

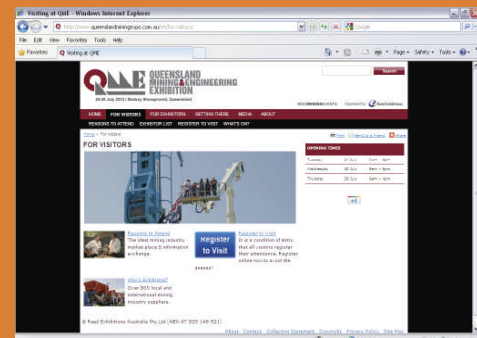


## PROMOTIONAL OPPORTUNITIES

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 QME 2012 by using one or more of the following methods.




STAND OUT FROM THE REST



MAXIMISE EXPOSURE



FEATURED PRODUCT PACKAGE



PREMIUM OPTIONS



## Stand out from your competitors!

The Exhibition Directory is a guide for visitors to the exhibition incorporating exhibitor contact details & profiles. It is free and available at the entrance of the exhibition. Advertising in the Exhibition Directory is an effective way to get you one step ahead of your competitors. It is often used as a reference guide during and after the exhibition.

# STAND OUT FROM THE REST

### Quick Facts from last QME in 2010\*:


- 74% 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 5 months or more.
- 78% of visitors surveyed stated that at least 2 people would have access to it.

### Quick Facts on queenslandminingexpo.com.au:

- Over 222,000 page views in the peak 4 months of QME 2010
- That is 31,666 unique visitors in 4 months
- Highest traffic period is approximately 3 months pre-show & 1 month post-show


### Upgrade Packages:

Half Page Enhanced Package ..... \$ 1,320




Half Page V  
90mm x 265mm

or



Half Page H  
185mm x 130mm

+



Your web listing  
25 Product Profiles on website

+

10 documents  
(e-flyers, newsletters etc)  
on the website

Full Page Premium Package ..... \$ 2,530



Full Page  
210mm x 297mm

+



Your web listing  
50 Product Profiles on website

+

25 documents  
(e-flyers, newsletters etc)  
on the website

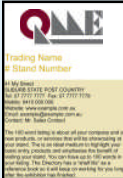
+

5 videos on the  
official website

+

Access to website  
statistics to get on top  
of how your website  
listing is performing

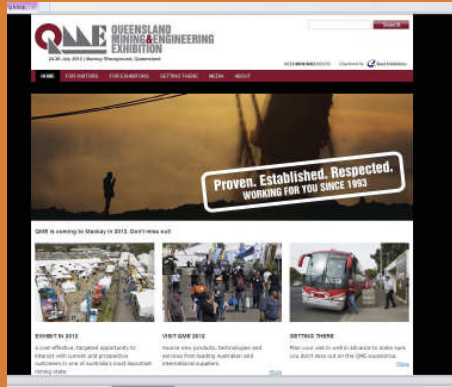
Enhanced Directory Listing ..... \$ 528



Add your company logo and a tint to your printed listing so you stand out from the rest!

### Directory Advertising Extras:

- Inside front cover (additional to Premium Package)..... \$ 1,750
- Inside back cover..... \$ POA
- Outside back cover (additional to Premium Package)..... \$ 2,310
- Special positioning (additional to Premium Package)..... \$ 660



# ONLINE SOLUTIONS

## Maximise your exposure

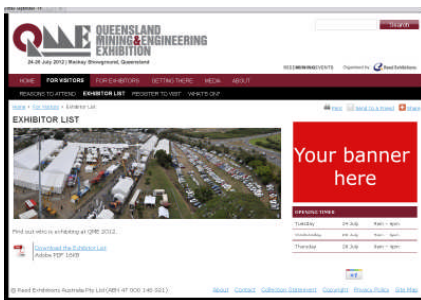
More and more visitors are using our website before and after the exhibition. Industry professionals browse our website to:

- 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 queenslandminingexpo.com.au:

- Over 222,000 page views in the peak 4 months of QME 2010
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••• **QME Website Banner** (rotational-limit of 3).....\$ 2,750

Banner on the exhibition website  
Maximum 3 rotations  
Flash or animated gif supported  
300w x 250h pixels

**Exclusive QME Website Banner** .....\$ POA

Banner on 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

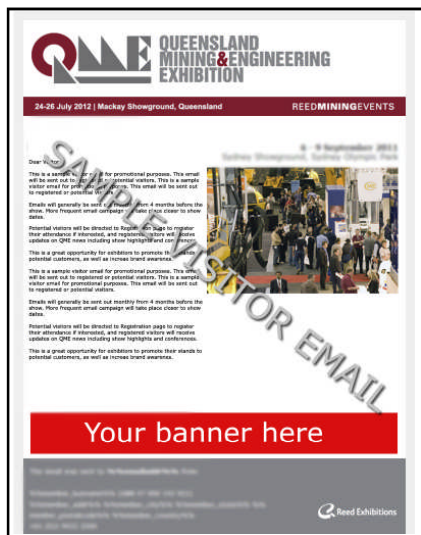
Registration Sponsorship (exclusive).....\$ 3,850

Banner with hyperlink to your website on:

- Online visitor registration page
- Visitor e-badge (bottom of confirmation email)

**Logo on Visitor Emails (maximum 3 per campaign)**.....\$ 990  
(Per campaign)

••• **Banner on Visitor Emails**.....\$ 2,310  
(Per campaign)





LIMITED TO TEN EXHIBITORS ONLY!

