



2011 SPONSORSHIP OPPORTUNITIES

Property Investor Show & Home Buyer & Property Investor Shows

PERTH:	19 – 20 March
SYDNEY:	5 – 7 August
MELBOURNE:	7 – 9 October

SPONSORSHIP OPPORTUNITIES

A number of highly visible and cost-effective Sponsorship Opportunities are available for exhibitors wanting to stand out from the competition and maximise their exposure at the 2011 Perth Property Investor Show and the Sydney and Melbourne Home Buyer & Property Investor Shows

PLATINUM SPONSOR

1. Exclusive rights to theme and brand the **Property & Investor Stage** in Perth and in Melbourne & Sydney **Home Buyer Stage** on the expo floor (minimum 200 seats – refer to Floor Plans for locations). Stage allocated on a first in first served basis.

Whenever the stage is mentioned in marketing communications it will be referred to as the **Home Buyer Stage sponsored by <sponsor's company name>**.

We will cover the costs to produce and hang a banner that will be located above the screen facing all attendees within the stage area and the sponsor logo will be featured on this banner. The Sponsor may also hang additional banners if required at their own cost.

The Main Stage will present free seminars for all visitors and be actively promoted throughout the marketing campaign including the website, large format newspaper and magazine advertisements, on printed material, in selected radio advertisements and via promotional email campaigns.

The sponsor will have the rights to distribute promotional material before or after each session on the seats or at the entry points and as the Main Stage is on the expo floor it will receive extensive exposure to all visitors throughout each day of the event.

The Sponsor has the rights to provide a MC for the Stage - this exclusive offer also provides the sponsor an opportunity to give a brief company introduction. The MC will also be required to introduce each speaker and run question time at the end of each session.

All production, rigging, seating, walls, signage and audio-visual costs will be covered by the Organiser including the sourcing of all speakers.

Value \$15,000 per exhibition

2. 36 square metres of prime exhibition space will be located close to the entry of the exhibition or stage area.

Value Sydney and Melbourne \$14,760
Value Perth \$14,400, both (space only) + GST (per exhibition)

3. One speaker spot per day will be provided on your stage but this is subject to the sponsor providing a comprehensive description of the topic and content 8 weeks prior to the event and a guarantee that the entire content of the seminar will be 100% impartial, educational and relevant to the visitor.

Value Perth, Sydney and Melbourne \$3,000 per speaker spot (per exhibition)

4. The Sponsors logo will be included across the following elements of the advertising campaign – large format press and magazine advertisements, on the event website, in the show guide (and lift-out features in the Perth Western Australian, Sydney Morning Herald and Melbourne AGE)and email based promotions to the database including all previous visitors.

Value \$10,000 per exhibition

5. Unlimited complimentary passes will be provided to the sponsor to use for promotional purposes to the sponsors database.

Value \$15 per redeemable ticket

6. The Sponsor will have exclusive rights to provide promotional artwork ie logo or current television commercial (artwork to be supplied by sponsor). The artwork (logo) or television commercial will be viewed during the speaker breaks and will be shown for approximately 90 minutes per day.

Value Perth, Sydney and Melbourne \$10,000 per exhibition

7. One full page, full colour advert will be provided in the official event (lift-out) feature appearing in The West Australian (Perth show), The Sydney Morning Herald (Sydney Show) and The Age (Melbourne Show) this lift-out will be also distributed to all visitors upon entry as the Show Guide and will be inserted in states Newspaper.

Value Perth Show \$12,000 (Show Guide and lift-out in The West Australian)

Value Sydney Show \$25,780 (Show Guide and lift-out in The Sydney Morning Herald)

Value Melbourne Show \$28,565 (Show Guide and lift-out in The Age)

Your logo will be included on all appropriate event signage, including the seminar timetable and entrance signage.

Value \$500 per exhibition

8. Opportunity to include a promotional message and logo in a dedicated Electronic Direct Marketing email (EDM) to all visitors who have booked online before and after the show and a link through to your website.

Value \$5,000 (\$2,500 per EDM)

9. The Sponsors logo will be added next to your complimentary listing in the show guide of all three shows plus in the Perth, Sydney and Melbourne lift-out features and on the website including a link to your website.

Value Perth, Sydney and Melbourne \$500 per exhibition

10. The Sponsor will have exclusive rights to display a 2m x 1m logo floor tile which will be placed at the front of the exhibition (Sydney and Melbourne) and in Perth close to the sponsors stand.

