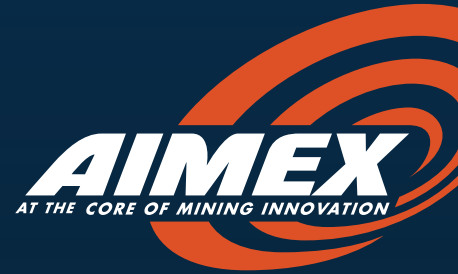


# PROMOTIONAL OPPORTUNITIES as of June 2011

## Don't fade into the background!

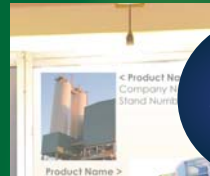
There are a range of promotional opportunities to suit your budget and needs. Find out how you can maximise your exposure at AIMEX 2011 by using one or more of the following methods.



**PUT IT  
IN PRINT**



**ONLINE  
SOLUTIONS**



**Exclusive  
to 10  
exhibitors  
only!**

**FEATURED  
PRODUCT  
PACKAGE**



**PREMIUM  
OPTIONS**

# Stand out from your competitors!



## PUT IT IN PRINT

The Exhibition Directory is a guide for visitors to the exhibition incorporating contact details & profiles of exhibitors. It is free, available at the entrance of the exhibition.

Advertising in the Exhibition Directory is a successful way to get you one step ahead of your competitors. It is often used as a reference guide during and after the exhibition.

Quantity Printed for AIMEX 2011:  
15,000 copies

### Quick Facts from last AIMEX in 2007\*:

- **79%** of visitors surveyed stated that they would use the Exhibition Directory to contact exhibitors after the exhibition.
- **59%** of visitors surveyed stated that they would keep it for 9 months or more.
- **65%** of visitors surveyed stated that 4 or more people would have access to it.

### Directory Advertising Upgrades

(in addition to your \$880 quarter page marketing package)

- 1/2 page vertical or horizontal colour ..... \$660.00
- 1 full page colour..... \$1320.00

### Directory Advertising Extras:

- 1/2 page vertical or horizontal colour..... \$1,540.00
- 1 full page colour ..... \$2,200.00
- Inside front cover ..... \$4,620.00
- Inside back cover ..... \$4,180.00
- Outside back cover ..... **SOLD**
- Special Position ..... \$495.00

### Exhibitor Profile Enhancements:

- Logo listing ..... \$242.00
- Enhanced listing (logo & tint) ..... \$484.00

Included with your marketing package



Half Page V  
90mm x 265mm



Half Page H  
185mm x 130mm



Quarter Page  
90mm x 130mm



Double Page Spread  
420mm X 297mm



Full Page  
210mm x 297mm

Trading Name  
Stand Number

41 Example St  
SUBURB STATE POST COUNTRY  
Tel: 02 1111 1111 Fax: 02 1111 1111  
Mobile: 0410 000 000  
Website: www.example.com.au  
Email: example@example.com.au  
Contacts: Mr Sales Contact

The 100 word listing is about your company and any new products or services that you will be showcasing at the exhibition. You can have up to 100 words in your listing. The Directory has a "shelf life" as a reference book so it will keep on working for you long after the exhibition has finished.

Example of a standard listing

**YOUR LOGO**

Trading Name  
Stand Number

41 Example St  
SUBURB STATE POST COUNTRY  
Tel: 02 1111 1111 Fax: 02 1111 1111  
Mobile: 0410 000 000  
Website: www.example.com.au  
Email: example@example.com.au  
Contacts: Mr Sales Contact

The 100 word listing is about your company and any new products or services that you will be showcasing at the exhibition. You can have up to 100 words in your listing. The Directory has a "shelf life" as a reference book so it will keep on working for you long after the exhibition has finished.

Example of a logo listing

**YOUR LOGO**

Trading Name  
Stand Number

41 Example St  
SUBURB STATE POST COUNTRY  
Tel: 02 1111 1111 Fax: 02 1111 1111  
Mobile: 0410 000 000  
Website: www.example.com.au  
Email: example@example.com.au  
Contacts: Mr Sales Contact

Enhanced listing gives you the opportunity to print your company logo with your listing along with a tinted background so that it stands out. Your listing should be about your company and any new products or services that you will be showcasing at the exhibition. This is an ideal medium to highlight your products and emphasise the benefits of visiting your stand. Remember the Directory has a "shelf life" as a reference book so it will keep on working for you long after the exhibition has finished!

Example of an enhanced listing



## Maximise your exposure

More and more visitors are using our website before and after the exhibition. Industry professionals browse our website to:

- Register as a visitor
- Plan their visit
- Search exhibitor profiles
- Identify companies and products they would like to see
- Contact companies they may have missed during the show

The Online Promotional features are designed to help you reach this audience, driving more of the right customers to your stand at the show and making sure that potential customers can contact you before and after the exhibition.

