

# EVENT GUIDE ADVERTISING

The Event Guide is a full colour, handy guide to the event. It will feature a complete list of exhibitors, advertisements, event maps, special products, entertainment, prize details and more. Thousands of copies of the Event Guide will be handed out at all entrances to the event, ensuring your contact details are in the hands of all patrons.

Our affordable advertising rates also include free graphic design.

All Exhibitors who have paid in full by the due dates for their site space at this event will be included in the exhibitor list in the Event Map. If you would also like to book an advertisement in the Event Map please complete the attached site contract and return it to us before Wednesday 16 June 2021. Limited spots available.

## Live Event Announcements

Live Event Announcements are read multiple times daily at the event through the public address systems. They are a great way of highlighting to all patrons that you are at the event and reminding them to come and check out your site. Live Event Announcements are only available as part of our Advertising Packages.

Artwork Deadline  
**Wednesday 16th June 2021**

## Individual Event Guide Advertisements

<b>1/8 Page Ad</b>	\$150.00
<b>1/4 Page Ad</b>	\$300.00
<b>1/2 Page Ad</b>	\$600.00
<b>Full Page Ad (+10% loading for Back Cover)</b>	\$900.00

## Advertising Packages

<b>Pack 1</b>	<b>1/8 Page Ad</b>	\$400.00
<b>Pack 2</b>	<b>1/4 Page Ad</b>	\$550.00
<b>Pack 3</b>	<b>1/2 Page Ad</b>	\$750.00
<b>Pack 4</b>	<b>1/2 Page Ad on Front Cover</b>	\$1,050.00
<b>Pack 5</b>	<b>Full Page Ad</b>	\$1,050.00

### All Packages also include

- ✓ Graphic design of advertisement if required
- ✓ Pin on the Event Map
- ✓ Highlighted Directory Listing within Event Guide
- ✓ Pin on You Are Here signs
- ✓ Live Event Announcement
- ✓ Featured Exhibitor Article on event website
- ✓ Featured Exhibitor Article shared to social media
- ✓ Featured Exhibitor Article included in one event email newsletter



Example only.

# DIGITAL MARKETING

The event website contains detailed event information, list of Exhibitors, Featured Exhibitor Articles, competitions, prizes, attractions, entertainment details and more.

Digital promotions come with tons of benefits, from exposure on our busy websites to inclusion within our email newsletters and posts to our social media pages.

The event website alone received over 17,497 page views the week of the event in 2020, plus we have over 8,442 newsletter subscribers and more than 3,100 followers on the event social media channels.

## Individual Website Advertisements

<b>Secondary Right Hand Banner</b> 300px W x 240px H (Static JPEG)	\$300.00
<b>OR Bottom Page Banner</b> 905px W x 150px H (Static JPEG)	
<b>Premium Right Hand Banner</b> 300px W x 400px H (Static JPEG)	\$400.00

## Digital Marketing Packages

<b>Pack 1</b>	<b>Secondary Right Hand Banner</b> 300px W x 240px H (Static JPEG) <b>OR Bottom Page Banner</b> 905px W x 150px H (Static JPEG)	\$450.00
<b>Pack 2</b>	<b>Premium Right Hand Banner</b> 300px W x 400px H (Static JPEG)	\$550.00

- All Packages also include**
- ✓ Link to your chosen website
  - ✓ Graphic design of banner advertisement if required
  - ✓ Featured Exhibitor Article on event website
  - ✓ Featured Exhibitor Article included in one event email newsletter
  - ✓ Featured Exhibitor Article shared to social media
  - ✓ Live Event Announcement

## COMPETITIONS ARE WINNERS!

Have you considered the benefits of a prize or competition? Prizes and competitions can potentially draw thousands of visitors onto your stand, while providing brand recognition and product knowledge throughout the broader region.

### Major Prize Providers

Major Prize Providers can expect to be highlighted within event promotions including newsprint, radio and TV commercials, website and social media posts, inclusion within press releases, live radio crosses, highlighted within the Event Map and more.

Your prize promotion will reach far beyond the event, and what's more, thousands of people will be drawn to your site at the event, plus you will gain an incredible amount of new leads.

### Minor Prize Providers

Minor prize providers can also expect a substantial promotion, often including promotion within the Event Map, website promotions, social media, email newsletter articles, print media and more.

### Contact us to discuss options

For further information about prize options email [marketing@australianevents.com.au](mailto:marketing@australianevents.com.au)

17,497

**WEBSITE PAGE VIEWS DURING THE WEEK OF THE EVENT**

139,042

**FACEBOOK POST REACH**