



PROPERTY BUYER EXPO

Home Buyers | Investors | Property Finance



Sponsorship Pack

**TALK TO US TODAY TO SECURE YOUR BEST
MARKETING INVESTMENT OF THE YEAR**

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INTRODUCTION



Sponsorship is the difference between a good show and a great show. The Property Buyer Expo offers a wide range of branding, feature areas and digital opportunities that are targeted and strategic opportunities to connect with the right audience pre, during and after the show. The Property Buyer Expo offers bespoke opportunities that will maximise your company's visibility and ensure maximum impact from the event.

Sponsorship packages include pre-show, onsite, post-show branding and lead generation creating the perfect platform to raise your profile and deliver your vision and your values to your target audience.

We have categorised the packages to help you identify the one that best suit your requirements.

- **Engage**
- **Create**
- **Drive**

PROPERTY BUYER EXPO APP



The Property Buyer Expo APP is used by attendees as a tool to see what is happening at the show for conference presentation topics and times, floor plans and exhibitor listings.



What You Get

Rotating banner at the Property Buyer Expo home screen of app.

Rotating banner on additional Property Buyer Expo APP pages.

Logo on the how to download the APP on the PBE website.

Benefits

Gain exposure as attendees view the show floor plan and check the event program.

This is an exclusive opportunity offering direct access to attendees via their smart phones and computer tablets pre show and onsite.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Engag

Cost: \$15,000 + GST

VISITOR REGISTRATION CONFIRMATION EMAIL



Each attendee will receive a confirmation email upon successfully registering. This email will provide them with all show information. As part of the visitor registration confirmation email package, your logo will feature as a banner on all these emails.

BROUGHT TO YOU BY

LIVESTRONG®

FOUNDATION

What You Get

A banner featuring your logo on every confirmation email.

Hyperlink to your website.

Benefits

Brand exposure to all attendee groups.

Generate pre show leads by raising your company awareness and profile on products and services you offer.

Engag

Cost: \$7,000 + GST

SHOW BAG

Property Buyer Expo Show Bags provide a unique opportunity to increase your brand awareness to every visitors attending over the three show days to achieve maximum brand exposure.



What You Get

Logo printed on both sides of tote bag.

Printed on high quality material with two handles.

Benefits

Exclusive opportunity to have your logo printed on 5000 bags.

Visitors walking through the show will be promoting your brand.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Create

Cost: \$15,000 + GST

LANYARD



Exclusive opportunity to brand Property Buyer Expo lanyards handed to every attendee as they enter Property Buyer Expo.



What You Get

Logo printed on both sides of lanyard.

Printed on high quality material with two clips.

Benefits

Become exclusive sponsor of lanyards for use of all attendees.

Visitors walking through the show will be promoting your brand.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Create

Cost: \$15,000 + GST

BRANDED SHOW PEN

A Property Buyer Expo branded show pen provides a unique opportunity to increase your brand awareness to every visitor attending over the three show days. A pen will be inserted into every show bag to achieve maximum brand exposure.



What You Get

Create

Logo printed on 5,000 pens.

Printed on high quality plastic material.

Benefits

Exclusive opportunity to have your logo printed on 5000 pens.

Visitors will be promoting your brand during and after the show.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Cost: \$15,000 + GST

BRANDED COFFEE CUP

A Property Buyer Expo branded coffee cup is a unique opportunity to increase your brand awareness to every visitors attending over the three show days to achieve maximum brand exposure.



What You Get

Logo printed on all disposable coffee cups.

Printed on high quality material.

Benefits

Exclusive opportunity to have your logo printed on every cup sold at the show.

Visitors walking through the show will be promoting your brand.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Cost: \$15,000 + GST

Create

SHOW BAG INSERT

Place double sided promotional flyers or magazine into the show bag handed out to all visitors at the show.



What You Get	Benefits
<p>Limited opportunity to only (X) exhibitors.</p> <p>One A4 or DL sized flyer or brochure (double sided) or small gift placed into all bags.</p>	<p>Increase brand awareness.</p> <p>Attract visitors to your stand.</p> <p>Increase product knowledge.</p> <p>Promote launch of new product or service.</p> <p>Generate new sales leads.</p>



Cost: \$5,000 + GST

*Client to provide inserts items.

Showcase your brand across one of the stages for the three show days. This is a unique opportunity to achieve maximum brand exposure to every visitor.



What You Get

DRIVE

Logo appears on projection before and after presentation is finished with the by-line "The presentation stage is proudly brought to you by ..."

Promoted on website, eDM, and all media channels.

Notepads and pen.

Branded lectern.

Benefits

Exclusive opportunity to have your logo printed on notepads and pens.

Visitors walking through the show will be promoting your brand.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Cost: \$15,000 + GST

TECH HUB SPONSOR

A unique opportunity to increase your brand awareness and cement your company as a leader in this space to every visitor attending the show over the three days to achieve maximum brand exposure.



What You Get

Logo appears on a banner suspended over the zone with the by-line "Tech Hub is proudly brought to you by ..."

Promoted on website, eDM, and all media channels.

2m x 2m Banner hanging over the tech hub zone.

Benefits

Exclusive opportunity to associate your brand with the Tech and as leader in this space.

Standout from your competitors.

Generate new discussion and sales opportunities.

Be in the forefront of visitors mind.

Cost: \$15,000 + GST

DRIVE