

presented by



**Sponsorship  
& Promotional  
Opportunities**

# VISUAL IMPACT

Sydney 2023

3-5 May 2023

Halls 5 & 6, Sydney Showgrounds

[www.visualimpact.org.au](http://www.visualimpact.org.au)

Envision your Success



PLATINUM SPONSOR



GOLD SPONSORS

# VISUAL IMPACT Sydney 2023

## Exhibition Sponsors

### PLATINUM

**SOLD**

Platinum Sponsors are entitled to the following:

- 72sqm floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- Full page colour advertisement on inside front cover of the Visitor's Guide
- The opportunity to include advertising material in exhibition mail outs
- Organiser discounts on furniture, power and flooring through ExpoNet if it is booked through the Organisers

### GOLD

Gold Sponsors are entitled to the following benefits:

- 36sqm floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- Full page colour advertisement inside the Visitor's Guide
- The opportunity to include advertising material in exhibition mail outs
- Organiser discounts on furniture, power and flooring through ExpoNet if it is booked through the Organisers

### SILVER

Silver Sponsors are entitled to the following benefits:

- 18sqm floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- Full page colour advertisement inside the Visitor's Guide
- The opportunity to include advertising material in exhibition mail outs
- Organiser discounts on furniture, power and flooring through ExpoNet if it is booked through the Organisers

Sponsorship cost: \$25,000 +GST

Sponsorship cost: \$15,000 +GST



# Envision your Success

## Sponsorship Opportunities

### VISITORS BAGS

**SOLD**

Upon arriving at the exhibition, each visitor is issued with a visitor bag which includes various items regarding the exhibition. These items include promotional material from exhibitors and the Visitors Guide. Visitor Bag Sponsor will have the opportunity to have their logo printed on one side of the visitor bag. The other side of the Visitors Bag will be printed with the Visual Impact logo.

Sponsor is to provide their logo and printed visitor bags. All bags must be fabric bags and not plastic.

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**Sponsorship cost \$2,000 + GST**  
and in kind Sponsor to provide 3,000 bags for the exhibition

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### COFFEE CART

There will be a coffee cart available in the hall for visitors to utilise.

Branding opportunities include:

- Cart
- Cups
- A-Frame signage
- Sponsor branded Polo/T-Shirt can be worn by barista, supplied by Sponsor

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**Sponsorship cost \$2,000 + GST**  
plus Sydney Showgrounds expenses

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### CAFÉ SEATING

The opportunity to brand all tables and chairs in the café seating area with your logo, as well as free standing banners in the café seating area.

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**Sponsorship cost: \$2,000 +GST**

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### TRACKLESS TRAIN

From 8.00am until an hour after the show closes, we will be providing a trackless train to carry visitors and exhibitors to and from the P1 Carpark. We are offering exhibitors the opportunity to increase their exposure at the show by sponsoring the train. There is A-Frame signage on the train that will require corflute signage. The show web banner must be included in the artwork.

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**Sponsorship cost: \$2,000 +GST**

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### LANYARDS

**SOLD**

Lanyard Sponsors have the opportunity to have their logo printed on the exhibition lanyards. All lanyards are required to be double clip. Sponsor is to provide their logo and printed lanyards.

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**Sponsorship cost \$2,000 + GST**  
and in kind Sponsor to provide 3,000 lanyards for the exhibition

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### SEMINAR

Seminar Sponsorship entitles you to naming rights for the program eg. The "Insert Company Name" Seminar Series. The Seminar area can be branded with your company logo. You are also entitled to brand the area for the duration of Visual Impact and the company logo will appear on all communications publicising the program. Branded material can be distributed prior to each scheduled session and recognition will be given to the company in the introductions to the sessions.

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**Sponsorship cost \$5,000 +GST**

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### WATER STATION

Promote your company and build brand recognition by sponsoring a water station. Use it as an opportunity to direct visitors to your stand! Water station sponsor entitles you to brand one water station. Multiple stations are available.

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**Sponsorship cost \$1,000 +GST**  
plus cost of station hire

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### HAPPY HOUR DRINKS

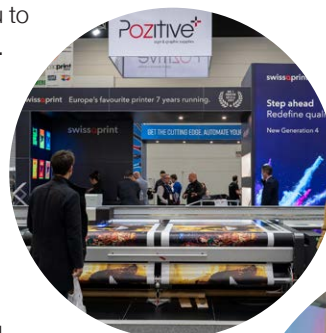
Sponsor the Happy Hour drinks to be held on the show floor Thursday 4th May from 5-6pm. Branding opportunities include:

- drink stations on the show floor
- A-Frame signage
- Sponsor branded Polo/T-Shirt can be worn by bar staff, supplied by Sponsor

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**Sponsorship cost \$10,000 +GST**

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# Promotional Opportunities

## VISITORS BAG (Inserts)

Each visitor receives a visitors bag upon entry to the show. The bags include a copy of the Visitors Guide, and may include promotional items about the exhibition or exhibitors. Exhibitors are given the opportunity to include one piece of promotional material in the Visitors Bags, given to each visitor upon arrival to the exhibition. Promotional material can include brochures, flyers, sweets or stationery items. Participating exhibitors are to provide promotional material by specified date.

**Insertion fee \$500 + GST** (depending on the size)

## VISITORS GUIDE

The Visual Impact Sydney 2023 Visitors Guide, is available free of charge to all visitors. The visitors guide will contain a comprehensive list of exhibiting companies, including a logo, 100 word biography and a 1/4 page advert from each Exhibitor. There will also be a categories section, making it easier for visitors to find who supplies what they are looking for. Participating exhibitors are to provide artwork in specified format by specified date.

**Advertising cost \$800 + GST**

## EDM – Exhibitors show special

We are offering the opportunity for an EDM for exhibitors to promote their company and their upcoming presence at Visual Impact Sydney 2023. The show web banner and links to register must be included. EDM's are distributed to approx 14,000 people.

**Cost per send – \$950 +GST**

## VI MAGAZINE (Ad)

The Mar/Apr edition of the Visual Impact Magazine will be focusing on Visual Impact 2023 and will feature articles regarding the show. The VI Magazine is distributed to 9,000 people. Various advertising opportunities are available for this edition, including:

- Full page ads (\$2,500 +GST)
- Half page ads (\$1,600 +GST)
- Alternative ad sizes – POA

## Exhibition Details

Hall 5 & 6,  
Sydney Showgrounds

Wednesday 3 May 2023  
10:00am – 6:00pm

Thursday 4 May 2023  
10:00am – 6:00pm

Friday 5 May 2023  
10:00am – 4:00pm

# VISUAL IMPACT

## Sydney 2023

Proudly sponsored by

 **Roland**

PLATINUM SPONSOR

**EPSON**  
EXCEED YOUR VISION

**euro poles**  
& textile displays



**POZITIVE+**  
sign & graphic supplies

**Spicers**

**STARLEATON**

**trotec**

GOLD SPONSORS

Contact us now to discuss opportunities for your business at Visual Impact Sydney 2023

**BOOK**

**YOUR**

**STAND**

**NOW!**

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