

Show Guide

1/2 page Display Advert

Landscape Advert, 148mm x 105mm

\$299

1/4 page Display Advert

Portrait Advert, 74mm x 105mm

\$199

Social Media Event Package Limited Availability

EDM Banner Advert + Sponsored Facebook Post + Day-of Instagram Stories

\$299

- **EDM Banner Ad (included)**

900 x 600px banner sent out to our thousands of email subscribers per expo
If submitted by deadline, it will be included in a minimum of 2 EDMs

- **Facebook Sponsored Post (included)**

Square image or video with attached call-to-action and link (individual)
The post will be boosted up to \$50.00

- **Day-of Instagram Stories (included)**

Brand highlight and live stand update from the expo

Show Prize

FREE

Choose one of the following options for the prize you contribute:

Value \$250 or greater - Copy of consumer database, Inclusion in show prize EDM and display

Value less than \$250 - Inclusion in show prize EDM and display, but no database

Goodie Bags

FREE

Must be tangible "goodie," not just a voucher or coupon

Minimum of 400 goodies required (those unused will be returned)

Promotional Posts

FREE

Instagram and Facebook posts (grouped by category) 2 weeks leading up to the expo
(Must showcase an expo special) - Katie will be in touch

*Book your Marketing Options via your Exhibitor Requirements online.
Once you book, we will be in touch with more information and specs.*

KEEP AN EYE OUT FOR THE PRE-EVENT SOCIAL MEDIA GIVEAWAY

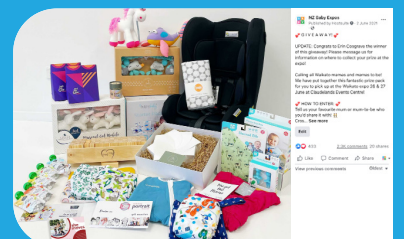
FREE

- The Social Media Giveaway is **run before the expo**, in an effort to promote the upcoming expo
- It introduces exhibitors from the expo to our social media audiences
- Great opportunity to create some online excitement prior to the expo

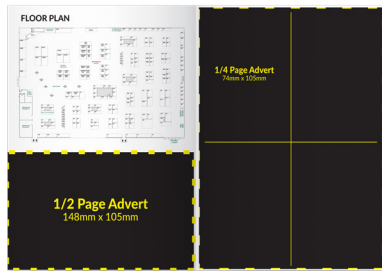
There is no cost to be part of this.

We just need your giveaway items couriered to our office.

We tag all participating exhibitors in the giveaway and run it on Facebook and Instagram, re-posting several times to generate more interest and entries.



DISPLAY MARKETING AT THE EXPO



SHOW GUIDE 1/4 PAGE OR 1/2 PAGE ADVERT

Colour, A5 show guide that is provided to all visitors on entry. Adverts in the show guide can be provided in a 1/4 page or 1/2 page format. Remember, consumers also take their show guides home to flip through after the expo.

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.

Choose one of the following prize offerings:

Provide a prize valued at \$250 or greater

- Copy of consumer database*, Inclusion in show prize EDM and display

Provide a prize valued at less than \$250

- Inclusion in show prize EDM and display, 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.*



GOODIE BAGS

Our most popular item at the show, consumers pay roughly \$25 to purchase the goodie bag which includes all the goodies and our expo bag.

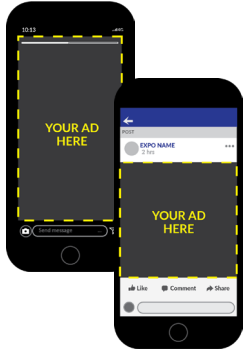
The goodie bag charge covers our set-up costs, and allows us to offer a cash-out ATM service to consumers with no fees.

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 coupon*
- A minimum of 400 “goodies” is required with those unused 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.*

ONLINE MARKETING



SOCIAL MEDIA EVENT PACKAGE

Posts will be shared out to our followers and will be scheduled at popular times based on our editorial calendar.

Please note no posts can be promised for the week of the expo. Posts sent in early will have first choice on the weeks they will run.

FACEBOOK SPONSORED POST - Image or video (up to 30sec), short text description, tagged to your page and external link of your choice.

The post will be boosted up to \$50.00

DAY OF IG STORIES - 1 two-slide Instagram story the day of the expo. Includes photo/video of your stand at the expo (up to 30 secs) and choice of 1 product highlight.

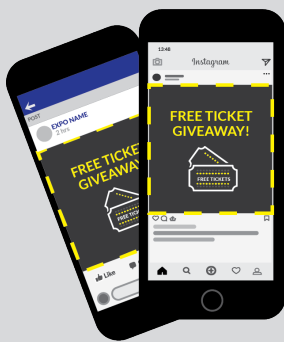
EMAIL MARKETING (EDM) BANNER AD - This 900x600px banner will be sent out to the subscriber database for the expo location. (If submitted by deadline, it will be included in a minimum of 2 EDMs).

Banner artwork must be provided in requested specs.



PROMOTIONAL POSTS

Posts will be shared on both Facebook and Instagram in the two weeks leading up to the expo. The posts will be grouped by category (e.g carseats) and must showcase an exclusive expo special.



FREE TICKET GIVEAWAYS

We are happy to offer complimentary tickets for you to run your own social media giveaway. You can then send tickets directly to the winners.

We also have a number of physical complimentary tickets (free tickets) that we can send to you to distribute through your network, store, community etc

**Book your marketing options via your Exhibitor Requirements.
Once you book, we will be in touch with more information and specs. You will not be charged for promotion until after the expo.**