

EXPOSE YOURSELF!

Use this Advertising, Promotional & Educational pack to stand out at the show

Here's your chance to build your brand and promote your products. Choose from this great selection of educational, marketing and advertising opportunities!



MAKE & TAKES

Class runs at the same time each day of the show in dedicated Make & Take rooms.

Thrill crafters with a hands-on experience in 50 minute Make & Take sessions – **\$110** for four days. You provide a kit and instruction for a reasonable cost and get them hooked!

Example



□ 2pm ★♥ **Make your own Christmas Pixie with Verity King from Winterwood Felt & Craft Supplies.** Dress a wooden pixie base with 100%

wool felt. Choose between Christmas or seasonal coloured felt. You can make your own pixie as simple or as detailed as you like, decorate with embroidery, buttons or bells. **Kit cost \$20. Book at Stand B31.**



DEMOS

Demos run at the same time each day of the show in a dedicated demo space or from your stand.

Inspire visitors to take up new projects in the dedicated Demonstration

area or you can spark new interest in your range of specialist tools and equipment with 10 – 20 minute product demonstrations at your stand. From the stand – **FREE**. Book a dedicated demo space – **\$50** for four days.

Example

Patchwork Mariko Japan, Stand A02. Patchwork Ninja Live! See how to stitch a stained-glass quilt easily and quickly using Ninja iron-on bias tape with the Patchwork Ninja family. Anyone can learn to make this stained-glass bag using cutting edge technique.

WORKSHOPS

Workshop runs at same time each day of the show in dedicated Workshop rooms.

Share your experience and knowledge and inspire the visitors in a seminar-style workshop!

- 30 minutes – **\$80** for four days
- 1 hour – **\$120** for four days

Example

□ 12noon ★♥ **Traditional Meets Modern in Wool Felt Appliqué, Gai Taylor, Just Patchwork, Stand B54.** Gai will demonstrate the modern approach to wool felt appliqué using traditional embroidery stitches, modern elements. The class is a good introduction to gain confidence to complete one of her modern designs.



STUDIO CLASS

The Studio Classrooms are designed for top trending craft tutors! The classes and teachers change each day and can run from 1.5 to 3 hours a session. If

you are an exhibitor with a passion for teaching and you have a great idea, please contact our marketing team.

Expertise Events retains a marketing, floor space and management fee to offset the cost of the classroom.



Be promoted in the Show Preview magazine, direct email marketing, social media, and other media!

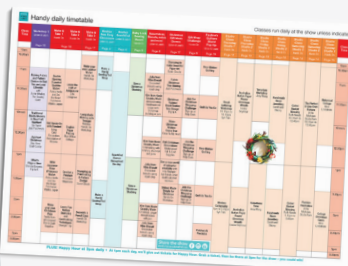
Please note: New craft content is major a focus for all 2018 craft shows. If you were an exhibitor in 2017, your workshop, demo or class content must be fresh and new to visitors. The Studio classes will be selected on this criteria.

" The Make and Take was great and we were able to generate a lot more sales because of it "

Winterwood Felt & Craft Supplies

craftevents.com.au

ADVERTISE IN THE SHOW PREVIEW MAGAZINE



Our preview magazine lists all the class activities, so visitors can plan ahead. It is available online and is mailed to thousands of visitors prior to the event. Doing one or more marketing activity gives you unbeatable exposure!

ADVERTISING SPACE



Go big! Reserve a full page, half, or quarter page space and place an ad that will highlight your business brand, making you stand out from the rest!

Full Page – \$1,100
Half Page – \$650
Quarter Page – \$320

WEBLINK



Link your website directly from our exhibitor list and make it easy for the potential customer to find you online! – **\$75**

NEW PRODUCTS AND SERVICES

A new product, service or skill creates excitement and we love to have the new, the trendy and the traditional in the Show Preview magazine so let us know in advance and we can help promote you and your products or services.



COUPON VOUCHERS

Everyone loves a show special! Drive visitors to your stand with one of these vouchers, yours free when you book your stand by December 21, value is **\$330!**



WHAT'S HOT PAGES



Promote your favourite or best sellers in the 'What's Hot' pages of the magazine. Drive people from the magazine straight to your stand

with a picture, description, business name and stand number for just **\$140** per product!

BOLD LISTING & LOGO LISTING IN THE ONSITE GUIDE

Choose a simple but effective logo listing for **\$100** or a bold listing for just **\$55**, or both for **\$145**

EXHIBITOR LIST

Expertise Events Stand No
www.expertiseevents.com.au

Expertise Events Stand No
02 9452 7575

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events

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Or, go all out with the **VALUE PACK**, which includes the weblink, bold listing and a What's Hot promotion for **\$195** and save **\$75!**

HAPPY HOUR will happen daily at the show. It's a fantastic way to promote your product. Please make a note if you would like to donate one or more prizes.

