

7 – 11 September
Expo Centre, Nasrec, Johannesburg
9am – 5pm daily

A World of
Opportunity

Where business communities
connect, transact, and grow

SPONSORSHIP OPPORTUNITIES



Position your brand at the heart of Southern Africa's premier event for the mining, electrical, automation, manufacturing, power, and transport sectors—Electra Mining Africa 2026.

This is more than just an exhibition; it's a powerful platform for meaningful connections, impactful transactions, and sustained growth. Over five dynamic days, you'll be visible to thousands of industry decision-makers, magnifying your brand's influence like never before. With our exclusive sponsorship opportunities and branded engagement areas, Electra Mining Africa offers an unparalleled opportunity to amplify your brand's reach and leave a lasting impression. Don't miss your chance to be part of this game-changing event.

Electra Mining Africa 2024 was the biggest show EVER in its 52 year history!

39,885  Visitors **40,000m²**  Net Space **58**  Countries represented

433  Media attendees **63**  Speakers **950+** Exhibitors

YOUR 6-IN-1 TRADE EXPO

	ELECTRA MINING AFRICA
	AUTOMATION EXPO
	ELENEX AFRICA
	POWERex
	TRANSPORT EXPO
	LOCAL SOUTHERN AFRICAN MANUFACTURING EXPO

www.electramining.co.za

Branding Opportunities

With nearly 40,000 purchasing decision-makers and influencers at Electra Mining Africa 2024 and an even bigger show expected in 2026, now is your chance to showcase your brand front and centre. Customisable packages offer the perfect way to connect with industry leaders and expand your reach—don't miss this opportunity to make a lasting impact!

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*All prices are excluding VAT.





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**All artwork subject to approval by Electa Mining Africa and details subject to change

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Registration Areas

Become the exclusive Registration Sponsor at Electra Mining Africa and position your brand prominently as visitors collect their badges at the busy registration areas. Your brand will stand out boldly at all 3 registration Gates, setting the tone for their entire event experience. This sponsorship puts your brand in the spotlight from the very start, creating a lasting impression and maximising visibility. Seize this opportunity to lead the Electra Mining Africa experience and drive brand impact from the first hello! Co-Branded with Electra Mining Africa.

Sponsorship includes:

- Positioning and branding as exclusive Registration Sponsor*

Sponsorship cost
R1 385 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa

! To increase visibility, consider sponsoring the lanyards and visitor bags as well!





Diamond Select Visitor Sponsorship

Elevate your brand as an industry leader through our prestigious Diamond Select Visitor sponsorship. This experience offers Diamond Select Visitors premium benefits, including secure parking at the FNB Stadium away from busy traffic areas, convenient golf cart transfers, and access to a comfortable, air-conditioned lounge equipped with complimentary refreshments, Wi-Fi, workstations, charging stations, and personal lockers. A place to relax away from the show floor. Put your brand in full view of these high level paying visitors and host your key buyers as a part of the program.

Sponsorship includes:*

- Logo inclusion on Diamond Select Visitor directional parking signage
- Naming rights of the Diamond Select Visitor Sponsorship
- Inclusion in all promotions of the Diamond Select Visitor lounge
- Co-ownership of the Diamond Select lounge marquee with 60% branding in the area
- Designs to be finalised and agreed upon closer to show
- Ability to give branded giveaways to Diamond Select visitors
- 10 Diamond Select tickets per day

Sponsorship cost
R1 135 000.00

Sponsor supplies the artwork to specified requirements

*Artwork subject to approval by Electra Mining Africa



To increase visibility, consider sponsoring the Hosted Buyer Programme as well!



Bottled Water & Water Refill Stations

The Water Refill Stations and Bottled Water Sponsorship gives your brand prime visibility across the five-day exhibition. Branded bottled waters are provided to all visitors on arrival and can be refilled at branded water refill stations throughout the venue, ensuring repeated brand exposure as visitors hydrate during the event.

Water Refill Stations:

- 3 Branded Water Refill Stations located at various points across the event (final design to be signed off by the sponsor)*
- Refill water containers regularly replenished throughout the event

Bottled Water:

- Screen printed branding on bottled water (final design to be signed off by the sponsor)*
- One bottled water given to each visitor on arrival at Visitor Registration
- Bottled water provided and regularly replenished in the Media Lounge, Diamond Select Visitor Lounge, Premier Lounge, Visitor Business Centre, and Seminar Theatre (for speakers)

Sponsorship cost
R1 045 000.00

Sponsor supplies the artwork to specified requirements OR select the option to produce and supply your own bottled water and graphics
*Artwork subject to approval by Electra Mining Africa

! To increase visibility, consider sponsoring the Branded Peak Caps and Branded Recycling Bins as well!





Visitor Bag Sponsorship

Gain exceptional brand visibility by exclusively sponsoring the visitor bags. This sponsorship is a unique way to solidify your brand's presence throughout the event, offering a valuable opportunity to boost brand recall. As attendees move around the exhibition, your branded bag is seen by thousands of visitors, hundreds of exhibitors, and all onsite service providers. This constant exposure fosters brand familiarity and strengthens recognition among a broad audience.

Sponsorship includes:

- Exclusive branding rights of the visitor bags*
- Graphic display panel placed on the "take a bag boxes" (at all 3 visitor registration points)
- Distribution of the bags at all visitor registration points.

