

## ENHANCED BUYER EXPOSURE OPPORTUNITIES

**Boost your profile and stand out from the competition** with one of our enhanced buyer exposure opportunities available for 2020.

Each custom package has been designed to help you reach our active and engaged community of tens of thousands of buyers before, during and after the Gift Fair. Generate extensive industry exposure and place your brand in front of thousands of potential customers.

### STAND OUT FROM YOUR COMPETITION



		GREAT VALUE	ONLY 10 OPPORTUNITIES	ONLY 3 OPPORTUNITIES
	STANDARD	SILVER	GOLD	PLATINUM
	Inclusive listing in the Gift Fair catalogue and mobile app	Create impact and stand out from your competitors	Boost your industry profile and increase your opportunities	For industry leaders only. Generate maximum exposure
<b>YOUR INVESTMENT</b>	-	<b>\$2,300</b>	<b>\$3,000</b>	<b>\$4,000</b>
Package total when booked individually	\$1,940	\$3,500	\$6,340	\$8,640
<b>IN PRINT EXPOSURE</b>				
<b>INDUSTRY CATALOGUE</b>				
Industry Catalogue listing	✓	✓	✓	✓
Industry Catalogue (1/4 page advert)	✓	✓	✓	✓
Industry Catalogue (full page advert)		✓	✓	✓
Guaranteed right-hand page placement for full page advert			✓	✓
Access to premium full page advert placement <sup>^</sup> (inside front cover, outside back cover or back cover)				✓
Product image included within exclusive feature			✓	✓
Logo included on the welcome page				✓
<b>ONSITE OPPORTUNITIES</b>				
Onsite floorplan listing	✓	✓	✓	✓
Logo included on the onsite floorplan			✓	✓
Logo included on the onsite listing handed out to buyers				✓
<b>DIGITAL EXPOSURE</b>				
Marketing resources for pre-fair promotion	✓	✓	✓	✓
<b>AGHA GIFT FAIR WEBSITE, SOCIAL CHANNELS AND EMAIL</b>				
Digital Industry Catalogue listing	✓	✓	✓	✓
Online listing plus upload of logo* (desktop version of App)	✓	✓	✓	✓
Online company profile	✓	✓	✓	✓
1x Social media post on Instagram and/or Facebook pre-fair		✓	✓	✓
1x Product image featured in a Gift Fair eDM pre-fair			✓	✓
Dedicated blog post on the Gift Fair website pre-fair				✓
<b>GIFT FAIR APP</b>				
Gift Fair App listing	✓	✓	✓	✓
Gift Fair App listing plus upload of logo and four static images*	✓	✓	✓	✓
Gift Fair App listing plus upload of logo, four static images and four video panels; priority placement on all search results; inclusion in the featured exhibitor quick search list; stand highlighted on floor plan*		✓	✓	✓

All rates exclude GST. All rates and packages are subject to change without notice. Inclusion is conditional on receiving final artwork and information before the deadline. <sup>^</sup>Premium placements are booked, first in, best dressed. \*Items must be uploaded to the online listing by the exhibitor.

# BOOST YOUR EXPOSURE

WE HAVE AN ACTIVE AND ENGAGED COMMUNITY OF TENS OF THOUSANDS OF BUYERS. PLACE YOUR BUSINESS IN FRONT OF THESE POTENTIAL CUSTOMERS WITH ONE OF OUR PACKAGES.

## OUR COMMUNITY



### NEED HELP WITH YOUR AD DESIGN?

Let our team take care of this for you!

1/4 page design fee \$60

Full page design fee \$200



14,000+

FACEBOOK FOLLOWERS



11,500+

INSTAGRAM FOLLOWERS



243,000+

ANNUAL WEBSITE USERS



66,000+

EMAIL SUBSCRIBERS



165,000+

READERS OF  
THE INDUSTRY CATALOGUE<sup>^</sup>



138,000+

READERS OF THE DIGITAL  
INDUSTRY CATALOGUE<sup>^</sup>



20,000+

READERS OF THE ONSITE LISTING<sup>^</sup>



337,274

EXHIBITOR PROFILES VIEWED ON APP

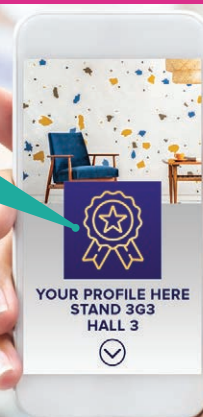
<sup>^</sup>Note these figures are per annum based on annual circulation

Based on visitor feedback, please note as of 2020, the Buyers Guide has been replaced by a more concise onsite listing and floorplan.

