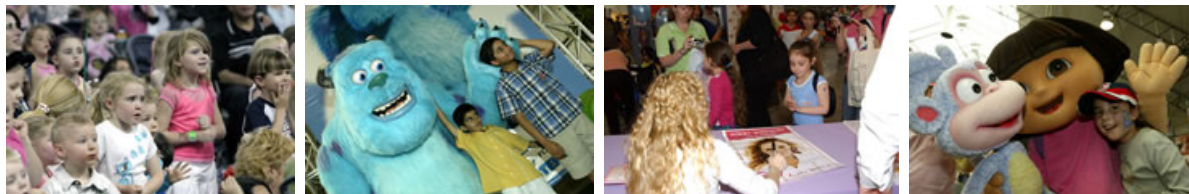




**SYDNEY INTERNATIONAL CHILDREN'S FESTIVAL**  
**Saturday 1<sup>st</sup> to Tuesday 4<sup>th</sup> October 2005**



## Invitation to Exhibitors – 2005

**This is your chance to exhibit at the largest dedicated Children's Festival in NSW and the largest Children's family event outside of the Royal Easter Show.**

*"...the biggest attendance for a first time public event in recent times."*  
Malu Barrios, General Manger - Sydney Showground

*".... good space, positioning superb, exceeded all expectations, suited demographic. 2005 will be even better!"*  
Philippa Leonardos – Maths Achievers

*"...We collected more leads in four days than we had in the previous year ....."* Maria Leyden – S4 Stratagems and Solutions

*"...we were thrilled! Kids Universe was a great fit for our clients brand delivering our target market directly to us. A great result for NESQUIK!"*  
Lynne Bennett – Take Two Marketing and Events

**For more information and to see images from  
KIDS UNIVERSE 2004 - Visit our website**

**[kidsuniverse.NET.au](http://kidsuniverse.NET.au)**







## WHY CHOOSE KIDS UNIVERSE?

**KIDS UNIVERSE IS UNIQUE**, because the event is activity based, visitors to KIDS UNIVERSE stay longer and remain alert and engaged. There is always something to see and do and we have carefully designed the event to ensure that while the kids are busy Mum and Dad will have time to spend with our exhibitors and sponsors.

Our philosophy of providing fun and educational activities to stimulate literacy, creativity, imaginative play and physical fitness has won wide support from parents, schools, government and community organisations.



## THE 2004 EVENT

Kids Universe 2004 proved that Innovative Partnerships = Results

**Presenting  
Sponsor**



**Major  
Sponsors &  
Partners**



**Media  
Partners**



**Benefiting  
Charity**





## IMPORTANT FACTS FROM 2004 -

### Things To Know About Our Audience

The inaugural KIDS UNIVERSE event was an outstanding success, producing an event that is now

***the largest children's event in NSW next to the Royal Easter Show***

#### The established audience for Kid Universe – Sydney International Children's Festival

- Target Market = Children aged 1 – 14 and their **families**
- The majority of children attending Kids Universe were aged 5 – 14 years
- The average surveyed group at Kids Universe was made up of 1.9 adults, 1.3 boys and 1.4 girls
- Visitors are from middle to high income earning areas with the majority of visitors from the greater Sydney Metropolitan area and a minority from regional areas.
- Parents who spend money on quality outcomes for their children

#### It's also worth noting that:

- **81% of Sponsors and Exhibitors indicated that, they will "definitely or most probably participate" in 2005**
- Visitor's reported a high degree of satisfaction with all activities and performances
- The majority of visitors surveyed regarded KIDS UNIVERSE as a worthwhile on going educational event for their family, indicating they would visit Kids Universe again in 2005.

#### The success and appeal to parents and children of KIDS UNIVERSE is built around

- The unique interactive nature of the event – where children can have fun while learning and trying new skills in an environment that offers more than a sugar fix and an adrenalin rush.
- Our one price covers all philosophy, whereby all activities and performances are included for the one ticket price.
- A philosophy shared by our sponsors, partners and exhibitors to provide quality products, services and experiences for all of our visitors

#### The established brand impact of KIDS UNIVERSE - Sydney International Children's Festival

For Kids – **Fun, Crazy, Wicked, Cool, Amazing, New Stuff**

For Parents – **Engaging, Educational, Quality Time, Impressive & Vast, Responsible, Controlled & Safe Environment**



## 2005 – EXHIBITION OPPORTUNITIES

KIDS UNIVERSE offers 2 key opportunities for exhibitors

### ◆ **1. Exhibition Space:**

Standard exhibition spaces are available from \$2300 plus GST for a 3m x 3m stand. With all stands KIDS UNIVERSE provides

- 2 or 3 wall modular stand with Velcro compatible frontrunners
- 2 lights
- Fascia signage

Larger sites are available depending on your needs and exhibitors are encouraged to run activities and competitions to ensure maximum traffic to their site. (see Booking Form Pg 6)

Carpet and other exhibition needs will be available from our preferred hire company who will be on site to service all of your requirements. The KIDS UNIVERSE team will liaise with you to ensure a hassle free event and help maximise your exposure where you get the most out of your presence with us.

### **As an exhibitor at KIDS UNIVERSE your business will benefit from**

- A dedicated area where you can,
  - Create an exciting presence to showcase your products and /or services,
  - Experience face to face contact with and immediate feedback from thousands of children and their families
  - Display major brand signage
  - Retail direct to the public
  - Distribute marketing collateral and information.
  - Conduct product sampling
  - Run promotions, lead generation and database building activities.
  - Offer your customers extra comfort, unique first time experiences and service value adds
  - Conduct fun hands on activities with your products and services
- Networking opportunities
- Limited competition – Because of the nature of our event the total number of exhibitors is limited to 50. This means more contact with your target audience and less immediate competition.

