



## WHY EXHIBIT?

The Australasian Quilt Convention is Australia's largest event dedicated specifically to quilting. This annual gathering presents quilters with opportunities to be involved on a number of levels.

**Exhibitions are the only platforms that put you face to face with thousands of qualified customers, giving you greater influence in their decision-making process and the opportunity to show your company's benefits.**

Exhibitions are the most cost effective and time efficient method for marketing your products and services, offering a personal and interactive environment to meet potential customers.

**Exhibitions are:**

- A cost effective, focused environment for you to connect with new buyers and develop relationships with existing customers
- A proven formula to market sell and promote your products and services to mass numbers of qualified buyers.
- The opportunity to gain instant feedback and insight into the needs of your customers
- A unique way to generate leads and create a database of potential customers for future marketing
- The perfect launch platform for new products and services
- The source of a qualified audience that has passed a stringent set of guidelines in order to attend.



Easy as 1, 2, 3

### **1. Contact the Craft Sales Team**

A dedicated team covering sales, marketing, PR, customer service, design and logistics works hard to make exhibiting easy for you, and to bring the largest possible qualified visitor audience to our events.

### **2. Book Your Stand**

Our events can accommodate many different needs and budgets... all you have to do is ask! Extra services you might need (such as power, extra lighting, furniture, etc) can be ordered through our Exhibitor Services Kit.

### **3. Promote Your Presence with Unique Opportunities**

There are any number of opportunities for you to gain additional exposure at AQC through workshops, presentations or PR. Take advantage – it's easy!



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**PLUS!** We also have books, newsletters and web tips with advice and information on making the most of your event participation – perfect for new exhibitors and ideal for established exhibitors who need a refresher.

**Don't miss out-book your space now! Contact Craft Sales Team!**

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