

presented by



VISUAL IMPACT

Brisbane 2024

Marketing Guide

This Visual Impact Marketing Guide is designed to help you promote your participation in Visual Impact Brisbane 2024 and make the very best of your investment in the show.

It takes you through a range of marketing opportunities the organising team at Visual Connections has prepared, as well as giving you access to a suite of marketing materials that will help you in your marketing efforts.

Most of these opportunities are completely free of charge for exhibitors; it's all part of your exclusive exhibitor package for Visual Impact Brisbane 2024.

Remember, exhibitors, like you are vital in attracting visitors to the show. After all, it's you and your fellow exhibitors our visitors are coming to see. You can be sure we'll support you with a fantastic range of additional workshops and incentives, and our own significant marketing efforts – but don't underestimate the importance of adding Visual Impact Brisbane 2024 to your own marketing to support us in attracting as many visitors as possible to the show.

Take a look at the opportunities included, as well as some handy advice based on years of experience, to help you use them successfully.

If you have any other ideas for marketing opportunities, please let us know and we will do our best to provide them for you.

If you have any questions at any time, please don't hesitate to contact the team at Visual Connections on 02 9868 1577 or exhibitions@visualconnections.org.au and we'll be happy to assist.

17-19 July, 2024

Hall 4, Brisbane Convention
and Exhibition Centre

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Visitor Invitation

FREE

What better way to showcase the broader print and graphic communications sector than with a fantastic, eye-catching printed invitation? We've designed an invitation and printed an invitation highlighting key elements of the first print show in Brisbane in 6 years, and they're provided to you free of charge, to distribute to your customers.

You'll receive an initial quantity of these from Visual Connections soon. If you need more, please don't hesitate to let us know and we'll happily supply them.

Here's how other exhibitors have achieved great results with their printed invitations in the past:

- Mail to current, past and potential clients with your personalised invitation to attend the show
- Include them in any mail out you are doing – your invoices, statements, price lists and so on
- Leave a pile in your showroom and on your reception counter
- Give each salesperson a supply to take on sales calls with them
- Include one in every package you send out – machinery, stock, consumables and the like.

Not doing a physical mailer or delivery? No problem – you can download the soft copy from our exhibitor resource centre to email to current, past and potential clients, so they don't miss out on your personal invitation to attend the show...and of course, visit your stand.



Invitation

VISUAL IMPACT Brisbane 2024

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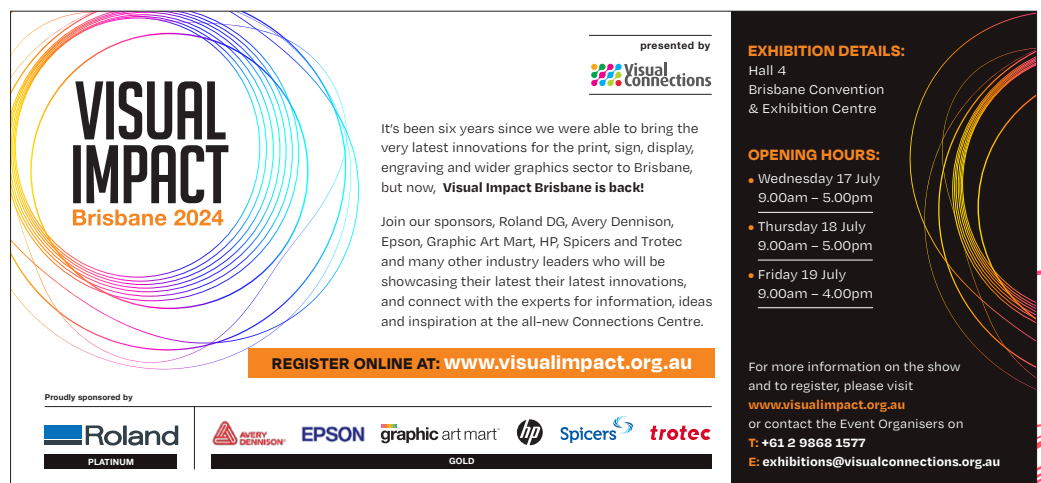
COMING TO BRISBANE 2024!
Australia's leading exhibition for sign, display, wide-format print, engraving, vinyl applications, textiles, digital print, routing and laser cutting.