### Quick Facts on [www.aimex.com.au](http://www.aimex.com.au):

- Over **130,000** page views in the peak 4 months of AIMEX 2007
- That is **44,000** unique visitors in 4 months
- Highest traffic peaks are 3 months pre-show & 1 month post-show

### Online Promotions

- **AIMEX Website Banner** ..... **SOLD**
- Banner on home page of the Exhibition website,
- maximum 3 rotations, flash or animated gif supported,
- 300w x 250h pixels

- **Exclusive AIMEX Website Banner** ..... **SOLD**
- Banner on home page of the Exhibition website,
- exclusive to your company, no rotation,
- flash or animated gif supported, 300w x 250h pixels

### Direct to your Target Market - Email Advertising

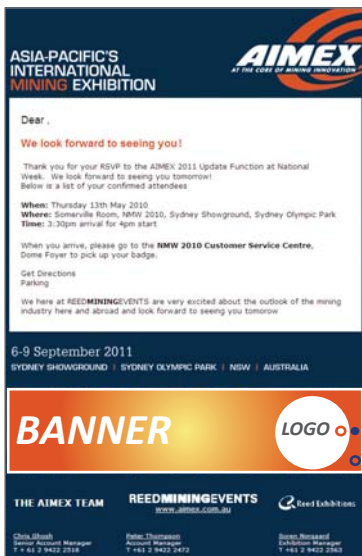
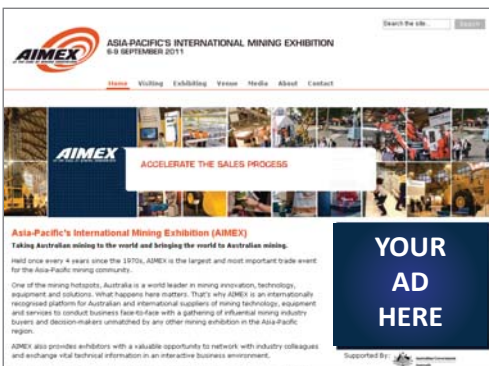
- **Registration Sponsorship** ..... \$POA
- Banner with hyperlink to your website on:
  - online visitor registration page
  - visitor e-badge (bottom of confirmation email)

- **Logo on Pre-registered Visitor Emails** ..... **SOLD**
- per campaign

- **Banner on Pre-Registered Visitor Emails**..... **SOLD**
- per campaign



# ONLINE SOLUTIONS



To order please use the **Order Form** at the back of this document

For more information please contact your account manager or  
**Veronica Ling** T: 02 9422 8965  
[www.aimex.com.au](http://www.aimex.com.au)

# Launching a product?

AIMEX provides an excellent platform for you to showcase new technologies, products and or services to the market.

We have designed a new Featured Product Package, **exclusive to 10 exhibitors** only to give you maximum exposure across **print, web** and on the **show-floor** to your potential customers.

**Featured Product Package** ..... **SOLD**  
 Exclusive to 10 exhibitors only, package includes:

**Print** in “Featured Products” pages of the Exhibition Directory including product name, product image, company name, stand number, product description (paragraphs and bullet points supported)

Special icon next to your company listing in the Exhibition Directory to indicate that you have a featured product.

Featured on the AIMEX **Web**site’s “Featured Products” page with your product name, product image hyperlinked to your website, your company name and stand number.

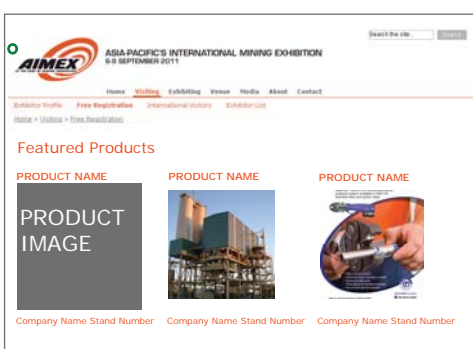
Displayed at the AIMEX **show-floor** with your product image, product name, company name and stand number on a printed panel at the entrance of the exhibition.

# FEATURED PRODUCT PACKAGE

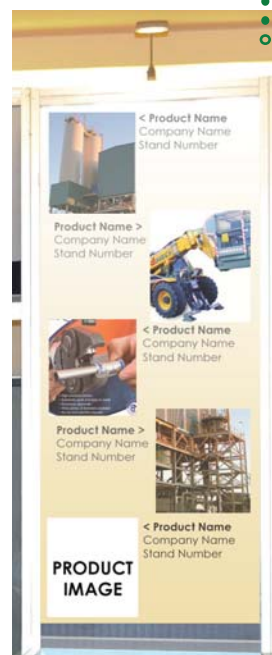
**Exclusive to 10 exhibitors only!**  
**SOLD OUT**



Example of Featured Product page in the Exhibition Directory. Colours and layout may differ. Information and pictures must be supplied by deadline as specified in the Exhibitor Manual.



Example of Featured Product page on the AIMEX website, Product image size is 300 pixels x 300 pixels



Example of Printed Panels at the Exhibition Entrance showcasing featured products. Colour and layout may differ.



**New Product Showcase** ..... \$1,375.00

Designed to give you a head start on sales and awareness and help you reach your target audience more effectively. You have the opportunity to utilise the unique New Product Showcase. Items will be identified with signage. Visitors will view your latest innovation on display in an area dedicated to new products at the entrance of the exhibition.

