

**MEDIA KIT**

**26-30 JUNE 2024**

# MINERAL & GEM

59<sup>th</sup> SHOW



# PARA GENESIS

SECRETS OF  
THE EARTH



**SAINTE-MARIE  
AUX-MINES**  
ALSACE | FRANCE

*Visibility  
for your brand!*

**PLACE YOUR NAME AT THE CENTER OF  
EUROPE'S LEADING MINERALOGY EVENT**

**ORDER BEFORE MAY, 15 2024**

**TAILOR-MADE ADVERTISING | REACH OUR 42 000 INTERNATIONAL VISITORS**

# PRINTED DOCUMENTS

The catalog and map are distributed to all visitors:  
**Your ad will be in everyone's hands!**



■ **1 PAGE**  
**1 400 €**

■ **1/2 PAGE**  
**700 €**

■ **1/3 PAGE**  
**460 €**

## ◀ THE CATALOG

NB: high visibility inner pages (2<sup>nd</sup> cover, 3<sup>rd</sup> cover, 4<sup>th</sup> cover, page 1, page 2 and 3 other pages identified by the organization) are reserved for **PREMIUM PACKS**. Advertising inserts sold outside of packages will be placed according to the space available when the catalog is designed.



## ▶ THE MAP

■ **1 PAGE**

**PREMIUM PACK**

■ **1/2 PAGE**

**1 500 €**

subject to availability

■ **BOOTH AND COMPANY NAME ARE HIGHLIGHTED IN THE EXHIBITOR LIST**

**PREMIUM PACK**

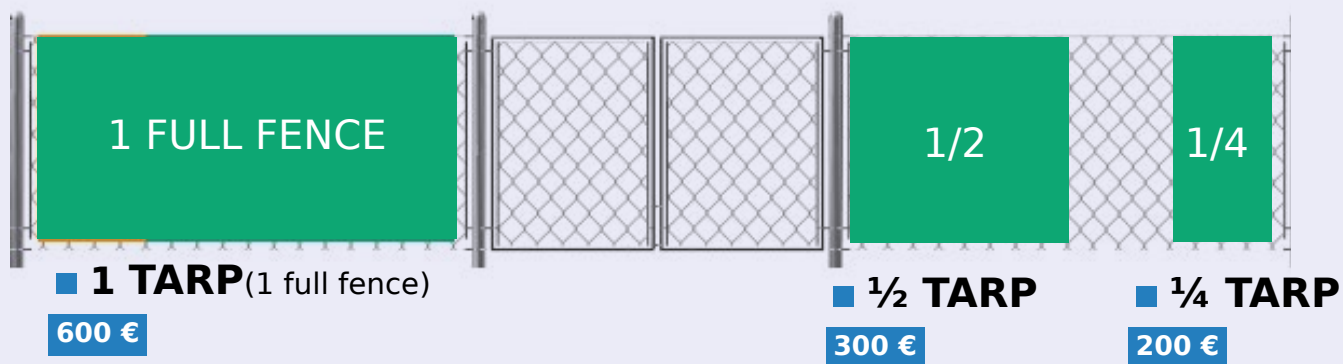
Graphic design is not included and the final files will have to be provided by you. If you do not have the files to send us in the recommended formats, our graphic design service can create them for you. For more information on the files to send or purchase the graphic design service > **P.11-13**

# ON SITE

The visitors' journey always starts at one of the 6 entrances of our two sites: the



The fences that delimit the areas are therefore a privileged communication medium that offers a large format and top visibility!



## ■ ADVERTISEMENT ROLL UP

150 €

Travel light!

Pick up the finished product directly at the logistics office (Mineral Area) or at the exhibitors' office (Gem Area), you will only have to install it on your booth.

