

NOW FOUR DAYS!



**JUNE 7 – 10, 2018**

Brisbane Convention & Exhibition Centre, South Bank



With a program of convention style classes taught by renowned national and international tutors, the expos are the perfect platforms to launch new products and promote your presence to a qualified audience.

The Scrapbook & Papercraft Expo is the biggest and best in Australia and attracts visitors from around Australia and New Zealand. Celebrating all things papercraft, the expo is the must-attend event for enthusiasts from across Australia.

## The Visitors



**93%**  
spend more than **\$50**



**40%**  
spend more than \$200



**78%**  
purchase from more than four exhibitors per expo



**92%**  
probably or definitely purchase post expo



**94%**  
are looking for new/hard-to-find products



**81%**  
want to talk to experts and learn from them

## The Exhibitors

Specialty scrapbook and papercraft retailers (local and international) retailing: materials (paper and cardstock), designs, kits, books, embellishments, ephemera, inks, tools/machines for die-cutting/stamping, and other papercraft related products.

## The Event Elements



Specialist papercraft and scrapbook retailers' Expo



Inspirational displays and guest artists



A comprehensive educational program incorporating everything from beginner classes to two-hour convention style classes led by expert tutors

## Advertising and Marketing

For each expo we run a comprehensive marketing and media campaign to our Australian and New Zealand database including:



Press and Print ads



Online and Web



Preview magazine – mailed to over 15K enthusiasts



Instagram



Radio



Flyers and posters



Facebook



Electronic direct mail to over 40K

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

Organised by:

*Expertise*  
events

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