

reed gift fairs

# Marketing Opportunities

2025



The biggest celebration of retail all under the one roof.

# Marketing Packages



Increase your exposure through our marketing packages.

## STARTER PACKAGE- \$1,200 + GST

- Benchmark Analytics
- Big Book - Half Page Ad
- Exhibitor Profile - Priority (Silver) web listing
- Social media post

## BIG BOOK BOOSTER - \$2,600 + GST

- Benchmark Analytics
- Big Book - Full Page Ad
- Enhanced company profile in the Big Book
- Exhibitor Profile - Priority (Silver) web listing, Big Book - floorplan logo
- Social media post
- Upgrade to a special position for an additional \$260

## DOUBLE PAGE SPREAD PACKAGE - \$4,475 + GST

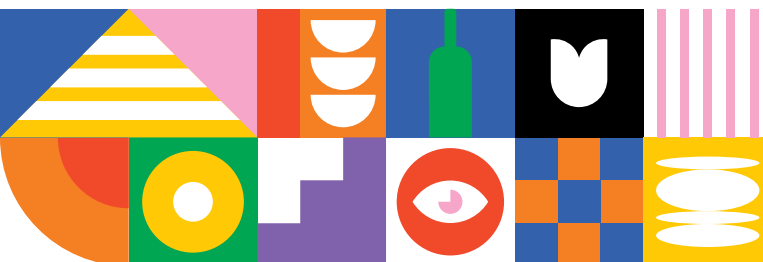
- Benchmark Analytics
- Big Book - Double Page Ad
- Enhanced company profile in the Big Book
- Exhibitor Profile - Priority Plus (Gold) web listing
- Social media post

## MULTI-CHANNEL PACKAGE - \$4,900 + GST

- Benchmark Analytics
- Big Book - Full Page Ad
- Enhanced company profile in the Big Book
- Exhibitor Profile - Priority Plus (Gold) web listing, Email - Leaderboard banner, Web - Leaderboard banner
- Lead Booster Offer
- Onsite Floorplan - featured logo
- Social media post

## BIG BOX PACKAGE - \$7,550 + GST

- Benchmark Analytics
- Big Book - Double Page Ad
- Enhanced company profile in the Big Book
- Exhibitor Profile - Priority Plus (Gold) web listing
- Email - Leaderboard banner
- Email - Advertorial
- Web - Leaderboard banner
- Lead Booster Offer
- Onsite Floorplan - featured logo
- Social media post



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# Digital Opportunities



## Exhibitor Profile – web directory listings:

### EXHIBITOR PROFILE (BRONZE)

- Company name, logo & description
- Contact details
- Links to website and social media
- Product image
- Category, Product and Brand listings

### EXHIBITOR PROFILE PRIORITY (SILVER) UPGRADE – \$520 + GST

- Enhanced directory listing (more fields, bigger listing, visually stands out)
- Product details on your directory listing
- Improves your engagement by 2.7 times

### SOCIAL POST – \$280 + GST

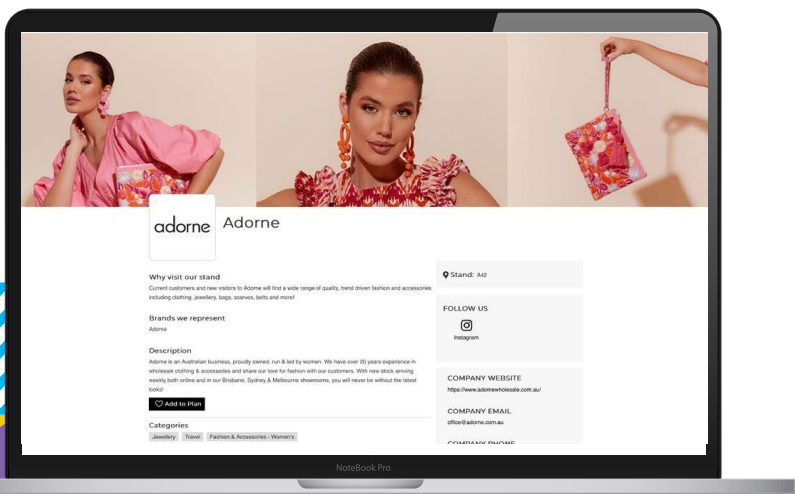
Promote your brand, your stand or a new product launch to our 28K Instagram followers

