



**Almaty-Calgary-Montréal-Moscow-Ottawa  
Tashkent-Toronto-Vancouver-Winnipeg**

**CERBA** Canada Eurasia Russia  
Business Association

Association d'affaires Canada Russie Eurasie  
Канадская деловая ассоциация в России и Евразии

## **CERBA EURASIA MINING CONFERENCE 2020**

### **PARTNERSHIP OPPORTUNITIES WITH MEDIA AND ASSOCIATIONS**

CERBA Eurasia Mining Conference 2020 organisers are calling on Media and Associations to submit info partnership and cooperation proposals.

The benefits and options offered to the info partners are explained below.

For further information about becoming a partner please contact Ms. Vera Dedyulya, Acting Regional Director of CERBA, Tel: +1 (647) 822-8149, Email: [vera@cerbanet.org](mailto:vera@cerbanet.org)

### **ABOUT THE CONFERENCE**

---

**The 20<sup>th</sup> Mining Conference “CERBA EURASIA MINING CONFERENCE 2020” will be held in Toronto, Canada on 3 March 2020**

CERBA Eurasia Mining Conference 2020 is the largest annual Canada-Eurasia industry event with the prime focus on mining industry. The Conference provides an in-depth coverage of the evolving mining trends and developments in Eurasia and plays an important global medium role offering a professional platform on mining education and hosting open-minded exchanges between experts and decision makers from business, purchasing, government, consulting, academic and non-profit backgrounds on the current opportunities and challenges of mining in Eurasia.

### **EVENT PROFILE**

---

**Title:** CERBA EURASIA MINING CONFERENCE 2019. The 20<sup>th</sup> Mining Conference

**Main theme:** Mining industry – new international cooperation and investment opportunities.

**Type:** International conference. Exhibition. GR meetings. Mining Investor Exchange.

**Dates:** 3 March 2020, 13.30 – 18.30

**Venue:** Metro Toronto Convention Centre, 255 Front Street West, Toronto, Canada

**Website:** [www.cerbamining.com](http://www.cerbamining.com)

**Represented countries:** Kazakhstan, Russia, Uzbekistan, Mongolia, Belarus, Ukraine and Canada.

**Forum delegates:** Over 150

**Delegate seniority:** Over 80% of the Forum delegates are CEOs, MDs and Board Members



**Almaty-Calgary-Montréal-Moscow-Ottawa  
Tashkent-Toronto-Vancouver-Winnipeg**

**CERBA** Canada Eurasia Russia  
Business Association

Association d'affaires Canada Russie Eurasie  
Канадская деловая ассоциация в России и Евразии

**Forum key audiences:** *International and National Mining companies; Senior Government officials (Minister and Vice Minister level); Senior directors of the State Regulatory committees and State-owned Geological companies; Mining Consultants and Engineers; EPC companies; Financial companies and Banks; Equity Funds and Institutional Investors; Mining software and equipment producers and distributors; Law Firms; Accounting Firms; Commodity Traders; NGOs and Trade associations ; Mining design bureaus and research institutes.*

### **MEDIA PARTNERSHIP BENEFITS**

- Opportunities for interviewing Conference's participants and conducting research
- Promoting partner events via conference's website and special offer invitations to the delegates
- Opportunity for distribution of the partner's printed materials at CERBA Eurasia Mining Conference
- 2 complimentary admissions to members of staff representing the media partner at the Conference
- Partner discount for additional member(s) of staff representing partner at the Conference
- Partner's logo in the Conference's brochure
- Partner's logo with hyperlink to partner's own site on the CERBA Eurasia Mining Conference web page and in email promotions
- Complimentary access to the Conference's materials (including presentations and photographs)
- Mention of the Partner at the opening remarks of the conference
- Mention of the Partner at the closing reception, where each participant can network with all the sponsors and supporters

### **PARTNERS WILL BE EXPECTED TO**

- Bring minimum of 5 paid registrants delivered through the efforts of the next media channels. A special registration code would be assigned to each partner
- Place CERBA event advertisement in the printed media prior to the conference
- Place Conference's promotional web banner on partner's website
- Enter Conference's details in the partner's events calendar
- Send an electronic CERBA Eurasia Mining Conference announcement to the subscribers prior to the conference
- Publish Conference report or editorial in the partner's printed or on-line media

### **Comments:**

1. All travel, visa and accommodation expenses shall be borne by the partner
2. Logos and advertisements must be provided by partner in vector curves in EPS/Illustrator/Corel formats plus a good resolution JPG file; all fonts must be converted into curves.
3. Link to partner's website must be provided by partner.