### ◆ **2. Activity Area Exhibitors:**

Activity Areas offer all the features of a standard exhibition space, with the additional benefits of a higher traffic flow, more space, a more captive audience and more seamless integration into the overall event.

They are ideal for sponsors who wish to show case major products e.g.: Children's playground equipment, pool tables, diabolos, etc.

Ideally an activity area should be capable of entertaining approximately 20 children at any one time, providing the exhibitor with a large captive audience.



## ◆ 2. Activity Area Exhibitors (cont.)

Activity Area Exhibition Spaces start from \$2,900 plus GST with the total cost to an exhibitor determined by the overall size the contribution made by the activity to our event.

Kids Universe works closely with all Activity Area Exhibitors/Sponsors to ensure that activities are fun, safe and produce the outcomes that the exhibitor or sponsor is looking for.



## 2005 – MARKETING AND PROMOTION

An extensive marketing and public relations campaign will be undertaken for Kids Universe 2005 involving print and electronic media. This commenced on Feb 14th and will continue until the completion of the event. Activities will include

- ASG Mail outs – reaching up to 150,000 households
- Scholastic School Mail out marketing program – up to 1 million DL/flyers delivered to families through schools
- Scholastic School Mail out marketing program – 600,000 A2 Brochures
- Media Partnerships with ad spend in print, radio and possibly television.
- Long lead kids and parents' magazine public relations campaign commencing June
- Short lead PR campaign across print, radio, electronic and TV
- School Visits
- Promotional partnerships with exhibitors and sponsors
- Joint venture with SOPA for States outside of NSW
- Utilisation of newly constructed kid and parent friendly web site
- Exploration of integrated sales and media promotions, including on site broadcasts.
- Increased newsworthy programming elements eg: celebrity and sports' star appearances, VIPs, event themes to days such as world animals' day.
- Reflection of current kids' trends to maximise interest, eg: Australian Idol
- Tickmaster7 and Showbiz will also be promoting Kids Universe through their websites with ticket offers and web links

We are building on the strengths of last year's campaign in order to ensure that we deliver on our promises to sponsors and exhibitors that they can only benefit from partnering with KIDS UNIVERSE.



## HOW TO BOOK – LET'S MAKE IT HAPPEN

We have already received a number of requests to reserve exhibition space at Kids Universe 2005. To ensure your company or organisation enjoys the benefits of a presence at this year's KIDS UNIVERSE, simply complete the **attached booking form** (page 6) and return it via fax or email to the KIDS UNIVERSE offices.

Please take the time to give us any relevant feedback and to identify your goals and objectives. If you have any questions or require more information, please contact,

**Damon Eggleton**  
**KIDS UNIVERSE – Sponsor and Exhibitor Relations**  
**Ph: 02 9557 0770 Mb: 0408 676 112 Email: [exhibitors@kidsuniverse.net.au](mailto:exhibitors@kidsuniverse.net.au)**

17 The Crescent, VAUCLUSE, NSW 2030 – Ph: 02 9337 4416 Fx: 02 9337 5166  
Email: [exhibitors@kidsuniverse.net.au](mailto:exhibitors@kidsuniverse.net.au) - Damon Eggleton – Ph: 02 9557 0770



**SYDNEY INTERNATIONAL CHILDREN'S FESTIVAL**

**Exhibitor/Activity Area Booking Form - 2005**

◆ **BOOK NOW - space is selling fast**  
Bookings will be processed in order they are received.

Our exhibition managers will work closely with you to develop an imaginative and creative area for you to showcase your products and/or services.

**Complete the form below and book your space now.**

Kids Universe offers other promotional opportunities that you may be interested in. If you would like further information on other ways to be involved please indicate below and fax back to 02 9337 5166.

**I would like to book exhibition/activity area space**

Site & Size	Feature	Cost excluding GST	Tick (✓)
<b>Exhibition Space 3m x 3m</b>	modular stall with Velcro compatible front-runners, fascia signage & 2 lights	\$2300 plus GST	
<b>Activity /Extra space (if available)</b>	Additional Exhibition/Activity area Space	To be negotiated	
<b>Carpet for Exhibition Space</b>	Carpet Squares for Exhibition Space	\$50 for 3m x 3m for 4 days of event	
<b>Exhibition Space Cleaning (if required)</b>	Cleaning of Exhibition Space	\$60 for 3m x 3m for 4 days of event	

**TOTAL PRICE:** \_\_\_\_\_

**I would like more information on: (please tick)**

- Advertisement in Kids Universe program hand book ( )
- Internet Marketing +/- advertisement on Kids Universe website ( )
- Exhibition space ( )
- Cross-promotion opportunities / other enquiries ( )
- Volunteers for Activities (\$50/day per volunteer) ( )

**Name of Company:** \_\_\_\_\_

**Contact Name** (for all correspondence): \_\_\_\_\_

**Position:** \_\_\_\_\_

**Postal Address:** \_\_\_\_\_

\_\_\_\_\_ **P/Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Facsimile:** \_\_\_\_\_

**Please note: 30% deposit to be paid immediately on receipt of tax invoice**

**Final balance on or before 15<sup>th</sup> August, 2005**

**Please complete and return this form via Fax: (02) 9337 5166**

**or Mail: 17 The Crescent, Vacluse, NSW, 2030**

**Upon receipt of your form, we will invoice you to confirm your booking and send relevant details, floorplan and exhibitor packs. Bookings will be processed in order of receipt.**

**If you have any questions please call Damon Eggleton on (02) 9557 0770 or**

**Email [linker@kidsuniverse.net.au](mailto:linker@kidsuniverse.net.au)**

