



## 2012 MARKETING CAMPAIGN

**Perth Convention & Exhibition Centre**  
Saturday 17 and Sunday 18 March 2012

**Sydney Convention & Exhibition Centre**  
Friday 20 and Saturday 21 July 2012

**Melbourne Convention & Exhibition Centre**  
Friday 5 and Saturday 6 October 2012

**Organised by:**

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# 2012 MARKETING CAMPAIGN

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The Marketing Campaign for the 2012 events will again be developed with one objective in mind – to entice and attract thousands of active investors and traders, so they can learn from Australia’s leading experts, then see, compare and buy your company’s products and services.

We will invest heavily in mainstream and below-the-line media to ensure we deliver a highly targeted promotion with maximum cut-through - following is an overview of the campaign:

## STARCOM AND CLEMENGER BBDO

Starcom and Clemenger BBDO, two of the world’s largest and most celebrated media and advertising communication companies will be working closely with us again in planning, creating and implementing the marketing and media campaigns for 2012.

The combined experience of these two market leaders will ensure we not only select the most targeted media platforms possible to reach the prospects that really count for your business, but that the communication inspires them to attend each event.

## DAILY & NATIONAL NEWSPAPERS

Australia’s major daily and national newspapers will provide one of the integral marketing platforms for event promotion. The high-impact campaign will run in the weeks prior to each event and will incorporate full colour advertisements, dedicated lift-out features with full details on the seminar program, special promotions and ticket offers within early general news, as well as within the weekend Investor and mid-week Money and Share sections.

The press campaign will cover the **Sun-Herald, Sydney Morning Herald, Daily Telegraph, Sunday Age, The Age, Herald Sun, Australian, The West Australian** and the **Financial Review**.

## MAJOR PRE-SHOW LIFT OUTS

Once again, a major pre-show lift-out will appear in the **AFR Investor** section of each of the major Fairfax newspaper the Sunday before the Sydney and Melbourne events, as well as a dedicated lift-out in **The West Australian** promoting the Perth event.

We will then print additional run-ons of the lift-out Show Guides and distribute a copy to every visitor upon entry.

## RADIO

A saturation radio campaign with 30 second spots, promotional activities and live interviews with speakers will run across all **leading metropolitan and regional AM and FM stations** for 2 to 3 weeks prior to each event, during peak morning and afternoon drive time. Radio will be effectively used again to maximise event awareness and drive advanced ticket sales and we will also be sponsoring

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the traffic reports via the Australian Traffic Network on every metro radio station during the week of the show.

## MAGAZINES

Full page, full colour advertisements, features and promotions will run in all the major high-profile, targeted consumer and trade titles including **YourTradingEdge, Smart Investor, Money Magazine, Wealth Creator, Your Investment Property, Australian Property Investor, Wholesale Investor, The Chinese Investor, Equity Magazine** and **Traders Journal & Forex Journal**.

We will again establish strong marketing partnerships with these leading titles to ensure we receive extensive editorial coverage, with reader competitions and ticket offers to maximise the effectiveness of our campaign with these targeted readers.

## INTERNET PROMOTIONS

The dedicated website for the Show at [www.tradingandinvestingexpo.com.au](http://www.tradingandinvestingexpo.com.au) will contain detailed information on each event including seminar timetables, exhibitor editorials, information on how to get to the venue and an option to pre-book discounted tickets.

The website address will be promoted extensively throughout all elements of the marketing campaign to drive traffic and provide all the information the visitor needs prior to attending the show.

We will also be running a highly visible campaign across major trading and investing based websites and newsletters, in the weeks leading up to each event including **theage.com.au, smh.com.au, AFR digital sites, ASX, InvestSMART, Switzer, Eureka Report, Marcus Today, Morningstar, FN Arena, YTEmagazine.com, Hot Copper, FN Arena, Sharescene, Baomoney** and many more, with banner advertisements, ticket offers and special promotions.

## ASSOCIATION, SPEAKER AND EXHIBITOR MARKETING

We will be working closely again on extensive cross-promotional marketing activities with key Industry Associations including the **Australian Investors Association (AIA), Australian Shareholders Association (ASA)** and the **Australian Technical Analysts Association (ATAA)**. Promotions will include presenting tailored educational seminars for these important member groups, special ticket offers, regular emails encouraging them to attend, as well as editorial and advertisements within association magazines and websites.

## AUSTRALIA'S MOST COMPREHENSIVE INVESTOR/TRADER EDUCATION EVENT

It is the leading and most comprehensive investor and trader education event in Australia and this alone ensures we attract large numbers of qualified attendees. The 2012 events, which will be the 12<sup>th</sup> in the shows history, will feature over 70 daily seminars from the country's leading experts with

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regular presenters including **Peter Switzer, Alan Kohler, Roger Montgomery, Alan Hull, Marcus Padley, Tom Elliott, Alan Hull, Elio D'Amato** and **Nick Radge** to name a few.

We will also present an educational stream in Mandarin Chinese to ensure we offer an attractive option for the lucrative Chinese investor community.

The event will be actively promoted via the databases and websites of our speakers, sponsors, associations and exhibitors, to ensure the scope and reach of the marketing campaign is extensive.

And as the event is now in its 12<sup>th</sup> year, we hold one of the most extensive and qualified database of investors and traders that have attended the shows since its inception. Extensive promotions via email, direct mail and telemarketing will ensure we continue to attract previous visitors to the event, as these valued customers are always looking for new products, services and platforms to help put their investment strategies to work.

## **CROSS-PROMOTIONS: HOME BUYER & PROPERTY INVESTOR SHOWS**

We will be actively promoting the Trading & Investing Expo across the extensive marketing campaign for the Home Buyer & Property Investor Show, which we also own and run next door at the same time in all cities.

Visitors to the Home Buyer & Property Investor Show receive free entry to this event and this initiative has been very effective in attracting a lot more qualified visitors to the show with money to invest and many of these attendees are active share traders and hold an SMSF.