## Go beyond your stand

There are a number of different sponsorship opportunities available to suit a range of budgets and provide high exposure for your company.



# PREMIUM OPTIONS

### International Business Lounge..... \$POA

This is a unique opportunity for one exhibitor to target the international exhibitors and visitors. The lounge will be fully equipped with furniture and amenities, therefore, you only need to supply refreshments. The exhibitor lounge will be at your disposal for promotional activities.

### Exhibitor Lounge..... \$POA

Are your fellow exhibitors your target market? The lounge will be equipped with furniture and amenities, you only need to supply refreshments. The exhibitor lounge will be at your disposal for promotional activities.

### Your logo on Visitor Badges..... **SOLD**

All visitors must register and collect a visitor badge before entering the exhibition. Why not put your company logo on the badge as a 'roving' advertisement?

### Logo on Visitor Show Bags..... **SOLD**

This is a fantastic walking advertisement opportunity. Visitors are given (per side) a bag at the entrance of the show containing the exhibition directory with your company logo placed on the outside of the bags. Qty: 15,000

### Visitor Bag Inserts..... **SOLD**

Place your company flyer into the visitor bags, which is given to visitors at the entrance of the show. Inserts must not be larger than 2 doubled-sided A4 pages. Qty: 15,000

### Lanyards..... Part of Platinum Sponsorship

Build and reinforce your brand, have your logo printed on visitor and exhibitor lanyards

### Logo on Floor plan (Limited Opportunity) ..... \$550.00

A large exhibition floorplan is situated in the exhibition to assist visitors in locating exhibition stands. Place your logo on this valuable tool utilised by many visitors.



## Gold Package (2 only).....\$9,900.00

Logo printed on the Trade Invitations (Qty: 120,000+) \*  
 Visitor bag Insert (Qty: 15,000)  
 Your company logo on AIMEX website every page  
 Website Banner  
 Your logo on pre-show visitor email campaigns  
 Logo on the floor plan  
 Logo on AIMEX entrance feature panels

## Platinum Package (1 only) ..... \$18,700.00

Logo printed on the Trade Invitations (Qty: 120,000+) \*  
 Lanyards sponsorship (Qty:20,000 to be supplied by sponsor) ^  
 Registration Sponsorship ^  
 Visitor bag Insert (Qty: 15,000 )  
 Your company logo on AIMEX website  
 Your logo on pre-show visitor email campaigns  
 Logo on the floor plan  
 Logo on AIMEX entrance feature panels

\*Item exclusive to Platinum and Gold Packages

^ Item exclusive to Platinum Package



RESPONSE DETAILS (PLEASE PRINT)

Mr  Mrs  Ms

NAME  
[Input Field]

Job Title  
[Input Field]

Company  
[Input Field]

Address  
[Input Field]

Suburb  
[Input Field]

State [Input Field] Postcode [Input Field]

Phone  
[Input Field]

Fax  
[Input Field]

Email  
[Input Field]

Signed  
[Input Field]

Date  
[Input Field]

FAX BACK 02 9993 8346

# PROMOTIONAL OPPORTUNITIES Order Form

Simply complete your details on the left and tick any promotional opportunity you'd like to order. Please note promotional opportunities are only available to contracted exhibitors except for Gold and Platinum Sponsorships.

### Directory Advertising Upgrades

- 1/2 page vertical or horizontal colour \$660.00
- 1 full page colour \$1,320.00

### Directory Advertising Extra:

- 1/2 page vertical or horizontal colour \$1,540.00
- 1 full page colour \$2,200.00
- Inside front cover \$4,620.00
- Inside back cover \$4,180.00
- Outside back cover **SOLD**
- Special position \$495.00

### Exhibitor Profile Enhancements:

- Logo listing \$242.00
- Enhanced listing \$484.00

### Online Promotions

- AIMEX website banner **SOLD**
- AIMEX exclusive website banner (no rotation) **SOLD**

### Direct to your Target Market - Email Advertising

- Registration Sponsorship \$POA
- Logo on pre-registered visitor emails **SOLD**
- Banner on pre-registered visitor emails **SOLD**

### Featured Product Package

- Featured product package **SOLD**
- New product showcase \$1,375.00

### Premium Options

- International business lounge \$POA
- Exhibitor lounge \$POA
- Visitor badges **SOLD**
- Visitor bags **SOLD**
- Visitor bag inserts **SOLD**
- Logo on floor plan \$550.00
- Gold Sponsorship Package \$9,900.00
- Platinum Sponsorship Package \$18,700.00

# ASIA-PACIFIC'S INTERNATIONAL MINING EXHIBITION

6-9 September 2011

SYDNEY SHOWGROUND | SYDNEY OLYMPIC PARK | NSW | AUSTRALIA

Organised by:

REED **MINING** EVENTS

For more information please contact:

**Chris Ghosh** T: 02 9422 2518

**Luke Griffin** T: 02 9422 2339

**Peter Thompson** T: 02 9422 2472

**Veronica Ling** T: 02 9422 8965

[www.aimex.com.au](http://www.aimex.com.au)