



— PRESENTS —



**ACCELERATING  
THE IDEAS OF  
EMERGING  
ENTREPRENEURS**

AGHA Gift Fairs are pleased to announce **The AGHA Launch Pad**- a platform designed to accelerate the ideas of emerging entrepreneurs.

This initiative is an exciting new strategy formed to support AGHA Members who are looking to launch a new and innovative product or service into the market. In conjunction with the existing Young Entrepreneurs Membership program, AGHA are providing emerging entrepreneurs with heavily sponsored exhibition stands within the highly successful **AGHA Gift Fairs** exhibition.

Australian **start-up** businesses across any of the below sectors are invited to apply for exclusive participation in The Launch Pad:



Be guided by AGHA's specialist marketing and exhibition experts on how to best present your product or service, as well as gather advice on how to best sell to thousands of potential retail buyers.

**No other organisation can offer the expertise that an industry association can offer – be mentored by the best.**

The Launch Pad program is by application only, and you do not have to be an existing AGHA Member to apply. If your application is accepted, your first 12 months AGHA Wholesaler Membership and joining fee is included. Applications for The Launch Pad are individually reviewed and assessed based on the criteria provided.



# ACCELERATING THE IDEAS OF EMERGING ENTREPRENEURS




## CRITERIA FOR ELIGIBILITY

- ▶ Your business must be the holder of an Australian ABN or New Zealand NZIRD
- ▶ Less than 3 years in business (based on registration date)
- ▶ Less than 5 employees
- ▶ Never exhibited your product or business at any previous trade-facing fairs
- ▶ Have a clear differentiator within the marketplace, or be investigating a new product or service not yet seen in the Australian and New Zealand markets
- ▶ Must be in a position of taking orders and fulfilling these orders in an appropriate time frame
- ▶ Unique or substantially different product(s) will be highly regarded
- ▶ Product must comply with all relevant certifications and compliance requirements
- ▶ Twelve month opportunity with the option to renew as a standard AGHA Wholesaler Member


## WHAT YOU GET FOR YOUR INVESTMENT?

- ▶ Exposure to thousands of quality and qualified retail buyers at AGHA Gift Fairs
- ▶ 12 month AGHA Wholesaler Membership (valued at over \$500)
- ▶ 3m x 3m exhibition stand at AGHA Gift Fairs within The Launch Pad zone
- ▶ 2.4m high walls of custom shell scheme
- ▶ Power (4 amp power point) and lighting
- ▶ Full public liability insurance package for the duration of the event
- ▶ Expert advice from professional display and POS designers
- ▶ Standard exhibitor promotional inclusions (including Show Guide/Update, digital marketing tools and more)
- ▶ Promotional and Marketing opportunities through the AGHA's media channels, blogs, and social media platforms
- ▶ Specific PR and media opportunities (product dependent)
- ▶ Opportunity to exhibit in The Launch Pad at the next scheduled AGHA Gift Fair for the same package price
- ▶ Access to all AGHA trade exhibitions and Member benefits, discounts and services offered by our Business Partners for 12 months
- ▶ Attend a pre-exhibition briefing and various mentoring sessions with AGHA experts, other experienced wholesalers, designers and business partners

## WHAT IS YOUR INVESTMENT?

AGHA sponsored **exhibition package:**  
 **ONLY \$950** (excluding gst) | The package value is over \$3,500

 **A week of your time** to exhibit at AGHA Gift Fairs - Australia's industry led gift & homewares trade exhibitions, held annual in Sydney in February and Melbourne in August.

 **A passion to succeed and SELL!!**

Supporting  
Emerging  
Entrepreneurs

Bringing  
the industry  
together



COMPLETE YOUR LAUNCH PAD APPLICATION NOW ONLINE