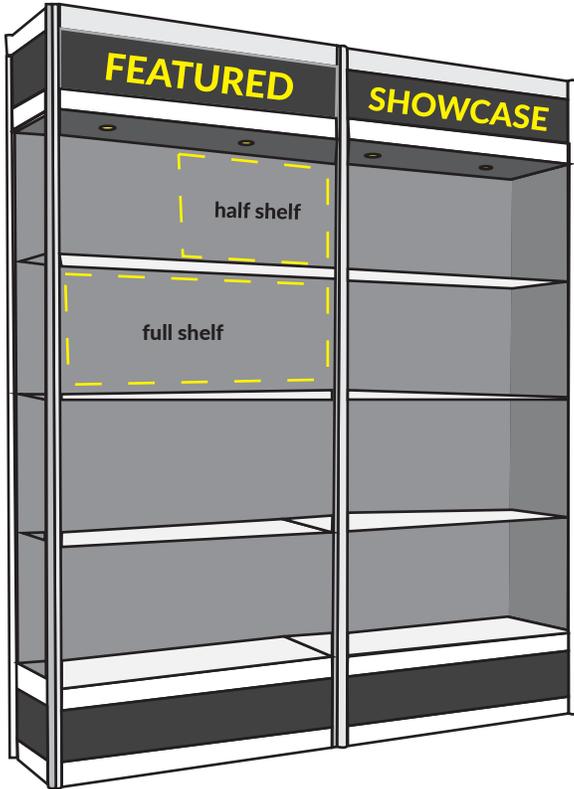




**Arada**  
PROMOTIONS

# | Promotional Offerings



## SHOWCASE

Located at main entrance, where ALL visitors pass on entry and exit.

Each showcase display area is half a shelf, or you can book a full shelf display.

### Half Shelf Space - \$40

Roughly 400mm high x 400mm wide x 400mm deep

### Full Shelf Space - \$75

Roughly 400mm high x 900mm wide x 400mm deep

\*pricing excludes GST.

As there are limited spaces available, showcases are booked on a first come, first served basis.

## GOODIE BAGS

Our most popular item, we always sell out of these!

We charge consumers between \$10-20 to purchase the goodie bag which includes all the goodies and our show bag (the goodie bag charge covers our set-up costs, and allows us to offer a cash-out ATM service to consumers with no fees).

There are no costs for exhibitors to contribute to the goodie bag promotion, all we require is the following:

- Fill in the information on the product, sample etc. you wish to include
- There must be a tangible "goodie" not just a voucher or piece of paper\*
- A minimum of 300-350 "goodies" is required with those unsold to be returned

\*A business card or flyer can be attached to a tangible good. However there must be a "goodie" included for consumers to purchase.





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PROMOTIONS

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## SHOW GUIDE LISTING

Colour, full-sized A4 show guide that is provided to all visitors on entry.

**Display Advert | \$199**

1/3 pg A4, 210mm W x 90mm H, landscape  
(limited adverts available)

**Featured Listing | \$99**

landscape, exhibitor profile with image, blurb, and stand location  
(limited availability)

\*pricing excludes GST.

As there are limited spaces available, adverts are booked on a first come, first served basis.

## SHOW PRIZE

Our in-house show prize runs via a data entry system at the expo, capturing visitor demographics, areas of interest, contact details, and more.

Products are displayed in a large glass cabinet, and featured in follow-up promotional emails.

The main advantage of the show prize is the data and information collected which you can have access to for your marketing use depending on the level of the prize offered.

### SHOW PRIZE LEVELS & HOW TO GET INVOLVED:

*Value of prize offered can be made up of either a single item or multiple items*

**Provide a prize valued at \$250 or greater**

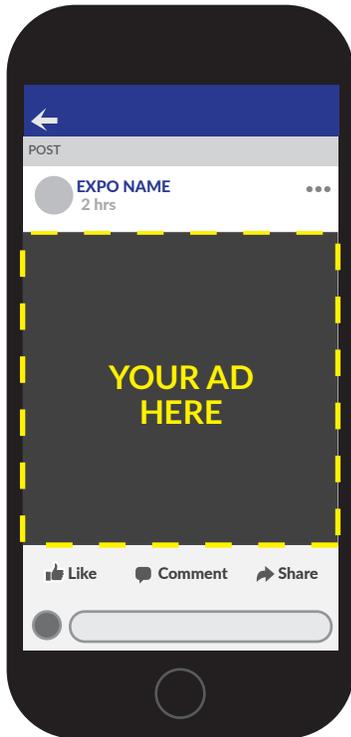
- General marketing, promotion and a copy of database for your use

**Provide a prize valued at less than \$250**

- General marketing and promotion, but no database



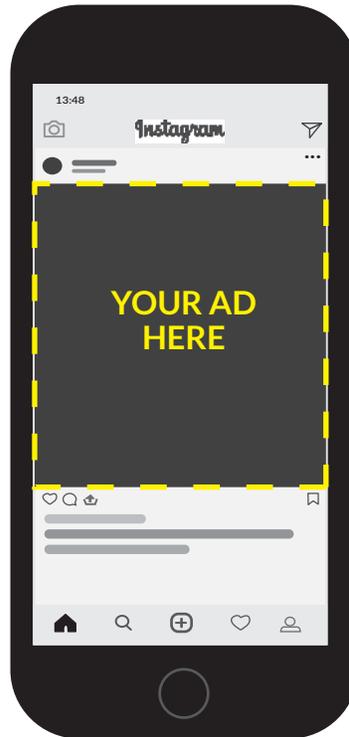
Included in the terms and conditions of entering the show prize competition, visitors agree to have their details forwarded on to participating companies.



### FACEBOOK POST \$30/post

- Image or video up to (30sec)
- A short text description
- Tagged to your page
- External links

*limited posts available. You can request the day of your choice if available.*



### INSTAGRAM POST \$50/post

- Image or video up to (30sec)
- A short text description
- Tagged to your page

*limited posts available. You can request the day of your choice if available.*



### EVENT DAY IG STORY \$35/post

- 1 two-slide Instagram story the day of the expo
- Includes photo/video of your stand at the expo (up to 10 sec)
- Choice of 1 product highlight

### FACEBOOK + INSTAGRAM BUNDLE | \$75

- 1 Facebook post
- 1 Instagram post
- Posts tagged to your page with external links

Posts include same graphics and copy posted simultaneously for maximum impressions.

### FACEBOOK + INSTAGRAM + EVENT DAY STORY BUNDLE | \$95

- 1 Facebook post
- 1 Instagram post
- 1 two-slide Instagram story the day of the expo
- posts tagged to your page with external links on Facebook

Limited spaces available