

MARKETING CAMPAIGN



2012

Trading & Investing Seminars & Expo

Perth Exhibition Centre

17 – 18 March

Massive Marketing Campaign Assured to deliver your audience!

The Marketing Campaign for the 2012 Perth event has been developed with one objective in mind – to entice and attract thousands of active investors, hungry for information and ready to buy your company’s products and services.

EMI spends over \$250,000 to get the visitors to the Perth Trading & Investing Seminars & Expo and your company can reach this lucrative audience for as little as \$2,580 + GST!

Our marketing dollars are targeted towards mainstream media complimented by a hard hitting below-the-line promotions campaign. Following is an overview of the major activities we have planned for the 2012 Perth Expo.

PRESS ADVERTISING

Extensive adverts within **The West Australian** (our media partner) will be used to effectively inspire and deliver your core prospects to the show. The campaign will start 3 weeks before with teaser ads then heavy placement the 2 weeks leading into the show across EGN incorporating high impact colour advertisements, a lift-out feature, special promotions and ticket offers within the Investment, Money and Business sections that are actively consumed by your core markets.

Value of advertising..... \$130,000

MAGAZINE ADVERTISING

Full page, full colour advertisements, features and promotions will run in high-profile, targeted consumer titles such as **Money Magazine, Smart Investor, The Chinese Investor, Wealth Creator, Traders+, Your Investment Property, Your Trading Edge, Traders Journal and Forex Journal**. We have also established strong marketing partnerships with these magazines to ensure we obtain extensive editorial coverage, with reader competitions and ticket offers to maximise our brand in these important titles.

Value of advertising..... \$58,614

RADIO ADVERTISING

A saturation campaign with 30 second spots over 2 weeks on leading AM and FM stations will run during peak morning and afternoon drive time to maximise event awareness & advance ticket sales and we will also run ads on every WA station via the Australian Traffic Network with traffic report sponsorship during the week of the show.

Value of advertising..... \$15,000

INTERNET PROMOTIONS

Our website for the Show at **www.tradingandinvestingexpo.com.au** will contain all the information regarding the event including detailed information on our Free Seminars and Paid Workshops, Exhibitor Lists, how to get to the venue and an option to pre-book discount tickets. The website will be promoted extensively throughout all elements of the marketing campaign to drive traffic and provide all the information the potential visitor needs to ensure they attend. The website received over 63,000 hits in 2011 and provides substantial exposure for exhibitors. We will also be running a highly visible campaign across major trading and investing based websites and newsletters in the weeks leading up to the event, with banner advertisements, ticket offers and special promotions.

Value of advertising..... \$48,499

ASSOCIATIONS MARKETING

Extensive cross-promotional marketing activities will be implemented with key Industry Associations including the Australian Investors Association (AIA), Australian Shareholders Association (ASA) and Australian Technical Analysts Association (ATAA). Promotions will include developing educational seminars targeted at these important member groups, special ticket offers to members, regular emails encouraging them to attend with editorial and advertisements within association magazines and websites.

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MARKETING VIA SOCIAL NETOWRKS

Extensive promotions will be implemented via key social media platforms including Facebook, Twitter, LinkedIn, YouTube and our own event Blogs. Promotions will include regular postings, fangates, special ticket offers, free seminar access and news updates, all encouraging attendance.

STARCOM & CLEMENGER

Starcom and Clemenger, two of the world's largest and most celebrated media and advertising communication companies will be working closely with us in planning, creating and implementing the Perth campaign. The combined experience of these two market leaders will ensure we not only select the most targeted media platforms possible to reach your market, but that the communication inspires them to attend the event.

HOME BUYER & PROPERTY INVESTOR SHOW

We will be actively promoting the Trading & Investing Seminars & Expo across the extensive marketing campaign for this event and offering FREE entry for Home Buyer & Property Investor Show visitors which runs concurrently. Marketing spend via press, print, radio and online for the Home Buyer & Property Investor Show is \$302,059.

TOTAL VALUE OF MARKETING CAMPAIGN \$252,113

Total Value of Marketing Campaign plus Home Buyer & Property Investor Show co-promotion \$554,172