

2012

## SPONSORSHIP OPPORTUNITIES



**NAVIGATE YOUR WAY TO SMARTER  
SPONSORSHIP OPPORTUNITIES**  
[homebuyershow.com.au](http://homebuyershow.com.au)



## 2012 Calendar of Events

Perth Convention & Exhibition Centre  
17 to 18 March

Sydney Convention & Exhibition Centre  
20 to 22 July

Melbourne Convention & Exhibition Centre  
5 to 7 October

# SPONSORSHIP OPPORTUNITIES

**TWO Platinum Sponsorship Packages are available (Sydney & Melbourne) for exhibitors wanting to stand out from the competition and maximize their exposure at the 2012 Home Buyer & Property Investor Shows.**

*NOTE: The Platinum Sponsorship Package for the 2012 Perth event has been SOLD.*

## PLATINUM SPONSOR

1. The Sponsor will have exclusive rights to theme and brand the **Home Buyer Stage OR Property Investor Stage** in Melbourne & Sydney 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.

Both stage areas 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 (SPACE ONLY) will be provided to the sponsor in a prime location near the stage area.  
**Value \$14,760 +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 \$3,000 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 Sydney Morning Herald and Melbourne AGE ) and email based promotions to the database including all previous visitors.  
**Value \$10,000 per exhibition**

5. Special FREE online Ticket offer will be created for the sponsor to promote to their database through e-newsletter, on their website and press adverts. A dedicated landing page will be created with the sponsors logo.  
**Value \$18.<sup>00</sup> per redeemable ticket**

5. Unlimited complimentary passes will be provided to the sponsor to use for promotional purposes to the sponsors database.  
**Value \$18.<sup>00</sup> 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 \$10,000 per exhibition**

6. We will cover the costs to design, create and build the featured Stage area display including the provision of lighting, rigging, all audio visual equipment, signage, furniture, walls, plants and power to ensure an impressive presentation area.  
**Value \$10,000 per exhibition**

7. One full page, full colour advert will be provided in the official event (lift-out) feature appearing in 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 Sydney Show \$19,388**  
**Value Melbourne Show \$18,450**

8 Your logo will be included on all appropriate event signage, including the seminar timetable and entrance signage.  
**Value \$500 per exhibition**

9. The sponsor will have the opportunity to include a promotional message and logo in a dedicated Electronic Direct Marketing email (EDM) to all visitors who have booked online and a link through to your website.  
**Value \$5,000**  
**(\$2,500 per 1 x EDM per exhibition)**

10. 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 \$500 per exhibition**

11. 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 \$1,500 per exhibition**



**TOTAL VALUE & INVESTMENT OF PLATINUM SPONSORSHIP PACKAGE**

**PERTH EXPO**

**SOLD**

**SYDNEY EXPO ONLY**

Total value: \$89,648

Total Investment: \$35,000 +GST

**MELBOURNE EXPO ONLY**

**SOLD**

# SPONSORSHIP OPPORTUNITIES

One exclusive Lounge with the Experts Sponsorship Package is available at both the 2012 Sydney and Melbourne events and the Sponsor will receive the following comprehensive package

## LOUNGE WITH THE EXPERTS SPONSOR

1. The Sponsor will have exclusive rights to theme and brand the **Lounge with the Experts** in Melbourne & Sydney on the expo floor (minimum 70-80 seats – refer to Floor Plans for locations).

Whenever the area is mentioned in marketing communications it will be referred to as the **Lounge with the Experts sponsored by <sponsor's company name>**.

We will cover the costs to produce and hang a banner that will be located above the lounge 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 Lounge with the Experts area 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 lounge seating or at the entry points to the lounge area and as the lounge is on 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 lounge - 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. 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 in the lounge and will be shown for approximately 90 minutes per day.

**Value \$10,000 per exhibition**

3. 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 \$3,000 per exhibition**

4. 18 square metres of prime exhibition space (SPACE ONLY) will be provided to the sponsor in a prime location near the lounge area.

**Value \$7,380 +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 Lounge with the Experts display including the provision of lighting, rigging, all audio visual equipment, signage, furniture, walls, plants and power to ensure an impressive presentation area.\*

**Value \$10,000 per exhibition**

*\*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 Sydney and Melbourne events.

**Value \$1,800 (\$18 per ticket – single entry)**

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

**Value Sydney Show \$9,694**  
**Value Melbourne Show \$9,500**

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. Special FREE online Ticket offer will be created for the sponsor to promote to their database through e-newsletter, on their website and press adverts.

