

# Sponsorship & Promotional Opportunities



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22 – 24 OCTOBER 2009  
SYDNEY CONVENTION & EXHIBITION CENTRE

# ViSUAL iMPACT IMAGE EXPO SYDNEY 2009

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PLATINUM Sponsor



GOLD Sponsors



SILVER Sponsors

“THE MOST COMPREHENSIVE SIGN, PRINTING, GRAPHIC, DISPLAY & ENGRAVING TRADE SHOW”

## EXHIBITION SPONSORSHIP

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### *Platinum (SOLD)*

Platinum Sponsors are entitled to the following:

- 72m<sup>2</sup> floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- 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

Sponsorship figure \$38,000 + GST

Payments will be made in three installments

\$11,000 + GST – upon signing

\$11,000 + GST – 6 months prior to exhibition open

\$16,000 + GST – 3 months prior to exhibition open

### *Gold*

Gold Sponsors are entitled to the following benefits:

- 36m<sup>2</sup> floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- 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

Sponsorship figure \$22,000 + GST

Payments will be made in three installments

\$6,000 + GST – upon signing

\$6,000 + GST – 6 months prior to exhibition open

\$10,000 + GST – 3 months prior to exhibition open

### *Silver*

Silver Sponsors are entitled to the following benefits:

- 18m<sup>2</sup> floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- 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

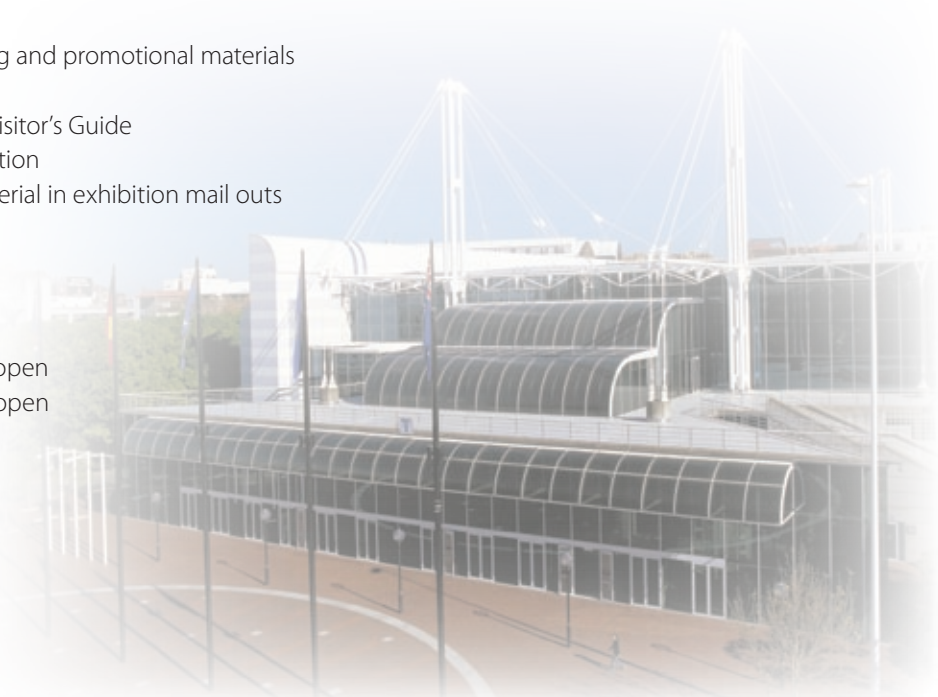
Sponsorship figure \$12,000 + GST

Payments will be made in three installments

\$3,500 + GST – upon signing

\$3,500 + GST – 6 months prior to exhibition open

\$5,000 + GST – 3 months prior to exhibition open



## EXHIBITION FEATURES

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### *Exhibitor Cocktail Party*

All exhibitors are invited to attend a cocktail party on the opening night of the exhibition.  
Exhibitor Cocktail Party Sponsors are entitled to logo coverage on all invitations and signage.  
Sponsor is to provide their logo in full cmyk colour.  
Sponsorship figure \$7,500 + GST

### *Visitors Bags (SOLD)*

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.  
Sponsor is to provide their logo and printed visitor bags.  
Sponsorship figure \$5,500 + GST