Sponsorship cost
R500 000.00

Sponsor to produce & supply 50 000 visitor bags.
Sponsor supplies "bag box" artwork to specified requirements.
*Artwork subject to approval by Electra Mining Africa





Lanyards

Capture the attention of every Electra Mining Africa visitor with your brand featured on name badge lanyards. With this sponsorship, your logo will be prominently displayed around the necks of over 70,000 participants—including visitors, exhibitors, hosted buyers, speakers, and media – offering unparalleled visibility throughout the entire event.

Sponsorship includes:

- Branded lanyard given to all participants

Sponsorship cost
R500 000.00

Sponsor to produce and supply 70 000 lanyards.

*Artwork subject to approval by Electra Mining Africa





Seminar Theatre

Sponsoring the Electra Mining Africa Seminar Theatre will establish your company as a frontrunner in innovation and industry expertise. The Seminar Theatre hosts over 40 complimentary sessions during the five-day event. This sponsorship offers an exclusive opportunity for brand elevation and visibility, enabling your company to reach a community of professionals and decision-makers.

Sponsorship includes:

- Naming rights: 'Your Company' Seminar Theatre
- You will benefit from pre-show coverage, with mentions in press releases and promotional emails leading up to the event. Your sponsorship will also be highlighted on printed and digital visitor tickets, in the visitor catalogue, on the website seminar programme, and other promotional channels!
- Plus, high-visibility branding on Seminar Theatre side panels; your logo displayed on the plasma screen during intervals between speakers; and Seminar Theatre directional signage branding.

Sponsorship cost
R295 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa





Signature Restaurant

Amid the variety of catering options at the event, the Signature Restaurant truly stands out. Offering an upscale menu, it's the ideal spot for visitors to take a break from the exhibition hustle and enjoy premium breakfast and lunch options in a relaxed setting. As the sponsor of the Signature Restaurant, your brand will be prominently displayed on show floor plans and highlighted on our WhatsApp Concierge Service channel, making this a great opportunity to showcase your brand as visitors unwind and refresh.

Sponsorship includes:

- Naming rights of the Signature Restaurant
- Logo on the Menu boards
- Logo on the banner above the restaurant entrance
- Logo and restaurant info on the WhatsApp Concierge Service channel
- Branding opportunities in the restaurant if required.

Sponsorship cost
R155 000.00

Sponsor supplies the artwork to specified requirements.
Additional branding to be supplied by sponsor.





Hall Entrance Branding

Display your core message and branding to all attendees through impactful graphic walls strategically positioned at the main entrances of the exhibition halls.

Sponsorship includes:

- Display graphics on wall
- Size of branding area 5,3m x 2,8m (varies slightly per hall)

Sponsorship cost
R55 000.00

Sponsor supplies the artwork to specified requirements.
*Artwork subject to approval by Electra Mining Africa



Make sure to book the hall entrance to your stand.



Exterior Bunting

Bunting and street pole flags offer a unique opportunity for bold branding that ensures maximum visibility to all event attendees. The bunting lines the outer perimeter of the venue and the adjacent parking area.

Sponsorship includes:

- Branded Bunting (logo/brand colours every 3rd triangle)
- Triangle size 400 x 500
- 3km of bunting
- Co-branded with Electra Mining Africa

Sponsorship cost
R945 000.00

Sponsor supplies the artwork to specified requirements

*Artwork subject to approval by Electra Mining Africa

Exhibitor Lounge

The exhibitor lounge is strategically positioned in one of the busy halls, offering prime visibility and an outstanding branding opportunity.

This exclusive lounge area is where exhibitors network, relax and recharge over premium barista-served coffee. Picture your brand as the central element of this dynamic space, seamlessly woven into the design, ensuring maximum prominence.

Sponsorship cost
R705 000.00
(Based on 120 m² stand area)

Design & branding costs for the sponsor's account.

Cost will vary based on size of the lounge. Let's talk!

*Artwork subject to approval by Electra Mining Africa



Aisle Signage

Aisle signage are essential for guiding visitors around the exhibition floor, giving your brand high visibility through prime positioning. This is a fantastic exclusive opportunity to showcase your logo and tagline or call to action, directing buyers to your stand.

Sponsorship includes:

- One design on all Aisle signs in all indoor exhibition halls (approx. 40 Aisle Signs)
- Size of sign 2000 x 1000
- Co-branded sign with Electra Mining Africa

Sponsorship cost
R545 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Coffee Networking Lounge

Position your brand in the Coffee Networking Lounge at Electra Mining Africa—a prime hub for exposure. Featured on floor plans and highlighted on our WhatsApp Concierge Service, the lounge immerses visitors in your brand, providing a space to network and recharge.

Sponsorship includes:

- Company branding integrated into the design (final design to be signed off by the sponsor)*
- Plasma Screen available to run company video promotion material (visuals only).
- Company/product brochures can be placed on the tables.
- Additional branding such as pop-up banners.
- Co-branded with Electra Mining Africa

Sponsorship cost
R450 000.00

Sponsor supplies the artwork to specified requirements OR has the option to build their own customised lounge design. Talk to us and let's be creative!
*Artwork subject to approval by Electra Mining Africa



To increase visibility, consider sponsoring the OneMatch Business Networking Programme as well!



Courtesy Buses

Put your brand in the spotlight by exclusively sponsoring the courtesy shuttle buses that transfer visitors between exhibition halls and conference areas. This complimentary service is used by hundreds of visitors, speakers and exhibitors daily. It gives your brand high visibility among the thousands of attendees attending the show each day.

