

# BUYER EXPOSURE OPPORTUNITIES

## MELBOURNE GIFT FAIR

AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

1-5 AUGUST 2020

MELBOURNE CONVENTION  
& EXHIBITION CENTRE  
(MCEC) DOORS 9-19

## SYDNEY GIFT FAIR

AUSTRALIAN GIFT & HOMEWARES ASSOCIATION  
DESIGN • LIFE • STYLE

19-22 FEBRUARY 2021

SYDNEY SHOWGROUND  
SYDNEY OLYMPIC PARK

Organised by  
**AUSTRALIAN**  
Gift & Homewares  
**ASSOCIATION**

AUSTRALIA'S LARGEST  
INDUSTRY-LED RETAIL  
TRADE EXHIBITIONS



## BUYER EXPOSURE OPPORTUNITIES

Boost your profile and stand out from the competition with one of our enhanced buyer exposure packages. 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



	STANDARD	GREAT VALUE SILVER	ONLY 10 OPPORTUNITIES GOLD	ONLY 3 OPPORTUNITIES 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	\$1,640	\$3,200	\$5,840	\$8,140

#### IN PRINT EXPOSURE

INDUSTRY CATALOGUE				
Company listing with contact details*	✓	✓	✓	✓
Company listings including alphabetical, stand, brand	✓	✓	✓	✓
Quarter page advertisement	✓	✓	✓	✓
Full page advertisement		✓	✓	✓
Guaranteed right-hand page placement for full page advert			✓	✓
Access to premium full page advert placement^				✓
Product image included within exclusive feature			✓	✓
Logo included on the welcome page				✓

ONSITE OPPORTUNITIES				
Floorplan listing	✓	✓	✓	✓
Logo included on the floorplan			✓	✓
Logo included on the printed Onsite Guide distributed				✓

#### DIGITAL EXPOSURE

Marketing resources for pre-fair promotion	✓	✓	✓	✓
AGHA GIFT FAIR WEBSITE, SOCIAL CHANNELS AND EMAIL				
Digital Industry Catalogue listing	✓	✓	✓	✓
Online Exhibitor listing	✓	✓	✓	✓
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				✓

All rates exclude GST. All rates and packages and are subject to change without notice. Inclusion is conditional on receiving final artwork and information before the deadline. ^Premium placements are booked, first in, best dressed.

# 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.



## REACH OUR COMMUNITY

### PRINT



**165,000+** READERS OF THE INDUSTRY CATALOGUE<sup>^</sup>



**10,000+** ONSITE GUIDES<sup>^</sup> DISTRIBUTED AT THE GIFT FAIRS

### DIGITAL



**57,000+** EMAIL SUBSCRIBERS

### SOCIAL



**14,300+** FACEBOOK FOLLOWERS



**12,100+** INSTAGRAM FOLLOWERS

## 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

<sup>^</sup>Annual circulation <sup>\*</sup>Reporting period 1 Jan-24 Feb 2020

## YOUR BUSINESS COULD BE FEATURED HERE



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

🌐 agha.com.au

**MELBOURNE GIFT FAIR**

1-5 AUGUST 2020

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

19-22 FEBRUARY 2021

Organised by  
**AUSTRALIAN Gift & Homewares ASSOCIATION**