

PROMOTIONAL OPPORTUNITIES

Don't fade into the background! There are a range of promotional opportunities to suit your budget and needs. Find out how you can maximise your exposure at GME 2012 by using one or more of the following methods.




STAND OUT FROM THE REST



MAXIMISE EXPOSURE



FEATURED PRODUCT PACKAGE



PREMIUM OPTIONS



STAND OUT FROM THE REST



Stand out from your competitors!

The Exhibition Directory is a guide for visitors to the exhibition incorporating exhibitor contact details & profiles. It is free and available at the entrance of the exhibition. Advertising in the Exhibition Directory is an effective way to get you one step ahead of your competitors. It is often used as a reference guide during and after the exhibition.

Upgrade Packages:


Half Page Enhanced Package.....\$ 1,320


 or
 
 +
 
 +
 10 documents (e-flyers, newsletters etc) on the website

Half Page V 90mm x 265mm Half Page H 185mm x 130mm


25 Product Profiles on website

Full Page Premium Package.....\$ 2,530


 +
 
 +
 25 documents (e-flyers, newsletters etc) on the website
 +
 5 videos on the website
 +
 Access to website statistics to get on top of how your website listing is performing

Full Page 210mm x 297mm 50 Product Profiles on website

Enhanced Directory Listing.....\$ 528


 Add your company logo and a tint to your printed listing so you stand out from the rest!

Directory Advertising Extras:

- Inside front cover (additional to Premium Package).....\$1,100
- Inside back cover.....\$POA
- Outside back cover (additional to Premium Package).....\$1,650
- Special positioning (additional to Premium Package).....\$POA



ONLINE SOLUTIONS

Maximise your exposure

More and more visitors are using our website before and after the exhibition. Industry professionals browse our website to:

- Register as a visitor
- Plan their visit
- Search exhibitor profiles
- Identify companies and products they would like to see
- Contact companies they may have missed during the show

The Online Promotional features are designed to help you reach this audience, driving more of the right customers to your stand at the show and making sure that potential customers can contact you before and after the exhibition.



*Example website
Actual layout and colour may differ

.....GME Website Banner (rotational-limit of 3).....\$ 1,650

Banner on the exhibition website
Maximum 3 rotations
Flash or animated gif supported
300w x 250h pixels

.....Exclusive GME Website Banner\$ POA

Banner on the exhibition website
Exclusive to your company
No rotation
Flash or animated gif supported
300w x 250h pixels

Direct to your Target Market - Email Advertising

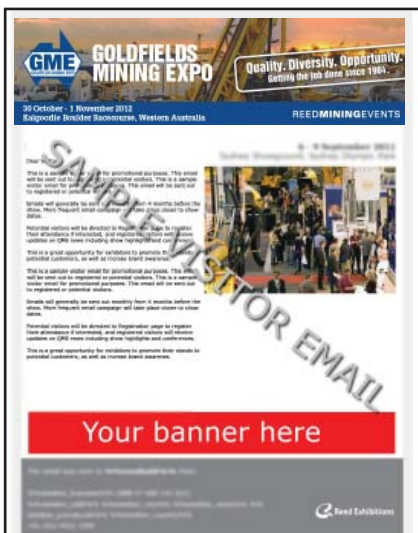
Registration Sponsorship (exclusive).....\$ 1,980

Banner with hyperlink to your website on:

- Online visitor registration page
- Visitor e-badge (bottom of confirmation email)

Logo on Visitor Emails (maximum 3 per campaign).....\$ 770
(Per campaign)

.....Exclusive Banner on Visitor Emails.....\$ 1,760
(Per campaign)



*Example email
Actual layout and colour may differ



LIMITED
TO FIVE
EXHIBITORS
ONLY!

FEATURED PRODUCT PACKAGE

Launching a product?

GME provides an excellent platform for you to showcase new technologies, products and services to the market.

We have designed a new Featured Product Package, exclusive to 10 exhibitors only to give you maximum exposure across print, web and on the show-floor to your potential customers.

