

2019 LONGWALL USA

Exhibition & Conference
Exhibitor Prospectus





RETURN TO
DOWNTOWN
PITTSBURGH

May 19-22, 2019

Longwall USA 2019, Pittsburgh, Pennsylvania

New Owners Revitalize Longwall USA

Trade show highlights the best in underground coal mining operations

Longwall mining is the safest, most productive underground coal mining method. For more than 20 years now, industry leaders have gathered at Longwall USA, which takes place every two years on the odd years, to see the latest in longwall mining equipment and technology and to learn from their peers.

Coal Age has always been affiliated with Longwall USA and last year its publisher, Mining Media International (MMI), purchased the conference and exposition. Seeing an opportunity for improvement, MMI immediately began to make changes. After reviewing several hotels near the David L. Lawrence Convention Center, MMI negotiated better rates for a larger block of rooms. Delegates now have access to affordable rooms at three properties: the Westin, the Marriott Courtyard, and the Drury Inn & Suites.

The timing of Longwall USA was moved to May from June to avoid conflicts with summer holidays. The event will kick off with a reception on the show floor Sunday evening, May 19. The exhibit will run all day Monday, May 20 and Tuesday, May 21 and a half day on Wednesday, May 22. MMI also negotiated with the David L. Lawrence Convention Center to allow exhibitor setup to begin the week prior (May 16-17) for those companies needing extra time to assemble their displays.

Some new sponsorships have been added, but the price for a booth remains the same (\$20/ sq ft). MMI will continue to work with Heritage Trade Show Services. Past exhibitors expressed satisfaction with the services they provide and were generally pleased with their ability to minimize drayage fees and decorating costs.

Longwall USA will take place in Hall A, the larger of the three halls at the David L. Lawrence Convention Center. While expanded to accommodate more than 150 stands, the floor plan will be organized in a way that makes the presentations the central focus of the exhibit. The Longwall USA executive committee is organizing a program that will attract not only longwall operators, but operators from most underground coal mines. MMI will use *Coal Age* along with other marketing means to promote the event. The buildup to the event will be transparent with frequent updates to the website (www.longwallusa.com).

Please join us in May 2019 for the three most productive days in underground coal mining.

Thank you.

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Mobile App

\$8,000 sponsorship

The mobile app will be designed for attendees and exhibitors to easily network, connect and share information at their fingertips. Prominent logo placed on the event mobile app for all delegates to see. Includes two full-conference registrations.

- 1 available

Custom Lanyards

\$2,000 sponsorship

Heavy-duty quality lanyards featuring the sponsoring company's logo. Used throughout the event for every attendee. Includes one full-conference registration.

- 1 available

Lunch Sponsorships

\$5,000 sponsorship

These sponsorships will help support a buffet lunch on the show floor. In addition to recognition, sponsors will be allowed a 5-minute speaking slot during lunch. Includes two full-conference registrations.

- 6 available

Conference Bags

\$3,500 sponsorship

Conference bag includes event logo and up to three sponsor logos on the flap. This business-style bag with shoulder strap includes organizer pockets, and a phone holder with an expandable all-round zipper. Includes one full-conference registration.

- 3 available

Cocktail Sponsorships

\$5,000 sponsorship

These sponsorships will buy refreshments on the show floor toward the end of each day. In addition to recognition, sponsors will be allowed a 5-minute speaking slot during the cocktail hour. Includes two full-conference registrations.

- 3 available

Giveaway in Conference Bags \$1,000

Printed promotional materials (six-page maximum) or one promotional item placed in delegate bags. (Does not include the cost of purchase or creation of promotional materials.)

SPONSORSHIPS

Full-page Show Pocket Guide Ad

4" x 9" ad \$700

Promote your products and services while boosting your brand visibility to all exhibitors and attendees in our easy-to-carry pocket guide.

Pen Sponsorship

\$2,000 sponsorship

Custom-Longwall USA pen with sponsoring company's logo placed on all conference tables each day. Includes one full-conference registration.

