

SPONSORSHIP
OPPORTUNITIES
2019



aimc

AUSTRALIAN INTERNATIONAL
— MOVIE CONVENTION —



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Australian International Movie Convention 2019

AIMC - Event Cinemas Pacific Fair, Gold Coast, Australia
Sunday 20 October - Wednesday 23 October 2019

AIMC 2019's presentations, lunches and Trade Show will be at Event Cinemas Pacific Fair and the Networking Bar will be at The Sofitel Broadbeach, our Accommodation Partner. This pairing of venues brings all delegates together.

Presentations and film screenings will be seen by all delegates under one roof – at Event Cinemas Pac Fair.



Please find following several options to get involved and promote your products in an innovative and creative environment.

If you have additional thoughts not outlined below, just let us know. We welcome the opportunity to explore those ideas with you and bring your product promotion to life.



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Australian International Movie Convention 2019

The largest event of its kind in the Southern Hemisphere

The AIMC brings film industry exhibitors, distributors, producers and allied trades and suppliers together in one place for four days – and provides an opportunity for industry participants to make a smart investment in their businesses.

AIMC welcomes up to 1,000 attendees annually and provides the opportunity for industry delegates to network with key industry decision-makers and stakeholders; preview exclusive product presentations from the major Hollywood studios and independent distributors, and get the latest insights into cinema products, innovations and trends.

The Convention hosts Film Premieres and advance screenings and features special guest presenters including filmmakers, actors and industry heavyweights.





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WHO WILL BE THERE?

Major Distributors: Motion Picture Distributors Association of Australia (MPDAA) - Paramount Pictures, Sony Pictures Releasing, Universal Pictures, Walt Disney Studios and Roadshow Films.

Independents: (Australian Independent Distributors Association members) - Becker Film Group, Curious Film, Icon Film Distributors, Madman Entertainment, Palace Films, Pinnacle Films, Potential Films, Transmission Films, Rialto Distribution, Sharmill Films, Studio Canal and Umbrella Films.

Trade Affiliates: (industry suppliers - projection, audio, food & beverage, IT, lighting, auditorium fit out, catering, staff and more), Film Production Sector representatives, attendees from state and federal funding bodies.

Profile of attendees

- 26% - Business Owners
- 36% - Senior Manager
- 20% - Division Manager
- 18% - Department Staff



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PRODUCT TAKEOVERS

The AIMC Coca-Cola Candy Bar is a thoroughfare and a destination of its own as delegates can help themselves to AIMC partner product such as drinks, popcorn, chocolate, lollies and ice-cream.

There are several merchandise prospects specific to your products.



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POPCORN BOXES

Branded popcorn boxes promoting your product are available for all delegates to scoop prior to sessions. Includes a Candy Bar Display Feature with branded display poster.



\$2300

- ★ 5000 branded popcorn boxes
- ★ Candy Bar Display and poster





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DRINK CUPS

Branded drink cups promoting your product are available to all delegates to re-use during the convention and retain as a keepsake. Includes a Candy Bar Display Feature with branded display poster.

\$2700

- ★ 5000 custom drink cups
- ★ Candy Bar display and poster





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BATHROOM MIRROR SIGNAGE

Feature your product on all bathroom mirrors

\$900

★ Over 20 mirrors in six locations to promote your product or film





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COFFEE CUPS

Branded reusable coffee cups promoting your product. Environmentally friendly and delegates get to keep them. Includes a display at AIMC Registration.

\$5500

- ★ 800 branded coffee cups
- ★ Registration display



SILCONE WIDE BAND 50mm



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BANNER DISPLAY

Dedicated banner
in prominent position.



\$1200

- ★ Prime placement of your film or product
- ★ Includes production and installation



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IN-CINEMA DISPLAYS

Dedicated placement in cinema foyer of promotional asset and features such as giant film character, garlands from ceiling, game machines, decals, floor stickers and more.



- ★ 3-day placement of provided item (e.g. creative film standee or garland from ceiling)

\$1300

- ★ 3-day placement of giant floor sticker located at entry (includes production)

\$650

** These sponsorships are over and above creative displays installed by film distributors prior to, during and post their presentations.



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DIGITAL FOYER SCREENS

Your film/product will be featured on 13 digital screens located throughout the cinema foyer. The content can be a mix of Trailers, Still images, B-roll, Interviews and Filmed Messages.

A document featuring display times and content sizes will be available in July. This will provide details of which content will appear on which screen at what time as well as tech specs required for each piece of content.

******The exception to the above is when individual film distributors are hosting their presentations, some of the above screens will exclusively feature their product prior to their presentation***





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CINEMA TAKEOVER

Showcase your product on the BIG SCREEN in your exclusive cinema and highlight your technology in the environment it is designed for.

Host delegates exclusively and schedule presentations around the formal convention schedule to allow maximum attendance. Includes digital sign promoting your cinema.

With four cinemas available, it will be first in first served.



\$3000

- ★ One cinema for 3 days
- ★ Digital signage

*The above opportunity is only available to Trade Show Exhibitors and Promotional Partners. This opportunity is not available as a stand-alone offer.



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DELEGATE REGISTRATION BAGS

Delegate Satchels

Promotional Partners may use the official convention Delegate Satchels to deliver company literature, samples and promotional items to all delegates.



*****This opportunity is available complimentary to Promotional Partners***

\$1000 as a stand-alone offer for 650 units



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DISTRIBUTOR PRESENTATION GIFT BAGS

To streamline the process for film distributors wishing to provide gift bags to delegates prior, during or post their screening, we have a freight, packing and return service available.

\$1500 Exhibitor Craft (Mick McDonnell & Team) will collect your items, deliver them to Event Cinemas Gold Coast pack the bags and return leftover merchandise to you.



No need to organise couriers and delivery, packing and the headache of getting all the product and leftover bags back to your office. We offer a one-stop-shop!