

INNOVATION
COLLABORATION
TRANSFORMATION

20-23 May 2025
The Dome, Hall 2 & 3, Sydney Showground

SPONSORSHIP
& PROMOTIONAL
OPPORTUNITIES

PRESENTED BY

 Visual
Connections

 Visual
Media
Association

pacprintTM 2025

CO-LOCATED WITH

 visual
impact

 LABEL &
PACKAGING
EXPO

PROUDLY SPONSORED BY:

 Roland

PLATINUM

 AVERY
DENNISON

 Celmac

EPSON

FUJIFILM
Value From Innovation

graphic art mart

 hp

Mimaki

MUTOH

Positive⁺
SOLUTIONS

print IQ

Spicers

GOLD

INNOVATION



COLLABORATION



TRANSFORMATION



pacprintTM 2025

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PLATINUM

SOLD

Platinum Sponsors are entitled to the following benefits:

- 72sqm floor space
- Prominent logo on all marketing, advertising and promotional materials
- Prominent logo on all signage
- Prominent logo on show website
- 1 x full page colour advertisement in the Exhibitor Directory
- Enhanced Exhibitor Directory Listing
- The opportunity to include an insert in the exhibition visitor bag
- The opportunity to include an A4 single page flyer in the pre-show edition of Visual Impact Magazine

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
- 1 x full page colour advertisement in the Exhibition Directory
- The opportunity to include an insert in the exhibition visitor bag
- The opportunity to include an A4 single page flyer in the pre-show edition of Visual Impact Magazine

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
- The opportunity to include an insert in the exhibition visitor bag

SPONSORSHIP OPPORTUNITIES

VISITOR BAGS

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 show sponsors, exhibitors and the Exhibitor Directory. Visitor Bag Sponsors 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.

Sponsorship cost \$2,000 +GST and in kind Sponsor to provide 6,000 bags for the exhibition

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

Sponsorship cost \$2,000 +GST plus Venue expenses

CAFÉ SEATING x2

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.

Sponsorship cost \$2,000 +GST

LANYARDS

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.

Sponsorship cost \$2,000 +GST and in kind Sponsor to provide 8,000 lanyards for the exhibition



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.

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

FORUM

Forum Sponsorship entitles you to naming rights for the program eg. The "Insert Company Name" Forum Series. The Forum area can be branded with your company logo. You are also entitled to brand the area for the duration of PacPrint25 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.

Sponsorship figure \$5,000 +GST

TRY-A-TRADE x5

Promote your company and build brand recognition by sponsoring the Try-A-Trade Area. As well as your brand and messaging featured on part of the area wall to promote your products or direct visitors to your stand, your sponsorship entitles you to place your banner at the Try-A-Trade careers lunch for senior students. This is your chance to promote your brand, help connect young people to industry careers and demonstrate your commitment to the future of our sector.

Sponsorship figure \$1,000 +GST plus cost to brand wall

PROMOTIONAL OPPORTUNITIES

VISITORS BAG (Inserts)

Each visitor receives a visitors bag upon entry to the show. The bags include a copy of the Exhibition Directory, 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 \$750 + GST (depending on the size)



Exhibition Directory Advertising

The **PacPrint25 Exhibition Directory** is available free of charge to all visitors.

The Exhibition Directory will contain a comprehensive list of exhibiting companies. There will also be a categories section, making it easier for visitors to find who supplies what they are looking for. As part of your compulsory Standard Exposure Package, all exhibitors receive a 100 word listing, Product Category, Brand Index and Quarter Page Advert in the Exhibition Directory. In addition to the Standard Exposure Package, add the Half Page Enhanced Exposure Package, Full Page Enhanced Exposure Package or the Enhanced Directory Listing to make you stand out from the rest!

C. STANDARD EXPOSURE PACKAGE <i>(automatically charged)</i>	UPGRADE PACKAGES
<p>\$1,200.00</p> <ul style="list-style-type: none"> ● 100 Word Listing, Product Category, Exhibitor Listing & Quarter Page Advert (Exhibition Directory) ● 250 words, Online Logo ● Interactive Floorplan ● Signature banner, social media banners ● Public Liability Insurance 	<p>D: Half Page Enhanced Exposure Package* ADD \$1,200.00 Add a HALF PAGE advert & enhanced directory listing plus logo</p>
	<p>E: Full Page Enhanced Exposure Package ADD \$2,000.00 Add a FULL PAGE advert & enhanced Visitor Guide listing plus logo</p>
	<p>F: Enhanced Directory Listing* ADD \$500.00 Add logo and tint to your exhibition directory listing</p>
	<p>G: Walk-on Bar Package ADD \$1,300.00 <small>(in addition to floor space)</small> 1 x bar Table, 3 x Bar Stools, 1 x Lockable Cupboard, 1 x Brochure Rack & Lead Scanner App</p>

OTHER PROMOTIONAL OPPORTUNITIES

EDM – Exhibitors show special

We are offering the opportunity for an EDM for exhibitors to promote their company and their upcoming presence at PacPrint25. 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 March/April edition of the Visual Impact Magazine will be focusing on PacPrint25 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 (\$2,300 +GST)
- Half page ads (\$1,600 +GST)
- Alternative ad sizes – POA

EXHIBITION DETAILS

The Dome, Hall 2 & 3, Sydney Showground

- Tuesday 20 May 25 10am – 6pm
- Wednesday 21 May 25 10am – 7pm
- Thursday 22 May 25 10am – 6pm
- Friday 23 May 25 10am – 3pm

www.pacprint.com.au

pacprint 2025

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BOOK YOUR STAND NOW!

Contact us now to discuss opportunities for your business at PacPrint25

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