

# MINERAL & GEM



60<sup>TH</sup> ANNIVERSARY

# 25-29 JUNE 2025

PROFESSIONAL 25-27  
DAYS JUNE



SAINTE-MARIE  
AUX-MINES  
ALSACE | FRANCE



# MEDIA KIT

TAILOR-MADE ADVERTISING | REACH OUR 40 000 INTERNATIONAL VISITORS

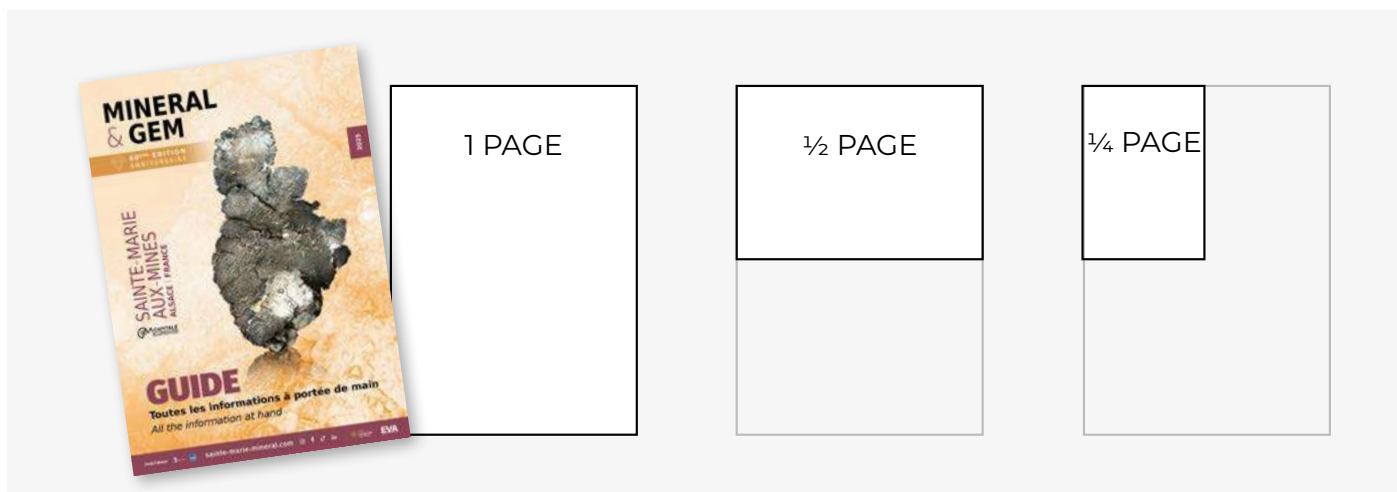
## VISIBILITY FOR YOUR BRAND!

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

ORDER BEFORE APRIL, 15 2025

# PRINTED DOCUMENTS

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



## THE A5 CATALOG

## NEW FORMAT

### PREMIUM PACK

#### ■ 1 HIGH VISIBILITY PAGE

(2<sup>nd</sup> cover, 3<sup>rd</sup> cover, 4<sup>th</sup> cover or 1 page identified by the organization)

■ 1 A5 PAGE 148 x 210 mm	1 200 €
■ 1/2 PAGE 148 x 105 mm	600 €
■ 1/4 PAGE 74 x 105 mm	400 €

Advertising inserts sold separately from packages will be allocated placement based on the available space during the catalog design process.



## THE MAP

An essential tool to locate exhibitors and browse the list

#### ■ 1 PAGE 105 x 210 mm

### PREMIUM PACK



■ 1/2 PAGE 105 x 105 mm / subject to availability, allocated on a first-come, first-served basis upon receipt of the order form and payment confirmation.

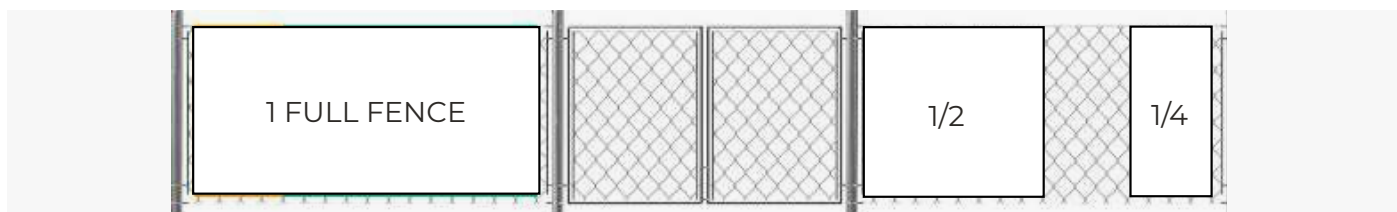
1 600 €

#### ■ BOOTH AND COMPANY NAME ARE HIGHLIGHTED IN THE EXHIBITORS 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.12](#)