### *Lanyards*

Lanyard Sponsors have the opportunity to have their logo printed on the exhibition lanyards.  
Sponsor is to provide their logo and printed lanyards.  
*OPTION 1* – 4,000 lanyards printed one company artwork  
Sponsorship figure \$4,000 + GST  
*OPTION 2* – 8 batches of 500 lanyards, each can be sold separately and printed with different artwork  
Sponsorship figure \$ 500 + GST

### *Visitors Guide*

Visitors Guide sponsors are entitled to their logo on the cover and to one full page colour advertisement on the inside pages of the visitors guide, the official show document given to all show visitors.  
Sponsor is to provide a full page A5 colour advertisement digitally and in print accompanied with a full colour print.  
Sponsorship figure \$7,000 + GST

### *Pull Up Banners - New Products Display (SOLD)*

Exhibitors are provided with the opportunity to display their new products being launched at the relevant trade show, on a pull-up banner. These banners are arranged as an entry feature to the exhibition.  
Sponsors are entitled to a "Proudly Supplied by..." section at the bottom of each banner.  
Sponsorship figure based on cost of product and printing.

### *Seminars*

Seminar sponsors are entitled to supply one seminar speaker for a 1 hour session at one point during the exhibition, and their logo will be produced on all seminar related material including seminar program and advertising, as well as onsite in the seminar room.  
Sponsors are to provide their logo in full cmyk colour.  
Sponsorship figure \$3,000 + GST

### *Pens and/or Note Pads*

Sponsors have the opportunity to have their logo printed on pens / note pads to be included in visitors bag.  
Sponsor is to provide their logo in full cmyk colour.  
Sponsorship figure \$3,000 + GST

### *Name Badges*

Name Badge Sponsors have the opportunity to have their logo printed on the exhibition name badges.  
Sponsors are to provide their logo in full cmyk colour  
Sponsorship figure \$1,500 + GST

## EXHIBITION FEATURES *cont...*

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### *Rock Candy Bags (Inserted into Visitors Bag)*

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Rock Candy bag sponsors have the opportunity to have the candy made in two of their preferred company colours as well as their logo printed on the lolly bag packaging. These lolly bags will be included in the Visitors Bag.

Sponsors are to provide their logo in full cmyk colour and preferred colours.

Figures below are for 4,000 units.

Sponsorship figure \$3,500 + GST

### *Exhibition Jelly Beans*

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Jelly Beans sponsors have the opportunity to have their logo printed on the jelly bean packaging. These bags will be given out at each seminar.

Sponsors are to provide their logo in full cmyk colour.

Figures below are for 4,000 units.

Sponsorship figure \$2,000 + GST

### *Massage Vouchers*

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Massage Sponsors have the opportunity to have their logo printed on the massage vouchers, all massage area signage as well as one complimentary massage per day of the exhibition.

Vouchers will be distributed to Exhibitors.

Sponsors are to provide their logo in full cmyk colour.

Sponsorship figure \$2,500 + GST

### *Coffee Cart*

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Coffee Cart Sponsors have the opportunity to have the following:

logo printed on the cart

company logo, name and profile on a wrap of the cups

company name on all signage around the cart, including fascia panels.

Sponsorship covers the hire and set up of equipment.

Sponsors are to provide their logo in full cmyk colour.

Sponsorship figure POA

## PROMOTIONAL OPPORTUNITIES

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### *Visitors Guide Advertisement*

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Exhibitors have the opportunity to place one full page colour advertisement on the inside pages of the visitors guide, given to all show visitors.

Participating exhibitors are to provide a full page A5 colour advertisement digitally and in print accompanied with a full colour print.

Advertising cost \$2,200 + GST

### *Visitors Bags Insert*

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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 or stationery items.

Participating exhibitors are to provide promotional material by specified date.

Insertion fee \$500 + GST

### *LCD Screen Advertising*

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Advertising opportunities within the exhibition are being increased with the introduction of LCD screens. These screens will display information regarding seminars, presentations and promotions.

Exhibitors are given the opportunity to purchase a slot in the sequence, to advertise their company, products and services.

Advertising figure \$500 + GST