Value Perth, Sydney and Melbourne \$1,500 per exhibition



TOTAL VALUE OF PLATINUM SPONSORSHIP PACKAGE

PERTH EXPO

Total value: \$71,900

SYDNEY EXPO

Total value: \$86,040

MELBOURNE EXPO

Total value: \$88,825

Total value: \$246,765

Total investment: \$95,000 +GST

TOTAL ADDED VALUE ACROSS ALL THREE SHOWS

\$151,765 (ex GST)

Your Investment only

\$95,000 + GST

SPONSORSHIP OPPORTUNITIES

LOUNGE WITH THE EXPERTS SPONSOR

One exclusive Lounge with the Experts Sponsorship Package is available at each event and the Sponsor will receive the following comprehensive package benefits

1. 18 sqm of space only exhibition space will be provided in a prime location opposite the Lounge with the Experts feature area.

**Value Sydney and Melbourne
\$7,020 +GST (\$390 per sqm)**

Refer to the floor plan for locations.

Exclusive rights to theme and brand the Lounge with the Experts area (Refer to Floor Plans for locations). Whenever the Lounge is mentioned in marketing communications it will be referred to as the :

**Lounge with the Experts sponsored by
<sponsor's company name>.**

Value \$5,000 per exhibition

2. We will cover the costs to produce and hang a banner that will be located above the Lounge and the sponsor logo will be featured on this banner. The Sponsor may also hang additional banners if required at their own cost, including freestanding banners.

The Lounge will present free seminars for all visitors and be actively promoted throughout the marketing campaign including the website, large format newspaper and magazine advertisements, on printed material, in selected radio advertisements and via promotional email campaigns.

The sponsor will have the rights to distribute promotional material before or after each session on the seats or at the entry points and as the Lounge is on the expo floor it will receive extensive exposure to all visitors throughout each day of the event.

The Sponsor must provide an MC for the Lounge that would introduce each speaker and run question time during each session.

All production, rigging, seating, walls, signage and audio-visual costs will be covered by the Organiser including the sourcing of all speakers.

3. 100 sqm of space will be dedicated to the Lounge at each Show (Figures below are not included in Sponsorship Package valuation).

**Value of space at Sydney and Melbourne
\$39,000 + GST per exhibition**

4. One speaker spot per day will be provided in the Lounge but this is subject to the sponsor providing a comprehensive description of the topic and content 8 weeks prior to the event and a guarantee that the entire content of the seminar will be 100% impartial, educational and relevant to the visitor.

**Value Sydney and Melbourne
\$3,000 + GST (per exhibition)**

5. The Sponsors logo will be included across the following elements of the advertising campaign – large format press and magazine advertisements, on the event website, in the show guide (and lift-out features in the Melbourne AGE and Sydney Morning Herald) and email based promotions to the database including all previous visitors. The Lounge will be actively promoted throughout our marketing activities as a key attraction.

Value \$10,000 per exhibition

Subject to the sponsors primary business not competing with either of the Platinum Sponsors - if a conflict exists then the investment can be reduced to reflect the fact that your logo will not be included on the primary marketing communications.

6. We will cover the costs to design, create and build the feature display including the provision of lighting, rigging, all audio visual equipment, signage, furniture, walls, plants and power to ensure an impressive presentation.

Value \$10,000 (both exhibitions)
(refer to photos of 2010 Lounge). If the Sponsor would prefer to design, create and manage the Lounge we would be happy to tailor the proposal to reflect this change.

7. 100 complimentary passes will be provided to the sponsor to use for promotional purposes in the lead up to each event.

Value \$1,500 (\$15 per ticket – single entry)

8. One half page, full colour advert will be provided in the official event (lift-out) feature appearing in the Age (Melbourne Show) and Sydney Morning Herald (Sydney Show) created by Fairfax Publications and this lift-out will be also distributed to all visitors upon entry as the Show Guide and inserted into Domain.

**Value Sydney Show \$14,330
(Show Guide and lift-out in The Sydney Morning Herald)**

**Value Melbourne Show \$15,570
(Show Guide & lift-out in The Age)**

9. Sponsors logo will be included on all appropriate large format signage, including at the entrance and on the Lounge with the Experts timetables.

Value \$500 per event

10. A dedicated page can be created on the event website to promote the Lounge with direct links through to the Sponsors website.

Value \$500 per exhibition



11. Sponsors logo will be added next to your complimentary listing in the show guide of both events plus in the Melbourne and Sydney lift-out features and on the website including a link to your website.

Value \$1,000 (Sydney and Melbourne Shows)

TOTAL VALUE OF LOUNGE WITH THE EXPERTS PACKAGE

SYDNEY EXPO

Total value - \$91,850
Total investment - \$25,000 +GST
Added value - \$66,850

MELBOURNE EXPO

Total value - \$92,090
Total investment - \$25,000 +GST
Added value - \$67,090

**TOTAL ADDED VALUE
ACROSS BOTH SHOWS
\$133,940 (ex GST)**

**Your Investment only
\$25,000 + GST (per show)**

SPONSORSHIP OPPORTUNITIES

The **New Development Map** will highlight many of the latest property developments for sale across metropolitan Sydney and Melbourne for home buyers and property investors including new home and land estates, apartments, and display village locations. The New Development Map package offers one exclusive sponsor a unique opportunity to promote all of their developments, delivering maximum stand out amongst the competition both on-site and as part of the pre-event marketing campaign.

