

# AIME 2012

## BRANDING OPPORTUNITIES

Target over 3,500 attendees at AIME 2012, including  
top international and domestic decision makers

For enquiries, contact [aimesaes@reedexhibitions.com.au](mailto:aimesaes@reedexhibitions.com.au)

AIME IS PART OF THE REED TRAVEL EXHIBITIONS MEETINGS AND EVENTS PORTFOLIO



AIME IS OWNED BY MCVB



AIME IS MANAGED BY RTE



# BRANDING OPPORTUNITIES FOR AIME 2012

## Pre-show

Visitor Awareness campaign opportunity

Web banner on homepage – aime.com.au (3 months, limited to 3)

Web link in Hosted Buyer Zone – shared opportunity

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## Onsite

Compendium

Fold out floorplan

Globe Restaurant

Globe Restaurant – Casual Dining Area

Hosted Buyer Bag

Hosted Buyer Bag insert (limited to 8)

Hosted Buyer Bag magazine insert (3 publications)

Hosted Buyer Lounge

Hosted Buyer luggage tag

Hosted Buyer Quick Reference Guide

Internet Lounge

Lanyard

Logo Placement on Screen on Concourse

Media Centre

Name Badge Ribbon

PSA Agenda

Visitor Bag

Visitor Bag insert (limited to 4)

Visitor Pamperzone

“You are Here” Board – exclusive opportunity

“You are Here” Board – shared opportunity (limited to 8)

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Branding opportunities can play an integral part in your AIME 2012 event strategy and a significant role in helping you achieve your specific event goals and objectives.

AIME has a range of branding opportunities pre-show and onsite to ensure that the right audience is channelled directly to your stand and that your profile at the event is enhanced.

# COMPENDIUM

Given to each Buyer upon arrival at AIME, the Hosted Buyer Compendium is a prime branding opportunity to increase your brand's visibility both at the event and beyond.

## Benefits / Features:

- Your company logo on the Compendium along with the AIME 2012 logo
- Every Hosted Buyer receives a Compendium at AIME 2012
- Image proof of your company's logo on the cover of the Compendium provided for your approval of logo

This is an exclusive offer open to only one exhibiting company.

# FOLD OUT FLOORPLAN

New to AIME, this is an excellent opportunity to place your advertisement on a pocket floorplan, something every attendee will be carrying around the show floor, and frequently referring to.

## Benefits / Features:

- Your advertisement on the floorplan (shared with sponsor names – not logos – of Globe Restaurants, Media Centre, Internet Lounge, Visitor Pamperzone and Hosted Buyer Lounge)
- Every attendee will receive a floorplan at AIME 2012
- Image proof of your company's logo on the floorplan provided for your approval of advertisement

This is an exclusive offer open to only one exhibiting company.



Your company needs to provide:

- Company logo in high resolution EPS format

PRICE:  
\$16,500

Your company needs to provide:

- Company advertisement in high resolution EPS format

PRICE:  
\$16,500

# GLOBE RESTAURANT

Located in the middle of the exhibition floor, the Globe Restaurant area covers approximately 430 sqm of space and can easily be seen from any corner of the exhibition floor. The Globe Restaurant will be the epicentre for networking with colleagues at the event.

This opportunity provides you with one of the most cost effective options to achieve maximum brand exposure at AIME 2012.

## Benefits / Features:

- Branding rights to the Globe Restaurant – shared with catering and builder sponsors
- Opportunity to work with the MCEC & AIME to include an inspirational dish on the menu relevant to your brand
- Opportunity for you to provide a renowned chef to further highlight your presence at the Globe Restaurant
- Opportunity to work with AIME and our Globe Restaurant builder to provide additional imagery of your brand in the area
- Opportunity to invite national and international media to the Globe Restaurant for a special function after you have held your own press conference in the AIME media centre
- Company logo on the Networking section of the AIME website (with link to your website)
- Company logo and recognition on the Globe Restaurant menu distributed to all Hosted Buyers
- Recognition as the Globe Restaurant brand holder on AIME floorplan and “You are Here Boards” throughout the exhibition hall
- Restaurant area cleaning provided
- AIME will discuss requirements including images and logos to meet the set design



This is an exclusive offer open to only one exhibiting company.

PRICE:  
\$27,500

# GLOBE RESTAURANT CASUAL DINING AREA

New to AIME, a second dining area will be created on the showfloor – a casual dining area.