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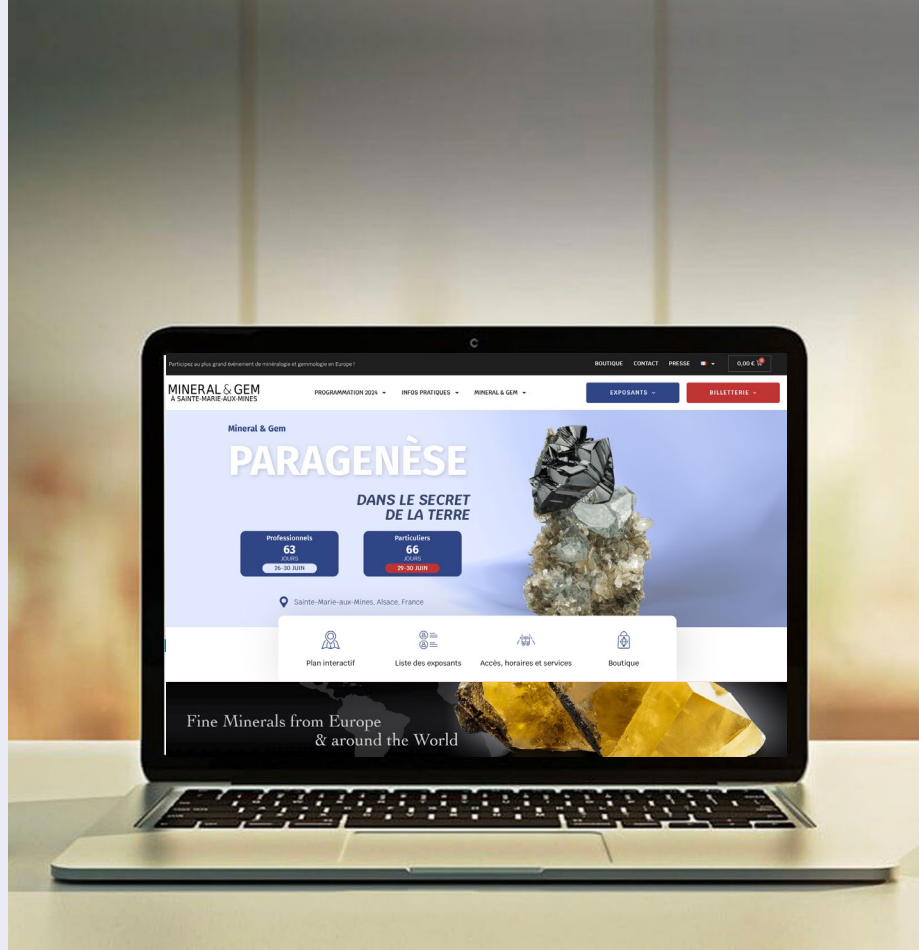
# DIGITAL | WEB

## THE WEBSITE

[sainte-marie-mineral.com](https://sainte-marie-mineral.com)

► The n°1 information source for all visitors before the event

► Yearly traffic of **over 100.000 visitors!**



## Your options:

### ■ ADVERTISEMENT INSERTS

**PROFESSIONAL**  
ticketing platform

**PREMIUM PACK**

**GENERAL PUBLIC**  
ticket platform

**600 €**

**FAQ**  
page

**400 €**

**ACTIVITIES**  
page

**200 €**

### ■ 1 BANNER ON THE HOME PAGE

**PREMIUM PACK**

### ■ LOGO IN THE EVENT'S PARTNERS SLIDER

**PREMIUM PACK**

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# DIGITAL | INTERACTIVE MAP

New in 2024: the **MINERAL & GEM** website will feature an interactive map, accessible on all devices.

## IT WILL ALLOW VISITORS TO:

- ▶ **geolocate** themselves
- ▶ **search** exhibitors by typing name or booth number
- ▶ see **sponsor booths** at a glance



## ■ HIGHLIGHTED ON THE MAP AND LOGO ON THE EXHIBITOR INFORMATION BOX

**PREMIUM PACK**

## ■ DESCRIPTION TEXT IN THE EXHIBITOR INFO BOX

**100 €**

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# DIGITAL | NEWSLETTER

Reach both professional visitors and general public with the newsletter that is sent to over **27.000 contacts**, with a **40% opening rate**.

