



Become a sponsor of RSVP Melbourne 2010

RSVP sponsorship is designed to help companies create greater impact, enhance their image and drive more visitors and buyers to their stands. Sponsorship can help:

- Raise your profile and image amongst both corporate event organisers and in the industry
- Increase brand awareness and positioning within the industry
- Directly target over 4,000 actively buying event organisers either through pre-show or on-site marketing opportunities
- Communicate directly with event organisers prior to the show
- Stand out from your competitors
- Book a Sponsorship early and maximise your exposure at RSVP 2010

The Sponsorship Opportunities:

Pre-show:

- Presenting Sponsor
- Visitor Direct Mail
- Email sponsorship
- Exclusive email to our pre-registered database
- Website Banners

At The Show:

- Drinks function in Lounge
- Show Bags
- Lanyards
- Visitor Badges
- Promotional Inserts
- You Are Here Boards
- RSVP Staff T-Shirts
- Show Photography



- RSVP Showreel

Feature Sponsorship:

- RSVP Café
- RSVP Lounge
- RSVP Event Talks Theatre
- RSVP Spotlight Stage
- Sponsorship of the Party After Dark

PRE SHOW Sponsorship packages

Presenting Sponsor for RSVP Melbourne

1 Position Available

"RSVP Melbourne, in association with XXXXXX". Position your company as an industry leader and gain unparalleled visibility. Exclusive opportunity to promote your brand to thousands of planners, and have your brand directly associated with Australia's premier event for the events industry. Your company will be recognised as Presenting Sponsor and will be part of the official RSVP Logo, published in all pre-show marketing materials and press releases, as well as on signage onsite at the show.

Indicative Benefits

- Branding on Website home page as Presenting Sponsor
- All branding at the RSVP event
- Per-show marketing
- Press releases and editorials
- Mention in show guides

Visitor Direct Mail

1st Wave Vis-Prom

1 Position Available

Get ahead of the pack and be the first to get your info in front of over 15,000 event organisers

\$2000 + GST

2nd Wave Vis-prom





1 Position Available

This mailing includes full details on the RSVP show and is guaranteed to be seen by over 20,000 event planners – ensure that your literature is too!

\$2500 + GST

Email opportunities

Email sponsorship is one of the most powerful ways to provide your company, service or product with direct exposure to the end user; corporate event organisers

Pre - Show 'Driver' Emails

4 Positions Available

Four driver emails are to be sent out to around 10,000 event organisers providing them details on the show. The opportunity is to be a featured exhibitor in one of these emails; this includes 30 words editorial, your company logo or image and a link to your website. A great way to promote what you will be doing at the show

\$1000 + GST

Reminder Emails

2 Positions Available

Sponsor one of the 2 reminder emails to our pre-registered visitors (therefore an actively buying audience) and you will make a direct impact before the show. These are sent out one week before and one day before the event, so is the perfect time to remind our visitors where they can find you at the show. This opportunity includes 30 words editorial, your company logo and a link to your website.

\$1200 + GST

An exclusive email to our pre-registered database

2 Positions Available

The opportunity to send a one-off email to all of our pre-registered visitors. This can be used exclusively by your company and is sent through a third party mailing house - a fantastic opportunity to target visitors prior to the show!

\$2000 + GST

Website Opportunities





Advertising on the website:

With over 2,000 targeted individuals visiting the RSVP website each week, what better way to ensure that they are all aware of your company by putting advertising on the RSVP homepage or visitor page with a link directly to your website. Be one of the first companies that our visitors see when they log onto www.rsvpevent.com.au

\$2000 + GST

AT THE SHOW

Sponsor the RSVP Show Bags

1 Position Available

Sponsor the show bags, which are distributed to every guest who attends RSVP, this is one of the most powerful branding opportunities, especially as bags have a life after the show! Show bags to be sourced and produced by the sponsor and to be approved by RSVP.

\$3000 + GST

Lanyards

1 Position Available - **SOLD!**

Turn every attendee into a walking promotion for your company by branding the lanyards worn by every guest to the show. Lanyards to be sourced and produced by yourselves and be approved by RSVP.

\$2500 + GST

Visitor Badges

1 Position Available

Sponsorship of the visitor badges ensures exposure to all of our pre-registered visitors and is also fantastic on-site branding opportunity.

\$2500 + GST

Promotional Inserts

5 Positions Available

Insert a brochure, leaflet or sample into the show bag, which will be handed to every guest on arrival at the show; make sure you get your product in front of EVERY buyer, not just those that come to your stand.



\$750 + GST

RSVP Staff T-Shirts

1 Position Available

Opportunity to have your company name and logo circulated throughout RSVP. We will have 20 RSVP staff members, all wearing co-branded t-shirts for the entire show. Perfect for promotional companies to show your target market exactly what it is you can do. T-shirts to be sourced and provided by you, and approved by RSVP.

\$250 + GST

Show Photography

1 Position Available

Be the exclusive photographer of RSVP Melbourne, get your services in front of thousands of qualified attendees, and benefit from photo credits for the following 12 months.

POA

RSVP Showreel

1 Position Available

Be the exclusive creator of the official RSVP Showreel. Interact with the targeted visitors and exhibitors throughout the show days, and have your Showreel (complete with branding) permanently up on the RSVP website for the next 12 months.

POA

FEATURE SPONSORSHIP OPPORTUNITIES

RSVP Café

1 Position Available – **under offer**





Showcase your company's creativity! An exclusive opportunity to design and produce the atmosphere in the very busy Café area at RSVP.

POA

RSVP Lounge

1 Position Available – **SOLD!**

Showcase your company's creativity! An exclusive opportunity to design and produce the atmosphere in the central Lounge area at RSVP.

POA

RSVP Event Talks Theatre

1 Position Available

Showcase your company's creativity! An exclusive opportunity to design and produce the RSVP Event Talks Theatre – which will house over 1000 corporate event organisers over the two days.

POA

RSVP Spotlight Stage

1 Position Available – **Under Offer**

Showcase your company's creativity! An exclusive opportunity to design and produce the entertainment stage and surrounding area. A hugely popular feature at RSVP!

POA

Party After Dark

Multiple positions available (this is not exclusive to one company)

Showcase your company's craziest talent, best venue, tastiest food, most creative cocktails, stunning décor, or loveliest invitations to over 500 of the top event planners, suppliers and corporate event organisers in Melbourne, along with influential event media and press representatives

POA

The RSVP team would welcome any creative ideas you may have, so please contact Delwin on 02 9556 7983 or email dkriel@etf.com.au to discuss a bespoke sponsorship package to meet your needs.

