


MELBOURNE
GIFTFAIR
DESIGN • LIFE • STYLE

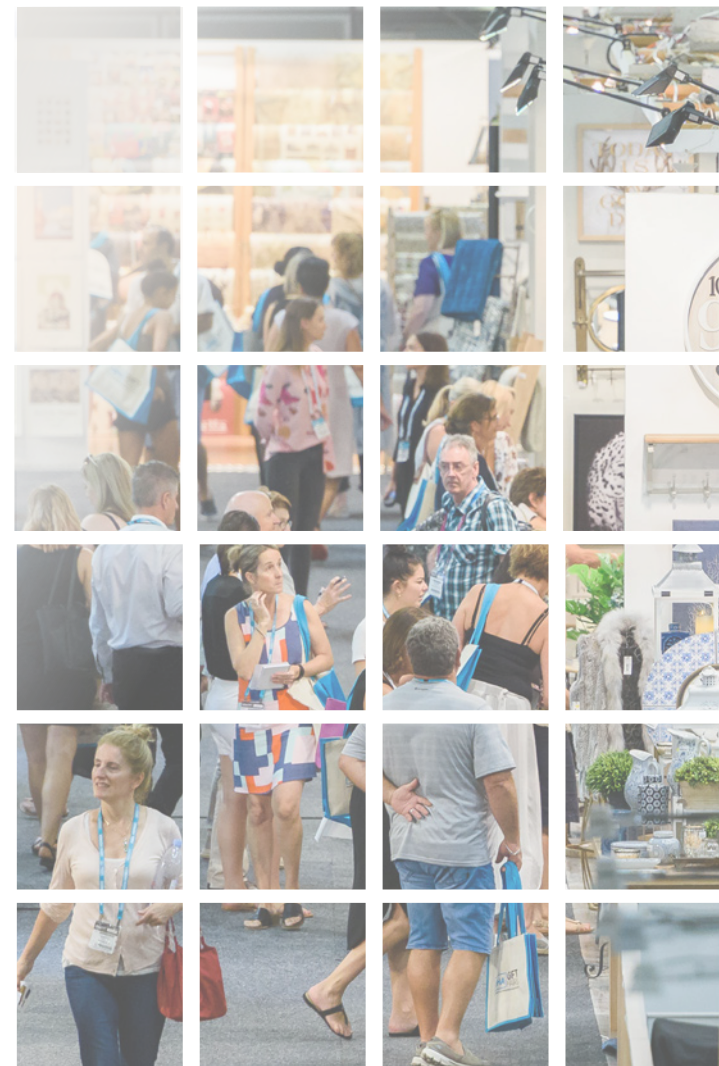
SYDNEY
GIFTFAIR
DESIGN • LIFE • STYLE

Organised by
AUSTRALIAN
Gift & Homewares
ASSOCIATION



SPONSORSHIP OPPORTUNITIES

PLACE YOUR BRAND IN FRONT
OF **1000's OF BUSINESSES**



agha.com.au

You're Invited...

The Australian Gift & Homewares Association (AGHA) invites you and your organisation to be part of a major industry event in 2022/23.

AGHA Gift Fairs are designed to connect our wholesale community with retailers, corporate & hospitality buyers, stylists, designers and more from all over Australia and New Zealand.

Place your brand in front of a targeted, qualified audience of over 10,000 businesses at these unique industry-led trade events.

**MELBOURNE
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30 JULY – 3 AUGUST 2022
MELBOURNE CONVENTION & EXHIBITION CENTRE

Imagine your business front and centre where ten's of thousands of buyers come together to make important business decisions while they seek the newest products and latest trends in the gift, homewares and design sector.

AGHA have many exciting opportunities available for both Melbourne & Sydney Gift Fairs. From sponsorship and advertising to enhanced exhibitor exposure, all packages are designed to connect your brand to our extensive Gift Fair marketing, social media, and public relations campaigns.

**SYDNEY
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18 – 21 FEBRUARY 2023
SYDNEY SHOWGROUND, SYDNEY OLYMPIC PARK

SPONSORSHIP CATEGORIES

Entrance Feature (MGF22 & SGF23)

Overhead Banners (MGF22 & SGF23)

Artisan Lane Sponsor (MGF22 & SGF23)

Sapphire Lounge Sponsor (MGF22 & SGF23)

Bar Connect Sponsor (SGF23 ONLY)

New Product Showcase Sponsor (SGF23 ONLY)

AGHA Business Partner (SGF23 ONLY)

Gift Fair USB – promote your catalogue! (SGF23 ONLY)

Show Bags (SGF23 ONLY)

Other Opportunities

Entrance Feature (MGF22 & SGF23)

Price on application



Be front and centre when exhibitors and visitors enter the event and position your brand on the main entrance signage or entrance feature.

With both static signage and LED screens available at the entrance, you can get creative with your content and introduce animation or videos to your message.



Overhead Banners (MGF22 & SGF23)

FROM \$3,000 +GST



Grab peoples' attention in all different areas of the Gift Fair. Our overhead banners are rigged throughout the entire event and highlight product zones and feature areas.

Sponsor a particular zone such as Gift, Home, Toy, Fashion, Jewellery, Kitchen or have your message on all of them to be seen in every direction.

3K INCLUSIONS:

- Logo placed on 1 x double sided rigged banner (3m H x 1.5m W)

We are flexible with your requirements and can quote accordingly if you would like sponsor more or different sized banners.



Artisan Lane Sponsor

(MGF22 & SGF23) Price on Application



To view the full package and inclusions, click [here](#).