**Promote your business!**

## ■ LOGO IN THE FOOTER PREMIUM PACK

## ■ ADVERTISEMENT INSERT INSIDE THE NEWSLETTER

**150 €**

Create an impactful visual aid that'll invite the visitors to come to your booth.

The advertisement insert features a blue header with the text 'SAINTE-MARIE AUX-MINES Auvergne - France' on the left, 'MINERAL & GEM' in large white letters in the center, and 'PARA GEMOLOGISTES' on the right. Below this, it says '59ème SHOW' and '26-30 JUIN 2024'. A large, detailed image of a mineral specimen is shown. Below the header, there are three columns: 'Activité', 'Practical info', and 'Tickets'. The main body of the ad has a green background with the text 'MINERAL & GEM A SAINTE-MARIE-AUX-MINES' and 'SHOP' in large white letters. Below the shop text, there are images of two blue t-shirts and a black bag. At the bottom, there is a red button that says 'Our website'.

The screenshot shows the footer of a newsletter. It has an orange header with the text 'Our premium partners'. Below this, there are logos for 'Minerama', 'KUNUGI', 'Mineralien', 'NATIONAL MINERALS', 'LA CIGOGNE', and 'CAPITALE DE LA MINÉROLOGIE'. Below these logos, there is a section titled 'Our other partners' with logos for 'Fabre Minerals', 'SHONGITE.FR', 'Kristalia', 'hepner', 'alpha cargo', 'IMAGINA', 'ARNAVA', 'L'AVENTURE DES MINES', 'Cabinet d'Érudite', 'Crédit Mutuel', 'MUSEE DE Sainte-Marie aux-Mines', 'Viel Énergie', '3 grand est', 'bleu', and 'agence conseil espace'. At the bottom, there is a red bar with the text 'And follow us on social media!' and icons for Instagram (16.2K), Facebook (6K), Twitter (1.5K), and TikTok (New).

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## DIGITAL | SOCIAL MEDIA

In 2024 all brands live and develop their communities thanks to their digital strategies.

**THE MINERAL & GEM COMMUNITY TOTALS OVER 21.500 MEMBERS WHO ENGAGE WITH EACH POST\* AND KEEPS DEVELOPING!**

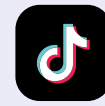
**Together, let's build content for them before, during and after the event!**



16K



8.2K



4,6K  
de vues

\*50% of followers are reached with each views

### ■ 1 POST

500 €

(photos + text) that presents your company. This post will be published on Facebook and Instagram at a time set by the communications team.

### ■ 2 STORIES PACK

500 €

The 1<sup>st</sup> story will be published before the event and present your company. The 2<sup>nd</sup> one will show your product and booth number. Date and time will be set by our communication dept.

### ■ 1 REEL

PREMIUM PACK

short video, less than 2 minutes, presenting you and your booth

### ■ «WE THANK OUR SPONSORS» POST

PREMIUM PACK

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# LIMITED PACK | PREMIUM

ONLY

8

4 000 €

Our mission is to offer you the best locations at the best price for impactful visibility among our visitors.

The **PREMIUM PACK** meets the most demanding of our partners by offering extensive visibility on a multitude of media.

**Offer reserved for 8 partners**, in first-come, first-served basis. The reception date of the order email is taken as proof.

