



Fira Barcelona

Barcelona expominer

34º Salón internacional de minerales, fósiles y joyería.

35º edition



Barcelona 8 - 10 November 2013

EXHIBITORS' GUIDE

www.expominer.com

Held at the same time as





The benchmark event for buying, selling and learning about minerals is back

EXPOMINER is back on **8-10 November**, the most important event for the promotion and direct sales of minerals, fossils, precious stones and jewellery. This is an unmissable event for dealers and retailers from nearly 50 countries to exhibit, sell and exchange unique and exclusive pieces from the natural world, and this year features **new content and business opportunities**.





Offering the best commercial synergies and sales opportunities

The Show that attracts the attention of thousands of visitors gets a fresh boost again being held alongside **COLECCIONA BARCELONA**, the Philately, Numismatics and Collectors' Fair that put together more than 3500 collectors, enthusiasts and professionals. In addition, the Sector **JOIA GALLERY**, for the most exclusive and original contemporary jewelry complements the global offer.

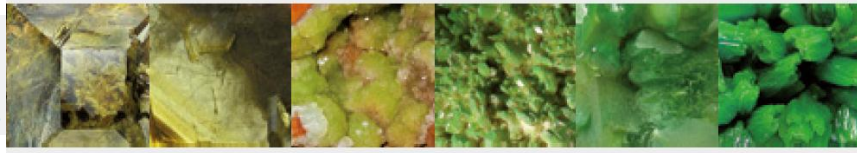


JOIA GALLERY
Joyería Contemporánea

Held at the same time as

COLECCIONA
BARCELONA
SALÓN DEL SELLO, MONEDA Y COLECCIONISMO





A fantastic showcase for over 15,000 visitors

The Montjuïc Exhibition Centre is gearing up for a weekend dedicated to collecting. Near **160 exhibitors** and **15,000 visitors** at the two events will make this an unmissable event for the promotion and direct sales to trade professionals, collectors and the general public.

Barcelona
expoMINER

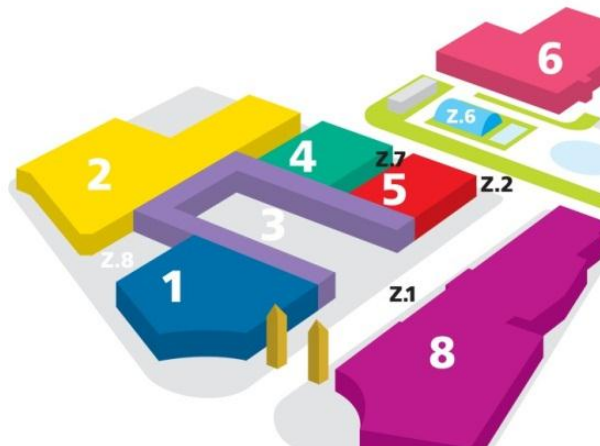
Minerals
Fossils
Precious stones
Jewellery

120 exhibitors
12.200 visitors



Philately
Numismatics
Other collectables

40 exhibitors
3.500 visitors





With the impetus of the best promotional campaign

Epecially designed to attract a specific target with a high buying profile.

Advertising

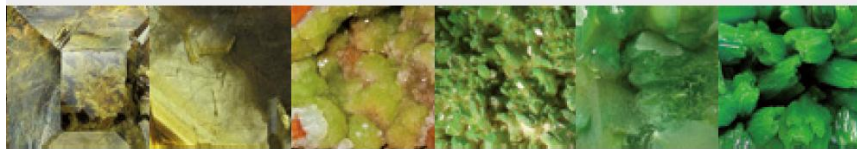
- Advertising in the daily press
- Radio slots on high audience-share programmes
- Advertising in the specialist media

Articles and dissemination of news

- Articles
- Dissemination of news in the general media.
- High audience impact: 3,500,000 people saw news on Expominer in 2012.

Distribution of leaflets, invitations and 2x1 tickets

- Distribution of 9,000 posters to stores
- Collaborations with the main Collectors' Associations
- Promotional campaign to 3,500 schools, teachers and PTAs
- Distribution of 250,000 invitations and 2x1 tickets
- Promotions on the internet, sector portals and social networks



Why take part?

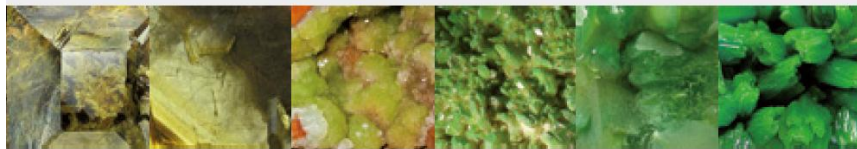
- Expominer attracts more than 12,000 collectors, trade professionals and general public to every edition.
- 120 exhibitors from 46 countries underline its commercial success
- 3 days of intensive business activity in the lead-up to the Christmas gift-buying season
- A full programme of activities and workshops for professionals, enthusiasts and families.
- A source of knowledge for over 2,600 students and schools
- 6,000 m² of business, entertainment and education on mineralogy
- Access to 3,500 new collectors and buyers by being held alongside Barcelona Colecciona and Magic Internacional.

At the heart of Barcelona.

In Plaza España. Hall 1. Montjuïc Exhibition Centre



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Take part in the show!
For further information:

www.expominer.com

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