NEW DEVELOPMENT MAP

The Sponsor will receive the following comprehensive package of benefits per event

1. Exclusive Sponsorship of the New Development Map (Refer to Floor Plans for locations). Whenever the feature is mentioned in marketing communications it will be referred to as the:

New Development Map sponsored by <sponsor's company name>.

The sponsor has exclusive rights to brand the area and distribute promotional material.

The sponsor will also be able to include all their new land, house & land and/or apartment developments on the Map. The sponsor's logo will appear on a large sign that will sit above the map and two free-standing brochure racks at either end of the Map will also be provided.

The Organiser will cover the costs to create and present the area including the cost of each map.

Value \$7,800 + GST per exhibition

2. 18 sqm of exhibition space will be provided in a prime location opposite the New Development Map with your shell scheme display including carpet, back and side walls, fascia board with company name and lighting provided.

**Value Sydney and Melbourne
Value \$7,920 + GST per exhibition**

3. 100 complimentary passes will be provided to the sponsor to use for promotional purposes in the lead up to each event.

Value \$1,500 (\$15 per ticket – single entry)

4. One half page, full colour advert will be provided in the official event (lift-out) feature appearing in the Age (Melbourne Show) and Sydney Morning Herald (Sydney Show) created by Fairfax Publications and this lift-out will be also distributed to all visitors upon entry as the Show Guide and inserted into Domain.

Value Sydney Show \$14,330 (Show Guide and lift-out in The Sydney Morning Herald)

**Value Melbourne Show \$15,570
(Show Guide and lift-out in The Age)**

5. Sponsors logo will be included on all appropriate large format signage, including at the entrance.

Value \$500 per exhibition

6. Sponsors logo will be added next to your complimentary listing in the show guide of all three events plus in the Melbourne and Sydney lift-out features and on the website including a link to your website.

Value \$1,000 (Sydney and Melbourne Shows)

7. A dedicated page can be created on the event website to promote the New Development Map with direct links through to the Sponsors website.

Value \$500 per exhibition



TOTAL VALUE OF DEVELOPMENT MAP

SYDNEY EXPO

Total value - \$33,550

Total investment - \$15,000 +GST

Added value - \$18,550

MELBOURNE EXPO

Total value - \$34,790

Total investment - \$15,000 +GST

Added value - \$19,790

TOTAL ADDED VALUE ACROSS BOTH SHOWS

\$38,340 (ex GST)

**Your Investment only
\$15,000 + GST (per show)**

SPONSORSHIP OPPORTUNITIES

Please note: The Café Sponsor is only available at the Melbourne Expo due to branding restrictions imposed by the Sydney venue.

CAFÉ SPONSOR

1. Exclusive rights to theme and brand the only Café at the Melbourne event – refer Floor Plan for size and location. Whenever the Café is mentioned in marketing communications it will be referred to as the

Café sponsored by:
<sponsor's company name>.

We will cover the costs to produce a single freestanding sign to be located within the Cafe containing the Sponsors logo. The Sponsor may also provide additional free standing signs or hang a banner if required at their own cost.

The Café will seat around 150 visitors and the sponsor will have the rights to theme and brand the area and distribute promotional material.

Value \$5,000

2. 36 square metres of exhibition space will be provided in a prime location opposite the Café with your shell scheme display including carpet, back and side walls, company name board and lighting provided.

Value \$15,840 + GST

3. One half page advert will be provided in the official event (lift-out) feature appearing in The Age created by Fairfax Publications and this lift-out will be also distributed to all visitors upon entry as the Show Guide and inserted into Domain.

Value \$15,570

4. 100 complimentary passes will be provided for the sponsor to distribute for promotional activities in the lead up to each event..

Value \$1,500 (\$15 per ticket – single entry)

5. Sponsor logo will be included on all appropriate large format event signage, including at the entrance.

Value \$500

6. Sponsors logo will be added next to your complimentary listing in the show guide plus in the Melbourne lift-out feature in The Age including a link to your website.

Value \$500

7. A dedicated page can be created on the event website to promote the New Development Map with direct links through to the Sponsors website.

Value \$500



Café Area



TOTAL VALUE OF CAFÉ SPONSOR

MELBOURNE EXPO

Total value - \$39,410

Total investment - \$10,000 +GST

Added value - \$29,410

TOTAL ADDED VALUE
\$29,410 (ex GST)

MELBOURNE ONLY

Your Investment

\$10,000 + GST