17-19 July, 2024
Hall 4, Brisbane Convention and Exhibition Centre

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PLATINUM **GOLD**

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VISUAL IMPACT Brisbane 2024

presented by **Visual Connections**

It's been six years since we were able to bring the very latest innovations for the print, sign, display, engraving and wider graphics sector to Brisbane, but now, **Visual Impact Brisbane is back!**

Join our sponsors, Roland DG, Avery Dennison, Epson, Graphic Art Mart, HP, Spicers and Trotec and many other industry leaders who will be showcasing their latest their latest innovations, and connect with the experts for information, ideas and inspiration at the all-new Connections Centre.

REGISTER ONLINE AT: www.visualimpact.org.au

Proudly sponsored by

PLATINUM **GOLD**

Roland **AVERY DENNISON** **EPSON** **graphic art mart**
hp **Spicers** **trotec**

EXHIBITION DETAILS:
Hall 4
Brisbane Convention & Exhibition Centre

OPENING HOURS:

- Wednesday 17 July 9.00am – 5.00pm
- Thursday 18 July 9.00am – 5.00pm
- Friday 19 July 9.00am – 4.00pm

For more information on the show and to register, please visit www.visualimpact.org.au or contact the Event Organisers on **T: +61 2 9868 1577** **E: exhibitions@visualconnections.org.au**

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One of the easiest and most impactful ways of getting the message about your participation in Visual Impact Brisbane out to everyone in your network is to include a personalised digital banner on your website and as part of your email signature.

We've designed an eye-catching digital signature including show dates and venue details which is ready for you to use 'off the shelf'. Or, contact us to arrange for your own personalised signature, featuring your logo and stand number – just email exhibitions@visualconnections.org.au with your logo and request a personalised web signature, and we'll happily provide it, once again completely free of charge.

Here's how some of our previous exhibitors have made a real impact with digital signatures:

- Include as part of the email signature for all your staff, so your promotion goes to everyone you contact on a daily basis (and has the added benefit of reminding your staff to mention your participation regularly)
- Include on the landing page for your website, and on other relevant pages, so that anyone looking for more information on your company or products knows exactly where to find you
- Add a hyperlink to the digital signature linking to the Visual Impact Brisbane website, www.visualimpact.org.au/brisbane-exhibition-2024 or registration page www.au.registration.entegy.events/visual24-visitor-registration so people can register quickly and easily for the show...direct from your communication.

FREE

Personalised Web & Email Signatures

www.visualimpact.org.au

Visual Connections

COMING TO BRISBANE 2024!
Australia's leading exhibition for sign, display, wide-format print, engraving, vinyl applications, textiles, digital print, routing and laser cutting.

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VISUAL IMPACT Brisbane 2024

Visit us at **Stand XX**
Your logo will be placed here

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Visual Impact Brisbane logos

FREE

Visibility is a key to keeping your participation in Visual Impact Brisbane 'front of mind', and using Visual Impact Brisbane logos on your marketing materials leading up to the show can be an ideal way to make sure your contacts don't forget to pay you a visit.

You'll find a selection of logos in various formats, available for download completely free of charge, <https://www.visualimpact.org.au/brisbane-2024-media/VI-Brisbane-2024-Media-Files.zip?downloadable=1>

In the past, exhibitors have had great results by:

- Adding a logo to the footer of all emails with a hyperlink to the Visual Impact website for visitors to register
- Adding logos to a wide range of marketing materials for distribution to your customers and potential customers
- Including Visual Impact logos on your advertisements in the weeks and months leading up to the show
- Creating their own invitation to the show, using the Visual Impact logo in the design
- Adding the logo to various pages on your website, so those who are interested in your company and products can't miss the fact that you'll be exhibiting at the show
- Don't forget to add a link to the Visual Impact Brisbane website, www.visualimpact.org.au/brisbane-exhibition-2024 or registration page www.au.registration.entegy.events/visual24-visitor-registration to drive immediate action.



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Social media channels are one of the most popular and immediate ways to keep in touch with potential Visual Impact Brisbane visitors, so don't miss the opportunity to promote your participation in the show via your social feeds.