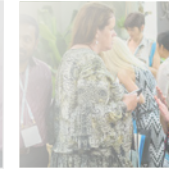
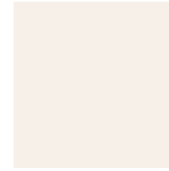
PREVIOUS MEDIA COVERAGE FROM THE CHANNEL 9 TODAY SHOW AND CHANNEL 10'S STUDIO 10.

Take the opportunity to support some of Australia's local artisans, individual makers and craftspeople as they demonstrate their craft in an immersive precinct that is Artisan Lane.

This exciting new feature was a huge success in Sydney 2020 & 2022, bringing media attention from the likes of the Channel 9 Today Show and Channel 10's Studio 10. This is an opportunity for a key sponsor to position themselves as a supporter of small businesses and locally made product. The funds from this sponsorship will go towards providing artisans free stand space to give them an opportunity that they otherwise wouldn't be able to afford as a small business.

Sapphire Lounge Sponsor

(MGF22 & SGF23) Price on Application



AGHA Platinum and Gold Buyers including Retailer Members are invited to relax within our newest and most sophisticated lounge. Our loyalty buyers can network and enjoy complimentary refreshments within a private space.

Not only will you be able to meet and greet these buyers, AGHA are allowing access to walk the floor of the show and invite your own guests for a meeting in the Sapphire Lounge (retailers or exhibitors).

With 86% of buyers who visit the Sapphire Lounge being a Director, owner, partner or head buyer – you will be reaching our top qualified buyers.

Bar Connect Sponsor

(SGF23 ONLY) Price on Application



Bar Connect is the go-to destination within the Sydney Gift Fair to do business over a glass of wine or a coffee.

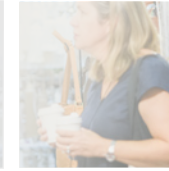
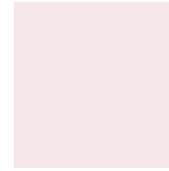
Located centrally within the Fair, it is the hub for buyers and exhibitors to do business in a more relaxed environment whilst having the opportunity to dine or share a drink.

Have your brand strategically placed on signage around the bar and on the overhead banner.



New Product Showcase Sponsor

(SGF23 ONLY) \$8,000



Fulfilling demand for new and boutique products, this feature is a stunning array of white plinths showcasing the newest products on the market.

You will greet visitors as they stroll through the displays and have your logo positioned on every plinth.

Looking for something different to catch people's attention? This is the opportunity you're looking for!

AGHA *Business Partner* (SGF23 ONLY) NEGOTIABLE



Interested in becoming an AGHA business partner? We're always seeking support from organisations who can contribute industry knowledge, resources and benefits for our members.

As a business partner you can reach our database of over 60,000 businesses and connect with thousands of potential customers by having a presence at the Gift Fairs. Get in touch now to have a chat!



GIFT FAIR

USB & Show Bags (SGF23 ONLY)



PROMOTE YOUR CATALOGUE \$100 PER FILE

If you're an exhibitor and looking for cost-effective brand exposure, pop your catalogue on the Gift Fair USB for just \$100.

Distributed to thousands of visitors as they walk through the doors, this USB will provide buyers with a digital collection of catalogues to work through after the event. An opportunity not to miss!



OR sponsor the USB itself and have your logo displayed on one side

GIFT FAIR SHOW BAGS

Price on Application

Show bags are a great advertisement opportunity – you will have exclusive naming rights and a requirement is that the AGHA Gift Fair logos be included. All attendees will receive the high quality colour printed show bag used to hold brochures as they make their way around the show.



AGHA SPONSORSHIP *Inclusions*



SPONSORSHIP INCLUSIONS Get in touch for a full list of inclusions on a specific package	Artisan Lane Sponsor	Sapphire Lounge Sponsor	Bar Connect Sponsor	Entrance Feature Sponsor	Overhead Banner Sponsor	New Product Showcase	AGHA Business Partner	USB Sponsor	Showbag Sponsor
PRE-EVENT EXPOSURE									
Industry Catalogue Full-page Advertisement	●	●	●	●			●		
Industry Catalogue half-page Advertisement	●	●	●	●			●		
Industry Catalogue Editorial Piece	●	●	●	●					
Logo in Industry Catalogue	●	●	●	●	●	●	●	●	●
Listing in the Online Directory (includes company profile with virtual business cards, image gallery, collateral upload, access to all opt-in leads etc)	●	●	●	●	●	●	●	●	●
Social media post on AGHA_Social Facebook and Instagram	●	●	●	●			●		
Solus EDM to AGHA database of 70,000+ contacts	●	●		●			●		
Featured in AGHA/MGF EDM	●	●	●	●	●	●	●		
DURING THE EVENT									
Stand Display	●						●		
Company banner display		●	●						
Flyers/brochures on tables		●	●						
Meet and greet buyers		●							
Logo on entrance feature				●					
Logo on general signage	●	●	●	●	●	●			
Logo on overhead banners	●	●	●		●	●			
Logo on Show Bag									●
Logo on USB								●	
Invite guests to Sapphire Lounge		●							
Host a Networking Hour* (Catering additional cost)		●	●						
Seminar presentation*	TBC	TBC		TBC			TBC		
PR opportunities	TBC								

Other Opportunities

Get in touch with us to discuss our other opportunities below or throw your own idea to us. We are always open to ideas on how we form a relationship and help your brand gain new exposure.

- **Kiosk/Café Sponsor (MGF22 & SGF23)**
- **Seminar Sponsor (MGF22 & SGF23)**
- **Branded Hand Sanitiser (MGF22 & SGF23)**
- **Event Map (MGF22 & SGF23)**
- **Lanyards (SGF23 Only)**



OUR INDUSTRY AND BUSINESS PARTNERS



FOR FURTHER INFORMATION, PLEASE CONTACT

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ABN 49 061 196 290

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