A dedicated landing page will be created with the sponsors logo.

**Value \$18 per redeemable ticket**



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 \$500 per exhibition**

**TOTAL VALUE & INVESTMENT OF LOUNGE WITH THE EXPERTS PACKAGE**

**SYDNEY EXPO ONLY**

**SOLD**

**MELBOURNE EXPO ONLY**

**SOLD**

# SPONSORSHIP OPPORTUNITIES

One exclusive Lounge with the Experts Sponsorship Package is available at both the 2012 Sydney and Melbourne events and the Sponsor will receive the following comprehensive package benefits

## INTERACTIVE DEVELOPMENT MAP

1. The **sponsor** will have exclusive sponsorship and branding of the **Interactive Development Map** which will be positioned in a high profile location at the front of the show. To be displayed on 42" LCD touch screens and ipads.

The **sponsor** will be provided exclusive skin branding on the customised maps showing the suburban zones ie South, Southeast, West, North, CBD and regional areas. Web interface link will be provided to the **sponsor** and other exhibitors to enable them to provide details of current or new developments, featured properties, house & land packages, land developments etc. Visitors will be able to email selected development details ie apartments, house & land packages etc direct to their email addresses.

### Exclusive Marketing Benefits:

Whenever the feature is mentioned in marketing communications it will be referred to as the: **Interactive Development Map sponsored by <sponsor's company name>**. The **sponsor** will have the 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 along with developments of other exhibitors in the show.

The **sponsor** 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. (Refer to Floor Plans for locations).

**Value \$10,000 per exhibition**

### 2. Sponsor logo tiles and feature zone tiles

The Organiser will cover the costs to create two Company logo tiles (1m x 1m), which will be placed on the border of the Interactive Development Map Zone.

The Organiser will also provide colour carpet tiles (subject to availability these can be in the sponsor corporate colours) around the Interactive Development Map Zone floor space.

**Value \$4,000 per exhibition**

3. 18 square metres of prime exhibition space (SPACE ONLY) will be provided to the sponsor in a prime location near the Development Map area.

**Value \$7,380 +GST per exhibition**

4. Special FREE online Ticket offer will be created for the sponsor to promote to their database through e-newsletter, on their website and press adverts. A dedicated landing page will be created with the sponsors logo.

**Value \$18 per redeemable ticket**

5. 100 complimentary passes will be provided to the sponsor to use for promotional purposes in the lead up to Sydney and Melbourne events.

**Value \$1,800 (\$18 per ticket – single entry)**

6. 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 exhibition**

7. 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 \$500 per exhibition**

8. A dedicated page can be created on the event website to promote the Interactive Development Map with direct links through to the **sponsor's** website.

**Value \$500 per exhibition**



For more information on the New Interactive Development Map visit [www.homebuyershow.com.au](http://www.homebuyershow.com.au)



**TOTAL VALUE & INVESTMENT OF DEVELOPMENT MAP**

**SYDNEY EXPO ONLY**

**SOLD**

**MELBOURNE EXPO ONLY**

**SOLD**

# SPONSORSHIP OPPORTUNITIES

**One exclusive Café Sponsorship Package is available at the 2012 Melbourne event ONLY and the Sponsor will receive the following comprehensive package benefits:**

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

## CAFÉ SPONSOR

1. The Sponsor will have 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 \$8,000 Melbourne ONLY**

2. 9 square metres of exhibition space (Shell Scheme) 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 \$4,140 + GST Melbourne ONLY**

3. Special FREE online Ticket offer will be created for the sponsor to promote to their database through e-newsletter, on their website and press adverts.

A dedicated landing page will be created with the sponsors logo.

**Value \$18.<sup>00</sup> per redeemable ticket**

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

**Value \$1,800 (\$18.<sup>00</sup> per ticket – single entry)**

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

**Value \$500 Melbourne ONLY**

6. The 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 Melbourne ONLY**

7. The Sponsors logo will be listed under Sponsor section of the Melbourne only website.

**Value \$500 Melbourne ONLY**

2010 Café Area



## TOTAL VALUE & INVESTMENT OF CAFÉ SPONSORSHIP PACKAGE

### MELBOURNE EXPO ONLY

Total value: \$15,440

Total Investment: \$10,000 +GST

### TOTAL ADDED VALUE (MELBOURNE ONLY)

**\$5,440 (ex GST)**

### Your Investment only

**\$10,000 + GST**

**(MELBOURNE ONLY)**