### EXHIBITOR PROFILE PRIORITY PLUS (GOLD) UPGRADE – \$940 + GST

- Enhanced directory listing (more fields, bigger listing, visually stands out)
- Product details on your directory listing
- Product category sponsorship to appear above your competitors
- Company listed as a carousel on the website landing page
- Improves your engagement by 6.3 times

### BIG BOOK VIDEO FEATURE – \$2,150 + GST

- Provide a video to feature in the Big Book
- Must be professionally presented and pre-approved by the Reed Gift Fairs team



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# Sponsorship



## Exhibitor Function Sponsor – \$25,000 + GST

(EXCLUSIVE – only 1 available)

Reed Gift Fairs exhibitor drinks provides exhibitors with the opportunity to let their hair down and network with other exhibitors after a busy day of trading. This exclusive opportunity provides brand exposure in a social environment.

- Your brand will be referred to as the exhibitor function sponsor of Reed Gift Fairs.
- Your logo will be featured on all promotion of the exhibitor function.
- Wait staff to wear a branded shirt with your logo.
- Opportunity to present a 2 minute statement at the event.
- Opportunity to provide a lucky door prize and give aways.
- Your logo will feature on the exhibitor invitation.
- Your partnership will be announced through social media channels and email campaigns to our entire community.
- Opportunity to provide brochures at the exhibitor function and in the exhibitor lounge.
- 3x banner advertisements on exhibitor email campaigns sent to the entire exhibitor database in the lead up to the event.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued sponsorship of the next edition, until 60 days after the event.



## Buyer Registration Sponsor – \$18,000 + GST

(EXCLUSIVE – only 1 available)

The buyer registration sponsor will receive branding and exposure online to pre-registered buyers and at the show as they enter. This gives the sponsor the opportunity to be top of mind for buyers as they enter the event. Buyer registration is the first point of contact for buyers and the registration desk is in a high traffic area.

- Web banner advertisement on the Reed Gift Fairs online registration page.
- Your brand included in every visitor email campaign promoting buyer registration.
- Your brand included on the confirmation email once a buyer registers to attend.
- Opportunity to provide brochures at the registration desks onsite at Reed Gift Fairs.
- Branding on the Reed Gift Fairs registration desk.
- A half page advertisement in the Big Book.
- Your partnership will be announced through social media channels and email campaigns to our entire community.
- A customised email template for you to invite your customers to Reed Gift Fairs.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued sponsorship of the next edition, until 60 days after the event.



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# Sponsorship



## Show Floor Restaurant Sponsor – \$18,000 + GST

(EXCLUSIVE – only 1 available)

This opportunity gives exclusive branding at the pop-up restaurant on the show floor, providing a key opportunity for increasing brand exposure and to “own” this busy area.

- Naming rights to the show floor restaurant.
- Opportunity to provide branded coffee ‘keep cups’.
- Branded coffee cups within the restaurant area.
- Prominent branding on signage.
- Opportunity to provide banners and brochures within the area (subject to approval and space).
- Branding on the floor plan.
- Your logo will feature on all signage, branding and marketing relating to the restaurant.
- A half page advertisement in the Big Book.
- Your partnership will be announced through social media channels and email campaigns to our entire community.
- A customised email template for you to invite your customers to Reed Gift Fairs.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued sponsorship of the next edition, until 60 days after the event.

## Retail Therapy Conference Sponsorship – \$15,000 + GST

(EXCLUSIVE – only 1 available)

The Reed Gift Fairs Event partnership is an exclusive opportunity for one brand to directly Exclusive Headline Partner.

- Retail Therapy in association with your brand.
- Your logo will be featured on all Retail Therapy signage, branding and marketing in the lead up to the event and onsite at the event.
- An opportunity to present a session at Retail Therapy or provide an MC.
- Your partnership will be announced through social media channels and email campaigns to our entire community.
- 3x banner advertisements on visitor email campaigns in the lead up to the event.
- An advertorial piece in the Big Book.
- Website hero image leaderboard advertisement (rotational).
- An opportunity to provide brochures and/or promotional items to be placed on seats.
- A customised email template for you to invite your customers to Retail Therapy.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued sponsorship of the next edition, until 60 days after the event.