YOUR BUSINESS COULD  
BE FEATURED HERE



11K  
FOLLOWERS



If you would like to grow your business and boost your exposure, we look forward to discussing a package that best suits the needs of your business.

### SALES ENQUIRIES

02 9763 3222

sales@agha.com.au

aghagiftfairs.com.au

**SYDNEY**  
**GIFT FAIR**  
DESIGN • LIFE • STYLE

21-24 FEB 2020

**MELBOURNE**  
**GIFT FAIR**

1-5 AUG 2020

**AUSTRALIAN**  
**Gift & Homewares**  
**ASSOCIATION**

## 2020 ARTWORK GUIDELINES

### BOOKING & ARTWORK DEADLINES

Publication	Ad Booking Deadline	Artwork Deadline
Industry Catalogue	8 November	20 November

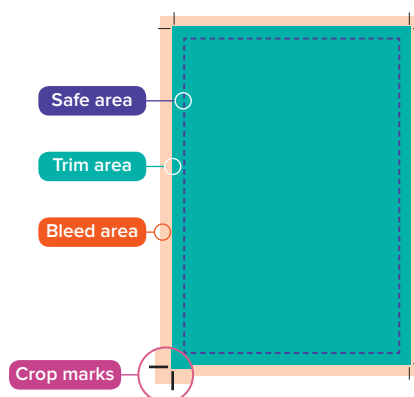
### ARTWORK SPECS (WXH)

Size	Type Area	Trim Area	Bleed Area
Industry Catalogue Quarter Page	-	86 x 105mm	None
Industry Catalogue Full Page	190 x 277mm	210 x 297mm	220 x 307mm

### ARTWORK FORMAT

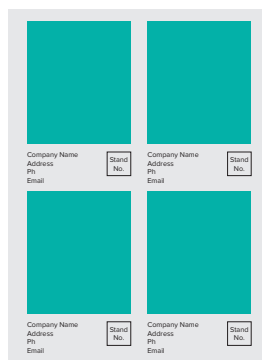
#### FULL PAGE

- Colour Space: CMYK
- Spot/PMS Colours: No; in both individual images and the whole file
- Format: Print Ready PDF
- Safe area: 10mm from trim edge
- Bleed: 5mm
- Crop marks: Yes
- Resolution: Min 300dpi
- File should be under 10mb



#### QUARTER PAGE

- Colour Space: CMYK
- Spot/PMS Colours: No; in both individual images and the whole file
- Format: Print Ready PDF
- Safe area: No
- Bleed: No
- Crop marks: No
- Resolution: Min 300dpi
- File should be under 10mb



Incorrectly supplied material will incur the design fee, payable by the exhibitor.

### NEED HELP WITH YOUR AD DESIGN?

If you are unable to provide print-ready artwork, we can design your ad based on your brief.

Quarter page design fee \$60

Full page design fee \$200

### FOR ARTWORK ENQUIRIES & SUBMISSIONS CONTACT OUR PRODUCTION TEAM

Sarah Tayler

sarah.t@octomedia.com.au

0432 804 572

### HOW TO SET UP & PREPARE YOUR ARTWORK



#### CORRECT SIZE

Make sure your file is the correct size by using the advertising material specs before submitting.



#### IMAGE RESOLUTION

All images used within your design must be saved at minimum 300dpi for the highest quality print results.



#### FILE AND IMAGES

Your file needs to be saved in CMYK in order for the colours to print correctly.



#### BLEED AND CROP MARKS

Include bleed and crop marks when setting up and saving your full page artwork.



#### OUTLINED FONTS

Outline your fonts before saving the artwork as Print Ready PDF.



#### EMBED IMAGES

Be sure to embed any linked images before sending.



#### FILE TYPE

Your artwork needs to be saved as Print Ready PDF with crop marks.

### TERMS & CONDITIONS

AGHA reserves the right to reject or withdraw from publication any advertising, at any time. All advertising is conditional on;

- All stand and advertising payments must be made according to the agreed schedule and the advertiser must not be in arrears for any payment owed to the AGHA at the time of production; all advertising costs will be invoiced to the advertiser at 100%.
- AGHA has the right to change or remove rates and packages without notice. Packages are subject to availability at time of booking.
- The advertiser is responsible for to submit accurate, print-ready artwork prior to the artwork deadline; all advertising costs will be invoiced to the advertiser at 100%.
- AGHA has the right to reject and/or withdraw late, incomplete or offensive artwork without notice, and all costs will be invoiced to the advertiser at 100%.

Visit [sydneygift.com.au](http://sydneygift.com.au) for full terms and conditions.