



中国矿业联合会
CHINA MINING ASSOCIATION



Online Exhibitor Invitation

2022 (24th) China Mining Conference and Exhibition

International mining associations/organisations,

The *2022 (24th) China Mining Conference and Exhibition* will be held from September 21 to 23, 2022 in an *online+offline* mode and will be delivered virtually via the *China Mining Cloud Platform*. The event is supervised by the Ministry of Natural Resources of China and Tianjin Municipal People's Government, hosted by China Mining Association, and managed by Tianjin Minexpo Co., Ltd.

This year's event takes on the theme of *Sustainable Mining for Sustainable Economic Growth* to highlight the importance of implementing the *Xi Jinping Thought on Diplomacy* and the *New Development Concept* and serving China's diplomatic strategies and economic development. The conference consists of the opening ceremony, main forum and thematic forums, virtual exhibitions, country promotions, interviews, and workshops. The event is centred on the hot mining topics both in China and internationally, focused on the landscape of strategic mineral



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supply and demand and the new concept of development in the context of *dual-carbon goals* and new models of cooperation. We aim to create a mining exhibition platform for the participating countries, institutions, and businesses to promote themselves, seek cooperation and access valuable services.

Online exhibitions are grouped into six categories: natural resource management agencies, industry associations, mining companies, geological exploration organisations, equipment companies, service agencies (financial institutions, technical services, law firms, accounting firms, research institutions and universities, and others). On the cloud platform, exhibitors can live-stream their exhibitions, exchange business cards, engage in negotiations, save and share exhibitions, and send questions, messages and intentions of cooperation. They can also chat and negotiate with delegates and guests, express intentions of cooperation and promote their products in various ways such as posting pictures, texts, videos, live-streams, and VR to fully leverage the advantages of online exhibitions—unrestrained by time or space. The virtual exhibition will last for a whole year on



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the cloud platform until the next year's event, thus being “a mining event that never closes”.

There are four levels of virtual booths: SVIP, VVIP, VIP and Standard. Standard Booths offered free-of-charge to natural resource management agencies, the China Geological Survey Bureau, members of conference organising committee, China Mining Association members, and relevant industry associations. For further needs, such as a booth upgrade, custom design for regular or VR exhibition room, or live-stream of promotion events, please refer to the appendix for details.

Our aim is to facilitate great showcase and promotion of the projects, products, technologies and services by your organisation or your members/service recipients, and make this year's conference a great success, together. Therefore, we sincerely invite your distinguished organisation to assign persons in charge of the relevant areas to attend this virtual conference, help promote the event, and recommend your members/service recipients to participate.



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Please accept our gratitude for your support of our association and the China Mining Conference!

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Appendix 1: Fees and Rights for Sponsoring and Participating in the Online Exhibition and Conference of the 2022 (24th) China Mining Conference

Appendix 2: 2022 (24th) China Mining Conference and Exhibition Online Exhibition Registration Guide

China Mining Association

August 11, 2022





Appendix 1

Fees and Rights for Sponsoring and Participating in the Online Exhibition and Conference of the Mining Conference

I. Sponsorship

There are five sponsorship levels: Lead Sponsor, Diamond Sponsor, Platinum Sponsor, Gold Sponsor and Silver Sponsor, whose rights are as follows:

Accessible services	Lead Sponsor (¥1,000,000)	Diamond Sponsor (¥700,000)	Platinum Sponsor (¥500,000)	Gold Sponsor (¥300,000)	Silver sponsor (¥100,000)
Quota for opening ceremony	5 persons	4 persons	3 persons	2 persons	1 person
Quota for reception dinner (room 1)	1 person	1 person	1 person	1 person	—
Quota for reception dinner (room 2)	4 persons	3 persons	2 persons	1 person	1 person
Project promotion (live-stream), September 20, 2022, to August 1, 2023	20 sessions (4h/session)	15 sessions (4h/session)	10 sessions (3h/session)	5 sessions (3h/session)	2 sessions (2h/session)
VIP participant quota for free registration	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Promo video loop play before opening ceremony and during breaks	5 minutes	4 minutes	3 minutes	2 minutes	—
Promo video loop play throughout the	5 minutes	4 minutes	3 minutes	2 minutes	—



year on the cloud platform, September 20, 2022, to August 1, 2023					
Booth at the 2.5D core exhibition area, September 20, 2022, to August 1, 2023	√	√	√	√	√
Sponsor logo and booth link placement on cloud platform homepage	√	√	√	√	√
Sponsor logo and profile in official event program	√	√	√	√	√
Authorisation for interview recording	√	√	√	√	—
Quota for one key-note speech at main forum	√	Either	—	—	—
Quota for one key-note speech at a thematic forum	—		√		
Free booth push notifications, top priority	√	√	√	√	√
Free booths for sponsor's affiliated organisations	√	√	√	√	—
Free attendance to workshops (1 year), quota for online participation	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