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



## HERAS FENCE

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

■ <b>1 TARP</b> (1 full fence) 315 x 155 cm	<b>600 €</b>
■ <b>½ TARP</b> 157 x 155 cm	<b>300 €</b>
■ <b>¼ TARP</b> 78 x 155 cm	<b>200 €</b>



## THÉÂTRE

**NEW!**

■ <b>1 TARP ON THE SIDE OF THE THEATER</b> 4 x 3 m - limited to 1 sponsor	<b>1 500 €</b>
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## VAUBAN FENCE

■ <b>1 TARP</b> 190 x 80 cm Positioned on Rue de la Résistance, alongside Parc Jules Simon	<b>500 €</b>
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## CONCRETE BLOCK AD

■ <b>1 ADVERTISING PANEL ON CONCRETE BLOCK</b> 140 x 40 cm	<b>PREMIUM PACK</b>
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## ADVERTISING ROLL UP

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.

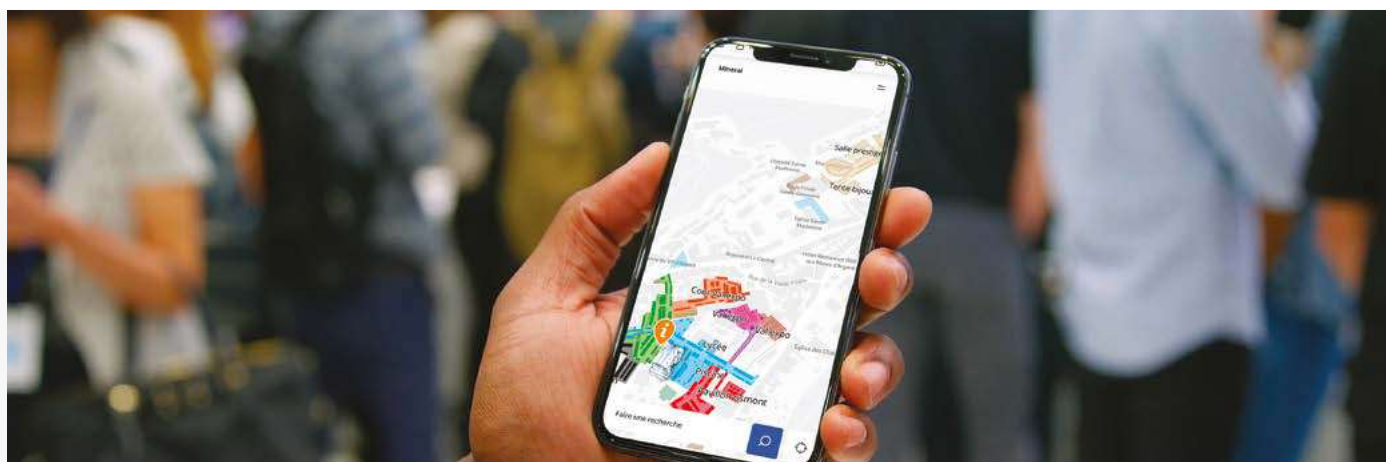
■ <b>1 ADVERTISING ROLL UP</b> 85 x 200 mm Bottom quiet area: 20 cm	<b>150 €</b>
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## WEB

The website [sainte-marie-mineral.com](http://sainte-marie-mineral.com) has over 100 000 visitors!  
It's the n°1 information source for all visitors before the event

■ ADVERTISING INSERTS on <b>professional ticketing platform</b>	<b>PREMIUM PACK</b>
■ ADVERTISING INSERTS on <b>general public ticket platform</b>	600 €
■ ADVERTISING INSERTS on <b>FAQ page</b>	400 €
■ ADVERTISING INSERTS on the <b>activities page</b>	200 €
■ 1 BANNER on the <b>home page</b> (random display order)	<b>PREMIUM PACK</b>
■ LOGO in the event's partners slider	<b>PREMIUM PACK</b>
■ HIGHLIGHT in the <b>exhibitors' list</b>	<b>PREMIUM PACK</b>



## INTERACTIVE MAP

It allows visitors to geolocate themselves, to search exhibitors by typing name or booth number and to see sponsor booths at a glance (highlighted booth)

■ LOGO + DESCRIPTION TEXT ON THE EXHIBITOR'S PROFILE highlighted on the map	<b>PREMIUM PACK</b>
■ LOGO ON THE EXHIBITOR'S PROFILE	100 €

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.12](#)



## NEWSLETTER

Engage both professional visitors and the general public through our newsletter, reaching over 28,000 contacts with an impressive 40% open rate.