COMPLETE OUR ORDER FORM TODAY,
OR CONTACT LAUREN AT
Lauren.Veneziano@expertiseevents.com.au, OR
ON 02 9452 7514 IF YOU HAVE ANY QUESTIONS



Advertising, Promotional & Educational Order Form

☐ Sydney ☐ Brisbane ☐ Newcastle ☐ Melbourne

Business Name

Contact Name

Contact Email

Contact Phone Stand No.

EDUCATION Run classes at the show to build exposure and get to know your customers!

	PRICE	QTY	PRICE
Make & Take Class (50 min – runs for four days)	\$110		
Workshop (30 min - Includes seating up to 60 people, whiteboard and pen – runs all four days)	\$80		
Workshop (60 min - Includes seating up to 60 people, whiteboard and pen – runs all four days)	\$120		
Demonstration Station (20 min max – runs all four days)	\$50		
Demonstration (From your stand over all four days)	FREE		

ONLINE AND ONSITE GUIDE Stand out from the crowd and get people to your stand!

Weblink (Links your business name on the show's website exhibitor list directly to your website!)	\$75		
Bold Listing (Onsite Guide)	\$55		
Logo Listing (Onsite Guide)	\$100		

SHOW PREVIEW MAGAZINE ADVERTISING Reaches 15,000+ households!

Shop & Save Voucher (Offer something to the visitors and draw them straight to your stand - FREE if you book by December 21, 2018)	\$330		
What's Hot Product Promotion (Get your product, description, business name and stand number featured!)	\$140		
Quarter Page Advertisement	\$320		
Half Page Advertisement	\$650		
Full Page Advertisement	\$1,100		
VALUE PACK Bold Listing, Weblink & 'What's Hot' Product Promotion \$270 value!	\$195		
FREE COPIES OF THE SHOW PREVIEW MAGAZINE!	FREE		
TOTAL PRICE			\$

You will be sent your invoice soon and payment is required within 14 days

GUIDELINES Please use these guidelines when providing information in the Notes Page

EDUCATION · List class type and name, presenter's name, skill level, class description and cost of Make & Take kit.

ONLINE & ONSITE GUIDE · **Weblink** - provide the web address you want to promote; **Bold Listing** - provide name of business you want to promote; and **Logo Listing** - send a high resolution jpeg of your logo.

SHOP & SAVE VOUCHERS · Provide an offer i.e. 'Spend \$50 or more and get 10% off your purchase!' along with a photo of your product, business logo and either a website, email, Facebook link or phone number (we will include your Stand No.)

WHAT'S HOT · Provide a high resolution (300dpi) photo of your featured product and a description. We will add your business name and stand number.

MAGAZINE ADVERTISING · Please follow these design guidelines below:

AD SIZE	TRIM SIZE (mm, w x h)	TYPE SAFE AREA (mm, w x h)	BLEED (mm, w x h)
Quarter Page	105 x 148mm	95 x 138mm	115 x 158mm
Half Page	105 x 297mm	95 x 287mm	115 x 307mm
Full Page	210 x 297mm	200 x 287mm	220 x 307mm

MAGAZINE SIZE: A4, 210mm x 297mm (w x h)

NOTES PAGE

Please provide as much detail as possible and follow the guidelines provided on the previous page.
Please include if you need power in any of the Make & Take, Workshop or Demonstration rooms.
Attach your high resolution photos (300dpi) to complement the written content provided.

IMPORTANT INFORMATION ABOUT CLASSES

Set up time is five minutes before the advertised class time. You must finish your class and start to clear away all materials 10 minutes before the time the next class is due to start. If the above rule is not adhered to, participation in future presentations will be forfeited. Scheduling times and selections will be determined by Expertise Events. No changes will be made prior to the program after it is finalised.

DISCLAIMER: Please ensure the correct product information is supplied. Information is supplied by exhibitors for inclusion in our program and Expertise Events is not responsible for incorrect information or product names. Spaces not guaranteed. Any Workshops, Make & Takes or Demonstrations booked and not confirmed due to restrictions will be refunded.

**SEND ORDER FORM, NOTES, AND AT LEAST 3 HIGH RESOLUTION PHOTOS TO:
Lauren Veneziano • Lauren.Veneziano@expertiseevents.com.au • 02 9452 7514**