II. Participation in Online Exhibition

1. Exhibition items



Online exhibitions are arranged in six categories: natural resource management agencies, industry associations, mining companies, geological exploration organisations, equipment companies, service agencies (financial institutions, technical services, law firms, accounting firms, research institutions and universities, and others). Exhibitors can showcase their projects, products, technologies, and services in their standard booths at the respective exhibition areas. Items to be exhibited in each category are as follows:

a) Natural resource management agencies

In the exhibition area for natural resource management agencies, the agency name, profile, business scope, policy support for in its business areas, achievements, and major news of the year, may be displayed with pictures, texts, videos, etc.

b) Industry associations

In the exhibition area for the industry associations, the association name, profile, organisational structure, business scope, members,



achievements, and major news of the year, may be displayed with pictures, texts, videos, etc.

c) Mining companies

In the exhibition area for mining companies, the company's brand identity, operational achievements, business scope, projects, products, domestic and international influence, major news, qualifications and honours, CSR performance, important indicators, and rankings, may be displayed with pictures, texts, videos, etc.

d) Equipment companies

In the exhibition area for equipment companies, the company's brand identity, operational achievements, business scope, domestic and international influence, major news, qualifications and honours, CSR performance, important indicators and rankings, equipment products, product features and specifications, applications, and strengths and MOQ, may be displayed with pictures, texts, videos, etc.

e) Geological exploration organisations



In the exhibition area for geological exploration organisations, the organisation's name, profile, business scope, annual exploration achievements, overview of mineral resources, resource development and utilisation, resource development potential, development conditions and pricing, may be displayed with pictures, texts, videos, etc.

f) Service agencies

The exhibition area for service agencies is further divided into sub-sections for Financial Institutions, Technical Services, Law Firms, Accounting Firms, Research Institutions and Universities, and Others. Financial institutions' exhibition area mainly displays the institution's name, profile, type of institution, business scope, qualifications and honours, invested and financed projects, consulting services, etc.; law firms and accounting firms' exhibition areas display the firm's name, profile, business scope, domestic and international influence, cases studies, legal and regulatory consulting services, and compliance awareness promotion, etc.; technical services exhibition area mainly displays the organisation's name, profile, services and equipment,



equipment specifications, simulation display of technical service achievements, technical service case sharing, etc.; and the exhibition area for research institutions and universities mainly displays the name, profile, research projects, research achievements, etc.

2. Project promotion (live-stream)

The project promotion live-stream area is divided into five sub-areas: mineral deposit projects, investment and financing projects, mining equipment, technical services, and mining regulations.

Organisations can promote their projects, products, technologies, and services to the audience in real-time through the live-stream function. At the same time, the audience can interact via comments, likes, etc.; or click on corresponding links in the live-stream room to enter exhibition booths, or click on the *intention of cooperation* button on the exhibition page, fill in the *intention of cooperation form*, and the exhibitor will track the *intention of cooperation* in real-time, working towards agreement signing and actual cooperation offline.



Note: Prime time slots are limited; live-stream slots will be arranged on *first come, first served* basis.