## Benefits / Features:

- Branding and naming rights to the Globe Restaurant – Casual Dining Area – shared with catering and builder sponsors
- Company logo placement
- Opportunity to work with the MCEC & AIME to include an inspirational dish on the menu relevant to your brand
- Opportunity for you to provide a renowned chef to further highlight your presence at the Globe Restaurant – Casual Dining Area
- Opportunity to work with AIME and our Globe Restaurant builder to provide additional imagery of your brand in the area
- Company logo on the Networking section of the AIME website (with link to your website)
- Recognition as the Globe Restaurant – Casual Dining Area brand holder on AIME floorplan, and “You are Here” Boards throughout the exhibition hall
- Restaurant area cleaning provided
- AIME will discuss requirements including images and logos to meet the set design

This is an exclusive offer open to only one exhibiting company.

PRICE:  
\$16,500

# HOSTED BUYER BAG

The trolley bags are extremely popular with our Hosted Buyers and the media. They are used for years to come by these busy executives as they travel the world with your branding on their bag.

## Benefits / Features:

- High-quality trolley bags (suitable for carry-on luggage)
- Your company logo on the Hosted Buyer bag along with the AIME 2012 logo
- Every Hosted Buyer and media attendee receives the Hosted Buyer bag at AIME 2012
- The bag will provide you with high visibility, reinforcing your presence on and off the exhibition floor
- Image proof of your company's logo on the bag provided for your approval of logo



Your company needs to provide:

- Company logo in high resolution EPS format

This is an exclusive offer open to only one exhibiting company.

PRICE:  
\$24,200

# HOSTED BUYER BAG INSERT

Place a promotional double-sided insert into the popular Hosted Buyer bag which is given to each Buyer and media upon arrival at AIME.

## Benefits / Features:

- One A4 or DL-sized flyer or brochure (double-sided) or a small gift, placed into all Hosted Buyer bags
- Reaching over 500 Hosted Buyers and international and domestic trade media before they get to your stand

This opportunity is limited to 8 different exhibitors.

Your company needs to provide:

- One piece of final artwork for approval by AIME's Marketing & Sponsorship Manager by 5 December 2011
- 600 inserts sent to Melbourne (details to be advised on confirmation) no later than close of business on Wednesday, 15 February 2012

PRICE:  
**\$4,400** (EACH)

# HOSTED BUYER BAG MAGAZINE INSERT (3 PUBLICATIONS)

Place your trade magazine into the popular Hosted Buyer bag which is given to each Buyer and media on arrival at AIME.

## Benefits / Features:

- Opportunity to insert one trade publication into all Hosted Buyer bags

This opportunity is limited to 3 different magazines.



Your company needs to provide:

- 500 x magazines
- Final magazine for approval by 6 February 2012
- Delivery of magazines to Melbourne (details to be advised on confirmation) no later than close of business on Wednesday, 15 February 2012

PRICE:  
**\$5,500** (EACH)

# HOSTED BUYER LOUNGE

Target Hosted Buyers in their exclusive lounge on the showfloor. The lounge is a haven for buyers to check emails, network and relax between their busy appointment schedules.

Located on the exhibition floor and open for the duration of AIME, the lounge offers maximum exposure and visibility to over 500 international and domestic buyers.

## Benefits / Features:

- Branding rights to Hosted Buyer Lounge located on the exhibition floor
- Exclusive access to Hosted Buyer Lounge by your company representatives
- Your company logo on wall panels of the lounge and one banner hanging from the ceiling
- Recognition as Hosted Buyer Lounge brand holder on floorplan and on "You are Here Boards" throughout the exhibition hall
- Two brochure racks for your promotional material within this area
- Opportunity to set up and supply local products for testing
- Coffee and tea facilities
- Water dispenser and cups
- Naming and recognition in Hosted Buyer communication, where relevant
- Promotion where possible in event related collateral and website
- Opportunity for additional branding inside lounge



## Your company needs to provide:

- Your company logo in high resolution EPS format
- Staff to oversee the lounge area and man the reception desk
- Marketing brochures to place on the brochure racks provided. Your company will need to freight these onsite (delivery details to be advised on confirmation) and stock the racks during AIME
- Supplemental collateral and tasting provisions in line with venue guidelines

Please note enhancements are available to the above offering upon discussion and approval with the organisers. This is an exclusive opportunity to network face to face and is only available to one exhibiting company.

