

Real Applications.

Real Products.

Real Possibilities.

pacprintTM

IN ACTION

MCEC

1-2 September

2027

SPONSORSHIP PROSPECTUS

In conjunction with **Connect Conference 2027**

<https://visualconnections.org.au/pacprint-in-action-2027>

 **Visual
Connections**
A VISUAL CONNECTIONS EVENT

In the lead-up to PacPrint 2028, we're introducing **PacPrint In Action**, an immersive new-format event showcasing materials, applications and applied printing production. Designed to highlight the products, applications and creative solutions transforming the visual communications sector, PacPrint In Action provides exhibitors and sponsors with a unique opportunity to demonstrate innovation, engage decision-makers and build momentum ahead of Australia's premier print industry exhibition.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP

\$20,000 + GST (1 available)

This exclusive opportunity entitles the Platinum Sponsor to the following benefits:

- Exclusivity as the sole Platinum Sponsor
- 5% discount off space only
- 50% discount on furniture hire
- Prominent logo on all event marketing, advertising and promotional materials
- Prominent logo placement on event entrance feature and directional signage
- Full-page premium advertisement in the official event publication
- Branding within registration and visitor welcome areas
- Inclusion of promotional collateral in visitor bags
- Featured sponsor profile on the event website with company description and website link
- Promotion of Platinum Sponsorship in media releases and industry communications
- Premium recognition in the post-event report
- 1 x full page colour advertisement in the Visitor Guide
- The opportunity to include an A4 single page flyer in the pre-show edition of Visual Impact Magazine valued at \$2,500 + GST
- 4x Connect Conference tickets

GOLD SPONSORSHIP

\$12,000 + GST (3 available)

This opportunity entitles Gold Sponsor to the following benefits:

- 25% discount on furniture hire
- Prominent logo on all event marketing and promotional materials
- Logo placement on key event signage
- Full-page editorial feature in industry media communication
- Half-page premium advertisement in the official event publication
- Inclusion of promotional collateral in visitor bags
- Company profile on the event website
- Recognition in media releases and social media activity
- The opportunity to include an A4 single page flyer in the pre-show edition of Visual Impact Magazine valued at \$2,500 + GST
- 2x Connect Conference tickets

SILVER SPONSORSHIP

\$8,000 + GST (2 available)

This opportunity entitles Silver Sponsors to the following benefits.

- 10% discount on furniture hire
- Logo displayed on event marketing and promotional materials
- Logo placement on selected event signage
- Half-page editorial feature in official event publications
- Inclusion of promotional collateral in visitor bags
- Company profile on the event website
- Recognition across event communications and social media
- Recognition in the post-event report
- 1x Connect Conference ticket

SPONSORSHIP PAYMENTS

Instalment 1: 30% on signing

Instalment 2: 30% 30/4/2027

Instalment 3: 40% 30/7/2027

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PROMOTIONAL OPPORTUNITIES

VISITOR BAGS

Sponsorship Investment: \$2,500 + GST
Plus supply of visitor bags

Upon arrival, each visitor will receive an official PacPrint in Action visitor bag containing event information, promotional materials and sponsor communications. The Visitor Bag Sponsor will have its logo prominently displayed on one side of the bag, providing valuable brand exposure throughout the event and beyond.

LANYARDS

Sponsorship Investment: \$2,500 + GST
Plus supply of lanyards

Lanyards are worn by every exhibitor, visitor and delegate throughout the event, making this one of the most visible branding opportunities available. The sponsor's logo will be featured on the official event lanyards, ensuring continuous exposure across both event days.

REGISTRATION TERMINAL BRANDING

Sponsorship Investment: \$2,500 + GST

Be one of the first brands visitors see when they arrive. Registration Terminal Branding provides prominent exposure at the event check-in area, with sponsor branding displayed across self-registration kiosks and registration signage, delivering high visibility and strong first impressions.

COFFEE CART SPONSOR

Sponsorship Investment: \$4,500 + GST

Keep visitors energised while showcasing your brand. The Coffee Cart Sponsor will receive branding on the coffee station, acknowledgement in event communications and the opportunity to engage with attendees in a relaxed and highly frequented networking area.

HAPPY HOUR SPONSOR

Sponsorship Investment: \$7,500 + GST

Associate your business with one of the event's key networking opportunities. The Happy Hour Sponsor will receive prominent branding throughout the function, acknowledgment during proceedings, and the opportunity to connect with exhibitors, visitors and industry leaders in a social environment designed to foster business conversations and new opportunities.

VISITOR BAG INSERTS

Insertion Fee: \$550 + GST

Place your flyer, brochure or promotional item directly into every visitor bag, ensuring your message reaches attendees as they arrive. Limited opportunities available.

 **Visual
Connections**
A VISUAL CONNECTIONS EVENT

**READY TO TAKE
THE LEAD?**

To take advantage of these limited Sponsorship opportunities, please email exhibitions@visualconnections.org.au or call 02 9868 1577.

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2027