Featured Product Package (5 available).....\$ 1,100

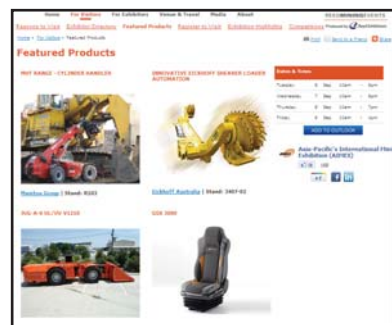
Limited to 5 exhibitors only, package includes:

- Product Profile in “Featured Products” pages of the Exhibition Directory including product name, product image, company name, stand number, product description (paragraphs and bullet points supported).
- Featured on the GME website’s “Featured Products” page with your product name, product image hyperlinked to your website, your company name and stand number.
- Displayed at GME with your product image, product name, company name and stand number on a printed panel at the entrance area of the exhibition.



Example of printed panels at the exhibition entrance showcasing featured products. Colour and layout may differ.

Example of Featured Products page on the website, product image size is 300 pixels x 300 pixels



Example of Featured Products page in the Exhibition Directory. Colours and layout may differ. Information and pictures must be supplied by deadline as specified in the Exhibitor Manual.



New Product Showcase, including company name signage (3 available).....\$ 1,100

Designed to give you a head start on sales and help you reach your target audience more effectively. You have the opportunity to utilise the unique New Product Showcase. Items will be identified with signage. Visitors will view your latest innovation on display in an area dedicated to new products at the entrance of the exhibition.





PREMIUM OPTIONS

Go beyond your stand

There are a number of different sponsorship opportunities available to suit a range of budgets and provide high exposure for your company.



••••• **Your logo exclusively on Visitor Badges.....\$ 3,300**

All visitors must register and collect a visitor badge before entering the exhibition.
Why not put your company logo on the badge as a 'roving' advertisement?
(Price includes 2 colour print. Colour upgrades available)



••••• **Logo on Visitor Show Bags (2 available, 1 per side).....\$ 3,850**

This is a fantastic walking advertisement opportunity. Visitors are given a bag at the entrance of the exhibition containing the Exhibition Directory with your company logo placed on the outside of the bags.
(Price includes 2 colour print. Colour upgrades available)

••••• **Visitor Bag Inserts (4 available).....\$ 1,980**

Place your company flyer into the visitor bags, which is given to visitors at the entrance of the exhibition. Inserts must not be larger than 2 doubled-sided A4 pages.



••••• **Exclusive Lanyards.....\$ POA**

Build and reinforce your brand, have your logo printed on visitor and exhibitor lanyards. (Price excludes lanyard production)

••••• **Logo on Floor Plan (Limited Opportunity)\$ 495**

A large exhibition floor plan is situated in the exhibition to assist visitors in locating exhibition stands. Place your logo on this valuable tool utilised by many visitors.





PROMOTIONAL OPPORTUNITIES ORDER FORM

Simply complete your details on the left and tick any promotional opportunity you'd like to order. Please note promotional opportunities are only available to contracted exhibitors.

RESPONSE DETAILS (PLEASE PRINT)

Mr Mrs Ms

NAME

Job Title

Company

Address

Suburb

State Postcode

Phone
() _____

Fax
() _____

Email

Signed

FAX BACK 02 9993 8346

Upgrade Packages

- 1/2 page enhanced package \$ 1,320
- Full page premium package \$ 2,310
- Enhanced Directory listing \$ 528

Directory Advertising Extras

- Inside front cover (additional to Premium Package) \$ 1,100
- Inside back cover \$ POA
- Outside back cover (additional to Premium Package) \$ 1,650
- Special position (additional to Premium Package) \$ POA

Online Promotions

- GME website banner (rotational limit to 3) \$ 1,650
- GME exclusive website banner (no rotation) \$ POA

Direct to your Target Market - Email Advertising

- Registration sponsorship (exclusive) \$ 1,980
- Logo on visitor email (per campaign) \$ 770
- Banner on visitor email (per campaign) \$ 1,760

Featured Product Package

- Featured product package (5 available) \$ 1,100
- New product showcase, including company signage (3 available) \$ 1,100

Premium Options

- Visitor badges (exclusive) \$ 3,300
- Visitor bags (2 available) \$ 3,850
- Visitor bag inserts (4 available) \$ 1,980
- Exclusive Lanyards \$ POA
- Logo on floor plan \$ 495

Organised by:

REEDMININGEVENTS

For more information please contact:

Warren Queenan T: 02 9422 2563

Chris Ghosh T: 02 9422 2518

Luke Griffin T: 02 9422 2339

Peter Thompson T: 02 9422 2472

Wendy Hamano T: 02 9422 2955

goldfieldsminingexpo.com.au