



EveryWoman  
EXPO



# ADDITIONAL MARKETING OPPORTUNITIES

## Complement your exhibition experience with these additional opportunities

### 1. FREE editorial



#### Publicity

Share new products, special offers, trends, tips and expert advice and you could be selected to appear as an editorial feature within:

- ➔ Official Show website
- ➔ Show Guide magazine
- ➔ PR opportunities
- ➔ Club eNewsletters
- ➔ Social Media

**Cost: FREE**



#### Club eNewsletters

Purchase an advertisement or advertorial in our eNewsletter and guarantee inclusion in 1 edition of your choice, to a reach of over 26,000+ club members.

- 600px wide x 200px high ad
- OR
- New product
- Competition or special
- Editorial article

**Cost: \$660**

### 2. eNewsletter advertising



### 3. Website advertising



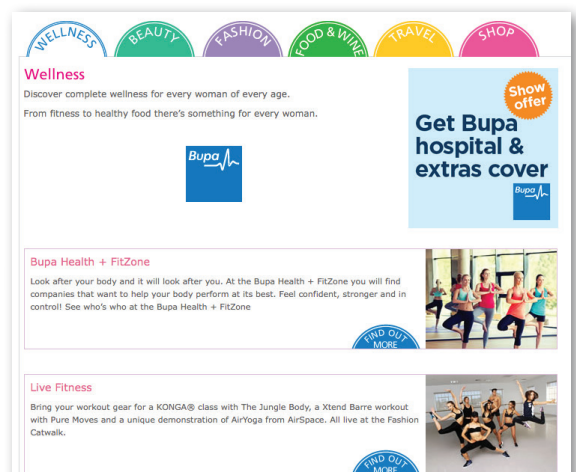
#### Online advertising

Book a tile advertisement on the Expo website to drive traffic to your site and generate pre & post Expo sales.

#### Page on offer include:

- Feature page
- What you can WIN page
- Healthy Living Hub
- New products page
- How to get there page

**Cost: from \$1,000 depending on placement**



## 4. Show Guide

### Show Guide advertising

Be seen in the event Show Guide - a 24-32 page booklet containing exhibitor lists, floorplan, timetables, editorial, sampling coupons and more. 10,000 copies distributed.

Quarter Page strip	\$430
Half Page	\$690
Full Page	\$1,150



### What you could WIN at EveryWoman Expo 2015

#### Win a Diamond!

WIN a handcrafted diamond set pendant valued at \$4,600 from JMS Diamonds.

- Featuring
- 1 x .35 ct round brilliant cut diamond
  - 16 small round brilliant cuts
  - Total Diamond Weight .53 ct
  - S11 clarity F colour
  - an Italian made 18 ct white gold "Franco" style Necklace.

Enter at Stand A37



### Supply a door prize

Become a door prize sponsor to receive additional coverage including:

- Scanning device and data of all visitors who enter the draw
- Prize promoted on all online tickets and visitor competition coupons
- Facebook promotion of prize
- Prize promotion in Show Guide
- Coverage on the Expo website - "What you can WIN" page
- Inclusion in 1 x eNewsletter
- Feature on prize signage at Expo entrance

**Cost: \$1,250**

## 5. Door prize \$

### HOW TO REGISTER YOUR TICKET:

1. Register your details here on the iPad.
2. Scan your unique QR code at exhibitor stands to request more information or to WIN great prizes!



## 6. Sampling coupon

### Sampling coupon

Drive traffic to your stand by securing a sampling coupon in the Show Guide. You'll receive the following promotion with your booking:

- Quarter page strip in the Show Guide
- Promotion of offer on the Expo website
- Promotion of offer in eNewsletter

**Cost: \$395 plus samples**



To secure any one of these opportunities, contact:

**e: [rhiannon@eea.net.au](mailto:rhiannon@eea.net.au) | p: 03 9276 5528**



**EveryWoman**  
EXPO

**FRIDAY 17 - SUNDAY 19 JUNE 2016**  
PERTH CONVENTION & EXHIBITION CENTRE  
[everywomanexpo.com.au](http://everywomanexpo.com.au) | #everywomanexpo