

49^e
année
sur site

EXPOSITION INTERNATIONALE **Mineral & Gem** À SAINTE-MARIE-AUX-MINES

1963 — 2012



Dear Exhibitor,

After receiving our first newsletter, many of you contacted us to ask various legitimate questions.

Here are a few points we would like to emphasize:

1 / CONTINUITY

YES, and YES AGAIN, despite all the rumours or false information you may have heard, the traditional and world famous exhibition of minerals, fossils and jewellery at Sainte-Marie-aux-Mines is still alive and kicking.

This regular event has been internationally renowned for its excellence in minerals for nearly half a century and it is, in fact, not about to stop.

2 / SECURITY

Contrary to what you may have heard, we can assure you that we have all the required authorizations to ensure the smooth running of the event, and we will be pleased to send you a copy should you ask for one.

The 2011 edition, just like the ones before, was based on items specifically approved by authoritative bodies in the field, namely the Departmental Safety Subcommittee known as ERP (public access structure), chaired by the Prefect.

The before mentioned committee issued an opinion in favour of the event in 2011, and decided its validation would be PERMANENT if the display was IDENTICAL.

It was on this basis, by the way, that the former organizer announced the event would take place in Sainte-Marie-aux-Mines in 2012 and 2013. Would he have taken such a risk? The so-called 25 "essential" points we invite you to read, are just the former organizer's interpretation..

No need to say that in the interest of all (exhibitors, visitors and organizers) we will continue to be very careful as far as security is concerned.

3 / LOGISTICS

As every year, the City of Sainte Marie aux Mines, along with its technical services and usual providers, will continue to play its role with the professionalism that you know. We have already booked the tents and the tables that are necessary for the smooth running of the event.

4 / ORGANIZATION

Our Team:

Claude ABEL - Mayor / Head of the Organization for Mineral & Gem

The City of Sainte-Marie-aux-Mines supports the overall organization, budget and personnel.

Raymonde KISTLER - Manager

With over 25 years in the field of event management (organization of symposia and conferences, air shows ...), Raymonde has extensive experience in management and human resources management. Also, for years, she has been one of the organizers with the former organization team for the Sainte Marie show - she was in charge of the creation and development of EURO-GEM. She is always in contact with exhibitors and with the press.

Thierry Pfertzel – Exhibitors Relations

After a personal experience in the field of communication and a transition in the team of "Initiatives Evenements" (organizer of the world famous Carrefour du Patchwork in Sainte-Marie-aux-Mines), Thierry will be your contact every day.

Yves TAILLABRESSE - Communications Manager

With nearly 20 years in the service of communication, Yves has developed multiple skills such as strategy, imaging or the latest mobile technologies. He will deal with marketing, communication and webdesign within our structure.

William FREPPEL – Logistik Partner

Celia LEVY - Engineer, Person in charge of the technical services with a team of 35 persons

Our exhibitors' committee specialists :

Christian Egeler & **Yue Tutt** : Specialists in mineral and Fossils
Martin WESKAMP : Specialist in Precious stones and Gemstones

5 / SERVICES

- LOCATIONS

Our aim is to limit the locations to offer exhibitors the surface they need to develop a quality offer.

Our goal

>>> A maximum of exhibitors specializing in minerals, fossils, meteorites and jewellery (quality), so we can ensure a proper welcome and services in a totally secure environment, and above all, in the spirit of mineralogical tradition.

In order to ensure the success of the event, we will be firm and demanding: if some products have nothing to do with the nature of the event, they will be rejected.

- PARKING

The 2012 edition will improve its parking facilities, noticeably the reception of VIPs and Exhibitors.

The different locations you are used to will remain available, with possible extensions of the parking spaces: private companies offer us their parking spaces in addition to what existed until now!

The residential parking will continue to operate as well.

- RECEPTION

Of course, the people who usually welcome you will be there, among whom Remi, Pauline, Djem, Line, Beatrice, Maxime, Nicolas...

- ELECTRICITY

To insure correctly your needs in energy, all the electricity networks will be strengthened.

6 / COMMUNICATION

We have been granted a significant financial subsidy from the General Council of Haut-Rhin, which will allow us to launch a broad press campaign (magazines, radio ...) in order to attract buyers and to confirm the continuation of the event in Sainte Marie aux Mines.

7 / PRICES AND LOCATIONS

We would like to assign you your usual place, so we suggest you make your reservation as soon as possible using the attached document. We are at your disposal for any changes if you want (location, size, etc ...) - these can be confirmed after the closing date of entries (15 february 2012). Priority will be given to our regular exhibitors and on a first come – first served basis.

You will find enclosed our price list.

It seemed important to us to write this letter of explanation following the many questions raised by the sudden departure of the former organizer of the « Bourse aux Minéraux de Sainte-Marie-aux-Mines ».

We are sorry for the confusion, and, to be quite accurate, we confirm that another mineral exhibition will take place in Colmar at the very same time as ours, but we definitely do not have the same approach.

How could one even consider "transporting" a mineralogical tradition which has been rooted within our very soil for decades? Men and women go by, the tradition remains...

Yours mineralogically,

The whole team of « Minéral & Gem »

CLAUDE, RAYMONDE, THIERRY and YVES

PS: The full "Exhibitor" file will be sent to you in early December 2011