Sponsorship includes:

- Branded decals on both sides of the courtesy bus*
- Fleet size: 6 courtesy buses
- Size of branding area on the sides 850 x 500 (Depending on vehicle)
- Provision of branded water in the buses
- Driver uniform

Sponsorship cost
R415 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



To increase visibility, consider sponsoring the Bus Stops as well!

Bus Stops

Gain valuable outdoor brand visibility by sponsoring the bus stops located outside the exhibition halls and conference venues for pick-ups and drop-offs. Hundreds of attendees use the courtesy buses, and thousands of visitors pass the bus stops multiple times daily, ensuring maximum exposure for your brand.

Sponsorship includes:

- 1 x large graphic display panel above the bus stop seat*
- 1 x side graphic display panel
- Branding area will depend on the final design

Sponsorship cost
R335 000.00

Sponsor supplies the artwork to specified requirements
and bus stops are co-branded with EMA navigational information
*Artwork subject to approval by Electra Mining Africa



To increase visibility, consider sponsoring the Courtesy Buses as well!



Premier Lounge

Influential customers, key buyers, and purchasing decision-makers are invited to experience Electra Mining Africa with exclusive Premier access. Among the many perks for Premier Visitors is access to the Premier Lounge, complete with comfortable seating, complimentary refreshments, and Wi-Fi. Position your eye-catching branding and messaging to capture the attention of these high-profile guests.

Sponsorship includes:

- Company branding integrated into the design (final design to be signed off by the sponsor)*
- Ability to place company/product brochures on the tables
- Cost will vary depending on the size of lounge
- Co-branded with Electra Mining Africa

Sponsorship cost
R280 000.00

Sponsor supplies the artwork to specified requirements or has the option to build their own customised lounge. Let's talk!

*Artwork subject to approval by Electra Mining Africa





Branded Peak Caps

Sponsoring branded peak caps for all Electra Mining Africa visitors offers unparalleled brand visibility and long-lasting impact. As one of the most practical and popular giveaways, peak caps are worn throughout the event and well beyond, turning every visitor into a walking ambassador for your brand. With thousands of attendees from across the mining, industrial, and manufacturing sectors, your logo will gain extensive exposure across a highly targeted audience—both on-site and in the wider industry post-event. It's a smart, high-visibility sponsorship opportunity with lasting value.

Sponsorship cost
R250 000.00

Sponsor to produce and supply 30 000 branded caps.
Sponsor supplies the artwork to specified requirements where needed.

Relaxation Lounge

It's no surprise that the Relaxation Lounge is a crowd favourite. Situated right on the show floor, this lounge offers five full days for your brand to stand out as visitors unwind and relax with massages!

Sponsorship includes:

- Multiple locations available
- 18m² floorspace
- Promotion of the relaxation lounge and your company name

Sponsorship cost
R150 000.00

Sponsor supplies the artwork to specified requirements OR has the option to build their own customised relaxation lounge design!

*Artwork subject to approval by Electra Mining Africa



Street Pole Flags

Street pole flags offer a unique opportunity for bold branding that ensures maximum visibility to all event attendees. The street pole flags are prominently positioned along the Western access roads.

Sponsorship includes:

- 4 Street pole flags 3000 x 800
- Double sided branding
- Co-branding with Electra Mining Africa

Sponsorship cost
R135 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Charging Stations

Display your brand on charging stations positioned around the expo, essential for attendees needing to recharge and stay connected. As the exclusive sponsor, your logo and message will be prominently featured, leaving a lasting impression while keeping visitors powered up.

Sponsorship includes:

- Branding on charging station*
- Sizes of branding panels: 2400 x 400 and 1300 x 900
- Co-branded with Electra Mining Africa

Sponsorship cost
R130 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Media Lounge

Amplify your presence with prominent branding of the Media Lounge, the central workspace for media throughout the show. Positioned along the main walkway between exhibition halls 5 and 6, this prime location ensures your brand stands out to both media professionals and exhibition attendees.

Sponsorship includes:

- Prominent branding displayed on the six bottom panels of the Media Lounge glass façade. Size TBC*
- Large graphic display on one internal wall of the Media Lounge. 3000 x 2500*
- Your logo on a media lounge directional signboards
- Co-branded with Electra Mining Africa

Sponsorship cost
R105 000.00

Sponsor supplies the artwork to specified requirements.
*Artwork subject to approval by Electra Mining Africa

Visitor Business Centre

The visitor business centre, equipped with computers, printers, internet access, offers a quiet space for attendees to handle emails, print documents. Sponsoring the visitor business centre aligns your brand with essential services that visitors depend on, highlighting your reliability and leaving a lasting positive impression.

Sponsorship includes:

- Logo on Visitor Business Centre directional signage
- Branding options on outside wall panels*
- Branding options on internal walls*
- Description and logo inclusion on the WhatsApp Concierge Service channel
- Description and logo inclusion in the Show Activities Newsletter

Sponsorship cost
R100 000.00

Sponsor supplies the artwork to specified requirements OR has the option to customise this space to align with own brand. Let's Talk.
*Artwork subject to approval by Electra Mining Africa



Banner Walkway Between Halls 6 and 7

Capture prime brand exposure with a standing banner in the high-traffic stair area between hall 6 & 7. This ideal location ensures your brand stands out as visitors move through this busy area.

