



*premier sponsor*



*sponsors*



*partners*



# 4th Annual Investing in African Mining Seminar - London, UK

## **Participation Opportunity**

Monday November 29, 2010  
Andaz Hotel, London, UK

## Introduction

MineAfrica's 4th Annual Investing in African Mining Seminar in London, UK is the premier platform for reaching a senior level audience of international mining and financial executives with an interest in mining in Africa. The full day seminar takes place at the Andaz Hotel in central London on November 29 - the day before the start of Mines and Money. Our first three seminars in London featured an average of 14 presenters and 135 participants. More information on the seminar including detailed audience composition, previous programs and photo galleries from past seminars can be found at our website at [www.mineafrica.com](http://www.mineafrica.com).

## Who Should Present

- public and private mining companies with projects in Africa
- service providers and advisors such as banks, law firms, engineering firms and consultants with expertise in Africa
- African governments seeking foreign mining investment

## Why Present (for a complete list of benefits see the chart on page 3)

1. The opportunity to promote your company or country to a targeted, senior level audience of financial and mining executives and government representatives with an interest in Africa.
2. Make high-level contacts, build personal relationships and gain new clients through networking opportunities.
3. Extensive, ongoing exposure for your organization in our comprehensive marketing program.
4. Four complimentary seminar registrations for your colleagues or clients.
5. Distribution of corporate brochures at information tables at the seminar.
6. At C\$4,500 participation is cost-effective - you get exposure and your message to key mining and financing executives at a fraction of the cost and effort that would be required on your own.
7. Proven track record by MineAfrica in organizing high quality results-focussed seminars.

## Why Sponsor (for a complete list of benefits see the chart on page 3)

1. Complimentary speaking opportunity (except for non-presenting sponsorship).
2. Full contact details of all seminar participants (subject to Canadian Privacy Laws).
3. Opportunity for a corporate pop up display unit in the seminar room or coffee break area.
4. Opportunity to display one piece of corporate literature at each individual participant place setting (in addition to the general information tables).
5. Sponsor recognition (logo and/or company name) on all seminar specific marketing materials and emails.
6. Enhanced logo and sponsor recognition on high resolution projection during seminar.
7. Verbal mention at the seminar as a sponsor.

## Participation Benefits

The chart below outlines the benefits of the 3 ways in which you can participate; as a presenter (column P), as a sponsor only (column S), and as a Presenting Sponsor (column PS).

Benefit	P	S	PS
High-level networking and relationship building opportunities with a targeted and senior-level audience of mining and financial executives active, or interested, in business in Africa and beyond, service providers and senior government officials.	yes	yes	yes
Presentation opportunity.	yes	no	yes
Complimentary registrations (including presenter) for colleagues and VIP clients.	4	4	6
Email Advertising – logo and Sponsor recognition on all emails related to the seminar to our database of 5,500 senior level contacts.	no	yes	yes
Website Advertising – logo and Sponsor recognition on our website which averages 3,000 unique visitors per month.	no	yes	yes
Seminar Materials – logo and/or Sponsor recognition on seminar materials including registration form, brochure and seminar program.	yes	yes	yes
At-event presence – high resolution logo projection, logo on seminar signage.	yes	yes	yes
Enhanced at-event presence with Sponsor recognition on high resolution logo projection, signage and verbal recognition.	no	yes	yes
Standalone corporate popup display at the seminar.	no	yes	yes
Corporate brochure at each individual seminar participant place setting (in addition to the general information tables).	no	yes	yes
Full contact details of all seminar participants (subject to Canadian privacy laws).	no	yes	yes
Media mention and interviews wherever possible.	yes	yes	yes

## Testimonials From Past Participants

*"The quality of the presentations has been excellent - interesting, relevant and topical...I enjoyed the case studies."*  
Donald Douglas, Chief Executive Officer, Cambridge Risk, London, UK

*"Good presentations and an impressive audience - a full house."*  
Lawrence Williams, Chief Executive Officer, Mineweb, London, UK

*A well-organised and well-structured seminar with a good mix of speakers and quality presentations."*  
Don Newport, Director of Mining and Metals, Standard Bank, London, UK

# Investing in African Mining: London, UK Participation Form

Complete and return this page by email to [bruce@mineafrica.com](mailto:bruce@mineafrica.com) or fax to 416-588-7504

Description	Investment	Please check one
Presenter	\$4,500 <i>plus applicable taxes</i>	
Sponsor	\$4,000 <i>plus applicable taxes</i>	
Presenting Sponsor	\$7,500 <i>plus applicable taxes</i>	

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

Signature \_\_\_\_\_

## For More Information

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Detailed information on all our programs including seminar programs, seminar audience breakdowns, benefits of presenting and photo galleries from past events are available for download at [www.mineafrica.com](http://www.mineafrica.com).