



with premier sponsor

Herbert Smith

in partnership with



Investing in African Mining seminar
Focus on West Africa: London UK

Participation Opportunity

Monday October 8, 2012

Herbert Smith LLP
Exchange House, Primrose Street
London, UK EC2A 2HS

Introduction

MineAfrica is the premier platform for mining companies and service providers and expert advisors to the mining industry to reach a senior level audience of international financial and mining executives and media - all with a specific interest in mining in Africa.

Our 2nd Annual **Focus on West Africa: London UK** seminar on October 8, 2012 in London, UK with **Premier Sponsor Herbert Smith LLP** provides you with an excellent opportunity to promote your West African mining project or your company's expertise in doing business in West Africa's mining industry to our senior level, targeted "Africa friendly" financial and mining audience. Our first **Focus on West Africa: London UK** seminar on September 26, 2011 drew 140 participants. The seminar wraps up with a networking cocktail reception.

More information on the seminar as well as our past seminars including detailed audience composition, programs, photo galleries and testimonials can be found at our website at www.mineafrica.com.

You have three options for participating in **Focus on West Africa: London UK**; as a Presenter, as a Sponsor or as a Presenting Sponsor.

Who Should Present

- public and private mining companies with projects in West Africa
- service providers & expert advisors (e.g. - banks, engineering firms & consultants with expertise in West Africa)

Why Present (for a complete list of benefits see the chart on page 4)

1. The opportunity to promote your company project or expertise to a targeted, senior level European audience of financial and mining executives and media representatives with an interest in West 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 including emails to our 10,500 contact database as well as the 50,000 of those of our strategic and media partners.
4. Four complimentary seminar registrations for your colleagues or clients (three plus your presenter).
5. Distribution of corporate brochures at information tables at the seminar.
6. Posting of your presentation on our website with 5,600 monthly visits and average downloads of 200 per presentation.
7. At C\$3,950 (approximately £2,500) 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.
8. Proven ten year track record by MineAfrica Inc. in organizing high quality results-focussed seminars.

Why Sponsor (for a complete list of benefits see the chart on page 4)

1. Complimentary speaking opportunity (for a Presenting Sponsor only).
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.
5. Sponsor recognition (logo and/or company name) on all seminar specific marketing materials (program, registration form, etc) and in emails to our 10,500 contact database.
6. Enhanced sponsor/logo projection and verbal recognition during the seminar.
7. Verbal mention at the seminar as a sponsor.

Testimonials from Past Participants

- *The MineAfrica breakfast was a show stopper.*
- *I have never attended such a well attended session in terms of level of individual, cross section of organizations servicing one sector and variety of countries not usually present at such events.*
- *It was a superbly focussed opportunity to spend a day with colleagues and clients who have business interests in Africa - something that would've taken me months to achieve.*
- *Events like MineAfrica provide a magnet and a filter - to attract the right people to make our projects fly, and to allow us to focus on those right people.*
- *The quality of the presentations has been excellent - interesting, relevant and topical...I enjoyed the case studies.*
- *A well-organized and well-structured seminar with a good mix of speakers and quality presentations.*

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, senior-level European audience of mining and financial executives active, or interested, in West Africa, 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 10,500 senior level contacts as well as those of our strategic partners.	no	yes	yes
Website Advertising – Sponsor recognition on our website which averages 3,325 unique visitors and 5,600 visits 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

Focus on West Africa: London UK 2012 Participation Form

Complete and return this page by email to bruce@mineafrica.com or fax to 416.588.7504

Participation Option	Investment Required	Please check one
Presenter	C\$3,950 (approximately £2,500) plus applicable taxes	
Sponsor	C\$3,500 (approximately £2,200) plus applicable taxes	
Presenting Sponsor	C\$6,000 (approximately £3,750) plus applicable taxes	

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.