

## Advertise...

This year we are again producing a Program for students and visitors to the expo. This will include exhibitor listings, industry listings, site maps, photos and advertisements provided by exhibitors. The program will be an A5 glossy publication and will be distributed to schools and amongst the Western Victorian community.

At this stage our print run will be 15,000 with 10,000 copies being distributed in the Wimmera and 5,000 being distributed to schools in Western Victoria.

Take advantage of this great opportunity to advertise to your target audience – direct to senior secondary students in 20+ schools across Western Victoria.

Advertising in the Expo program is included in some sponsorship packages but can also be purchased separate from a sponsorship package:

## About the Expo

The Western Victorian Careers Expo is country Victoria's largest careers expo. Since its inception in 1986, this premier regional event has provided a one-stop-shop of vocational information to Western Victorian students, school leavers, job seekers, career changers, those returning to work and people considering further study or training.

The Expo offers a broad range of career and course information as well as interactive opportunities including our 'Try A Trade' section. The Wimmera Events Centre (WEC) at Longerenong offers a high standard of facilities for presenters and participants, and allows exhibitors sufficient space to present their information in engaging and innovative ways.

Attendees have the opportunity to talk to a wide range of career, industry and course advisors on a one-to-one basis. Our exhibitors and presenters consist of local, regional, metropolitan and interstate representatives, including more than 20 Victorian and South Australian universities. Over 2,000 students, parents, job-seekers and careers changers from across the Wimmera Mallee attend annually.



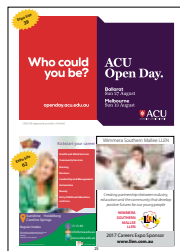
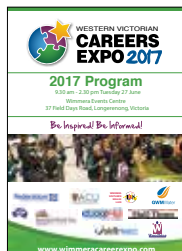
WESTERN VICTORIAN  
**CAREERS  
EXPO 2018**  
Tuesday, 26 June

## Sponsorship and Advertising

Sample pages:

Full Page

Half page



Quarter Page

Quarter Page (93mm x 62mm)	\$200.00
Half Page Horizontal (93mm x 128mm)	\$300.00
Half Page Vertical (190mm x 62mm)	\$300.00
Full Page (190mm x 128mm)	\$450.00

Expo Venue:  
Wimmera Events Centre  
37 Field Days Road,  
Longerenong, Victoria



Wimmera & Southern Mallee Careers  
Association Inc. (WASM)  
WASM - Careers Expo  
PO Box 950  
HORSHAM VIC 3402  
Inc No: A0051519T

Contact:  
Andrew Vague, Chairperson - Expo Committee 0491 153 061  
Annie Mintern, Careers Expo Project Officer 0419 300 405  
info@wimmeracareerexpo.com



**Guaranteed high  
EXPOsure!**

For file specifications for advertisements, please contact  
Lorraine Merton  
03 5381 0122  
Email: info@llen.com.au

[www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)

# Sponsoring the Expo

The Western Victorian Careers Expo is held in June each year and certainly provides many valuable opportunities for organisations to gain market exposure in the student recruitment market and to support the business sector, rural people and regional jobs. With 2000+ students in Western Victoria attending the Expo, as well as those in the region interested in further studies and/or employment, there is terrific potential.

Sponsors are invited to choose a sponsorship package from the list below.

## Sponsorship Packages Available:

### For \$5000 You will receive...

- 2 Complimentary Exhibitor Sites at the 2018 Careers Expo
- Reduced rate of \$25 for any additional sites (normal site fee \$150)
- Dedicated Seminar Room sponsored by your organisation and/or to be used by your organisation (your choice of presentation topics).
- Display of signs/banners\* on exhibition site wall/fencing
- Logo/Name in all promotional material for the Careers Expo
  - Logo and website link provided on Western Victorian Careers Expo website ([www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)) with 2018 sponsorship acknowledgment
- Advertising
  - Priority placement on the Western Victorian Careers Expo newspaper supplement and complimentary 92mmx129mm display advertisement
  - Logo on front cover of the Western Victorian Careers Expo program and a complimentary FULL PAGE advertisement in the program contents
- Overnight accommodation for two representatives for the night before /of the Careers Expo
- Your organisation can distribute an item of branded merchandise at the entry of the 2018 Careers Expo.
- Careers Expo committee uniform – Your organisations logo on the back of the Careers Expo Committee fluoro vests which will be worn by 10+ Committee members during the event.
- Exclusive association with highly promotable Expo activities (prior and during the event).

### For \$4000 You will receive...

- 2 Complimentary Exhibitor Sites at the 2018 Careers Expo
- Display of signs/banners\* on exhibition site wall/fencing
- Logo/Name in all promotional material for the 2018 Careers Expo
- Logo and website link provided on Western Victorian Careers Expo website ([www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)) with 2018 sponsorship acknowledgment
- Advertising
  - Priority placement on the Western Victorian Careers Expo newspaper supplement and complimentary 92mmx129mm display advertisement
  - Logo on front cover of the Western Victorian Careers Expo program and a complimentary HALF PAGE advertisement in the program contents
- Your organisation can distribute an item of branded merchandise at the entry of the 2018 Careers Expo.
- Careers Expo committee uniform – Your organisations logo on the back of the Careers Expo Committee Fluoro Vests which will be worn by 10+ Committee members during the event.

*We welcome other ideas on how we can support your brand exposure surrounding the event...*

### For \$2000 You will receive...

- 2 Complimentary Exhibitor Sites at the 2018 Careers Expo
- Display of signs/banners\* on exhibition site wall/fencing
- Logo/Name in all promotional material for the 2018 Careers Expo
- Logo and website link provided on Western Victorian Careers Expo website ([www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)) with 2018 sponsorship acknowledgment
- Advertising
  - Logo on front cover of the Western Victorian Careers Expo program and a complimentary HALF PAGE advertisement in the program contents
- Careers Expo committee uniform – Your organisations logo on the back of the Careers Expo Committee Fluoro Vests which will be worn by 10+ Committee members during the event.

### For \$1000 You will receive...

- 2 Complimentary Exhibitor Sites at the 2018 Careers Expo
- Logo/Name in all promotional material for the 2018 Careers Expo
- Logo and website link provided on Western Victorian Careers Expo website ([www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)) with 2018 sponsorship acknowledgment
- Advertising
  - Logo on front cover of the Western Victorian Careers Expo program and a complimentary QUARTER PAGE advertisement in the program contents.

### For \$500 You will receive...

- 2 Complimentary Exhibitor Sites at the 2018 Careers Expo
- Listed on the Western Victorian Careers Expo website ([www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)) as an Expo 'Supporter' and link to your website
- Opportunities to post on the Expo's Facebook page

### For \$250 You will receive...

- Complimentary Exhibitor Site at the Careers Expo
- Listed on the Western Victorian Careers Expo website ([www.wimmeracareerexpo.com](http://www.wimmeracareerexpo.com)) as an Expo 'Supporter' and link to your website
- Opportunities to post on the Expo's Facebook page

\* Signs/Banners would be provided by the sponsor