## Bathroom Sponsor – \$8,000 + GST

(EXCLUSIVE – only 1 available)

The bathroom sponsor will feature on decals in the bathrooms at Reed Gift Fairs. This is the opportunity for some creativity and sure to capture the buyer’s attention.

- Branded decals will be placed on the bathroom mirrors throughout the exhibition centre.
- Opportunity to provide products to be used or displayed in the bathrooms.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued.

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# Sponsorship



## Pamper Pit Stop Sponsor - \$15,000 + GST

(EXCLUSIVE - only 1 available)

The Pamper Pit Stop is the ultimate indulgence. A complimentary massage to make sure buyers are relaxed and focused for the rest of their visit. The opportunity gives exclusive branding at the Pamper Pit Stop which is in a quiet space just off the show floor.

- Naming rights to the Pamper Pit Stop.
- Prominent branding on signage.
- Opportunity to provide banners and brochures within the area (subject to approval and space).
- Branding on the floor plan.
- Your logo will feature on all signage, branding and marketing relating to the Pamper Pit Stop.
- Your partnership will be announced through social media channels and email campaigns to our entire community.
- A half page advertisement in the Big Book.
- A customised email template for you to invite your customers to Reed Gift Fairs.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued sponsorship of the next edition, until 60 days after the event.

## Wine Bar Sponsor - \$15,000 + GST



The wine bar is an area where buyers can wine and dine in style, with a selection of fine wines and produce. This opportunity gives exclusive branding at the wine bar on the show floor. This provides a key opportunity for increasing brand exposure and to “own” this busy area where buyers and exhibitors sit down for a drink during the busy day.

- Naming rights to the Wine Bar.
- Prominent branding on signage.
- Opportunity to provide banners and brochures within the area (subject to approval and space).
- Branding on the floor plan.
- Your logo will feature on all signage, branding and marketing relating to the Wine Bar.
- Your partnership will be announced through social media channels and email campaigns to our entire community.
- A half page advertisement in the Big Book.
- A customised email template for you to invite your customers to Reed Gift Fairs.
- Featured on the sponsors and supporters signage around the event, including the entrance feature.
- First right of refusal for continued sponsorship of the next edition, until 60 days after the event.



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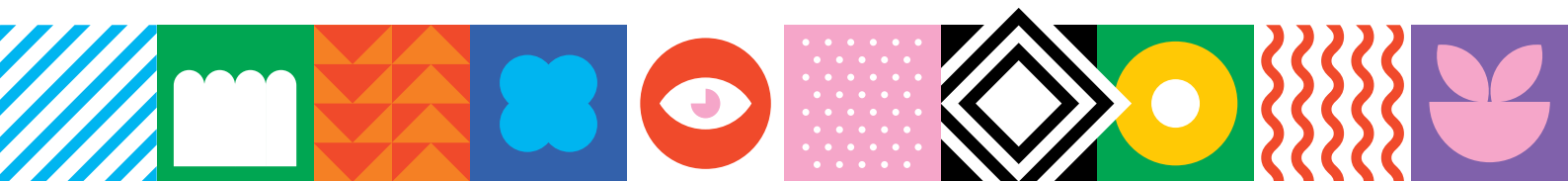
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# Sponsorship



High visibility sponsorship opportunities are available to exhibitors wishing to promote their brand to the thousands of attendees.

<p><b>Bag Sponsor (in line with our Sustainability Pledge)</b> Includes your brand logo on the visitor bags, handed out at the entrance.</p>	<p>\$25,000 + GST</p>
<p><b>Lanyard Sponsor (in line with our Sustainability Pledge)</b> Includes your brand logo on the visitor lanyard.</p>	<p>\$25,000 + GST</p>
<p><b>MCEC Foyer Branding</b> Have your brand prominently displayed in the main foyer of the Melbourne Convention &amp; Exhibition Centre</p>	<p>\$POA</p>
<p><b>Private Meeting Rooms</b> Hold private meetings, workshops, seminars or social functions at Reed Gift Fairs. Includes tables and chairs. AV and catering will be at sponsors' own cost.</p>	<p>\$POA</p>
<p><b>Pocket Planner - Onsite Flyer Ad Placement</b> Showcase your brand on the printed Pocket Planner - limited edition floorplan and exhibitor listing guide, available at the event upon entry each day.</p>	<p>\$1,000 + GST</p>



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