



## EXHIBITOR MARKETING OPPORTUNITIES

### 1. FAIR PREVIEW ADVERTISEMENT SPACE (A4) & FAIR DIRECTORY ADVERTISEMENT SPACE (A5)

#### a. Fair Preview (A4)

- Circulation** : To be distributed one month prior to the exhibition.
- Dateline** : Based on first-come-first-served basis. Latest by **3<sup>th</sup> March 2015**



#### b. Fair Directory (A5)

- Circulation** : To be distributed onsite to trade visitors.
- Dateline** : Based on first-come-first-served basis. Latest by **8<sup>th</sup> April 2015**



#### c. Fair Preview + Fair Directory

- Item** : Full Page (ROP)
- Dateline** : Based on first-come-first-served basis. Latest by **3<sup>th</sup> March 2015**



**2. BOOKMARK (Exclusive)**

**Circulation** : Bookmark will be slot into Fair Preview and to be distributed one month prior to the exhibition.

**Dateline** : Latest by **28<sup>th</sup> February 2015**



**3. NON-WOVEN BAG (Exclusive)**

**Material** : Non woven bag with matt lamination. Bags are in Full Color

**Dateline** : Latest by **28<sup>th</sup> February 2015**



**4. POLY BAG ADVERTISEMENT INSERTION + COMPLIMENTARY EDM BLAST (Exclusive)**

**Circulation** : Advertisement flyer will be slot into Poly Bag containing Fair Preview and to be distributed one month prior to the exhibition.

**Dateline** : Latest by **3<sup>rd</sup> March 2015**





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**5. CORPORATE GIFT – ADVERTISEMENT IN NOTEBOOK**

**Circulation** : 5,000 units of notebook will be given out to salon owners during door-to-door visitation tour in major states in Malaysia

**Dateline** : Limited to 5 sponsors only  
Latest by **15<sup>th</sup> December 2014**



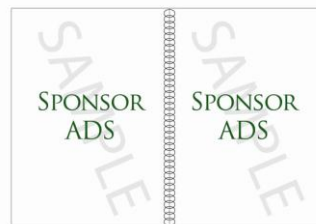
Cover



Inside



Cover



Inside left

Inside right

**6. GIGANTIC CURVY ADVERTISEMENT LIGHT BOX @ FOYER**

**Size** : 1.7m (h) x 1m (w)

**Dateline** : On first-come-first-served basis.  
Latest by **20<sup>th</sup> March 2015**



**7. EXCLUSIVE E-DIRECT MAILERS (EDM)**

**Advertisement Space** : 1000 x 1000 pixels

**Dateline** : Based on first-come-first-served basis. Latest by **20<sup>th</sup> March 2015**



\*Based on first-come-first-served basis





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**8. HANGING BANNER**

**a. Foyer Hanging Banner**

**Size** : 4m (w) x 2m (h) – Horizontal

**b. In-Hall Hanging Banner**

**Size** : 4m (w) x 2m (h) – Horizontal

**c. Foyer + In-Hall Hanging Banner**

**Dateline** : Latest by **20<sup>th</sup> March 2015**

\*Artwork by Exhibitor. Printing, Installation & Dismantle by Organizer

\* Limited to one time use only



**9. DOOR GIFTS INSERTION @ GOODIES BAG**

**Cost** : FREE

**Circulation** : 5,000 pieces/ sponsor

\*Based on first-come-first-served basis





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**10. CASH VOUCHER**

**Cost** : FREE

**Circulation** : 1,000 pieces/ sponsor