Sponsorship includes:

- 1 x standing banner*
- Size of branding area available in 3000 x 2500 or 1500 x 2500

Sponsorship cost
3m R80 000.00
1,5m R50 000.00

Sponsor supplies the artwork to specified requirements
 *Artwork subject to approval by Electra Mining Africa



Privity Pods

Our Privity Pods provide a private, soundproof workspace ideal for catching up on emails, making calls, or joining virtual meetings amid the busy exhibition. Equipped with power outlets, the Privity Pods can be customised with company branding, making them a great way to promote your brand.

Sponsorship includes:

- Branding on 1x Privity Pod*
- Various locations available

Sponsorship cost
R80 000.00 each

Sponsor supplies the artwork to specified requirements
 *Artwork subject to approval by Electra Mining Africa



Branded Recycling Bins

A must for bottled water empties! Branded Recycling Bins will be strategically placed in high-traffic areas to maximise brand visibility. Attendees will be encouraged to recycle their refuse using the recycling bins. An opportunity to reinforce your brand's presence and commitment to sustainability. 10 sets of 4 bins each.

Sponsorship cost
R80 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa

Pre-Show Ontbytsake Opportunity!

Boost your brand's visibility by sponsoring a one-minute slot in the dedicated Electra Mining Africa programme on Ontbytsake during the week or two before the exhibition. With over 3.3 million impressions and a strong live and connected TV audience, this is a prime opportunity to get noticed. Only 10 slots available!

Sponsorship includes:

- One minute company video time slot*
- Production of the one minute video time slot

Sponsorship cost
R70 000.00 / slot

*Production requirements specified by Ontbytsake

Ontbytsake Broadcast Times

Saturday.....	7:30 - 9:00 on kykNET (144)
Saturday.....	8:30 - 10:00 on kykNET & Kie (145)
Sunday.....	6:00 - 7:30 on kykNET & Kie (145)
Sunday.....	7:30 - 9:00 on kykNET (144)
Tuesday & Thursday.....	13:00 - 14:30 on kykNET (144)
Tuesday & Thursday.....	11:30 - 13:00 on kykNET & Kie (145)



Information Points

Boost your presence and influence by sponsoring the essential visitor information signage. This exclusive sponsorship opportunity positions your brand as a trusted guide, seen by thousands of industry leaders and decision-makers who rely on these information points for seamless navigation throughout the event.

Sponsorship includes:

- Logo/branding on 6 Visitor Information signage boards (1800 x 1800)
- Co-branded with Electra Mining Africa

Sponsorship cost
R60 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa

Golf Carts

Showcase your brand with custom decals on golf carts actively circulating throughout the expo. Positioned for high visibility, your logo travels between exhibition halls, outdoor exhibits, registration areas, and conference venues—guaranteeing wide exposure!

Sponsorship includes:

- Branded decal on the front of 5 golf carts
- Size of branding depending on golf cart

Sponsorship cost
R55 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Theme Day Gifts

Providing 300 themed gifts to the first visitors on any given Electra Mining Africa theme day is a powerful way to align your brand with key industry values while generating high-impact exposure. Whether it's Women in Mining, Local is Lekker, Sustainability, or Innovation Day, this sponsorship allows your company to showcase its commitment to important industry topics and connect with visitors in a meaningful, memorable way. Branded gifts tailored to each theme create a lasting impression, drive foot traffic to your stand, and position your company as a supporter of progress, empowerment, and innovation in the sector. Theme days will be confirmed closer to the show, giving sponsors the opportunity to tailor their offering for maximum relevance and resonance.

Sponsorship includes:

- 100 gifts handed to the first 100 visitors at all 3 entrances to Electra Mining Africa
- Promotion of a sponsor of a theme day gift

Sponsorship cost
R50 000.00 per day

300 gifts need to be provided by the sponsor.



Magazine Display Stands

Position your brand in front of high foot traffic by sponsoring our Magazine Display Stands, strategically located at Link Nodes 5/6 and 8/9. Serving as a key distribution point for media partner magazines, restocked throughout the day, it's an ideal sponsorship opportunity to gain consistent, visible brand exposure.

Sponsorship includes:

- Link Node 5/6 – magazine display stand with branded panels
- Link Node 8/9 – magazine display stand with branded panels
- Design to be finalised closer to show
- Co-branded with Electra Mining Africa

Sponsorship cost
R45 000.00 each

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Floor Tiles

Floor tiles offer a simple but impactful way to promote your brand to the thousands of visitors attending Electra Mining Africa. With prime locations available, we'll collaborate to ensure your brand achieves maximum impact and visibility.

Sponsorship includes:

- 1x laminate carpet tile in a prominent location on the show floor*
- Size of branding area 1000 x 1000

Sponsorship cost
R35 000.00 each

Sponsor supplies the artwork to specified requirements. Please note that the floor tile amounts are limited and that placement will be agreed in consultation.

*Artwork subject to approval by Electra Mining Africa

Outside Pillar Branding Spots

Maximise your brand exposure with prime branding spots located along the main walkway between Hall 5 and link node 5/6. These high-traffic areas are ideal for capturing visitor attention as they move between the exhibition halls and outdoor display areas.

Sponsorship includes:

- 4 x pillar branding spots available*
- Sizes vary per pillar

Sponsorship cost
R30 000.00 each

Sponsor supplies the artwork to specified requirements.

