

EXHIBITOR PROMOTIONAL OPPORTUNITIES

SYDNEY GIFTFAIR DESIGN • LIFE • STYLE

FEBRUARY 2022

SYDNEY SHOWGROUND
SYDNEY OLYMPIC PARK

MELBOURNE GIFTFAIR DESIGN • LIFE • STYLE

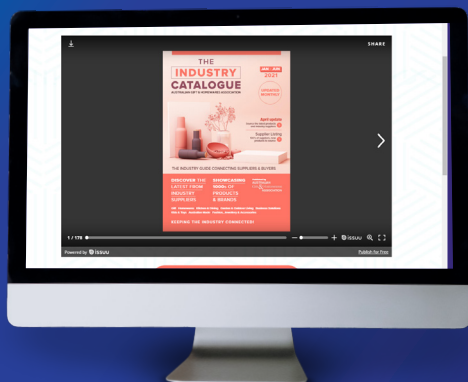
31 JULY - 4 AUGUST 2021

MELBOURNE CONVENTION &
EXHIBITION CENTRE (MCEC)
ENTRY VIA DOORS 9 & 15

Organised by
AUSTRALIAN
Gift & Homewares
ASSOCIATION

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 opportunities.



13,000+ FACEBOOK FOLLOWERS



12,400+ INSTAGRAM FOLLOWERS



243,000+ ANNUAL WEBSITE USERS



66,000+ EMAIL SUBSCRIBERS



150,000+ READERS OF THE
INDUSTRY CATALOGUE[^]



138,000+ READERS OF THE DIGITAL
INDUSTRY CATALOGUE[^]

[^]Note these figures are per annum based on annual circulation

EXHIBITOR PROMOTIONAL OPPORTUNITIES

Boost your exposure and stand out from the competition with one of our advertising opportunities available for both July 2021 and February 2022.

The Industry Catalogue is a high-profile digital publication aligned with the AGHA Melbourne and Sydney Gift Fairs. These advertising opportunities are 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.

You don't have to be an exhibitor to advertise. Opportunities now available to any wholesalers, manufacturers and suppliers in the industry who are not able to attend an AGHA Gift Fair!

WHAT EXHIBITOR'S GET

As an AGHA Gift Fair Exhibitor, you receive many promotional benefits inclusive to your stand package. Here's what you receive:

INDUSTRY CATALOGUE (DIGITAL)



- ✓ Half-page advertisement
- ✓ Company Listing including your company name and stand number (note: please include your contact details in your half-page ad as they will not be listed here)
- ✓ Inclusion in the alphabetical, category, brand and stand listings

ONLINE DIRECTORY & MOBILE APP



- ✓ Exhibitor Showcase on the Online Directory and mobile app including company name, logo, stand number, company description, choice of product categories and 4 x images
- ✓ Access to all opt-in leads through agenda planners and a shareable link direct to your showcase entry on the Online Directory

ADDITIONAL OPPORTUNITIES

AGHA are providing exhibitors with low-cost, high profile advertising opportunities to enhance your exposure before, during and after the Gift Fair.



Book now via your AGHA Account Manager or email sales@agha.com.au

INDUSTRY CATALOGUE (DIGITAL)	EXHIBITOR RATE EX GST	NON-EXHIBITOR RATE EX GST	EDMS, SOCIAL MEDIA & MORE	EXHIBITOR RATE EX GST	NON-EXHIBITOR RATE EX GST
Full-page Advertisement	\$300	\$700	Solus EDM	\$1200	\$1440
Double Page Spread (DPS)	\$600	\$1400	EDM Banner	\$1000	\$1200
Inside Front Cover	\$550	-	EDM Featured Product	\$250	\$300
Back Cover	\$500	-	Social Media Post (Grouped)	\$50	\$100
Inside Back Cover	\$500	-	Social Media Post (Individual)	\$100	\$200
Right Hand Page guarantee	\$100	\$200	Instagram/Facebook Story	Request a quote	
DPS Editorial: Exhibitor Spotlight (includes design)	\$1200	-	Featured News / Story (AGHA Website)	\$100	\$200
Featured Product Image or Logo	\$100	-	DESIGN SERVICES		
Featured Video (Interactive)	\$150	-	Full-page Advertisement	\$220	\$220
ONLINE DIRECTORY & MOBILE APP			Half-page Advertisement	\$110	\$110
Upgrade your Exhibitor Showcase: Includes 4 additional video content panels, highlighted stand on the floorplan, priority placement on all search results and inclusion in the featured exhibitor quick search list. (Exhibitors only)	\$200	-	Quick Fix / RGB Conversion	\$55	\$55

*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.