

2009

Sponsorship

Exclusive Marketing
Opportunities

national 
retail forum



everything retail

For further information please contact:

diversified
EXHIBITIONS ■ AUSTRALIA

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Overview

Diversified

Diversified Exhibitions manage 32 events and conferences each year, and are recognized as Australia's leading event organizer. We assist in connecting you with thousands of prospective new customers, introducing new business markets, and nurturing existing ones face to face. That's the power of exhibition and conference marketing.

New Features in 2009:

Retail 2020 – Store of the Future

Visitors to Retail Expo will walk through a high tech retail environment showcasing the ultimate in store fit out, design and retail technology. Built on 220m² of floor space, Retail 2020 will attract national retail buyers, and showcase state of the art products and technologies not yet seen in Australia.

Retail Design Studio

This area of 54m² is an advice centre whereby small to medium retailers will receive free industry knowledge from design experts. Visitors are encouraged to bring their floor plans, ideas and concepts, and discuss their design needs in an open forum. This area will be created by RMIT University students and is a first for Retail Expo.

Summary of Sponsorship Opportunities

Ensure your brand stands out from the crowd by securing a sponsorship opportunity at the Retail Expo and National Retail Forum 2009. This unique combination of a focused retail technology and interiors exhibition with Australia's leading retail conference provides the ideal platform for marketing your brand to the \$204.6 billion retailing industry.

The Expo is endorsed by the Australian Retailers Association and Australian Shop and Office Fitting Industry Association. The exhibition is also supported by Australia's leading trade publications for the retail sector, Inside Retailing and Interior Fitout Magazine.

This exciting and industry focused event is a unique environment that combines high profile branding opportunities with the ability to convert brand awareness into sales on the show floor.

<u>Item:</u>	<u>Cost:</u>
Platinum Sponsor	\$60,000 +GST
Gold Sponsor	\$40,000 +GST
Silver Sponsor	\$20,000 +GST
Conference Breaks	\$4,500 + GST per day
Delegate Satchel	\$2,500 +GST
Registration Counters	\$2,500 +GST
Visitor Lanyards	\$8,000 +GST
Exhibitor/ VIP Lounges	\$4,500 +GST
Show Bags	\$12,000 +GST

Please note all prices quoted in this document are *exclusive* of GST.

Platinum Sponsor (Exclusive Opportunity)

\$60,000 ex GST

The exclusive position of Platinum Sponsor for both Retail Expo and National Retail Forum provides the sponsor with the maximum corporate branding throughout the Exhibition and Forum. The sponsorship package is designed to provide both reach and frequency for delivery of your brand and corporate message. By integrating your brand and corporate message into all visitor/delegate communications, your message will be delivered to over 250,000 retailers. As there are several points of interaction between visitors/delegates and the Exhibition, it is anticipated that every visitor to the event will have your brand reinforced on at least five occasions. In the case of delegates to the National Retail Forum, this frequency will at least double.

Benefits:

National Retail Forum

Your brand and strap line will appear in a prominent location and scale on all documentation prepared for the National Retail Forum (NRF)

- National Retail Forum brochure
- National Retail Forum web page and registration site
- National Retail Forum Delegate satchel and session guide
- All stage banners, directional signage, lectern, luncheon and external signage
- Sponsor may also display one corporate banner within the forum venue (Sponsor to supply banner, Diversified to arrange rigging and installation)
- Sponsor may also include a maximum of two items in the National Retail Forum delegate satchel (eg. brochure, CD, promotional flyer to approximately 350 delegates)
- The Sponsor may supply one speaker to the National Retail Forum. (Sponsor session to align with the forum program as advised by the NRF Conference Manager)
- Five complimentary registrations to the National Retail Forum
- Sponsor logo and corporate message to appear on all post event acknowledgment letters, surveys and delegate research documents
- Full list of all delegates attending National Retail Forum including full contact details (subject to privacy disclosure)
- The Sponsor will be able to use the phrase "ABC Corporation – Platinum Sponsor National Retail Forum 2009" or "ABC Corporation – Platinum Sponsor Retail Expo 2009" after the conclusion of the event.
- Exclusive opportunity to supply sponsor branded lanyards to all NRF delegates (only). Sponsor to supply lanyards.

Retail Expo Australasia

The Sponsor logo and strap line will appear in a prominent location and scale on the following documentations prepared for the Retail Expo.

- Entrance feature and welcome signage in registration area of the exhibition
- All visitor tickets for Retail Expo
- Retail Expo website and registration page.
- All visitor name badges for Retail Expo and National Retail Forum will carry the Sponsor's logo.
- Inclusion of Sponsor, products or services to be included in general press releases prepared for the show
- Sponsor to be supplied with one free rental of the visitor registration list from Retail Expo (postal, material and fulfillment costs to be responsibility of Sponsor)
- Trade show stand on the exhibition floor in a high profile location measuring **6x12 = 72m²** within the exhibition.
- Private lounge/meeting room for sponsor to utilise for clients and staff. Diversified to supply furniture and tea & coffee facilities. Sponsor to supply signage.