■ **ONLY AVAILABLE IN THIS PACK, EXCLUSIVE OFFER**

## PRINTED DOCUMENTS

- **1 page in the catalog**, distributed to all visitors
- The name of your company is **highlighted in the exhibitor list**
- **1 page in the map**, distributed to all visitors

## ON SITE

- **Your booth** highlighted in the list of exhibitors and on the map
- **1 advertisement insert on the concrete blocks in the street along the Jules Simon park (Mineral area)**
- **Your logo** in 2 tarps “We thank the event’s partners” (1 Mineral area + 1 Gem area)
- **1 advertisement on a Vauban fence**

## WEB

- **1 advertisement** insert on the [page tickets pro](#)
- **1 logo and booth number on top of the exhibitor list**
- **1 banner on the website’s homepage** (display order is random)
- **Your logo** on the partners slider

## INTERACTIVE MAP

- **Your booth** highlighted on the interactive map
- **Logo in the exhibitor info box**
- **Description text in the exhibitor info box**

## NEWSLETTER

- **Your logo** in the footer of each email campaign

## SOCIAL MEDIA

- **1 reel** (video) presenting your product with a possible interview (if you wish), published on our social media during the show
- **You are mentioned** in the post “we thank our partners”

## TICKETS

- **1 banner** on all tickets sold online after you return the order form and send the logo
- **30 5 days-pass** to offer to your clients
- **Your logo on all tickets sold online after you send the order form**

## EXHIBITORS’ PARTY

- **16 free tickets** for the exhibitors’ party
- **2 tables booked under the VIP tent**
- **4 parking spots**

Graphic design is not included and the final files will have to be provided by you. If you do not have the files to send us in the recommended formats, our graphic design service can create them for you. For more information on the files to send or purchase the graphic design service > [P.11-13](#)



# LIMITED PACK | LECTURES

ONLY

1

800 €

## LECTURE PACK

- **ONLY AVAILABLE IN THIS PACK, EXCLUSIVE OFFER**

The lectures are an opportunity to reach a **relevant audience** and increase your impact with **involved visitors**.

- **Mention in every post or story** about the lectures on social media
- **1 roll-up at the entrance to the lecture hall and on stage**
- **Your logo in the event guide on lecture page**
- **Your logo on the lecture page** on the website
- **10 5 days-pass** to offer to your clients
- **5 free tickets** for the exhibitors' party



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## LIMITED PACK | PARTY

ONLY

2

1000 €

A great event within the event, it is the privileged meeting of the exhibitors for a social evening and which also allows to speak business in a warm and festive setting.

**PARTY  
PACK**

Not to be missed!



**STADIUM**  
SAINTE-MARIE-AUX-MINES

Offer reserved for **2 partners**, in first-come, first-served basis. The reception date of the order email is taken as proof.

- **Free access to the party** for 16 people
- **Reservation of 5 tables** under the VIP tent (5x8 people) soit 40 personnes
- **Food and beverages** are included
- **Bar reserved for VIPs** and table service
- **Access to the VIP parking** lot (car)
- **One of the reusable plastic** cups of the evening (50 cl) designed with your image!
- **Your logo** on the scene's screen
- **Your logo** on the tickets bought online



**WANT TO BE THE ONLY ADVERTISER?  
IT'S POSSIBLE! PURCHASE THE WHOLE PACKAGE**

**2000 €**

Graphic design is not included and the final files will have to be provided by you. If you do not have the files to send us in the recommended formats, our graphic design service can create them for you. For more information on the files to send or purchase the graphic design service >

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# FILES TO PROVIDE

Communication means visuals and texts: please refer to the table below to know **the characteristics of the files to be provided** to us so that we can integrate them into our supports.

