



Partnering with Image Expo

VISUAL

★ SYDNEY 2015 ★

IMPACT

CO-LOCATING WITH **printex 15**

13-15 MAY 2015

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSOR



> EXHIBITION SPONSORS

PLATINUM – SOLD

Platinum Sponsors are entitled to the following:

- 72m2 floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- Full page colour advertisement on inside front cover of the Visitor's Guide
- Seminar spots over the duration of the exhibition
- The opportunity to include advertising material in exhibition mail outs
- Organiser discounts on furniture, power and flooring through ExpoNet if it is booked through the Organisers

GOLD

Gold Sponsors are entitled to the following benefits:

- 36m2 floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- Full page colour advertisement inside the Visitor's Guide
- Seminar spots over the course of the exhibition
- The opportunity to include advertising material in exhibition mail outs
- Organiser discounts on furniture, power and flooring through ExpoNet if it is booked through the Organisers

Sponsorship cost \$22,000 + GST
Payments will be made in four installments.

SILVER

Silver Sponsors are entitled to the following benefits:

- 18m2 floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- Full page colour advertisement inside the Visitor's Guide
- Seminar spots over the course of the exhibition
- The opportunity to include advertising material in exhibition mail outs
- Organiser discounts on furniture, power and flooring through ExpoNet if it is booked through the Organisers

Sponsorship cost \$12,000 + GST
Payments will be made in four installments.

> EXHIBITION FEATURES

Visitors Bags

Upon arriving at the exhibition, each visitor is issued with a visitor bag which includes various items regarding the exhibition. These items include promotional material from exhibitors and the Visitors Guide.

Visitor Bag Sponsors will have the opportunity to have their logo printed on one side of the visitor bag. The other side of the Visitors Bag will be printed with the Visual Impact logo.

Sponsor is to provide their logo and printed visitor bags. All bags must be fabric bags and not plastic.

Sponsorship cost \$1,000 + GST and in kind
Sponsor to provide 4,000 bags for the exhibition

Lanyards – SOLD

Lanyard Sponsors have the opportunity to have their logo printed on the exhibition lanyards. All lanyards are required to be double clip.

Sponsor is to provide their logo and printed lanyards.

Sponsorship cost \$1,000 + GST and in kind
Sponsor to provide 4,000 bags for the exhibition

Cappuccino Cart

There will be a cappuccino cart available in the hall for visitors to utilise.

Branding opportunities include:

- Cart
- Cups
- A-Frame signage

Sponsorship figure POA

Café Seating

The opportunity to brand all tables and chairs in the café seating area with your logo, as well as free standing banners in the café seating area.

Sponsorship figure POA

> PROMOTIONAL OPPORTUNITIES

Visitors Guide

The Visual Impact Sydney 2015 Visitors Guide, is available free of charge to all visitors. This will be a joint Visitors Guide with Printex 15.

The visitors guide will contain a comprehensive list of exhibiting companies, including a logo and 100 word biography. There will also be a categories section, making it easier for visitors to find who supplies what they are looking for.

Participating exhibitors are to provide artwork in specified format by specified date.

Advertising cost \$800 + GST

Visitors Bags (Inserts)

Each visitor receives a visitors bag upon entry to the show. The bags include a copy of the Visitors Guide, and may include promotional items about the exhibition or exhibitors.

Exhibitors are given the opportunity to include one piece of promotional material in the Visitors Bags, given to each visitor upon arrival to the exhibition.

Promotional material can include brochures, flyers, sweets or stationery items.

Participating exhibitors are to provide promotional material by specified date.

Insertion fee \$500 + GST (depending on the size)

VI Magazine (Ad)

The May / June edition of the VI Magazine will be focusing on Visual Impact Sydney and will feature articles regarding the show.

The VI Magazine is distributed to 10,000 people.

Various advertising opportunities are available for this edition, including full page ads, half page ads and more.


Various costs depending on the size of the ad

Eblast – Exhibitors show special

For the first time, we are offering the opportunity for a eBlast for exhibitors to promote their company and their upcoming presence at Visual Impact Sydney. The show web banner and links to register must be included.

eBlasts are distributed to approx 17,000 people

Cost per send – \$650 + GST



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Hall 3, Sydney Showground
Sydney Olympic Park

For more information on the
show and to register, please visit
www.visualimpact.org.au
or contact the Event Organisers on
T: +61 2 9868 1577
E: viexhibitions@visa.org.au



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IMPACT

TURNING IDEAS INTO REALITY...

PLATINUM SPONSOR



GOLD SPONSORS



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