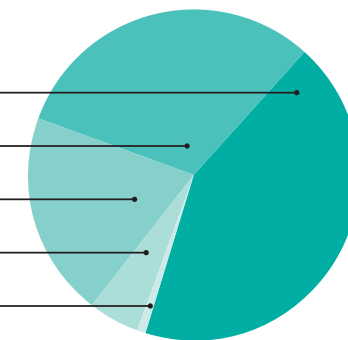
90 percent of MINExpo attendees have the buying power and influence to make decisions on purchases of equipment, products and services they see at the show. In just three days, you'll meet thousands of mine operators from all over the world—all in one place.

90%
have influence over purchasing

REACH THE DECISION-MAKERS

Attendance by Job Title

- 43%** Production/Operation/Maintenance Personnel
- 31%** President/Owner/VP/GM
- 20%** Engineering: Manager, Engineers, Geologists
- 5%** Purchasing/Sales/Marketing Personnel
- 1%** Others





\$8.5 MILLION AVERAGE PLANNED EXPENDITURE

**BUYERS
READY
TO
SPEND**

Buyers from every segment of the mining industry are well-represented and planning to spend an average of \$8.5 million. This exclusive market of domestic and international buyers provides a rare opportunity to reach thousands of worldwide buyers. The numbers make the case—MINExpo delivers.

90%

of attendees come to see new products and are prepared to buy.

45%

attend only MINExpo.

Planned Expenditures by Attendees

32%
of attendees plan to spend \$1,000,000 to \$10 Million

89%

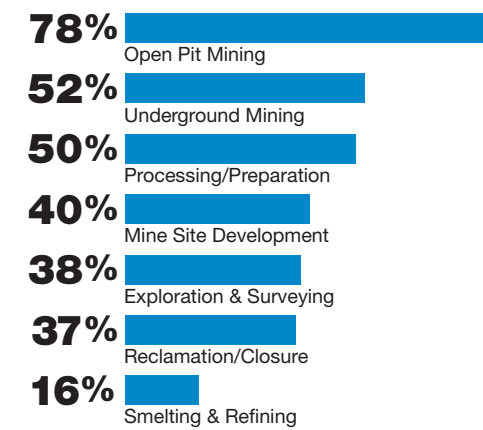
of attendees plan to spend \$100,000 to more than \$10 Million

36%
of attendees plan to spend more than \$10 Million

21%

of attendees plan to spend \$100,000 to \$1 Million

All Industry Sectors Represented



EXHIBITORS VALUE MINEXPO



91%

of MINExpo 2012 exhibitors are highly likely to return to the 2016 show.



92%

of exhibitors said they felt they would derive a positive ROI from exhibiting at MINExpo 2012.



85%

of exhibitors were extremely/very satisfied with how MINExpo 2012 met their key objectives of new product introduction and establishing, building or maintaining awareness, presence and image.



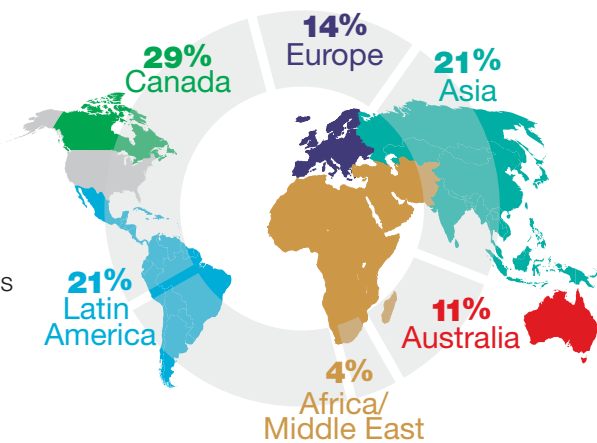
11+ HALLS OF MINING EQUIPMENT, PARTS AND SERVICES

MEET THE RIGHT BUYERS

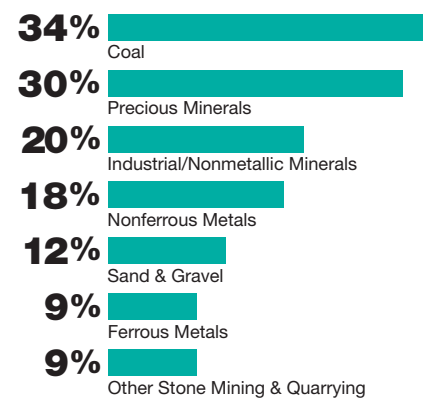
MINExpo is the best opportunity to showcase your equipment and services to the worldwide mining industry. Buyers want everything from large excavators to the smallest equipment components in all areas of the industry—surface mining, underground, hardrock, coal, industrial minerals, and more.