### ■ LOGO IN THE FOOTER

**PREMIUM PACK**

### ■ ADVERTISING INSERT WITHIN THE NEWSLETTER

(redirect to the link of your choice)

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

**150 €**

## SOCIAL MEDIA

In 2025, all brands thrive and grow their communities through effective digital strategies. The Mineral & Gem community boasts over 27,000 members actively engaging with each post\*—and it continues to expand!



**16K**



**11,2K**



**13K  
views**

**\*50% of followers are reached with each post / story**

### ■ 1 POST WITH PHOTOS\* of the booth team and products (up to 10 photos)

This post will be published on Facebook and Instagram at a time set by the communications team.

**500 €**

**PACK PREMIUM**

### ■ 1 «WE THANK OUR SPONSORS» POST

**PREMIUM PACK**

### ■ 2 STORIES PACK

The 1<sup>st</sup> story will be published before the event and will 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.

**500 €**

\*The photos will be taken during the event by the official photographer, who will visit your booth.

# ITEMS



## LANYARD

### ■ EXCLUSIVE SPONSOR

Only your logo will appear on the event lanyard.  
You will hold exclusive rights to this product.

**3 200 €**

### ■ CO-SPONSOR

Two logos will be featured on the lanyard.  
You will share the lanyard with another sponsor.

**1 600 €**



## REUSABLE CUP

### ■ 5 000 CUPS WITH YOUR BRANDING

You will hold the exclusive rights to this product.

**2 400 €**

### ■ 2 500 CUPS WITH YOUR BRANDING

Two series will be produced, with visibility shared with another sponsor.

**1 400 €**

Please note that cups from previous years will also be in circulation at the event, as we only reprint **5 000 units each year**.

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.12](#)

Our mission is to provide you with prime locations at competitive rates, ensuring maximum impact and visibility among our visitors.

The **PREMIUM PACK** is designed to meet the highest expectations of our partners, delivering comprehensive visibility across a wide range of media.

**Offer reserved for 4 partners**, in first-come, first-served basis. The reception date of the order email is taken as proof.

PRINT	CATALOG	■ 1 page	
	MAP	■ 1 page	
		■ Your booth is highlighted in the exhibitors list and on the map	
	ON SITE	■ 1 advertising insert on concrete blocks	
		■ 1 Heras fence tarp at one of the entrances	
■ 1 Heras fence tarp thanking the sponsors, displayed in both the Gem zone and the Mineral zone			
■ Logo on a tarp thanking the sponsors, displayed on the facade of the Theater			
DIGITAL	WEB	■ 1 advertising insert on the professional ticketing platform	
		■ Highlight in the exhibitors list	
		■ 1 banner on the website's homepage (random display order)	
		■ Your logo on the partners' slider	
	NEWSLETTER	■ Logo in the footer	
	MAP	■ Your booth is highlighted	
		■ Logo in the exhibitor's info box	
		■ Description text in the exhibitor's info box	
	SOCIAL MEDIA	■ 1 photo post (up to 10 photos) featuring the booth team and products	
		■ 1 post "we thank our partners"	
	VISITOR TICKETS		■ 1 banner on all tickets sold online
	INVITATIONS		■ 30 5-day pass
■ 16 free tickets for the exhibitors' party (Thursday, June 26)			
EXHIBITORS' PARTY		■ 2 tables (16 people) reserved under your name	
		■ 4 parking spots reserved on the VIP's parking	

Please provide before APRIL, 15:	SIZE (WIDTH X HEIGHT)	FILE FORMAT
■ 1 VECTOR LOGO (several uses)	VECTOR	AI, SVG, EPS
■ 1 page CATALOG	148 x 210 mm + 5mm bleed area	PDF, CMJN 300 DPI
■ 1 page MAP	105 x 210 mm + 5mm bleed area	
■ 1 SIGN on concrete block	140 x 40 cm + 5mm bleed area	
■ 1 HERAS FENCE TARP	315 x 155 cm + 5 mm bleed area	
■ 1 BANNER on all tickets sold on the online platform	375 x 525 mm	
■ 1 WEB AD on the professional tickets page	600 x 200 px	JPG, PNG, 96 DPI MIN
■ 1 WEB AD on the homepage	1793 x 417 px	
■ TEXT on the exhibitor's info box	85 characters	TEXT IN FR & EN

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.12](#)

Not to be missed!