		CONTENT TYPE	SIZE (WIDTH X HEIGHT)	FILE FORMAT	DEADLINE TO SEND THE FILES
<b>PRINTED DOCUMENTS</b>	■ CATALOG 1 page	ADVERTISEMENT	100 x 210 mm	PDF CMJN 300 DPI	<b>MAY 15</b>
	■ MAP ½ page		100 x 105 mm		
	■ CATALOG ½ page		100 x 105 mm		
	■ CATALOG ⅓ page		100 x 70 mm		
<i>Limited quantities!</i>					
<b>ON SITE</b>	■ 1 TARP (1 full fence)	ADVERTISEMENT	315 x 155 cm	PDF CMJN 300 DPI	<b>MAY 15</b>
	■ ½ TARP	ADVERTISEMENT	157 x 155 cm		
	■ ¼ TARP (vertical)	ADVERTISEMENT OR LOGO	78 x 155 cm		
	■ 1 ROLL UP		85 x 200 cm QUIET LOWER ZONE: 20 CM		
<b>WEB</b>	■ 1 advertisement on FAQ	ADVERTISEMENT OR LOGO	438 x 333 px	JPG 96 DPI MIN <b>WHITE BACKGROUND MANDATORY</b>	<b>MAY 30</b>
	■ 1 advertisement on the general public ticket page		600 x 200 px		
	■ 1 advertisement on the activities page		1400 x 326 px		
<b>INTERACTIVE MAP</b>	■ Description text on the exhibitor info box	TEXT	85 characters		<b>MAY 15</b>
<b>SOCIAL MEDIA</b>	■ 1 post (Facebook + Instagram)	1 to 10 HD photos + texts in FR & EN	1080 x 1080 px	JPG, PNG, 96 DPI MIN	<b>MAY 30</b>
	■ Pack of 2 stories	2 photos + link	1080 x 1920 px		
<b>NEWSLETTER</b>	■ 1 advertisement	ADVERTISEMENT	900x300 px	JPG, PNG, 96 DPI MIN	<b>MAY 30</b>

# FILES TO PROVIDE | PACKS

<b>PREMIUM PACK</b> Please provide:	CONTENT TYPE	SIZE (WIDTH X HEIGHT)	FILE FORMAT	DEADLINE TO SEND THE FILES
■ 1 VECTOR LOGO (several uses)	VECTOR	LOGO	AI, SVG, EPS	<b>MAY 15</b>
■ 1 page CATALOG	100 x 210 mm	ADVERTISEMENT	PDF CMJN 300 DPI	
■ 1 page MAP	100 x 210 mm	ADVERTISEMENT		
■ 1 SIGN on concrete block	140 x 40 cm	ADVERTISEMENT OR LOGO		
■ 1 TARP Vauban fence	200 x 84 cm	ADVERTISEMENT OR LOGO		
■ 1 WEB AD on the professional tickets page	600 x 200 px	ADVERTISEMENT OR LOGO	JPG, PNG, 96 DPI MIN	
■ 1 WEB AD on the homepage	1793 x 417 px	ADVERTISEMENT OR LOGO		
■ TEXT on the exhibitor info box	85 characters	TEXT FR & EN	TEXT	
■ 1 BANNER on all tickets sold on the online platform	375 x 525 mm	ADVERTISEMENT OR LOGO	PDF CMJN 300 DPI	
■ 1 WEB AD ON THE EXHIBITOR LIST	285 x 140 px	ADVERTISEMENT OR LOGO	JPG, PNG, 96 DPI MIN	

<b>PACK LECTURES</b> Please provide:	CONTENT TYPE	SIZE (WIDTH X HEIGHT)	FILE FORMAT	DEADLINE TO SEND THE FILES
■ 1 VECTOR LOGO (several uses)	VECTOR	LOGO	AI, SVG, EPS	<b>MAY 15</b>
■ 1 ROLL-UP	85 x 200 mm Quiet lower zone 20 cm	ADVERTISEMENT		
■ NAME/HANDLE of Facebook and Instagram accounts				

<b>PARTY PACK</b> Please provide:	CONTENT TYPE	SIZE (WIDTH X HEIGHT)	FILE FORMAT	DEADLINE TO SEND THE FILES
■ 1 VECTOR LOGO (several uses)	VECTOR	LOGO	AI, SVG, EPS	<b>MAY 15</b>
■ 1 DESIGN D'ÉCOCUP	CONSULT US			


## GRAPHIC SERVICE

A FAST AND PROFESSIONAL GRAPHIC SERVICE AT YOUR DISPOSAL

YOU WANT TO TAKE ADVANTAGE OF OUR OFFERS BUT YOU DON'T HAVE THE POSSIBILITY TO PROVIDE US WITH AN ADEQUATE GRAPHIC FILE?