We've prepared artwork designed to suit the specifications of all the major social media channels, to make it easy for you to include it in your posts. These include Facebook, LinkedIn, and Instagram.

You can download the logos here <https://www.visualimpact.org.au/brisbane-2024-media/VI-Brisbane-2024-Media-Files.zip?downloadable=1>

To maximise the value of their social media promotions for Visual Impact Brisbane, make sure you:

- Include the Visual Impact artwork in posts to advertise your presence at the show across your social media platforms
- Use images of your exhibited products or key people to boost the effectiveness of your posts
- Follow Visual Connections on Facebook, LinkedIn and Instagram to see the very latest about the show on our social media feeds
- Visual Connections: [Facebook](#) | [Instagram](#) | [LinkedIn](#)
- Feel free to share or copy information provided on our feeds, to keep your audiences up-to-date with all the show attractions
- Include this handy link to our easy, online registration to encourage your visitors to register straight away: www.au.registration.entegy.events/visual24-visitor-registration

Don't forget to let the Visual Impact team know about your social media feeds, too, so that we can follow and support you. Just send the links to robbynf@visualconnections.org.au

FREE

Social Media Artwork

Instagram & Facebook



LinkedIn



VISUAL IMPACT

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Facebook & LinkedIn Posts

FREE

We are more than happy to amplify your messaging on the Visual Connections Facebook page and LinkedIn feed. With a growing audience of 1.3k+ followers on Facebook and another 1.1k+ followers on LinkedIn, we'll help spread your message to a wider audience.

Simply email your request to robynf@visualconnections.org.au with suggested copy for your post. Ideally, include an image – even just one of your logos or your personalised Visual Impact Brisbane digital signature – as posts with images are proven to generate greater engagement. Don't forget to include a link to your own social media feed or website, and we will of course add a link to the show registration.

Some great ways to drive traffic to your stand using social media include promoting:

- Show specials – discounts or other special offers
- New releases – product launches, new for Australia, previews of soon-to-be released products
- Visiting overseas product experts or senior staff
- Demonstrations or special product presentations on stand
- A short (<60 second) video with your personal invitation to attend, a sneak peak of your technology in action, or some fabulous applications you'll be showing at Visual Impact Brisbane

**Opportunities are available according to availability, but we'll do our very best to share as much as we can in a timely manner.*

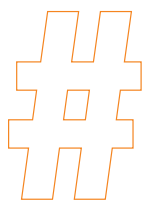


Visual Impact Brisbane will be using the hashtag **#visualimpactexpo** and **#printexpoaus** across marketing to make it easy for those interested in the show to find all the news about the show in their social feeds. You can link up with this following by also using this with your marketing and social media posting.

Don't forget to share posts and links from our feeds, too, to give your followers access to all the latest information and online opportunities.

FREE

Hashtags



#visualimpactexpo

#printexpoaus

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Our Marketing and Communications Manager, Robyn Frampton, regularly distributes information promoting Visual Impact Brisbane to a wide range of media outlets covering every aspect of the printing, graphic communications, retail, packaging, liquor, sign and display industries.

Robyn is also available to help you promote your involvement by including information on your show plans in our general media releases, distributing your own media release to any or all of our media contacts or helping you prepare a media release of your own to achieve the best results.



Obviously, while media outlets are keen for information on Visual Impact Brisbane, they have limited space in each issue or eNews, so the sooner you get your information to them, the more likely you will be to receive good coverage.

If you wish to make use of this service, don't delay – as soon as you have your information together, please contact Robyn by email at robynf@visualconnections.org.au Don't forget to include photos, as you're much more likely to get a run if your material features a good image.

Robyn helps exhibitors in our shows to promote their involvement more widely by:

- Including information about your participation in general Visual Impact Brisbane promotions where possible
- Distributing your message to all relevant media
- Helping write media information that will achieve real cut-through for your company

VI Magazine will feature a show preview in the May/June edition highlighting features of the show.

Be a part of Visual Impact Magazine's Visual Impact Brisbane 2024 **Special Preview** edition.