**STADE**  
SAINTE-MARIE-AUX-MINES

A standout event within the main event, this exclusive gathering offers exhibitors a unique opportunity to connect socially while also discussing business in a warm and festive atmosphere.

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



60<sup>TH</sup> ANNIVERSARY

**WANT TO BE THE ONLY ADVERTISER  
FOR MINERAL & GEM'S 60<sup>TH</sup> ANNIVERSARY?**

**IT'S POSSIBLE!  
PURCHASE THE WHOLE PACKAGE FOR  
3 000 €**

DIGITAL	■ Your logo on the scene's screen
	■ Your logo on the tickets bought online
PRINT	■ Tarps featuring your logo and the party's visual design
	■ Logo on the photo paper of the photobooth
ITEMS	■ 50 ml reusable plastic cup
PARTY	■ Access to VIP-only refreshment area with table service
	■ Free access to the party for 16 people, menu and drinks included
	■ 5 tables (40 people) booked under your name
	■ 4 parking spots booked for VIPs



**Please provide before APRIL, 15:**

	SIZE (WIDTH X HEIGHT)	FILE FORMAT
■ 1 VECTOR LOGO (several uses)	VECTOR	AI, SVG, EPS
■ 1 REUSABLE PLASTIC CUP DESIGN	CONSULT US	

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.12](#)

# À LA CARTE

PRINT	CATALOG	■ 1 page	1 200 €
		■ 1/2 page	600 €
		■ 1/4 page	400 €
	MAP	■ 1/2 page (limited to 6)	1 600 €
	ON SITE	■ 1 Heras fence tarp	600 €
		■ 1/2 Heras fence tarp	300 €
		■ 1/4 Heras fence tarp	200 €
		■ 1 Vauban fence tarp	500 €
		■ Advertising roll-up to be placed at your booth, available for pick-up at logistics	150 €
		■ Tarp on the right side of the Theater (limited to 1 sponsor)	1 500 €
DIGITAL	WEB	■ 1 advertising insert on the general public ticketing platform	600 €
		■ 1 advertising insert on the FAQ page	400 €
		■ 1 advertising insert with random display order on the activities page	200 €
	NEWSLETTER	■ Insertion of an advertising banner in a newsletter	150 €
	MAP	■ Logo on the exhibitor's profile	100 €
	SOCIAL MEDIA	■ 1 photo post (up to 10 photos) showcasing the booth team and products	500 €
		■ Pack of 2 stories (1 before and 1 during the event)	500 €
ITEMS	LANYARD (7 500 units)	■ Only your logo will appear on the event lanyard. You will hold the exclusive rights to this product.	3 200 €
		■ Two logos will appear on the lanyard. You will share the lanyard with another sponsor.	1 600 €
	REUSABLE CUP	■ 5 000 cups with your branding	2 400 €
		■ 1 series of 2 500 cups with your branding, 2 series in total.	1 400 €

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.12](#)

# FILES TO PROVIDE

Communication means visuals and texts: Please refer to the table below to understand the file specifications required for us to integrate them into our supports.

**DEADLINE TO SEND THE FILES: APRIL, 15**

			SIZE (WIDTH X HEIGHT)	FILE FORMAT
PRINT	CATALOG	■ 1 page	148 x 210 mm + 5MM BLEED AREA	PDF, CMJN 300 DPI
		■ ½ page	148 x 105 mm	
		■ ¼ page	74 x 105 mm	
	MAP	■ ½ page	105 x 105 mm	
	ON SITE	■ 1 tarp (1 full Heras fence)	315 x 155 cm + 5MM BLEED AREA	
		■ ½ Heras fence tarp	157 x 155 cm + 5MM BLEED AREA	
		■ ¼ Heras fence tarp	78 x 155 cm + 5MM BLEED AREA	
		■ 1 tarp at the Théâtre	4 x 3 m + 5MM BLEED AREA	
		■ 1 Vauban fence tarp	190 x 80 cm + 5MM BLEED AREA	
		■ 1 advertising roll up	85 x 200 cm + 5MM BLEED AREA BOTTOM QUIET AREA 20 CM	
DIGITAL	WEB	■ 1 advertising insert on FAQ	438 x 333 px	JPG 96 DPI MIN FOND BLANC OBLIGATOIRE
		■ 1 advertising insert on the general public ticket page	600 x 200 px	
		■ 1 advertising insert on the activities page	1400 x 326 px	
	NEWSLETTER	■ 1 advertising insert	900 x 300 px	JPG, PNG, 96 DPI MIN
	INTERACTIVE MAP	■ Logo on exhibitor's profile	vector	AI, SVG, EPS
	SOCIAL MEDIA	■ 1 post (Facebook + Instagram)	photos fournies par le photographe officiel	JPG, PNG, 96 DPI MIN
		■ Pack of 2 stories	1080 x 1920 px	

## OUR GRAPHIC TEAM WORKS FOR YOU!

Efficient and professional graphic design services at your disposal. Interested in our offers but unable to provide a suitable graphic file? We've got you covered!