INTERNATIONAL BREAKDOWN OF ATTENDEES

More than 34,000 attendees are from the U.S. with 18,000 from 126 other countries.



BUYERS BY INDUSTRY SECTOR



14.2

The average number of **hours** attendees spent at MINExpo exhibits. *The current average for all trade shows is 8.3 hours.*

7 The average number of **new suppliers** attendees found.

10 The average number of **staff members** companies sent.

Sample List of Companies that Attended MINExpo INTERNATIONAL® 2012

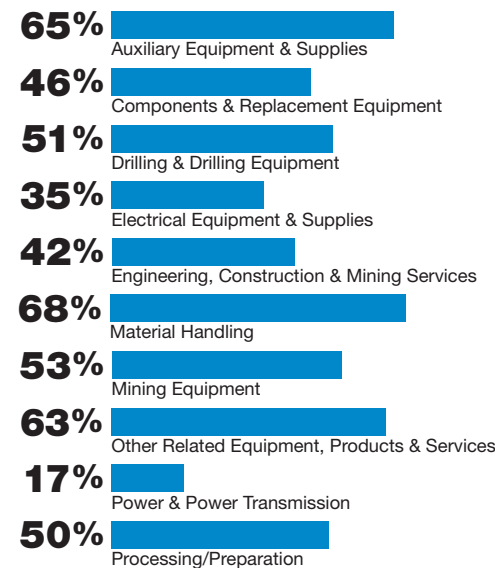
Adani Mining PTY LTD Agrum Inc. Alacer Gold Corp. Alcoa Inc. Alliance Resource Partners, L.P. Alpha Natural Resources Ambre Energy North America American Colloid Co. American Gilsonite Company American Talc Company Anglo American Anglo Gold Ashanti Anico-Eagle Mines Limited Antofagasta Minerals SA Arcelormittal Mining LTD Arch Coal, Inc. AREVA Armstrong Coal Co Inc Asarco LLC Bagnuur JSC Banpu Public Company Limited Barrick Gold Corporation BASF Corporation BHP Billiton Blackhawk Mining, LLC Boliden Mineral AB Bowie Resources Partners, LLC Cameco Corporation Canadian Salt Company LTD Carbones del Cerrejon L.L.C. Carbones del Guasare, S.A. Cargill	CEMEX China Coal Energy Company Ltd Cia. Minera Buenaventura SAA Cia. Minera Autlán S.A.B. de C.V. Cliffs Natural Resources Cloud Peak Energy Coal India Limited Cobre las Cruces CODELCO Coeur Mining, Inc. Compass Minerals CONSOL Energy Inc. CRONIMET CHROME SA (PTY) LTD Datong Coal Mine Group Co., Ltd De Beers Canada Denison Mines Dolet Hills Lignite Company Drummond Co, Inc Dundee Precious Metals Eldorado Gold Corporation Energy Fuels Inc. Erdenet Mining Corporation Erazholding LTD Exxaro Resources FMC Corporation Fordyce Holdings Inc. Foresight Energy, LP Fortescue Metals Group LTD Freeport-McMoran Copper & Gold Fresnillo PLC Glencore plc Gold Fields Ltd.	GoldCorp Inc Graymont Grupo Minero Bacis SA DE CV Grupo México S.A.B. de CV Hanson Aggregates Hecla Mining Company Hindustan Zinc Ltd Hochschild Mining Hudbay Minerals Inc IAMGOLD Corp Imperial Metals Corporation Inner Mongolia Yitai Coal Co Ltd Interwest Mining Corp. Intrepid Potash J.R. Simplot James River Coal Company Justice Coal Corporation Kaltim Prima Coal Kazkhmys Corporation LLP KGHM International KGHM Polska Miedz SA Kiewit Mining Group, Inc. Kinross Gold Corporation Kuzbasskaya Toplivnaya Company Lafarge North America Luminant Mining Martin Marietta Materials, Inc. Materion Natural Resources Mechel Mining Mechel OAO Metinvest Holding Mibrag MBH	Minera Escondida Molycorp Montana Resources Morton Salt Inc Murray Energy Corporation National Gypsum New Gold Newcrest Mining LTD Newmont Mining Corporation NORILSKY NIKEL OAO GMK Nyrstar OAO SUEK OCI Chemical Oxford Resource Partners Oyo Tolgoi LLC Pan American Silver Corp. Patriot Coal Corporation Peabody Energy PENOLEs Potash Corp Prairie State Generating Company Revelation Energy, LLC Rhino Energy LLC Rio Tinto Rosebud Mining Co Russian Copper Company Sasol Saudi Arabian Mining Company (Má aden) Shenhau Group Silver Standard Resources, Inc. SNIM	Solar Sources Inc Solvay Chemicals Inc South Gobi Sands Southern Peru Copper Corp Stillwater Mining Company Sumitomo Metal Mining CO LTD Suncor Energy Sunrise Coal LLC Synchrude Canada LTD Tata Chemicals Teck Resources Limited The Doe Run Company The Mosaic Company The North American Coal Corp. Thompson Creek Metals Company USG Corporation U.S. Silica Company U.S. Steel Mining Unimin Corporation Uranerz Energy Corporation Uranium One Usibelli Coal Mine Co Vale SA Vigo Coal Company Inc Walter Energy Western Fuels Association Westmoreland Coal Company White Oak Resources LLC Wyo-Ben, Inc. Yamana Gold, Inc.
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AS THE WORLD OF MINING CHANGES, MINEXPO'S VALUE REMAINS CONSTANT.