Gold Sponsor

\$40,000 + GST

The National Retail Forum

The Sponsor logo and strap line will appear as the Gold Sponsor in a prominent location and scale on all documentation prepared for the National Retail Forum (NRF)

- National Retail Forum brochure
- National Retail Forum web page and registration site
- National Retail Forum Delegate satchel and session guide
- All stage banners, directional signage, lectern, luncheon and external signage
- Sponsor may also include one item in the National Retail Forum delegate satchel (eg. brochure, CD, promotional flyer for approximately 350 delegates)
- Three complimentary registrations to the National Retail Forum
- 100 tickets to Retail Expo for distribution to your customers
- Sponsors logo and corporate message to appear on all post event acknowledgment letters, surveys and delegate research documents
- Full list of all delegates attending National Retail Forum including full contact details (subject to privacy disclosure)
- Rental access to the total visitor database from Retail Expo Australasia for the purpose of one direct mail, fax or e-mail campaign.
- Trade show stand on the exhibition floor in a high profile location measuring 6m x 9m= 54m².
- Sponsor will be able to use the phrase "ABC Corporation – Gold Sponsor National Retail Forum 2009" on any of The Sponsors documentation up until one month after the conclusion on the Forum.

Silver Sponsor

\$20,000 + GST

The National Retail Forum

The Sponsor logo and strap line will appear at the Silver Sponsor in a prominent location and scale on all documentation prepared for the National Retail Forum (NRF)

- National Retail Forum brochure
- National Retail Forum web page and registration site
- National Retail Forum Delegate satchel and session guide
- All stage banners, directional signage, lectern, luncheon and external signage
- Sponsor may also include one item in the National Retail Forum delegate satchel (eg. brochure, CD, promotional flyer for approximately 350 delegates)
- Two Complimentary registrations to the National Retail Forum
- 100 tickets to Retail Expo Australasia for distribution to your customers
- Sponsors logo and corporate message to appear on all post event acknowledgment letters, surveys and delegate research documents
- Full list of all delegates attending National Retail Forum including full contact details (subject to privacy disclosure)
- Trade show booth on the exhibition floor in a high profile location measuring 3m x 6m= 18m²
- The Sponsor will be able to use the phrase "ABC Corporation – Silver Sponsor National Retail Forum 2009" on any of The Sponsors documentation up until one month after the conclusion of the Forum.

Conference Breaks

\$4,500+ GST
Per Day

Each day of the National Retail Forum welcome coffee, morning tea, lunch and afternoon tea will be included in delegate packages.

Included in this package at no additional cost:

- A comprehensive visitor list of Forum delegates for post event marketing
- One complimentary registration to the National Retail Forum
- 100 Tickets to the Retail Expo Australasia
- Sponsor acknowledgement from MC
- Signage and opportunity to distribute during conference breaks



Delegate Satchels Inserts

\$2,500 + GST
Per Insert

Each Forum delegate will receive a satchel containing session information, exhibition catalogue and general information about the National Retail Forum.

Included in this package at no additional cost:

- A comprehensive visitor list of Forum delegates for post event marketing
- 100 Tickets to the Retail Expo Australasia
- One insert per satchel



Registration Counters

\$2,500 + GST

Registration counters are positioned outside Retail Expo Australasia entrances. Your logo and message will appear on the registration monitors and signage in these areas.

Included in this package at no additional cost:

- Rental access to comprehensive visitor list to assist with post show marketing
- Logo link on Retail Expo Australasia website www.retailexpo.com.au



Visitor Lanyards (Exclusive Opportunity)

\$8,000 + GST

A personalised way to reach visitors at the show by sponsoring the lanyards that hold their name badges. The cost includes production of the lanyards in two colours and printed on both sides with your company logo. A quantity of 5,000 lanyards will be produced for the event, plus 500 lanyards supplied for your own use.

Included in this package at no additional cost:

- Half page advertisement in official Buyers Guide
- Access to comprehensive visitor list to assist with post show marketing
- Logo link on Retail Expo website www.retailexpo.com.au

(All creative must be approved by name badge sponsor)



Exhibitor / VIP Lounges

\$4,500 + GST

Exhibitor and VIP Lounges are open to all VIP visitors, exhibitors and exhibitors' guests. The lounges provide telephone, fax, photocopier and internet facilities, as well as complimentary tea and coffee. It is an ideal place to conduct business in a quiet environment away from the show floor.

Sponsorship gives you signage, product placement and promotional rights within the lounge (the level of promotional activity within the lounge is to be agreed with Diversified). Diversified covers the cost of construction, signage, furnishings, equipment, refreshments and staff to clean and maintain the lounge.



Communicate your message throughout the lounge and boost visibility and interest to increase attendance at your stand.

As the official sponsor you are guaranteed exclusive naming rights to this facility.

Included in this package at no additional cost:

- Access to comprehensive visitor list to assist with post show marketing
- Logo link on Retail Expo Australasia website.
www.retailexpo.com.au

Show Bags **(Exclusive Opportunity)**

\$12,000+GST

This medium allows you to have a “moving message” visible throughout the show. Each visitor carrying the show bag will promote your brand not only inside the show, but also outside, giving extended exposure.

Show bags enable visitors to collect literature, samples and giveaways easily. We will print your message on one side of the show bag in four-colour for all to see. The other side will feature the show logo. Diversified Exhibitions Australia covers all production costs and arranges distribution to visitors at the show entrances.



Previous Sponsors



THE POSSIBILITIES ARE INFINITE



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SECURITY SOLUTIONS



WORKFORCE MANAGEMENT SOLUTIONS



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