**PRICE:**  
**\$27,500**

# HOSTED BUYER LUGGAGE TAG

New to AIME, this is an excellent opportunity to place your brand or logo on the popular Hosted Buyer bags, given to all buyers and media on arrival at AIME.

## Benefits / Features:

- Your company logo on the luggage tag – along with the AIME 2012 logo
- Every Hosted Buyer and media attendee receives the Hosted Buyer bag at AIME 2012
- Image proof of your company's logo on the luggage tag provided for your approval of logo

This is an exclusive offer open to only one exhibiting company.

## Your company needs to provide:

- Company logo in high resolution EPS format

PRICE:  
\$4,400

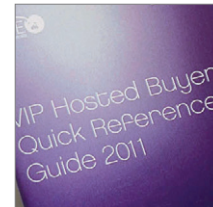
# HOSTED BUYER QUICK REFERENCE GUIDE

Given to every Hosted Buyer who attends AIME, the Quick Reference Guide is the Hosted Buyer's go to source for onsite information. Having your logo present on this collateral ensures increased awareness by top international and domestic buyers.

## Benefits / Features:

- You will receive one page within the AIME Quick Reference Guide for display of your company logo, copy and images and your logo on the front cover
- Each Hosted Buyer receives a copy of this guide on arrival
- All production and delivery costs included

This is an exclusive offer open to only one exhibiting company.



## Your company needs to provide:

- Company logo in high resolution EPS format
- Artwork for one page (specifications to be provided on confirmation)
- Provide this information for AIME team's approval prior to production

PRICE:  
\$7,150

# INTERNET LOUNGE

Target Hosted Buyers, exhibitors and visitors throughout AIME as they network, conduct business or just grab a coffee in the busy Internet Lounge.

## Benefits / Features:

- Branding rights to the Internet Lounge (specifics of signage and banner availability advised on discussion)
- Listing on the floorplan and “You Are Here” Boards located throughout the exhibition halls
- Inclusion in all marketing, PR and website materials, where appropriate
- Computer terminals with internet connections
- Café settings – normally the settings will be a combination of low and high bars with appropriate chairs
- Café cleaning – tables, cups and saucers
- Your company logo to be the screen saver on all computers (co-branded with A/V sponsor)



## Your company needs to provide:

- Your company logo in high resolution EPS format
- Imagery to be used reflective of the Internet Lounge design and layout

Please note enhancements are available to the above offering upon discussion and approval with the organisers. This is an exclusive offer open to only one exhibiting company.

**PRICE:**  
**\$11,000**

# LANYARDS

Worn by every attendee for the duration of AIME, this branding opportunity is one of the most cost effective options to build brand awareness at the event.

## Benefits / Features:

- Your company logo on the lanyard
- Every attendee wears a lanyard at AIME 2012
- Image proof of your company's logo on the lanyard provided for your approval of logo
- All production and delivery costs included

This is an exclusive offer open to only one exhibiting company.



## Your company needs to provide:

- Company logo in high resolution EPS format

PRICE:  
\$16,500

# LOGO PLACEMENT ON SCREEN ON CONCOURSE

New to AIME, this is an excellent opportunity to increase your company's visibility at AIME with the strategic placement of your logo on the concourse. The screen will be located close to the entrance and will be seen by attendees as they enter and leave the show.

## Benefits / Features:

- Your company logo on the screen – along with the AIME 2012 logo and other sponsors (limited to 4 in total)
- Located in a high traffic area at the event
- Image proof of your company's logo provided for your approval



## Your company needs to provide:

- Company logo in high resolution EPS format
- Artwork for one page (specifications to be provided on confirmation)
- Provide this information for AIME team's approval prior to production

PRICE:  
\$4,400

This opportunity is limited to 4 exhibitors.

# MEDIA CENTRE

Staffed by AIME's professional and dedicated PR agency, GTI Tourism, throughout the event, the Media Office is the hub of media activity at AIME including media interviews, distribution of media releases and information and the location of exhibitor press conferences.

