

SPONSORSHIP PROPOSAL

2012 Australian

Toy Hobby & Nursery Fair



2012 AUSTRALIAN TOY HOBBY AND NURSERY FAIR
MELBOURNE CONVENTION AND EXHIBITION CENTRE

TUESDAY 6TH - FRIDAY 9TH MARCH 2012
TUE 9-6PM WED 9-6PM THU 9-6PM FRI 9-3PM

WWW.TOYFAIR.COM.AU



Australian Toy Association

SPONSORSHIP AND ADVERTISING

PUMP UP YOUR BRAND

WITH THE POWER OF PLAY!

Come out & play at the 2012 Australian Toy Hobby and Nursery Fair, and put your brand in front of a targeted, qualified audience of over 5,000 fair-goers at this one-of-a-kind, fun trade event!

Imagine an unforgettable play space with thousands of buyers and thrill seekers coming together, creating important buying decisions while they check out the hottest new playthings and interact with life-sized toys and games.

Now imagine your company right there, front and centre, promoting your brands and products with them and becoming a part of their lasting memory of this very special trade event. It's a fantastic opportunity to create a fun experience while promoting your company's products and services, building personal connections, brand loyalty and excitement.

We are committed to creating and maintaining win-win partnerships with our sponsors, advertisers and exhibitors. We have many exciting opportunities available, all designed to connect your brand to the Fair's extensive marketing, social media, and public relations campaign.



The 2012 Australian Toy Hobby and Nursery Fair is a four-day event featuring over 200 toy hobby and nursery suppliers showcasing the latest and greatest new products for the 2013 buying season. The event program is as follows:

Tuesday 6th March: Day 1 – 9.00am to 6.00pm
Sub Events: Industry Awards Night River Room, Crown Towers

Wednesday 7th March: Day 2 – 9.00am to 6.00pm

Thursday 8th March: Day 3 – 9.00am to 6.00pm
Exhibitor Children at the Fair – 4.00pm to 6.00pm

Friday 9th March: Day 4 – 9.00am to 3.00pm

Here are just some of the benefits you'll receive with event sponsorship of the Fair, Australia's number one trade event for the toy, hobby and nursery industries.

- Over 5,000 on-site visitors over a four-day period
- Demographically specific event
- New media and public relations opportunities
- Corporate image enhancement through extensive publicity campaign
- Radio and television interview opportunities
- On-site signs, banners and other displays
- Advertisement in the fair's Official Directory.

SPONSORSHIP CATEGORIES

For detailed info on categories, please go to following pages.

Awards Dinner	\$7000.00
Main Stage	\$7000.00
iPhone Application	\$4000.00
Internet Station	\$4000.00
Display Case – Door 5	\$3800.00
Display Case – Door 4&6	\$3200.00
Name Badge Lanyards	\$3000.00
Showbags	\$3000.00
Display Case – Door 3&7	\$2600.00
Entrance Feature Designs	\$2000.00
Display Case – Door 2&9	\$2000.00
Branded Carpet Tiles	\$500.00

OFFICIAL FAIR DIRECTORY ADVERTISING

Back Cover	\$1600.00
Inside Back Cover	\$1300.00
Inside Front Cover	\$1300.00
1st Right Hand Page	\$1300.00
Full Page	\$1100.00
Half Page	\$800.00
Quarter Page	\$600.00

For sponsorship descriptions and specifications, please read further.

INDUSTRY AWARDS NIGHT PARTNER

Investment \$7,000

The Industry Awards Night is the social event in the toy industry and will be held on Tuesday 6th March. In addition to an excellent entertainment program, the toy industry's Product of the Year Awards as well as the Hall of Fame Awards will be announced.

