

EXHIBITOR NEWSLETTER – MAY 2010

Welcome to your 1st Newsletter for Fashion Exposed, Bags & Accessories Fair & the Australian Shoe Fair in Melbourne, 29-31 August 2010. Preparations for the Fair are well underway. Keep up to date with what's happening to maximise your involvement and to ensure a smooth lead-up to the Fair.

TIMELINE LEADING UP TO THE FAIR

4 June 2010	Completed Trade Invite, VIP & Buyers Guide form due back (all enclosed with this Newsletter)
Early June 2010	Exhibitor Manual emailed to Exhibitors
Early July 2010	Personalised Trade Invitations mailed to VIP's & Exhibitors to distribute
30 July 2010	Exhibitor Manual Forms due back to relevant suppliers
29 August 2010 @ 10am	Doors open to Fashion Exposed, Bags & Accessories Fair & the Australian Shoe Fair at the Melbourne Exhibition Centre

FAIR HOURS

Sunday	29 August 2010	10am - 6pm
Monday	30 August 2010	9am - 5pm
Tuesday	31 August 2010	9am - 4pm

BUYERS GUIDE FORM – CORRECT DETAILS?

The enclosed form contains your company details as it will be printed in the Official Buyers Guide. It is important that ALL Exhibitors complete this form. All visitors get a copy of the Buyers Guide, so your details need to be correct! Please complete the enclosed form and return no later than Friday 4 June 2010.

ELECTRONIC EXHIBITOR MANUAL

The 2010 Melbourne Exhibitor Manual will be sent to you by email in mid June. The manual contains important information on Move In & Out, Suppliers and Venue Information. Please ensure you take the time to read it carefully, complete all forms and send them back by the due dates.

SPONSORSHIP OPPORTUNITIES

A number of value-add opportunities are available for Exhibitors. Maximise your involvement and exposure at the Fair. For more information call Elissa Duke on tel 03 9654 7773 to discuss options.

'SEE US AT' LOGOS

'See us at' logos are available in electronic format to assist you in promoting your participation in the Fair on your website and in your customer newsletters. Please visit www.fashionexposed.com, www.australianshoefair.com or www.bagsaccessories.com.au to download your logo today.

FREE TRADE INVITATIONS – FREE PROMOTION!

Complimentary trade invitations are available for you to mail to your clients to promote your participation at the Fair. Please indicate the quantity you require by completing the enclosed form. Invitations will be mailed to you early July.

VIP VISITOR INCENTIVE PROGRAM

Reward your clients by nominating them for the VIP Visitor Incentive Program, which has been designed for you to recognise your valued clients and potential new clients you would like to see at the Fair. Complete the enclosed VIP Nomination Form which also outlines further details.

FREE PUBLICITY

HotHouse Media & Events is ready to let the media know about your labels. This includes fashion editors, style writers, stylists and new editors etc from magazines, websites and newspapers around Australia and the world. Please contact Liz Fry on liz@hhme.com.au to discuss further.

TRAVELLING FROM INTERSTATE?

The Lido Group is the official Accommodation and Travel Booking Agency for the Fair and have some great rates at leading hotels. Contact Lido on tel 1800 817 339 or visit www.lido.com.au

OFFICIAL WEBSITE & HOTLINKS

We can create a FREE hotlink from the Fair website to your website. This is a real opportunity to promote your company's participation in the Fair. Make sure we have your website address. Check the online exhibitor list and if your website is not linked, email the link to fashion@aec.net.au

FACEBOOK & TWITTER

Fashion Exposed is on Facebook and Twitter! Feel free to follow us on these sights and send us through any news or stories on your labels for us to upload.

OUR TEAM

If you have any queries please contact Joanna Long, Elissa Duke, Linda Kendall, or Susana Rodriguez on tel 03 9654 7773 or via email fashion@aec.net.au or shoe@aec.net.au

Australian
EXHIBITIONS
& Conferences

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Melbourne Vic 3000
Tel 03 9654 7773 Fax 03 9654 5596
Email fashion@aec.net.au or shoe@aec.net.au
Web www.fashionexposed.com or
www.bagsaccessories.com.au or
www.australianshoefair.com

TRADE INVITATION REQUEST FORM

Maximise your investment!

Send a **complimentary** trade invitation...

...to your valued clients!

To assist with your pre-Fair promotional campaign, you are provided with unlimited free invitations for you to distribute to your existing and potential clients.

Promote your participation....

- ◆ Have your Sales team personally deliver the invitation
- ◆ Include the invitation with your invoices, monthly statements or other business communications
- ◆ Arrange specific appointment times at the Exhibition with your clients
- ◆ Include a floorplan with the invitation highlighting your location at the Exhibition along with your 'see us at' show stickers
- ◆ Attach information about your special event, product launch or Fair specials

COMPANY NAME:

Please indicate below how many you would like:

100 200 500 1,000 Other qty - _____

Tick here if you do not require any hard copy trade invitations, but would like to receive the electronic version to email to your clients

Invitations will be mailed to Exhibitors early July.

PLEASE COMPLETE AND FAX TO 03 9654 5596 IMMEDIATELY

VIP VISITOR INCENTIVE PROGRAM - *FREE*

Get the key buyers to your stand! Nominate visitors you would like to see at the Fair and we'll invite them on your behalf.

What does this mean for you?

- Additional exposure to Visitors with your company name on the invitation letter
- Access to the VIP Lounge with any client you nominate

What does this mean for visitors?

- Automatic registration to the Fair
- A personalised letter advising them who nominated them as a VIP
- Personal phone call from the VIP Team to confirm attendance
- Access to the onsite VIP Lounge where complimentary refreshments are served

VIP CONTACT DETAILS

To have your clients involved in this Program, simply list who you wish to nominate. Photocopy the form if required (*indicates required field)

1. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

5. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

2. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

6. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

3. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

7. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

4. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

8. *Full Name: _____
*Position: _____
*Company: _____
*Phone: _____ Fax: _____
Address: _____
*Email _____

Company: _____

Show: _____

Name of the person who completed this form _____

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