! Purchasing a graphic design service (see prices on [p.12](#)) does not exempt you from providing the necessary files (photos and texts required for the ad design) along with a clear description of the desired outcome. If you are unable to provide these files and choose not to purchase the graphic design service, the ad inserts you have purchased will remain unused. In such cases, you will still be charged, and refunds will not be issued, except under exceptional circumstances (e.g., visa refusal).



# ORDER FORM

## BILLING INFORMATION (MUST BE FILLED OUT)

COMPANY  
NAME: .....

CLIENT  
NUMBER: .....

COMPLETE  
ADDRESS: .....

COUNTRY: .....

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

## 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 commit to providing the files by email to [marketing@sainte-marie-mineral.com](mailto:marketing@sainte-marie-mineral.com)  
**before the deadline of April 15, 2025.**

I, THE .....

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

**DATE AND SIGNATURE:**

# ORDER FORM

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.

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	PRICE (€) EXCL. VAT
PRINT	PRINTED DOCUMENTS	■ Catalog 1 page			1 200		100
		■ Catalog ½ page			600		80
	Limited quantities	■ Catalog ⅓ page			400		80
		■ Map ¼ page			1 600		100
	ON SITE	■ 1 tarp (1 full Heras fence)			600		150
		■ ½ tarp (Heras fence)			300		100
		■ ¼ tarp (Heras fence - vertical format)			200		100
		■ 1 tarp (théâtre)			1 500		150
		■ 1 tarp (Vauban fence)			500		100
		■ 1 advertising roll up			150		80
		I wish the tarp to be placed at:		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.							
DIGITAL	WEB	■ 1 advertising insert on the tickets page			600		80
		■ 1 advertising insert on the FAQ page			400		80
		■ 1 advertising insert on the activities page			200		80
	MAP INTERACTIF	■ Description text on the exhibitor's info box			100		
	NEWSLETTER	■ 1 advertising insert in a newsletter (visual only)			150		80
	SOCIAL MEDIA	■ 1 post (Facebook + Instagram)			500		150
		■ 2 stories			500		150
ITEMS	LANYARD	■ Exclusive sponsor			3 200		
		■ Co-sponsor			1 600		
	REUSABLE CUP	■ 5 000 ex.			2 400		
		■ 2 500 ex.			1 400		
					4 000		400
PREMIUM PACK		Date of availability for the photographer's visit:		Phone: :			
PARTY PACK					1 500		200
PARTY PACK (ONE SPONSOR ONLY)					3 000		200

**Total excluding VAT**

**VAT (20%) compulsory**

unless you have a valid intra-community VAT number  
(for France the VAT also applies)

**Total including VAT**

# TERMS OF SALE

## Advertising inserts in MINERAL & GEM medium

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

### 1- ADVERTISING ORDER

Each Advertising 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 Advertising. 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 Advertising 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 Advertisings 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 Advertising 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 Advertising 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 Advertising file or by asking our DTP Service to create a new Advertising 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 Advertising, 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. PERSONAL DATA

The data collected as part of the orders is processed in compliance with the General Data Protection Regulation (GDPR). It is used exclusively for order management and customer relations. The advertiser has the right to access, rectify, and delete their personal data, which they can exercise by email at [communication@spl-eva.com](mailto:communication@spl-eva.com).

### 6- CHOICE OF NOTIFICATION ADDRESS

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

### 7- COMPETENT JURISDICTION

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

### 8- CONSUMER DISPUTE MEDIATION

In accordance with the provisions of the Consumer Code regarding the mediation process for consumer disputes, the customer has the right to access, free of charge, the mediation service offered by SPL EVA. The designated mediator for "consumer law" is the SOCIETE MEDIATION PROFESSIONNELLE. This mediation service can be contacted electronically at <https://www.mediateur-consommation-smp.fr/> or by mail at the following address: Médiation Service – 24, rue Albert de Mun – 33000 Bordeaux.