- Company name and logo on supporter's banners displayed at the function
- Company name and logo featured in the Fair Directory supporter's page
- Company name/logo in the ATA News under the 2012 Fair Updates
- Ten tickets to attend the Industry Awards Night
- Verbal acknowledgement on the evening
- One piece of promotional giveaway to be given out at the dinner
- Full page advertisement in the official Fair Directory
- Optional branded napkins to be supplied by sponsor or ATA at additional cost

MAIN STAGE

Investment \$7,000

Internet Lounge & Stage Area



INTERNET STATION

Investment \$4,000

Internet Lounge & Stage Area



IPHONE TOY FAIR APPLICATION

Investment \$4,000

The iPhone application allows all stakeholders of the Fair the opportunity to seek information regarding the Fair all in the touch of a button. Naming rights for the Application will expose your company name and logo to exhibitors, buyers, attendees and the general public alike. Features include:

- Show information - Venue hours, exhibit hours, parking info, registration info, etc.
- Schedule/Calendar – Provides all event info and allows users to update schedule on the fly.
- Interactive Booth Locator /Floor Plan – Provides interactive floor plan. Users can also map the booth from the exhibitor information page.
- Exhibitor list – Users can search on name, booth number, product category, and key words. Add exhibitor to schedule or as favorite, exhibitor notes, mark exhibitor off from visit list, download handouts, contact exhibitor etc.

NAME BADGE LANYARDS

Investment \$3,000

Lanyards put your company brand / product around the necks of thousands of attendees. The ATA staff coordinates the on-site distribution of lanyards. As a sponsor of the lanyards, your company receives:

- Distribution of 10,000 lanyards with your company logo. Company name and logo on the exhibitor/ visitor name badge lanyard
- Company name and logo featured in the Fair Directory supporter's page
- Company name/logo in the ATA News under the 2012 Australian Toy & Hobby Fair Updates
- Two tickets to attend the Industry Awards Night
- ½ page advertisement in the official Fair Directory

SPONSORSHIP DESCRIPTIONS AND SPECIFICATIONS

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TOY FAIR SHOW BAG

Investment \$3,000

All attendees to the Fair will be issued a Show Bag on Registration. Allow the attendees to brand your logo for you as they wander down the aisles and around the premises of the Melbourne Exhibition Centre. As a sponsor of the show bags your company receives:

- Company name and logo (full colour) on show bag distributed to ALL attendees at the Fair
- One piece of promotional collateral to be included in show bag
- Company name and logo featured in the Fair Directory supporter's page
- Company name/logo in the ATA News under the 2012 Australian Toy & Hobby Fair Updates
- Two tickets to attend the Industry Awards Night
- ½ page advertisement in the official Fair Directory

DISPLAY SHOWCASES - PRODUCT DISPLAY AND BRANDING

Investment \$2,000 - \$3,800

Backlit Display Case



ENTRANCE ARCH SPONSOR PRODUCT DISPLAY

Investment \$2,000 each

Entrance Arch Sponsor Product Display



OFFICIAL FAIR DIRECTORY ADVERTISING

Investment \$600-\$1,600

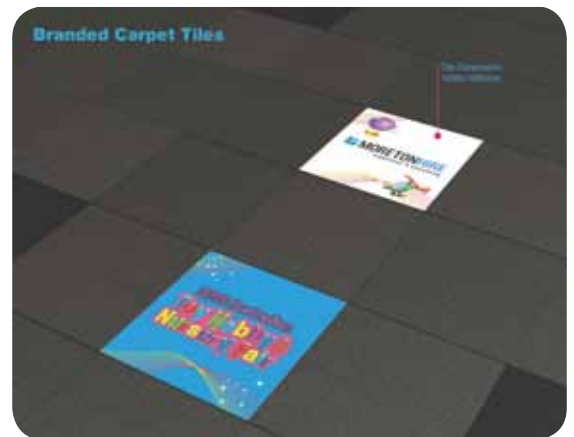
The official Fair Directory is designed to give exhibitors maximum marketing support for the Fair. The Directory also provides a useful reference throughout the following year. Every attendee in the Fair receives a Directory. Make your mark by advertising in the buyer's bible!

Features include:

- Clear, user-friendly floor plan
- Alphabetical and stand number listing of exhibitors
- Detailed listing of exhibitors and products
- Brand name listing showing key suppliers
- Category listing of products

BRANDED CARPET TILES

Investment \$500 per tile



Australian Toy Association

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