## Benefits / Features:

- Branding of the AIME Media Office
- Additional theming allowed with approval by AIME team
- Company logo on signage at the entrance to the Media Office
- Company logo on signage inside the Media Office
- Company name listed beside floorplan and the "You are Here" Boards throughout the exhibition hall
- Logo placement in Media Zone on AIME website with link to company website
- Priority booking to host a media conference in the Media Office
- Opportunity to provide an insert into the AIME Media Welcome kit



## Your company needs to provide:

- Company logo/image to be used on the Media Office signage in high resolution EPS format
- Company logo/image to be used on the AIME website in 72 dpi jpeg
- One flyer or CD for Media Welcome kit for approval by AIME's Marketing & Sponsorship Manager by 17 January 2012
- Insert for Media Welcome kit to be sent to AIME team by 9 February 2012
- Any other banners supplied by your company and approved by AIME team to be placed in the Media Office

Please note enhancements are available to the above offering upon discussion and approval with the Sales Manager. This is an exclusive offer open to only one exhibiting company.

**PRICE:**  
**\$11,000**

# NAME BADGE RIBBON

Worn by every attendee for the duration of AIME, this branding opportunity is one of the most cost effective options to build brand awareness at the event.

## Benefits / Features:

- Your company name or logo on each name badge (6,000+)
- Distributed to all AIME attendees including Hosted Buyers, exhibitors, visitors and media
- Worn for the duration of the event – exhibition, social functions, seminars
- Great exposure on the exhibition floor
- Highly visible and an essential tool for networking
- Full production costs included

This is an exclusive offer open to only one exhibiting company.



## Your company needs to provide:

- Company logo in high resolution EPS format

PRICE:  
\$13,200

# PSA AGENDAS

Hosted Buyers and exhibitors use their Pre-Scheduled Appointment (PSA) Agenda as their key document at AIME, referring to it constantly to cover all appointments. Place your brand on the PSA Agendas and keep your company top of mind to attendees during their entire AIME experience.

## Benefits / Features:

- Branding rights shared with AIME – 2 logos in total
- Your company name and stand number will appear on each page of the schedule
- These pages are used for all Hosted Buyer and exhibitor Pre-Scheduled Appointment Agendas



## Your company needs to provide:

- Final artwork for approval by AIME's Marketing & Sponsorship Manager by 1 December 2011. Artwork must be in high resolution EPS format
- Printing of 5,500 sheets of A4

PRICE:  
\$16,500

This is an exclusive offer open to only one exhibiting company.

# VISITOR BAG

One of the most visible branding opportunities at AIME 2012, the Trade Visitor Bags are distributed to all trade visitors, media and exhibitors on arrival at the event. The Visitor Bag provides you with high visibility, reinforcing your presence on and off the exhibition floor.

## Benefits / Features:

- High quality carry bags
- Every visitor receives the carry bag at AIME 2012
- Your company logo on one side of the bag. AIME 2012 logo will feature on the other side of the bag
- 4,000 bags produced and distributed to all visitors of AIME 2012
- Full production costs included

This is an exclusive offer open to only one exhibiting company.

# VISITOR AWARENESS CAMPAIGN

Target key trade visitors via AIME's Visitor awareness campaign and build awareness of your brand and company.

The 2012 campaign will differ slightly. Details will be provided at a later date in time.

## Benefits / Features:

- You will receive an opportunity to place your logo and potentially some copy
- This piece is sent to trade industry professionals to convert their interest to attend AIME, into actual attendance. Drive attendees to your AIME stand
- Image proof of your company's logo on the DM piece provided for your approval of logo / copy
- All production and delivery costs included

This is an exclusive offer open to only one exhibiting company.



## Your company needs to provide:

- Company logo in high resolution EPS format
- Image proof of your company's logo on the bag provided for your approval of logo

PRICE:  
\$16,500



## Your company needs to provide:

- Company logo in high resolution EPS format
- Further details to be advised later in the year

PRICE:  
\$4,400

# VISITOR BAG INSERT

Make direct contact with AIME trade visitors. Place a promotional double sided insert into the popular trade visitor bag, which is given to each visitor on arrival.

## Benefits / Features:

- One A4 or DL - sized flyer or brochure (double sided), placed in each trade visitor carry bags
- Make contact with all AIME Trade Visitors

Only three inserts will be placed in the trade visitor bag along with the Official AIME 2012 Exhibition Directory.