- 1 available

Notepad Sponsorship

\$2,000 sponsorship

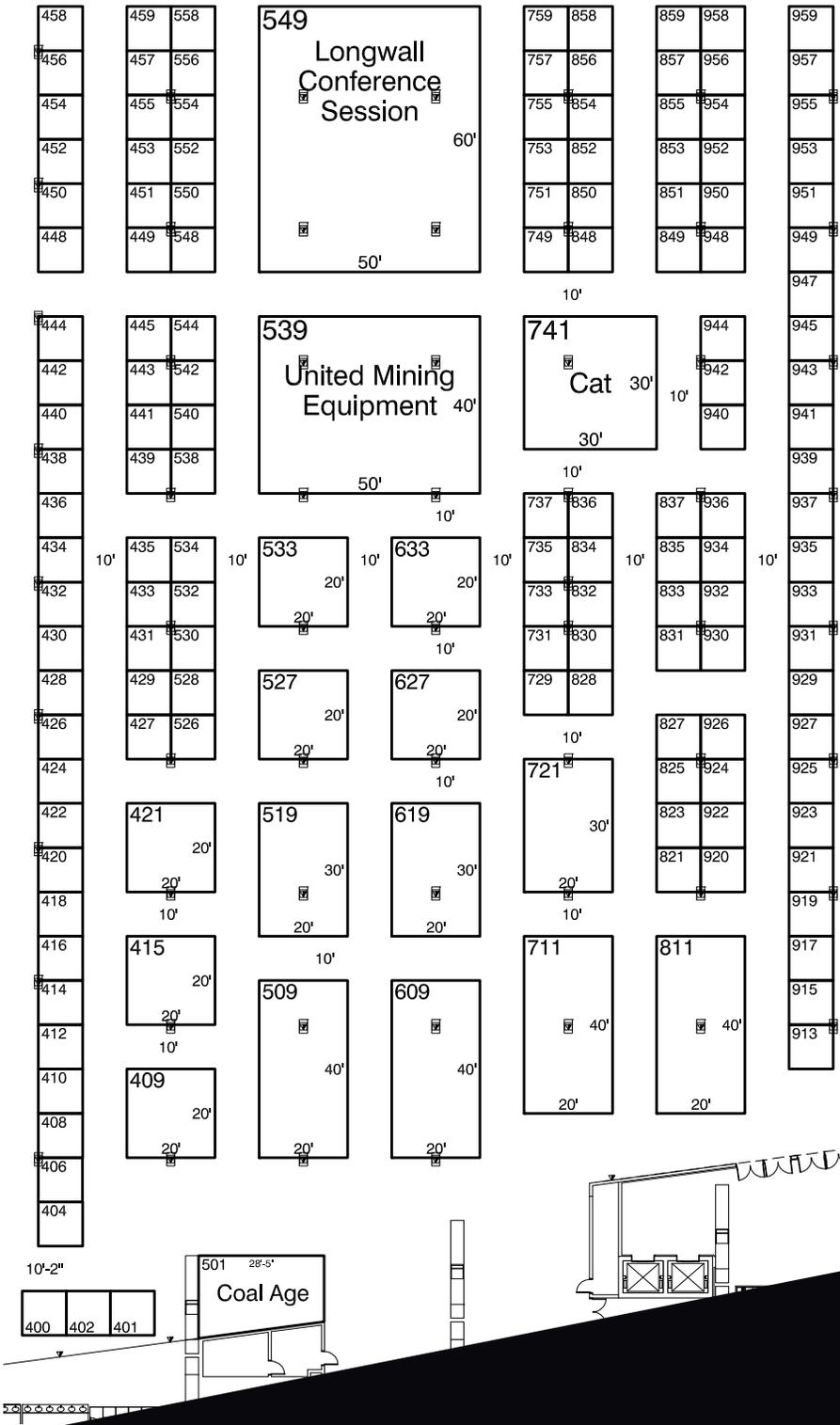
A Custom 5" x 7" notepad with sponsoring company's color logo placed on all conference seats daily.

- 1 available





SHOWROOM



Booth Space Includes

- Selected size of exhibit space
- 7" x 44" exhibitor identification sign with company name and booth number
- 8' high back wall drape
- 3' high side wall drape
- One full-conference registration
- Additional discounted registrations
- 100-word product/service description and logo in the Pocket Guide and promo materials
- Attendee contact list for post-show marketing

Booth Options

- 137 - 10' x 10'
- 7 - 20' x 20'
- 3 - 20' x 30'
- 4 - 20' x 40'



The current floor plan includes exhibit spaces in sizes of 10' x 10', 20' x 20', 20' x 30' and 20' x 40', alternate sizes are available upon request. Contact Mining Media International or your local sales representative for more information.



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A Mining Media International trade show sponsored by *Coal Age*