The world demand for coal and minerals remains strong in all sectors—especially electricity, telecommunications, computers, medical technology and transportation. Mining companies require more efficient, safe, innovative and productive equipment, technology, and processing methods to meet the demand. That's why MINExpo is a solid investment of your marketing dollars that yields exceptional value and return on investment (ROI).

BUYERS LOOKING FOR PRODUCTS



MINEXPO'S MARKETING CAMPAIGN MAXIMIZES YOUR EXPOSURE

CAPTURE THE WORLD'S ATTENTION

MINExpo Website

minexpo.com gives exhibitors and attendees an efficient way to plan their participation in MINExpo, including easy online registration, housing and up-to-date exhibitor and show information.

Advertising Campaign

Hundreds of ads will appear in key mining-related trade publications and websites the world over. A list of MINExpo ad placements helps exhibitors coordinate and optimize company advertising dollars.

Editorial Coverage

Informative pre-show articles in mining publications will spotlight exhibitors at MINExpo.

Digital and Direct Mail Marketing Campaigns

A targeted email and direct mail campaign will encourage the attendance of tens of thousands of mining professionals worldwide. In addition, there will be dynamic promotion on social networks internationally. Like us on Facebook and on Twitter to participate in this community of global mining professionals.

Press Relations

Regular press releases will ensure that the latest information becomes available to the industry press. Exhibitors will have the use of pre- and post-show press lists.

Association Promotion

Special invitations will be sent to cooperating mining associations around the world to encourage members to attend.

Trade Show Promotion

Information will be distributed at mining events worldwide.

 www.facebook.com/minexpo  [@minexpo2016](https://twitter.com/minexpo2016)



FREE PROMOTIONS & PROGRAMS TO BOOST YOUR COMPANY'S PROFILE

DRILL HOME YOUR MESSAGE TO ATTENDEES

Online Exhibitor Directory

Multiply your results with the online product directory featured on the MINExpo website. The entire mining industry can preview your company's description and link to your website. Let pre-show promotion pave the way to your booth and extend your show investment.

Complimentary Promotional Opportunities

- Customize complimentary print attendance pieces with your logo and information to send to customers
- Utilize complimentary MINExpo email templates

Pre- and Post-show Attendance Lists

Use the complimentary pre-show and post-show attendance lists to reach your target audiences.

Mobile App

Connects attendees to your company in real-time with company and product info, floor location, on-site announcements, news and alerts. It is the recommended tool to network with attendees at MINExpo.

Official Conference & Exhibits Directory

Highlight your company's profile with a product description in the printed directory. Multiple product categories will be promoted in the MINExpo® 2016 on-site show directory. It's a reference tool with a four-year shelf life!

International Business Center

Worldwide, MINExpo is recognized as the premier international mining exposition. To facilitate business and maximize networking, the International Business Center provides meeting rooms, translations services and business assistance on-site.

Sponsorships and Advertising Opportunities

Make your exhibit stand out by participating in a variety of sponsorship and advertising opportunities offered only to MINExpo 2016 exhibitors.

Social Media

Connect with MINExpo on social networking sites to stay informed with show news and participate in the conversation with fellow mining professionals from around the world. www.facebook.com/minexpo and Twitter @minexpo2016

Matchmaker Service

Each attendee will receive a customized list of exhibitors based on the product interest information provided at the time of registration.

MINExpo INTERNATIONAL Conference Program

With its experts from all segments of mining, MINExpo's highly rated educational sessions provide valuable information on new technologies and innovations, safety and productivity improvements, environmental techniques, and trends to packed rooms. It's one more reason why MINExpo is a must-attend event for serious mining professionals.

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Reserve Your Space Now!

