



# A ONE-OF-A-KIND EXPERIENCE!

**APRIL 5 – 8, 2018**

**Royal Exhibition Building**  
Carlton Gardens Melbourne, Australia

The Australasian Quilt Convention (AQC) is recognised as Australia's leading dedicated quilting event. It delivers a targeted patchwork and quilting audience, giving exhibiting companies unparalleled marketing and branding exposure and sales opportunity.

## THE VISITORS – What impressed them?



Variety of products on offer



Different styles and techniques of quilting



Largest Quilt Show in Southern Hemisphere



67% spend more than \$100



90% have seen direct marketing emails, flyers or magazines produced by Expertise Events



Many thousands of visitors

## THE EXHIBITORS

Specialist patchwork, quilting and textile retailers (local and international) selling supplies, tools and kits, designs and patterns, sewing and quilting machines.

Exhibitor stands in the Expo book out year on year and there are only limited stands available for AQC 2018.

## THE EVENT ELEMENTS

1. Specialist patchwork/quilting retailers' Expo, with 30 minute and one hour workshops daily
2. The Quilt Show features international and local quilts, the Best of Australia quilts, and the annual AQC Challenge Quilts and more
3. AQC Convention Classes over one, two or four days with leading Australian and international tutors
4. Social events including special guest presentations, Welcome Cocktail Party and Gala Dinner

## ADVERTISING AND MARKETING

The marketing and media campaign for AQC is targetted to many thousands of visitors. It begins with the announcement of the AQC Challenge and Convention Registration booking and runs up until the event. Other advertising and marketing including:



Press and Print ads



Radio and TV advertising



The AQC Preview magazine – mailed to more than 20,000 quilting enthusiasts



Facebook



Emails sent to over 45K homes and business.



Online and Web



Publicity (Australia and overseas)



Flyers and Posters



Instagram

**85%** of exhibitors use the pre-promotion material supplied by Expertise Events

[craftevents.com.au](http://craftevents.com.au)

Organised by: *Expertise*  
events

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