

Exhibitor Marketing Package

\$4,000

Make the most of your exhibition investment through a targeted range of promotional mediums that create maximum exposure, brand awareness and marketing reach.

Online Advertising

Most visitors now register online via the website. ARBS realises an accumulative growth of visits to the website with an introductory average of 2,000 hits per month. This rises steadily throughout the six months prior and peaks at more than 12,500 hits per month.

Feature your product/s or service with a prominent (300 x 300 pixels) ad on arbs.com.au

The ad will feature on selected web pages for 3 months leading up to the exhibition. Digital Artwork to be supplied by exhibitor.

Be seen by more than 90% of actual visitors, and importantly even industry participants that view our website and may not attend the show!

Exhibits Newsletter

Exhibition newsletter, 'Exhibits', is distributed monthly (digital) for 6 months leading up to ARBS and daily (print) for all 3 days of the Exhibition.

- Company name and/or logo included on the front page of one edition of 'Exhibits'. Artwork to be supplied by exhibitor.
- A ¼ page ad in one edition of 'Exhibits'. Artwork to be supplied by exhibitor.
- A ¼ page editorial piece in one edition of 'Exhibits' on Exhibitor's product/s, service or company's experience at the exhibition. Prepared by ARBS Media.

Visitor HTML Newsletter

Targeted e-newsletters are distributed to previous visitors, exhibitors and current registered visitors in the lead up to the exhibition. This totals an approximate database well in excess of 30,000 emails.

- Company name and/or logo and stand number on a vertical banner of one visitor html newsletter. Logo/artwork to be supplied by sponsor.

Social Media Profiling

Liaison with ARBS media regarding one social media profile of Exhibitor's business or product to support sponsoring company's marketing strategy.

ARBS Showbag Insert

Distributed to every visitor attending the exhibition, the ARBS showbag provides the ideal distribution channel for your promotional collateral.

- Brochure, booklet, pamphlet, competition entry or any other marketing material* – 1 item only - included in the show bag and given to every visitor at entry (approx. 8,000)

*Materials to be printed and delivered prior to the show to a nominated location for inclusion. Material limited to a maximum of 20 pages per item. Unused material will not be returned unless specifically requested.