*Our graphic team works for you\*!*

SEE [P.15](#)

 The purchase of a graphic design service does not exempt you from providing the files (photos and texts necessary for the design of the ad) as well as a description of the desired result. In the absence of these elements before the deadline mentioned, no graphic creation will be realized.



\*If you cannot provide the aforementioned files, please refer to the graphic service price table on [P.15](#). **If you cannot provide the files and do not pay for the graphic service, the ad inserts you buy will not be effective.** You will still be billed for the amount and no refund will be possible unless exceptional situation (i.e. visa refusal).



# ORDER FORM

## BILLING INFORMATION (MUST BE FILLED OUT)

COMPANY  
NAME: .....

CLIENT  
NUMBER: .....

COMPLETE  
ADDRESS: .....

INTRA-COMMUNITY  
VAT NUMBER (FOR  
EXHIBITORS BASED  
IN EUROPE): .....

COUNTRY: .....

## CONTACT INFORMATION

PERSON IN  
CHARGE: .....

EMAIL: .....

BOOTH(S) N°: .....

## PAYMENT INFORMATION

You can pay by bank transfer or by credit card, please check the corresponding box.

### I wish to pay my order:

#### by bank transfer

To Événementiel en Val d'Argent  
IBAN : FR76 1470 7508 7733 5213 6165 054  
BIC : CCBPFRPPMTZ  
BANQUE : BP ALSACE LORRAINE CHAMPAGNE  
ORDER: "MINERAL & GEM MEDIA KIT"

#### by credit card

Accepted credit cards: Visa, Mastercard,  
Maestro, Electron, Eurocard

/ / / / /

EXPIRATION: .....

CVV: .....

I, THE  
UNDERSIGNED  
(FIRST NAME,  
LAST NAME) .....

DECLARE THAT I HAVE READ THE GENERAL TERMS AND CONDITIONS OF SALE AND UNDERTAKE TO RESPECT THEM.

### DATE AND SIGNATURE:

The purchase of a graphic design service does not exempt you from providing the files (photos and texts necessary for the design of the ad) as well as a description of the desired result. In the absence of these elements before the deadline mentioned, no graphic creation will be realized.

	ORDER	PRICE(€) EXCL. VAT	GRAPHIC SERVICE EXTRA* P.13	PRICE (€) EXCL. VAT
<b>PRINTED DOCUMENTS</b> <i>Limited quantities!</i>	■ CATALOG 1 page	<b>1 400</b>		<b>100</b>
	■ CATALOG ½ page	<b>700</b>		<b>80</b>
	■ CATALOG ⅓ page	<b>460</b>		<b>80</b>
	■ MAP ½ page	<b>1500</b>		<b>100</b>
<b>ON SITE</b>	■ 1 TARP (1 full fence)	<b>600</b>		<b>150</b>
	■ ½ TARP	<b>300</b>		<b>100</b>
	■ ¼ TARP (vertical)	<b>200</b>		<b>100</b>
	■ 1 ROLL UP**	<b>150</b>		<b>80</b>
	I wish the tarp to be placed:      Mineral area      Gem area			
**Roll up to be picked up at the logistics (Mineral Area) or at the exhibitors office (Gem Area). Can only be placed on your booth/table.				
<b>WEB</b>	■ 1 advertisement insert on the tickets page	<b>600</b>		<b>80</b>
	■ 1 advertisement insert on the FAQ page	<b>400</b>		<b>80</b>
	■ 1 advertisement insert on the activities page	<b>200</b>		<b>80</b>
<b>INTERACTIVE MAP</b>	■ Description text on the exhibitor info box	<b>100</b>		
<b>NEWSLETTER</b>	■ 1 insert in one newsletter (visual only)	<b>150</b>		<b>80</b>
<b>SOCIAL MEDIA</b>	■ 1 post (Facebook + Instagram)	<b>500</b>		<b>150</b>
	■ 2 stories	<b>500</b>		<b>150</b>
<b>PREMIUM PACK</b>	Meeting with (name, surname) for the video shoot: Phone:	<b>4000</b>		<b>400</b>
<b>LECTURE PACK</b>		<b>800</b>		<b>100</b>
<b>PARTY PACK</b>		<b>1000</b>		<b>200</b>
<b>PARTY PACK (ONE SPONSOR ONLY)</b>		<b>2000</b>		<b>200</b>
<b>Total excluding VAT</b>				
<b>VAT (20%) compulsory</b> unless you have a valid intra-community VAT number (for France the VAT also applies)				
<b>Total including VAT</b>				