As an exhibitor at Visual Impact Brisbane 2024, Visual Impact Magazine would like to help you maximise your investment, with a free listing in the Visual Impact Brisbane 2024 **Special Preview** edition. This is an opportunity to showcase the products and services you will have on display, giving exhibitors even more reason to visit your stand. The process couldn't be easier, simply email a 100-word description to robg@visualconnections.org.au

Now, just in case you are not sure what to write, we have a couple of suggestions for you.

You can talk about the latest products and services you will be showing, why attendees should speak to you, what your company does and, how you help businesses and professionals in the industry. That should make for a good start.

Magazine pre-show and post show editions advertising – Special Offer

We have a special offer for advertisers pre and post show in the Visual Impact Magazine of a full page ad for **\$2,300 +GST**. Book your spot soon as they will sell out quickly!

Listing and advertisement deadline no later than May 1 2024.

FREE

PR Services

FREE

Magazine feature



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FREE

Visitor Guide Listing

The Visitor Guide contains a comprehensive list of all the companies who are exhibiting at Visual Impact Brisbane 2024. As part of this, you receive one **FREE 100-word listing**, with your logo, key product categories and quarter page advert.

All listings will also feature on the exhibition website www.visualimpact.org.au/brisbane-exhibition-2024

To include your listing, simply complete online www.visualimpact.org.au/vi-brisbane-2024-visitor-guide-submission and provide your advertisement material to us as instructed.

Listings are due by no later than 31 May. If your listing is received after this date, it will not be in the full printed publication. We will, however, include late listings on our website where possible.

There are also opportunities to upgrade your quarter page ad to a half page, full page or double page spread for additional costs. If you are interested in these opportunities please email exhibitions@visualconnections.org.au for more information.

Visitors Bags LIMITED OPPORTUNITIES – Be quick!

Each visitor to Visual Impact Brisbane will receive a bag on entry to the show – and we are offering a limited number of exhibitors the chance to include their promotional item in these handy and well-used bags.

Each bag will come with a copy of the Visitor Guide for visitors to use and information and promotions on the show itself. Promotional items from exhibitors not only create a fantastic first impression with visitors, but also a lasting one as they take their bags away after the show.

Prices to include your promotional item in the Visual Impact Brisbane Visitor Bags start from just \$500 plus GST (depending on the size of your item). That's fantastic value for such great impact – but these opportunities are necessarily limited, so there's no time to lose.

To make sure your item can be included in the bag, you'll need to email the organisers at exhibitions@visualconnections.org.au without delay to confirm prices and lock in your order. You will then need to provide 2,500 items by no later than Friday 31 May 2024 so the bags can be packed.

The opportunities are almost endless, but here are just some of the items previous exhibitors have chosen to put in visitor bags include:

- Your catalogue
- Product samples
- Lollies
- Pens
- Notepads
- Promotional Products
- Flyers
- Brochures
- ...anything you can think of!!



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We are fortunate to attract a sizeable media contingent to Visual Impact shows and, with this being the first show in Brisbane in 6 years, we're expecting that group to be even bigger than usual.

While journalists will be very active on the floor of the exhibition, they need to know about any particularly newsworthy opportunities to make sure they work it into their plans. So, if you want the media to cover your event or news, you'll need to make sure they know what's happening.

Visual Connections will be putting together a media schedule for all media attending the show to alert them to any events, significant sales, or other interesting items happening during the show. The daily schedule will be displayed in the media office so journos can plan their daily diaries – but we can't include your news or event unless we know about it.

If you have something happening on your stand at the show that you would like the media to know about, please email robbynf@visualconnections.au so it can be included in the daily media schedule.

Some of the suggested items for media interest are:

- Launches of new machinery or products
- Demonstrations of new machinery or products
- VIP guests on your stand such as international staff members, management or other VIPs
- Interview opportunities with key product specialists, international visitors or key personnel



FREE

Media Schedule

Exhibition Details

Hall 4,
Brisbane Convention
and Exhibition Centre

Wednesday 17 July 2024
9:00am – 5:00pm

Thursday 18 July 2024
9:00am – 5:00pm

Friday 19 July 2024
9:00am – 4:00pm

Contact us now to discuss opportunities for your business at Visual Impact Brisbane 2024

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#visualimpactexpo #printexpoaus

www.visualimpact.org.au/brisbane-exhibition-2024