

AIME 2018

Opportunities for exhibitors

AIME provides the perfect platform to communicate with media, and extend your marketing budget further.

AIME offers exhibitors numerous opportunities to connect with the media and promote products and services to a wide audience across many different communication channels.

AIME partners with integrated communications agency Zadro, to provide additional value to all exhibitors. Zadro manages a comprehensive public relations product in the lead up to, during and after AIME to maximise awareness of AIME, the exhibitors, stakeholders, key features of the event and most importantly, the community that gathers for the Asia-Pacific's leading incentives and meetings exhibition.

In 2017, AIME:

- Had over 40 media on site
- Had over 260 articles in premiere media outlets including online, print, radio and television
- Reached a potential audience of 8.6 million
- Social media had two trending themes including #AIME25 and #UncoverAIME

In addition to showcasing your product/service to a huge audience of attendees at AIME 2018, share your company's key messages with the media to spread awareness further than ever before.

For AIME 2018, what can exhibitors be involved in?

1.0 Press conferences

A handful of press conferences are available for key announcements, partners and sponsors to engage directly with the media. All media are invited to attend these exclusive press conferences held onsite at AIME. The number of press conferences is limited to ensure media have the time to explore the exhibition floor and attend all networking events.

If you have news or an announcement that has not previously been released to media you can apply for a press conference at AIME. Not all who apply for a press conference will be granted a spot, and allocations will be based on the newsworthy content that will be presented to media. Press conferences are strictly 15 minutes in length and can include a PowerPoint or video.

Please email aime@zadroagency.com.au and request a *press conference form* to submit your topic for consideration.



2.0 Media show floor walk

The highly successful media show floor walk will return in 2018 with a **2nd opportunity being added**, enabling more exhibitors the opportunity to present a 2-3-minute presentation **on their stand** to highly relevant media. Media are invited to attend this one hour guided show floor tour that is presented by Zadro and the AIME team.

Media can collect the presenters’ business card to schedule an interview at a later time if required. The show floor walk runs to a strict time schedule.

If you have news, or an announcement that you would like to share with media, please email aime@zadroagency.com.au for a *media show floor walk form* to submit your interest in being included on the walk. Exhibitors who are allocated press conference, are not able to be included in the show floor walk. Places are limited.



3.0 Media kits

All exhibitors have the opportunity to supply media with a media kit. Prepare the media kits (max 35 kits) and place them in the media centre, which is located on the exhibition floor at AIME.

Preparation and delivery of media kits to the media centre are the responsibility of the exhibitor.

Remember that media receive lots of information at AIME, so make it concise and newsworthy.

4.0 Interview opportunities

Will you have a senior figure attending AIME who could be interviewed by the media?

Please provide a 50 word description of the news, the spokesperson/s name and title, and the contact's details. All interview opportunities submitted to Zadro will be included in the official AIME media kits provided to journalists prior to the commencement of AIME.

Submissions must be received by 13 January 2018. Please email submissions to aime@zadroagency.com.au.

5.0 Media releases

You can distribute your own media releases about your involvement in AIME and any other news you would like to share. Distribution of media releases and the procurement of media lists are your responsibility.

6.0 AIME TravMedia Newsroom

The AIME 2018 TravMedia newsroom has been designed especially for exhibitors and partners to share news with the media in the lead up to, during and after AIME. It makes exhibitor news at AIME widely accessible and enhances the media's ability to create stories about AIME and AIME's exhibitors. Every exhibitor has access to the AIME TravMedia newsroom. You will receive a welcome email with your logins to the AIME TravMedia newsroom in early 2018.

7.0 Advertise

Advertise in industry trade magazines. A list of AIME's media partners are on the AIME website via www.aime.com.au/Media/media-partners/

Advertise in AIME Daily, which is published by CIM News Magazine and distributed to trade attendees, Hosted Buyers and exhibitors at AIME. AIME Daily will be published twice, on 20 and 21 February 2018. Contact Creative Head Media on +61 2 9438 2300 or cimmag@creativehead.com.au

Advertise in the AIME Exhibition Directory which is an essential guide that is distributed to all Hosted Buyers and trade attendees at AIME. The directory acts as a key reference tool throughout the year. Contact Angela White from Explore Media on +61 (0) 419 120585 or angela@exploremedia.com.au

8.0 Social media

AIME has an active social media presence, for exhibitors to connect with the AIME Community and share your news. Please **Ctrl+Click** the icons below to follow the links:



The hashtag to use on Facebook, Instagram and Twitter is #AIME2018

Want more?

9.0 NEW and for a limited time – Complementary communications advice

AIME and Zadro are working together to further enhance Exhibitors ROI by offering a strictly limited number* of complementary consultations with a senior Zadro Strategist. Elizabeth Williams, Group Account Director and Activations specialist, can advise and assist in your onsite marketing.

**Maximum of 5 phone consultations, and only available to exhibitors who confirm their bookings in November 2017.*

10.0 Discounted professional PR services

AIME and Zadro have put together a special PR package for exhibitors at AIME offering reduced rates on media release creation and distribution.

Zadro can write and distribute your news to targeted segments of Australasia's largest database of media contacts from \$1,200 + GST*. All media releases must include a mention of AIME 2018.

11.0 AIME campaign services

Zadro can also provide a personalised quote on a range of other services specifically to maximise your return on investment in AIME 2018. Marketing advice could help enhance:

- Stand look and feel (branding and design)
- Activation and attract strategies
- Collateral
- Sales support
- Competitive advantage (point of difference)
- Key messaging
- Staff training
- Networking and hospitality
- Digital and social support

Specialists in business events, Zadro offer a range of services including strategic communications planning, marketing, digital and social, design, employer branding, internal communications and customer insights. www.zadroagency.com.au

Contact the Zadro team for more details.

EXHIBITOR OPPORTUNITIES



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**Terms and conditions apply.*