*Artwork subject to approval by Electra Mining Africa



Digital Opportunities

Boost your brand presence with our premier digital platform sponsorships! Engage directly with thousands of attendees, including visitors, exhibitors, speakers, and other key stakeholders, as they interact with our various digital platforms before, during, and after the event. **This high-visibility opportunity ensures your brand stands out!**

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WhatsApp Concierge Service

Channel Sponsor R95 000 pg 26

Premium Sponsor Post R60 000 pg 26

Carousel Post R30 000 pg 26

Promoted Exhibitor Listing R30 000 pg 27

Wi-Fi Price On Request pg 27

Website Homepage Banner R50 000/Month pg 28

Name Badge Email – Visitor R30 000 pg 28

Show Day Newsletters R 30 000 pg 29

*All prices are excluding VAT.

**All artwork subject to approval by Electa Mining Africa



Jump to sections by clicking on the name above



OneMatch Business Networking

Your company will be the exclusive sponsor of OneMatch Business Networking, a vital tool for visitors to connect with the right people—before the show even starts. They can schedule meetings with exhibitors, book time with suppliers, and plan their visit with precision. **This powerful networking tool ensures that visitors get the most out of their Electra Mining Africa experience.**

OneMatch Business Networking will also have an in-person presence in the Coffee Networking Lounge.

Sponsorship includes:

- Exclusive recognition as the primary sponsor of OneMatch Business Networking.
- Branding on the OneMatch Business Networking interface, including graphics and clickable links.
- Logo placement and website link featured on the OneMatch Business Networking promotional page on the Electra Mining Africa website.
- Logo placement on the OneMatch Business Networking signage within the Coffee Networking Lounge.

Sponsorship cost
R300 000.00



To increase visibility, consider sponsoring the Coffee Networking Lounge as well!



WhatsApp Concierge Service

Elevate your brand as the trusted guide for all visitors by sponsoring this dynamic visitor information channel: the WhatsApp Concierge Service. The WhatsApp channel is triggered automatically as attendees scan their tickets at entrance points, providing on-demand event information that is easily accessible and searchable. There's live chat functionality too so attendees can chat with a human if they choose to! Multiple dedicated spaces are available for sponsorship. **This sponsorship opportunity offers lasting visibility throughout the duration of the show.**

Channel Sponsor

The naming sponsor of the WhatsApp concierge, seen every day for the entire event.

Sponsorship includes:

- Logo placement in all imagery, brand in every footer
- Seen by all attendees over the five day exhibition
- Only 1 available

Sponsorship cost
R95 000.00

Premium Sponsored Post

One fully branded sponsor post per day, with image or video.

Sponsorship includes:

- Fully branded post with image/video and copy that can link out to a unique URL
- Seen by all attendees on a particular day who engage with the WhatsApp channel
- 5x available (one per exhibition day)

Sponsorship cost
R60 000.00 each

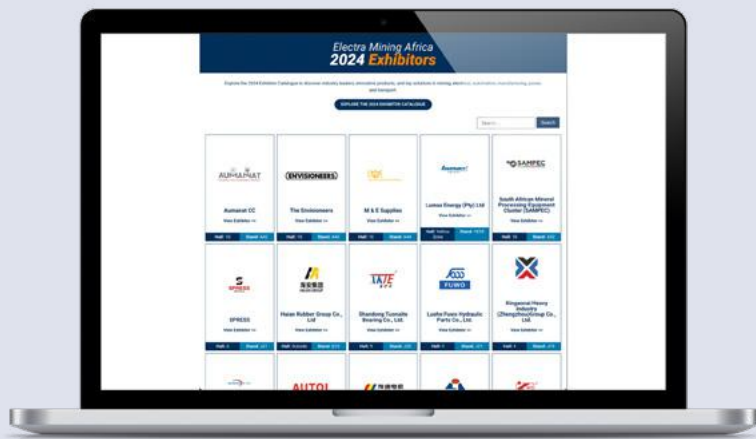
Carousel Post

Branded post as a carousel message that links out to a unique deal or URL.

Sponsorship includes:

- Short, branded post with image/video and copy with a CTA link out button
- Seen by all attendees who visit the 'Sponsor Zone' on the WhatsApp channel
- 10x available (shown on all 5 event days)

Sponsorship cost
R30 000.00



Promoted Exhibitor Listing

Stand out on the website exhibitor directory by becoming a promoted exhibitor! Up to 10 exhibitors receive prime visibility, ensuring their listing attracts attention from visitors browsing the Electra Mining Africa's website's exhibitor list.

Sponsorship includes:

- Promoted Exhibitor Listing – featured as one of 10 highlighted exhibitors.