# TERMS OF SALE

## Advertising inserts in Mineral & Gem medium

These general conditions of sale are practicable to each advertisement booking order received by our Advertising Control Service under the management of the SPL EVA.

### 1- ADVERTISEMENT ORDER

Each advertisement space booking order should be realized by the advertiser or his authorized representative either by post or by e-mail using the reservation form. Each reservation must be accompanied by the complete payment addressed to Mineral & Gem corresponding to the desired advertisement. Only booking orders signed by the advertiser or his authorized representative will be considered. This booking order will need to be sent (by e-mail or post) by our Account Department of the corresponding invoice. Without a counter-order made by writing or by e-mail, from the advertiser or his authorized representative, received within 8 days, the booking will be final. The technical file of the advertisement should be sent to our Marketing Service before the deadline date of the file's validation. The management reserves the right to refuse any publication even paid, thanks to the repayment of sums. The authorized representatives acting in the name and on behalf of advertisers must justify their capacity by handing over a certificate of agreement, according to the terms of the act of 29/01/93. They commit to inform our Marketing Service of the agreement contract specifications likely to have an effect on the execution of the service (duration and extent of the authorization...).

### 2 - MODALITIES, DEADLINES, TECHNICAL CONDITIONS

The advertisements to publish must be provided to our Marketing Service by e-mail in the format previously agreed upon. No other medium could be acted without preliminary agreement of our Marketing Service. Each advertisement would be provided in resolution, in colour and with a dimension corresponding to the booking order. In the case of noncompliance with the technical characteristics mentioned below, our Marketing Service reserves the right to insert only a part of the advertisement or does not insert anything. In this case, our Marketing Service will inform the advertiser or his authorized representative in order to take the appropriate arrangements either by sending back the properly upgraded advertisement file or by asking our DTP Service to create a new advertisement or to upgrade the file.

### 3- CANCELLATION OR ORDER MODIFICATION

Any modification or order cancellation, even partial, should be formulated by registered mail with a notice of receipt, latest 10 days prior to the deadline for validation of your files specified in this folder. If for whatever reason, the advertiser and / or his authorized representative decides to cancel or modify the advertisement, even partially although it has already been processed by our Marketing Service, Mineral & Gem will be entitled to charge the full amount of the initially planned order and the additional costs resulting from eventual modifications. In all cases, the client and / or his authorized representative will be liable for the amount (all taxes included) of costs incurred by our Marketing Service for the realisation of the service at the cancellation date. The deposits paid will be final.

### 4- BILLING

Invoices will be sent to the advertiser in the days following the receipt of the booking order and, where necessary, a copy will be sent to his authorized representative. Advance payments do not produce a discount. The refusal or default of payments at the required date means all invoices are immediately payable. In the case of incidents or delays of payments, the director of Mineral & Gem reserves the right to terminate or suspend all current orders which the advertiser would be exclusively responsible for.

### 5- CHOICE OF NOTIFICATION ADDRESS

The notification address is made on invoices headed to the address of Mineral & Gem - SPL EVA.

### 6- COMPETENT JURISDICTION

Each litigation born of the present contract will be handled by the commercial court of Colmar.