## Your company needs to provide:

- One piece of final artwork for approval by AIME's Marketing & Sponsorship Manager by 5 December 2011
- 4,000 inserts sent to Melbourne (details to be advised on confirmation) no later than close of business on Wednesday, 15 February 2012

PRICE:  
\$3,300

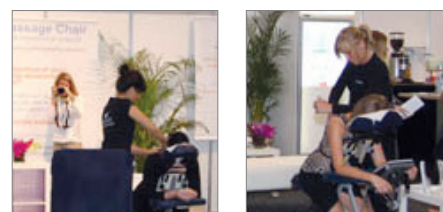
# VISITOR PAMPER ZONE

Relax, rewind and rejuvenate – close to the hearts of all AIME's visitors, the Pamper Zone is one of the most popular features and provides a brief respite to busy visitors. By sponsoring this space you have the opportunity to link your brand to the “wellbeing” of visitors, leaving them relaxed and revitalised. They'll thank you for providing this extremely popular service.

## Benefits / Features:

- Branding of the Visitor Pamper Zone at AIME 2012
- Company logo on signage at the entrance of the Visitor Pamper Zone
- Company logo on signage in the Visitor Pamper Zone
- Company name listed next to the floorplan and on the “You are Here Boards” throughout the exhibition hall
- Exposure and mention in marketing materials, website and PR campaign where relevant throughout the exhibition hall
- Scanner will be provided to data capture all attendees who visit the zone

This is an exclusive offer open to only one exhibiting company.



## Your company needs to provide:

- Company logo/image to be used on the Visitor Pamper Zone signage in high resolution EPS format
- Any other banners supplied by your company, to be approved by the AIME team
- All equipment, collateral & personnel

PRICE:  
\$POA

# WEB BANNERS AIME.COM.AU (3 MONTHS)

New opportunity for exhibitors, closely align your brand with AIME and feature a banner ad on the visitor and Hosted Buyer landing pages for 3 months in the lead-up to AIME 2012.

The AIME website is the one-stop shop for Hosted Buyers and visitors to help plan their visit to the event.

## Benefits / Features:

- Your banner ad in a high-traffic location on the AIME website in the key months leading up to AIME (rotating opportunity with up to 3 other banners)
- Visibility to all AIME attendees visiting the website

This opportunity is available to 3 exhibitors.

## Your company needs to provide:

- Logo or banner ad (specifications to be provided on confirmation)

PRICE:  
\$1,320 (EACH)

# WEB LINK IN HOSTED BUYER ZONE SHARED OPPORTUNITY

The Hosted Buyer Zone of the AIME website attracts over 500 buyers almost daily in the lead up to AIME. Having your logo located in the highly interactive Hosted Buyer Zone of the AIME website will work to drive traffic to your website. Your banner can be linked back to your website or to a special promotional offer.

## Benefits / Features:

- Branding in the Hosted Buyer Zone with your banner / company logo featured on the right-hand side of the page.
- Opportunity for your banner to link through to your website and/or a special offer
- The Hosted Buyer Zone is accessed continuously by Hosted Buyers attending AIME

- Banner ad in jpeg or tif format at 72 dpi
- A link to either your webpage or a specific page that you have created with a special offer. To maximise your exposure we will require this link with your logo/ banner within 2 weeks from your acceptance of this opportunity

PRICE:  
\$3,850 (EACH)

# “YOU ARE HERE” BOARD

## EXCLUSIVE OPPORTUNITY

Exclusive positioning on the “You Are Here” Boards. The boards will be located in high traffic areas to help attendees find their way around the exhibition. Precise locations to be confirmed. Each “You Are Here” Board will have your stand highlighted in a different colour along with your stand number, company name and logo.

### Benefits / Features:

- Have your company name, logo, and stand highlighted on all ‘You Are Here’ Boards used by buyers and visitors to help them find you.
- All ‘You Are Here’ Boards are placed in prominent locations

This is an exclusive offer open to only one exhibiting company.

### Your company needs to provide:

- Company logo / image in high resolution EPS format

PRICE:  
\$13,200

# “YOU ARE HERE” BOARD

## SHARED OPPORTUNITY

“You Are Here” Boards will be positioned in high traffic areas to help attendees find their way around the exhibition. Precise locations to be confirmed. Each ‘You Are Here’ board will have your stand highlighted in a different colour along with your stand number, company name and logo.

### Benefits / Features:

- Have your company name, logo, and stand highlighted on all ‘You Are Here’ boards used by buyers and visitors to help them find you.
- All “You Are Here” Boards are placed in prominent locations

### Your company needs to provide:

- Company logo / image in high resolution EPS format

PRICE:  
\$1,650

This opportunity will be available to 8 exhibitors.