Sponsorship cost
R30 000.00

Wi-Fi

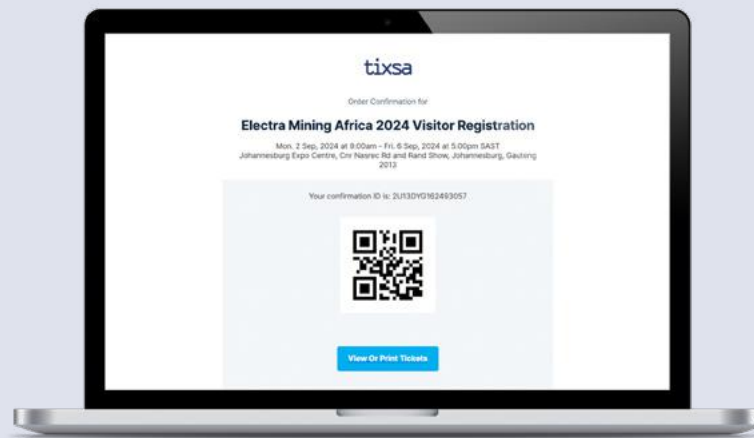
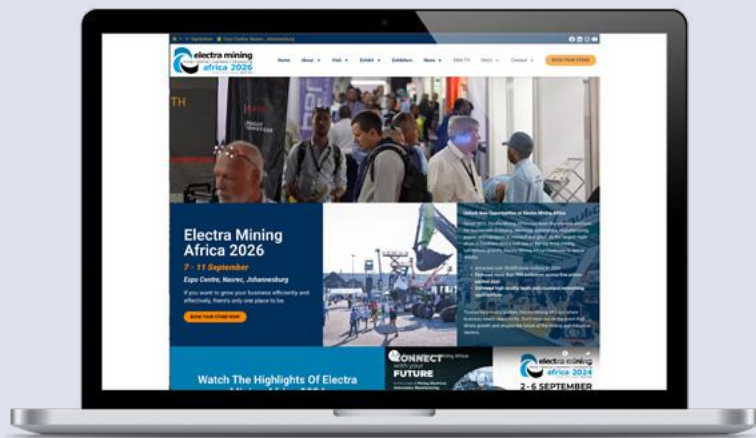
Our Wi-Fi sponsorship **places your brand in the spotlight**, creating a memorable impact for visitors and exhibitors alike. Wi-Fi is a critical must-have at any event and is guaranteed to be used by the vast majority of participants. Each attendee who connects sees your brand on a custom login page, ensuring frequent and beneficial exposure throughout the event.

Sponsorship includes:

- Recognition as the sponsor: Wi-Fi Sponsored by 'Your Company'
- Branded custom log-in page
- Logo inclusion on the WhatsApp Concierge Service channel
- Logo inclusion in the Show Activities Newsletter

Sponsorship cost
Price on request

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Website banner

Gain prominent exposure by sponsoring the homepage banner —the go-to spot for exhibitors, visitors, speakers, and key stakeholders.

Reach the event's widest audience in one powerful location.

Sponsorship includes:

- 1x banner on the website homepage*
- Artwork specifications required: 2000px x 400px

Your banner will rotate with two other sponsors, staying live for three months leading up to and including the show days.

Sponsorship cost
R50 000.00 / month

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa

Name Badge Emails

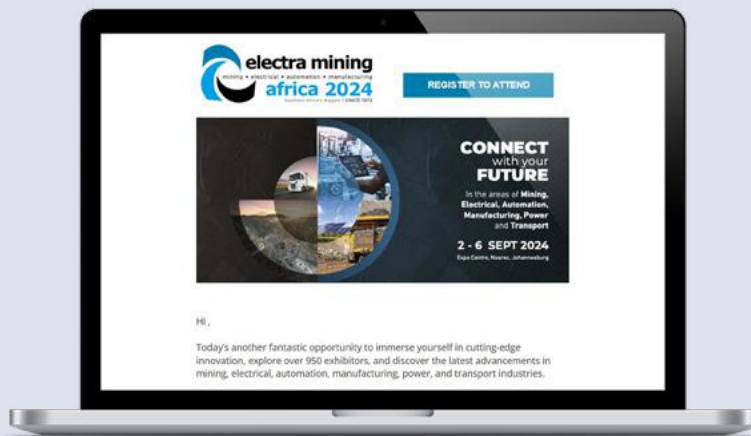
Promote your brand to a key audience through our badge emails. Every participant needs their badge to access the show, making this a high-visibility opportunity. **Your brand will land directly in their inbox.**

Sponsorship includes:

- 1x banner included in the email*
- Banner size: 750px width x 200px height

Sponsorship cost
R30 000.00

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



Show Day Newsletters

Leverage our visitor email campaign sent to thousands before and during the show. These emails, packed with essential event updates, ensure attendees are prepared and engaged. **Maximise your brand's exposure and connect with our audience.**

Sponsorship includes:

- 1x banner per show day email*
- 5x emails available (1 pre-show, 3 show days and 1 post show)
- Banner size 750px width x 200px height

Sponsorship cost
R30 000.00 each

Sponsor supplies the artwork to specified requirements
*Artwork subject to approval by Electra Mining Africa



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Engagement Opportunities

Stand out by delivering unique, memorable experiences that set your brand apart. Engage directly with visitors and other key stakeholders through tailored sponsorship options. Boost awareness, connect personally, and get creative with your own activation space.*

*Artwork and activations subject to approval by Electra Mining Africa.

