

SYDNEY GIFT FAIR 2021 | PACKAGES

Boost your profile and stand out from the competition with one of our enhanced buyer exposure packages. Each package has been design 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.

PLACE YOUR BRAND IN FRONT OF 1000s OF POTENTIAL CUSTOMERS	EXHIBITOR PACKAGE	STANDARD PACKAGE	UPGRADE PACKAGE	PREMIUM PACAKGE
	Included in your stand package. Valued at \$1000+GST	\$550+GST AGHA Member Rate	\$700+GST AGHA Member Rate	\$850+GST AGHA Member Rate / \$1300+GST Non-Member Rate (includes 12-month AGHA wholesaler membership until October 2021 - joining fee will be waived)
PACKAGE INCLUSIONS				
GIFT FAIR DIRECTORY (DIGITAL)				
• Half-page advertisement with company name and stand number tag	✓	✓	✓	✓
• Alphabetical listing	✓	✓	✓	✓
• Category listing	✓	✓	✓	✓
• Stand listing	✓	✓	✓	✓
• Design Life editorial including logo and image from all Design Life exhibitors	✓	✓	✓	✓
• Floorplans	✓	✓	✓	✓
ONLINE SUPPLIER SHOWCASE				
Listing in the Online Supplier Showcase that is hosted on the AGHA website from January to June. <i>Please note the listings must be self-maintained by the supplier.</i> Listing includes:	✓	✓	✓	✓
• Alphabetical exhibitor listing	✓	—	—	—
• Company name, company details, company profile, company logo	—	✓	✓	✓
• Product categories and brands	—	✓	✓	✓
• Special offers & new product promotion	—	✓	✓	✓
• Virtual business cards	—	✓	✓	✓
• Uploading of collateral (press releases, brochures, video and document URL's)	—	✓	✓	✓
• Access to all opt-in leads through agenda planners	—	✓	✓	✓
• Uploading of 4 x static image or text panels	—	✓	✓	✓
• Uploading of additional 4 x video content panels	—	—	✓	✓
• Priority placement on all search results	—	—	✓	✓
• Inclusion in featured supplier quick search list	—	—	✓	✓
• Sharable link direct to your showcase entry	—	✓	✓	✓
ONLINE INDUSTRY CATALOGUE				
Inclusion in the company and category listings in the Online Industry Catalogue from January to June. <i>Please note the listings link through to the Online Supplier Showcase and must be self-maintained by the supplier.</i>	—	✓	✓	✓
Full-page advertisement in the Online Industry Catalogue that is hosted on the AGHA website from January to June. Advertisement can include embedded hyperlink to your Online Supplier Showcase listing. <i>Please note ads are placed on a first-in, best dressed policy and loadings* are required for premium placements.</i>	—	—	—	✓
ADDITIONAL DIGITAL EXPOSURE				
1x Social media post on Instagram and/or Facebook	—	—	—	✓
1x Product image featured within promotional eDM to buyer database	—	—	—	✓

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.

BOOK A PACKAGE TODAY!

With only a limited number of packages available, we urge you book today to avoid disappointment.


Book and pay directly online at agha.com.au today or email sales@agha.com.au and a member of the team will be in touch.

SYDNEY GIFT FAIR 2021 | MEDIA KIT

ARTWORK DEADLINES & SPECS


Publication	Artwork Deadline	Design Brief Deadline	Size (wxh)
Half page advertisement	18 December 2020	16 December 2020	190x110mm

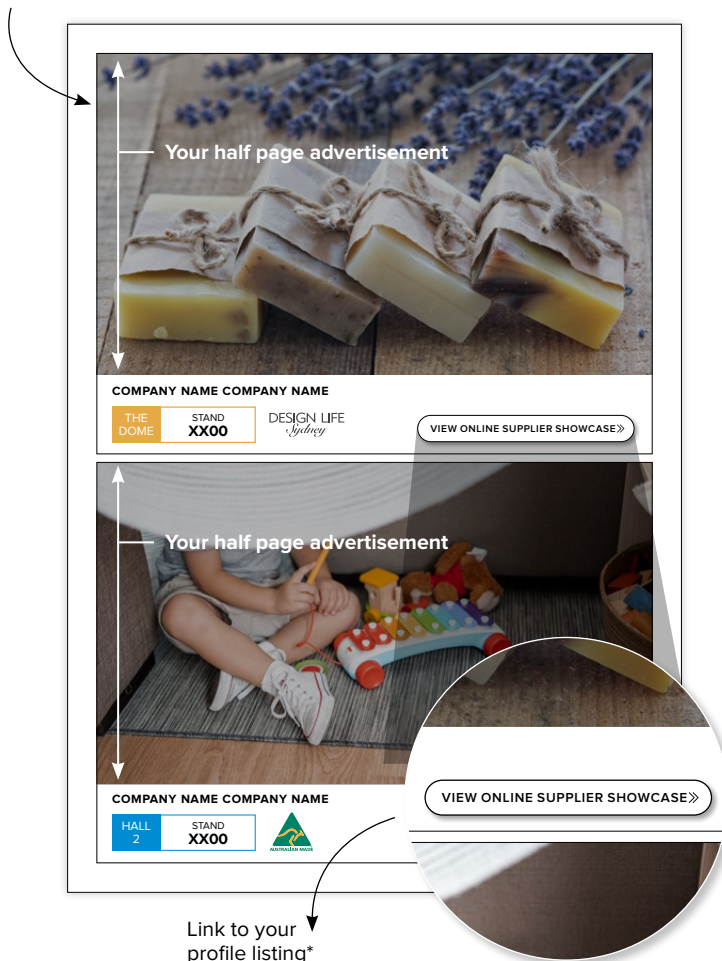
IMPORTANT!

 Refer to **HALF-PAGE ADVERTISEMENT**

Please submit final artwork to advertising@agha.com.au before the deadline for inclusion - **please include your company name and 'gift fair directory half-page advertisement' in the subject line of your email.** Any submissions received after the deadline may not be included in the gift fair directory.

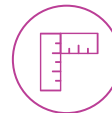
HALF-PAGE ADVERTISEMENT

 Please note: Contact details need to be included in your half page artwork submission - phone number, email address and website url.



*Only available when you purchase the **6 months suppliers sales opportunities** or upgrade now for \$550+gst

HOW TO SET UP & PREPARE YOUR DIGITAL ARTWORK



CORRECT SIZE
Make sure your file is the correct size by following the artwork specs.



IMAGE RESOLUTION & COLOUR
All images used within your design must be saved at least 150dpi and in RGB for best results.



EMBED FONTS
Embed or outlined your fonts before saving the artwork as High Quality PDF.



EMBED IMAGES
Be sure to embed any linked images before sending.



FILE TYPE
Your artwork needs to be saved as a PDF document.



SUBMITTING YOUR ARTWORK
Email your artwork to advertising@agha.com.au. Please include your company name and 'gift fair directory half-page advertisement' in your email subject line.

NEED HELP WITH YOUR AD DESIGN?

If you are unable to provide a half-page artwork, we offer a design service[^] based on your brief. Please submit your design brief before the deadline.

DESIGN FEE:
Half-page for \$100

Enquire now at advertising@agha.com.au

[^]Limited availability

TERMS & CONDITIONS

AGHA reserves the right to reject or withdraw from publication any advertising, at any time. All advertising is conditional on; advertising payment must be made upon booking. 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 the submission of accurate, final artwork prior to the artwork deadline. 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 agha.com.au for full terms and conditions.