3. Exhibitor levels, fees, and rights

Virtual booths are divided into four levels: SVIP, VVIP, VIP, and Standard. The levels of service, fees and rights of international mining associations/organisations and their members/service recipients are as follows:

Level of service	Rights	Booth fee (live-stream duration)	Booth fee standards for international mining industry associations/organisations and their members (live-stream duration)	
			International industry associations/organisations	International industry association/organisation members/service recipients
SVIP	1 homepage ad placement, continuous exposure (1 year); 1 standard booth; live-stream of 1 project promotion session; push notification service.	6,000 RMB (2h/session)	3,000 RMB (2h/session)	5,000 RMB (2h/session)
VVIP	1 standard booth; live-stream of 1 project promotion session; push notification service.	5,000 RMB (2h/session)	2,000 RMB (2h/session)	3,000 RMB (2h/session)
VIP	1 standard booth; push notification service.	4,000 RMB	0 RMB	1,000 RMB



Standard	1 standard booth.	3,000 RMB	0 RMB	0 RMB
Note	The cost of one extra live-streaming session for project promotion is 3,000 RMB/2 hours (with functions including online recording, playback, and long-term storage on cloud platform); the cost of booth push notification service is 1,000 RMB/booth; the registration fee for VIP participants is 0 RMB/person.			

Note: Exhibitors may customise the exhibition room on the cloud platform to meet their individual needs. If an exhibitor has its own ready-made regular or VR exhibition room, we offer technical integration to the cloud platform free of charge; if an exhibitor needs to customise its online exhibition room (regular or VR), please refer to the following information:

a) Custom online regular exhibition room

This service includes exhibition room page design, typesetting, web page development, and exhibit display. The required display content and corporate materials shall be provided by exhibitors in picture, video, or text formats. The cost is mainly for design and development, which is 2,000 RMB/person/day (person-day is the evaluation unit, and the evaluation is based on workload). The estimated cost starts from 8,000 RMB, to be borne by the exhibitors.



Note: The above estimated costs are for reference only; more detailed costs available upon specific needs.

b) Custom online VR exhibition room

This service mainly includes VR exhibition room design, 3D modelling, model refinement and panoramic rendering, web interface display and exhibit detail display. The required display content and corporate materials shall be provided by exhibitors themselves in picture, video, or text formats. The estimated cost ranges between 100,000 and 150,000 RMB, to be borne by the exhibitors.

Note: The above estimated costs are for reference only; more detailed costs available upon specific needs.

III. Participation in Online Conference

Online participants are categorised into VIP participants and regular participants. There are no fees for regular participants; VIP participants will be charged 1,000 RMB per person (students may upgrade to VIP for free with their student ID). International mining associations/organisations and their members/service



recipients are exempt from VIP fees, and their rights are as follows:

Service recipients	Fee	Rights	Discount
Regular participants	0 RMB/person	Regular participants have access to recordings of the opening ceremony, main forum, online exhibitions, live-streams of project promotions and interviews, free of charge throughout the year.	No fees for regular participants.
VIP participants	1,000 RMB/person	VIP participants have access to recordings of the opening ceremony, main forum, thematic forums, online exhibitions, live-streams of project promotions, interviews, and previous editions of the conference, free of charge throughout the year.	No fees for international mining associations/organizations or their members/service recipients.



Appendix 2

2022 (24th) China Mining Conference and Exhibition Online Exhibition Registration Guide

The 2022 (24th) China Mining Conference and Exhibition will be made available to the whole world, free from the restraints of time or space. Exhibitors may interact with participants in text, audio or video formats 24/7 for a whole year via the *China Mining Cloud Platform*—an event that truly “never closes”. Please prepare the videos, pictures, texts or live-streams that a great showcase of your organisation may require. If you’re interested in project promotion live-streams, booth upgrades or custom booths, please refer to Appendix 1 for fees standards. See following for registration and payment methods:

1. Exhibitor registration

Free Standard booths are offered to natural resource management agencies, China Geological Survey Bureau, organizing committee members and their affiliated organisations, China Mining Association members and their



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affiliated organisations. The link for exhibitor registration is:
<https://exhibitor.chinamining.org.cn/>. Exhibitors may register through the above link and manage online booths with the help of the Online Exhibitor Guide (scan below QR code to download). Should you have any registration or booth related questions, please scan below QR code to join group chat (on WeChat) and contact our tech service specialists.



Online Exhibitor Guide



Exhibitor Service Group Chat

2. Payment method

China Mining Association Account (Beneficiary: China Mining Association, Account No.: 0200224019200025093, Bank branch: Industrial and Commercial Bank of China Limited Beijing Zhaodengyu Road Sub-branch). On the transfer, please note the full name of the invoiced party, and online exhibition services



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such as “project promotion live-stream” as invoice item. The invoices issued by the conference will be VAT General Invoices.