Exclusive Venue Use

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Hall 10B.....	R1 300 000	pg 31
Man Building.....	R1 735 000	pg 32
Office 23.....	R320 000	pg 33

Hosted Buyer Programme	R400 000	pg 34
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Career & Skills Hub	R385 000	pg 34
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Networking Sessions	R300 000	pg 35
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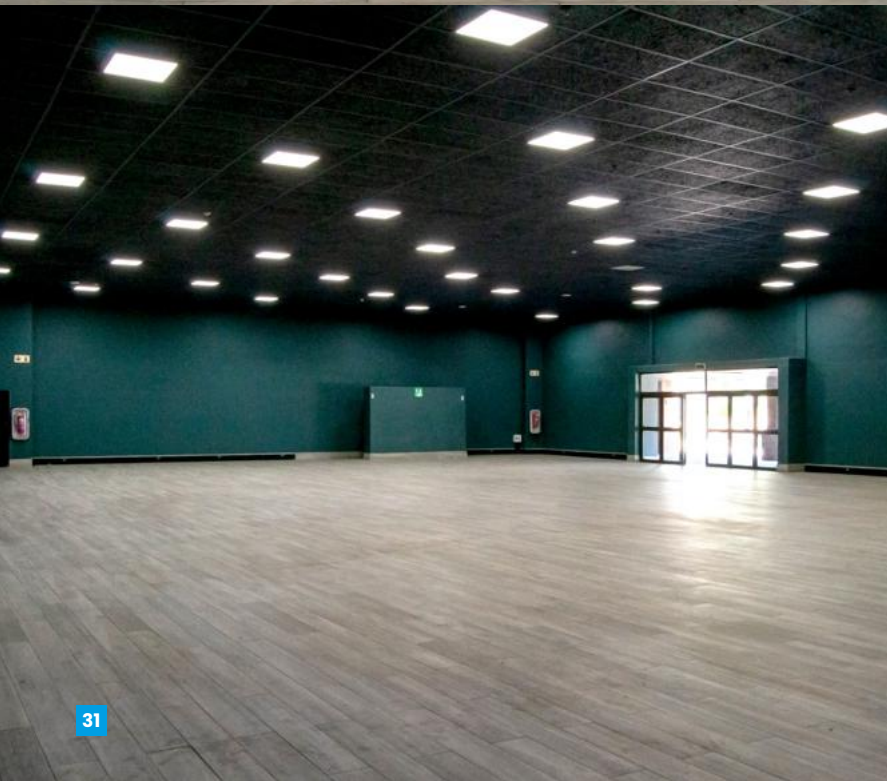
Exhibitor Function	R270 000	pg 35
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WiMSA sponsorship	R50 000	pg 36
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Your Sponsorship Benefits.....		pg 37
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*All prices are excluding VAT.



Exclusive Venue Use

Connect with your customers, potential new business partners, and key stakeholders in a dedicated, tailored space. Design it to fit your specific needs—whether it's an exhibition pavilion to showcase multiple brands or subsidiaries, a custom product presentation area, or a hub for networking, events, and activations. Let's collaborate to explore the limitless possibilities!

Hall 10A

Take advantage of this exclusive space, featuring a private entrance and optional access through Hall 10 (which can be closed off if needed). Make it truly your own! Choose to work with your own stand builders and designers* or explore our range of stand options and services to customise the area to your vision.

- 575m² floor space (4.5m ceiling height)
- No furniture or build included

Sponsorship cost
R2 265 000.00

*Design, artwork and usage subject to approval by Electra Mining Africa

HALL 10B

Hall 10B provides a dedicated and adaptable area that can be tailored to your specific requirements. With its own entrance and optional access through Hall 10, this space is ready to accommodate your creativity or take advantage of our extensive range of stand packages and services.

- 330m² floor space (4.5m ceiling height)
- No furniture or build included

Sponsorship cost
R1 300 000.00

*Design, artwork and usage subject to approval by Electra Mining Africa

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MAN Building

This is an exclusive winner! Your very own building with its countless options of how the space can be utilised. You can hire stand packages, services, catering, a PA system, and conference equipment as needed—or design and customise the space to perfectly align with your unique needs!

Balcony

- 101m² floor space (ideal for a networking lunch/cocktails event, activations, presentations)
- Exclusive branding opportunity

Auditorium

- 340m² floor space (ideal for exhibition stands, activations, presentations)
- Exclusive interior branding opportunity

Branded Entrance Walkway

- Branded outside walkway area leading up to the building's entrance*
- Reception/entrance area with toilets and storage
- Reception area branding opportunity
- No furniture or build included

Sponsorship cost
R1 735 000.00

*Design, artwork and usage subject to approval by Electra Mining Africa



Office 23

Looking for additional space? Perhaps a quiet spot for customer meetings away from the bustling exhibition halls? A comfortable lounge with private meeting areas? Or maybe an office and storage space for your team? Office 23 has you covered! Tailor the interior to your needs, and let us assist with furniture, décor rentals, or other services if needed.

- PRIME POSITION
- Located in the main walkway between Halls 5 and 6 (next to the Media Lounge)
- Separate office with 81m² floor space
- Excellent exterior branding opportunity
- No furniture or build included

Sponsorship cost
R320 000.00

*For all the above options, design, artwork and usage subject to approval by Electra Mining Africa



Hosted Buyer Programme

Elevate your brand by sponsoring the Hosted Buyer Programme—a premier platform connecting top-tier buyers with exhibitors. We carefully select decision-makers with genuine purchasing intent, ensuring alignment with pre-qualification criteria. To attract these high-value buyers, we offer exclusive perks like complimentary travel and accommodation, VIP access, and personalised, pre-scheduled meetings. This not only enriches their experience but also fosters meaningful, results-driven engagement with exhibitors.

How do you benefit from this sponsorship?

