



9-12 February 2026  
 CTICC, Cape Town

# The Golden Rules for Exhibiting

A step by step guide to making  
the most of your Mining Indaba 2026



# Ready to make your Mining Indaba 2026 exhibition experience seamless and successful?

Use this helpful guide to plan your experience  
from pre-event promotions to post-event nurturing.

[Before the event](#)

[At the event](#)

[After the event](#)

# Before the event...

Follow these steps to prepare for Mining Indaba.

## Set your goals

Are you looking for qualified leads, better conversion rates, or do you have a specific audience you would like to reach? Define what success looks like by setting clear and measurable targets.

## Promote your presence

Let your network and industry know you'll be at the event through:

- Social media and event hashtags: #MI26 #MiningIndaba2026 #StrongerTogether #MakeYourMark.
- Targeted email campaigns sharing your stand location.
- PR channels that promote product launches and announcements.

## Check out the Exhibitor Portal

Log in to the Exhibitor Portal to access key operational details and marketing resources.

## Go live on the Mining Indaba App

Download and explore the Business Matchmaking Programme to see who's attending and to schedule meetings.

## Bring your whole team

Encourage your colleagues to register as delegates - bringing the whole team ensures you have stand cover throughout the event while making the most of the content sessions and [networking opportunities](#).

To register your colleagues, email [marketing@miningindaba.com](mailto:marketing@miningindaba.com).

## Pre-booking for 2027 is now open

Secure your stand early and focus on maximising your ROI at the event. [Speak with the team today.](#)



# At the event...

Follow these steps to maximise your investment.

## Elevate your stand

- Use eye-catching visuals and clear messaging.
- Make use of interactive technology like VR, 3D demos, and touchscreens.
- Offer branded giveaways to attract visitors and capture their data.

## Train your team

- Ensure staff are aligned on products, brand messaging, and sales processes.
- Implement incentives for customer engagement and proactive outreach.
- Make use of lead capturing tools and take personalised notes for effective follow-ups.

## Join networking opportunities

- Spread your team across the event to ensure you make the most of Mining Indaba's lounges, eventcases and happy hours. Find out more [here](#).
- Get to know current or prospective clients by attending sessions they're speaking at or sessions that might be relevant to them. View agenda [here](#).



# After the event...

Follow these steps to capitalise on your success, quickly.

## Follow up

- Make sure to contact hot leads within 48 hours.
- Send a personalised message letting them know you enjoyed meeting at the event.
- Nurture colder leads with automated or bulk-targeted content.

## Measure your success

- Track the return of your stand investment by reviewing your performance against goals.
- Debrief with your team on what worked and what needs improvement.
- Rebook early for Mining Indaba 2027 to lock in the best rate and maximise next year's ROI.

If you have any questions about your exhibitor experience, don't hesitate to reach out to the Mining indaba team: [exhibitors@miningindaba.com](mailto:exhibitors@miningindaba.com).