How To Reserve Exhibit Space

To exhibit at MINExpo INTERNATIONAL® 2016 or for additional information about the show, contact MINExpo INTERNATIONAL Show Management

Show Management

Hall-Erickson, Inc.

98 E. Chicago Ave.
Westmont, IL 60559-1559 (USA)

Tel: (630) 434-7779, (800) 752-6312

Email: minexpo@heexpo.com

Website: www.minexpo.com

NMA Member Discounts

NMA members can receive up to a 40 percent discount on exhibit space at MINExpo. For membership details, contact NMA at

Tel: (202) 463-2639

Email: info@nma.org

2016 Preliminary Schedule of Events

Move-In Schedule

Monday, September 19 – Saturday, September 24, 2016

Move-In 8 a.m. – 5 p.m.

Sunday, September 25, 2016

Move-In 8 a.m. – 3 p.m.

Schedule for Show Days

Monday, September 26, 2016

Exhibit Halls Open: 9 a.m. – 5 p.m.

Opening Session: 10 a.m.

Tuesday, September 27, 2016

Conference Sessions: 8 a.m. – noon

Exhibit Halls Open: 9 a.m. – 5 p.m.

Wednesday, September 28, 2016

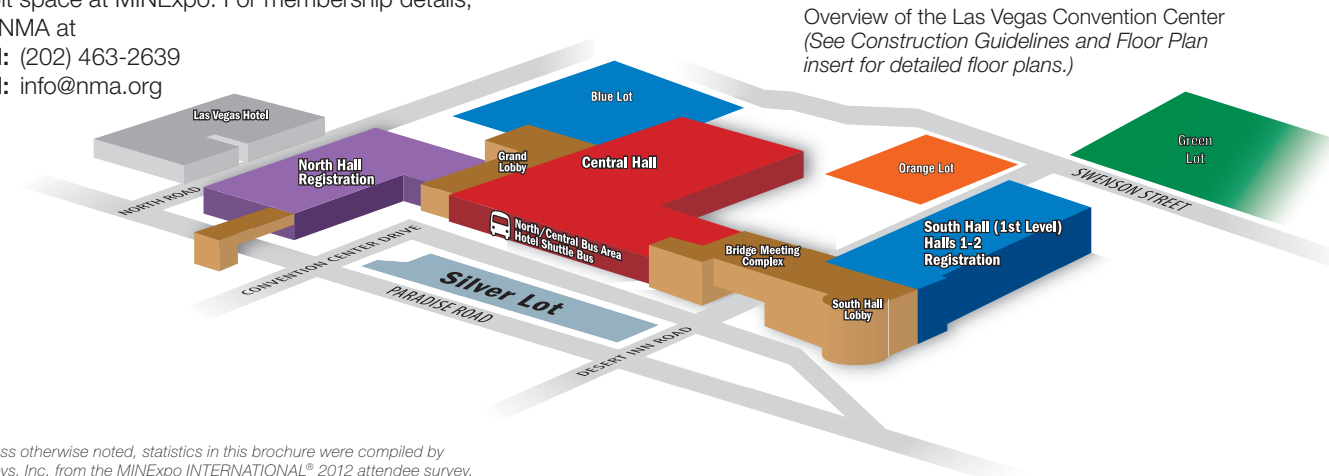
Conference Sessions: 8 a.m. – noon

Exhibit Halls Open: 9 a.m. – 5 p.m.

Move-Out Schedule

Thursday, September 29 – Saturday, October 1, 2016

Move-Out 8 a.m. – 5 p.m.



Overview of the Las Vegas Convention Center
(See Construction Guidelines and Floor Plan insert for detailed floor plans.)

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The National Mining Association, the sponsor of MINExpo INTERNATIONAL®, is the only national trade association that represents the interests of mining before Congress, the administration, federal agencies, the judiciary and the media. NMA provides a clear voice for U.S. mining.

NMA's mission, is to build support for public policies that will help Americans fully and responsibly benefit from our abundant domestic coal and mineral resources. Our objective is to engage in and influence the public process on the most significant and timely issues that impact mining's ability to safely and sustainably locate, permit, mine, transport and utilize the nation's vast resources.

Membership includes companies and organizations involved in all aspects of the mining industry, including coal, metal and industrial mineral producers, equipment manufacturers and companies that supply goods and services to the U.S. mining industry.

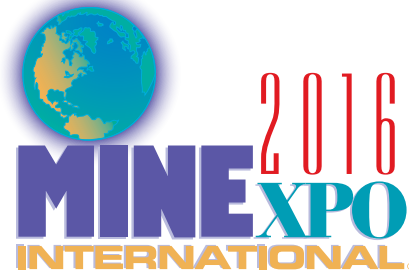
For more information, visit NMA's website, www.nma.org

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