- Recognition as the exclusive sponsor
- Company logo included on the Hosted Buyer Programme invitations and meeting itineraries
- Host an exclusive activation in the Diamond Select Visitor Lounge each day of the show
- Preferential meetings scheduled with selected buyers on your stand
- Option to have a company representative as part of the welcoming group
- Sponsorship includes 5 hosted buyers

Sponsorship cost
R400 000.00



To increase visibility, consider taking the Diamond Select Visitor sponsorship as well!

Career and Skills Hub

Sponsoring the Career and Skills Hub offers a unique opportunity to support industry development while positioning your brand as a champion of education, skills, and transformation. The hub will feature four dedicated pods, each hosted by a different university or technicon, providing key information for visitors exploring career opportunities and for exhibitors seeking top interns in specialised fields. With a total of 14 cubicles, the space will foster meaningful connections between academic institutions, future talent, and industry leaders. Your sponsorship will align your brand with youth development, innovation, and the future of engineering, mining, and manufacturing.

Sponsorship cost
R385 000.00

*Artwork and stand design subject to approval by Electra Mining Africa



Networking Sessions

Connect directly with industry peers by sponsoring one of our networking sessions. Tailored for professionals in engineering, surface and underground mining, and manufacturing, **this is a prime opportunity to enhance your brand's visibility and impact.**

Sponsorship includes:

- Positioning of a branded banner in the networking area
- Ability to provide promotional material or a gift for each attendee
- Time allocated to give a short welcoming message to participants
- Opportunity to run a company promotional video (visuals only) on screen during the session

Sponsorship cost
R300 000.00

Exhibitor Function

Take centre stage as the **exclusive sponsor of the highly anticipated and widely loved Exhibitor Function** at Electra Mining Africa. This premier event offers a fantastic opportunity to connect with exhibitors, build networks, unwind, and enjoy a memorable evening!

Sponsorship includes:

- Recognition as the exclusive sponsor with branding opportunities*
- Two senior company representatives can attend the function
- Activation opportunity – the possibilities are endless! Reach out to us, and let's collaborate on something innovative!

Sponsorship cost
R270 000.00

*Artwork and activation subject to approval by Electra Mining Africa



Exhibitor Workshop

Position your brand as a leader in exhibition excellence by sponsoring the Exhibitor Training sessions ahead of the show. These free, interactive workshops provide exhibitors with valuable insights into the essentials of successful exhibiting.

Sponsorship includes:

- Recognition as the exclusive sponsor with branding opportunities*
- Networking with exhibitors
- Design a unique activation to foster engagement and create a memorable impression!

Sponsorship cost
R145 000.00

*Artwork subject to approval by Electra Mining Africa

WiMSA Half-day Conference Sponsorship

The half-day WiMSA conference is designed to uplift, inspire and develop the progression of women in the South African Mining Industry. If this is your target market, embrace this unique opportunity to elevate your brand awareness and foster delegate engagement.

Sponsorship includes:

- Placement of banners in the conference venue
- Ability to give a 'goody-bag' with promotional material and a branded gift for each delegate
- 10-minute timeslot on the conference agenda to address delegates
- Sponsorship mention in the Visitor Catalogue, Show Programme, WhatsApp Concierge

Sponsorship cost
R50 000.00

*Artwork subject to approval by Electra Mining Africa

Your Sponsorship Benefits:

BRANDING AND ADVERTISING	Diamond R1.5m	Platinum R1m	Gold R500 000	Silver R250 000	Bronze
Company logo on all marketing materials (pre- and post-event)	✓	✓	✓	✓	✓
Your participation will be marketed through online and onsite materials	✓	✓	✓	✓	✓
Company profile included on the Website with a hyperlink to your corporate Homepage	✓	✓	✓	✓	✓
Ontbysake interview	✓	✓			
ONSITE EXPOSURE					
Logo and company profile featured in the WhatsApp Concierge channel	✓	✓	✓	✓	
Logo/mention on Plasma Screens at exhibition hall entrances	✓	✓	✓	✓	
Logo on on-site sponsor wall	✓	✓	✓	✓	
Diamond Select Visitor tickets	10	5	2		
Visit by Digger, the Electra Mining Honey Badger Mascot at sponsors office (Pre-show)	✓	✓	✓		
Exhibitor Function Tickets	10	5	3		
Seminar Theatre speaker opportunity (subject to time slot availability and topic approval by Electra Mining Africa)	✓	✓			
Onsite Platinum Gold Radio interview (subject to time slot availability)	✓	✓			
Pre-show or onsite video interview for social media promotion	✓	✓			
Sponsor content tagged on social media channels	✓				
Onsite video interview by one of our media partners	✓				
Digital advert (30") on Plasma Screens at exhibition hall entrances	✓				

*Exclusivity within a specific industry sector may be granted upon request subject to approval. An additional fee of R200 000.00 will apply.

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Sustainability

Building a
better future

Mission Zero





Shalane Vorster
Exhibition Manager

T: +27 11 835 1565 | **C:** +27 82 554 6674
E: shalane.vorster@montgomerygroup.com



Attie Bernado
Sales Executive

T: +27 11 835 1565 | **C:** +27 72 542 5760
E: attie.bernado@montgomerygroup.com

Get in Touch

Get in touch with our sales team

Let's collaborate to explore the wide ranging possibilities that can position your brand in front of our highly engaged audience! Together we can create the ideal sponsorship package just for you!

Visit our Electra Mining Africa website for more information on the show.

www.electramining.co.za