# FEATURED PRODUCT PACKAGE

## Launching a product?

QME provides an excellent platform for you to showcase new technologies, products and 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 (10 available).....\$ 2,310**

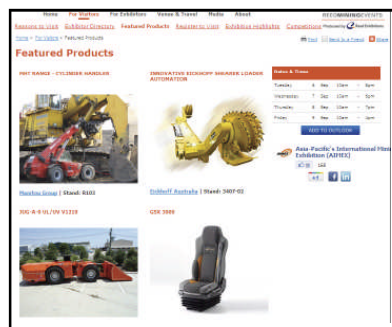
Limited to 10 exhibitors only, package includes:

- Product Profile in “Featured Products” pages of the Exhibition Directory Including product name, product image, company name, stand number, product description (paragraphs and bullet points supported).
- Featured on the QME website’s “Featured Products” page with your product name, product image hyperlinked to your website, your company name and stand number.
- Displayed at QME with your product image, product name, company name and stand number on a printed panel at the entrance area of the exhibition.



Example of printed panels at the exhibition entrance showcasing featured products. Colour and layout may differ.

Example of Featured Products page on the website, product image size is 300 pixels x 300 pixels



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



**New Product Showcase, including company name signage (5 available).....\$ 2,310**

Designed to give you a head start on sales 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.





# PREMIUM OPTIONS



## 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.



**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 exclusively on Visitor Badges.....\$ 6,050**  
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? (Price includes 2 colour print. Colour upgrades available)



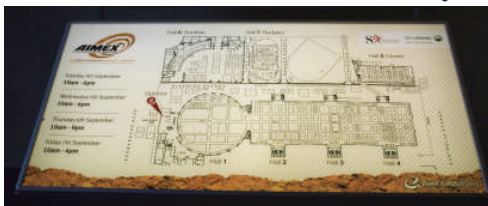
.....**Logo on Visitor Show Bags (2 available, 1 per side).....\$ 6,050**  
This is a fantastic walking advertisement opportunity. Visitors are given a bag at the entrance of the exhibition containing the Exhibition Directory with your company logo placed on the outside of the bags. (Price includes 2 colour print. Colour upgrades available) 1 sold, 1 available

**Visitor Bag Inserts (4 available).....\$ 2,530**  
Place your company flyer into the visitor bags, which is given to visitors at the entrance of the exhibition. Inserts must not be larger than 2 doubled-sided A4 pages.



.....**Exclusive Lanyards.....\$ 5,500**  
Build and reinforce your brand, have your logo printed on visitor and exhibitor lanyards (price excludes lanyard production)

.....**Logo on Floor plan (Limited Opportunity) .....\$ 550**  
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.





# 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.

**RESPONSE DETAILS (PLEASE PRINT)**

Mr     Mrs     Ms

NAME

Job Title

Company

Address

Suburb

State                      Postcode  
                     

Phone  
 (    )

Fax  
 (    )

Email

Signed

**FAX BACK 02 9993 8346**

### Upgrade Packages

- |   |          |
|---|----------|
| <input type="checkbox"/> 1/2 page enhanced package  | \$ 1,320 |
| <input type="checkbox"/> Full page premium package  | \$ 2,530 |
| <input type="checkbox"/> Enhanced Directory listing | \$ 528   |

### Directory Advertising Extras

- |   |          |
|---|----------|
| <input type="checkbox"/> Inside front cover (additional to Premium Package) | \$ 1,750 |
| <input type="checkbox"/> Inside back cover                                  | \$ POA   |
| <input type="checkbox"/> Outside back cover (additional to Premium Package) | \$ 2,310 |
| <input type="checkbox"/> Special position (additional to Premium Package)   | \$ 660   |

### Online Promotions

- |   |          |
|---|----------|
| <input type="checkbox"/> QME website banner (rotational limit to 3) | \$ 2,750 |
| <input type="checkbox"/> QME exclusive website banner (no rotation) | \$ POA   |

### Direct to your Target Market - Email Advertising

- |   |          |
|---|----------|
| <input type="checkbox"/> Registration sponsorship (exclusive)   | \$ 3,850 |
| <input type="checkbox"/> Logo on visitor email (per campaign)   | \$ 990   |
| <input type="checkbox"/> Banner on visitor email (per campaign) | \$ 2,310 |

### Featured Product Package

- |  |          |
|--|----------|
| <input type="checkbox"/> Featured product package (10 available)                       | \$ 2,310 |
| <input type="checkbox"/> New product showcase, including company signage (5 available) | \$ 2,310 |

### Premium Options

- |   |          |
|---|----------|
| <input type="checkbox"/> Exhibitor lounge                   | \$ POA   |
| <input type="checkbox"/> Visitor badges (exclusive)         | \$ 6,050 |
| <input type="checkbox"/> Visitor bags (1 sold, 1 available) | \$ 6,050 |
| <input type="checkbox"/> Visitor bag inserts (4 available)  | \$ 2,530 |
| <input type="checkbox"/> Exclusive Lanyards                 | \$ 5,500 |
| <input type="checkbox"/> Logo on floor plan (10 available)  | \$ 550   |

Organised by:

## REEDMININGEVENTS

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queenslandminingexpo.com.au