



CONFLUX 6
PO Box 903,
Belconnen ACT 2616

Advertiser and Dealer Opportunities

Conflux 6 is the latest in a series of Australian science fiction conventions with a program of guests, events, competitions, activities and exhibits. Conflux 6 will be staged over the October long weekend (Friday 2 to Monday 5 October 2009) at The Marque Hotel, Northbourne Avenue, Civic.

Our marketing and promotional strategy includes:

- radio commercial promoting the event
- generating coverage in broadcast, print and electronic media
- promotion at events across Australia
- street level advertising postcard campaign

In fact, news about Conflux 6 is already spreading, and memberships are already flooding in. Members come to Conflux not only to have fun, network, meet people and learn new things, but also to check out the latest offerings in the dealer room. The Conflux dealer room is open to the general public, not just to Conflux members.

Advertising Opportunities

Conflux 6 offers three opportunities for advertisers: the website, the Progress Reports and the Convention Book.

THE WEBSITE

The Conflux 6 website (www.conflux.org.au) is the first place people go for information about the convention. It is regularly updated, and value continues to be added, with podcasts of the convention to be available after the convention. It will be a great place for people to visit both before and after the convention is over.

Conflux 6 can offer you the opportunity to have your banner on the bottom of the webpages, or a thumbnail down the side. Prices depend on whether you go for a banner or thumbnail and for how you wish the advertising to remain visible. The banner and thumbnail can be linked to your website. Note there is limited banner and thumbnail space. Bookings for the website will be on a first come, first served basis. See the pricing list for options.

Banner: 468x60 pixels

Thumbnails: Maximum 90x120 pixels

THE PROGRESS REPORTS

Progress Reports go out to members at regular intervals before the Convention. This publication informs members about what is happening and lets them know of any changes or new additions to the plans.

Conflux 6 has two more progress report to send out. All progress reports will be delivered to members as PDF attachments to email, unless they ask for it to be mailed to them.

Conflux 6 can offer you the opportunity to advertise in the progress report. You can choose the size of your advertisement (Half page, quarter page. Your half page can either be half across (21cm by 15cm) or half down (10.5cm by 29.5cm). Your quarter page can either be a horizontal (10.5cm by 15cm) or vertical (21cm by 7cm). See the pricing list for options.

Booking, payment and art deadlines:

For the April progress report: 27th March 2009 (to be published early April)

For the June progress report: 29th May 2009 (to be published early June).

For August progress report: 3rd August 2009 (to be published mid August).

THE CONVENTION BOOK

Every member of Conflux 6, whether attending or not, receives a copy of the Convention Book. Convention Books are an important part of a convention, and many people keep and collect Convention books for years to come.

The Conflux 6 Convention Book will include original fiction and thought-provoking interviews and articles. The Book will have a full colour cover and centrefold. If you wish to see an example, we can forward to you a copy of a previous Conflux Convention Book.

Prices for the Convention Book are available in the pricing list.

The Convention Book will be a part colour A4 publication (210 mm x 297 mm).

Booking and payment deadline: 3rd August 2009.

Material deadline: 28th August 2009.

Sizes (Width x Height)	Bleed	Trim Size	Live Type Area
Full Page (Non-bleed ads should be supplied to fit live type area)	216mm x 303mm (allow 3mm bleed)	210mm x 297mm	180mm x 267mm (15mm inset all round)
Double Page Spread	426mm x 303mm (allow 3mm Bleed)	420mm x 297mm	2 x 180mm x 267mm (15mm inset all round, 30mm gutter)
Half Page (Horizontal only) (Non-bleed ads should be supplied to fit live type area)	216mm x 151mm (allow 3mm Bleed)	210mm x 148mm	180mm x 133mm (15mm inset on 3 sides)

Quarter Page Banner with Bleed (Horizontal only)			180mm x 66mm
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Conflux 6 Membership Bag inserts

If you're looking to promote special offers or provide free samples of your product, a Conflux 6 Membership Bag is the perfect way to do so. The Membership Bag goes to all Conflux members (whether they attend or not).

Inserts will have to arrive by no later than 18th September 2009, in order for the show bags to be put together before the convention. Conflux will contact you with the final numbers required in August 2009.

Multiple pages must be bound in some fashion - stapled, saddle stitched, folded and sealed, etc. A two-page unbound insert or two styles of bookmarks will be counted as two inserts. Non-traditional inserts, such as diskettes, or inserts bigger than A4 size must be approved in advance by Conflux. Inserts should not include material unsuitable for convention attendees under the age of 18.

Inserts can be mailed or couriered to Conflux 6 Membership Bags, PO Box 1799, Tuggeranong ACT 2901. Prices are available on the pricing list.

Conflux 6 Dealers Room.

Conflux 6 will be running a dealers room at The Marque, which will be open to Conflux members and the general public. Space is limited, so if you wish to attend, you will need to get in early. It is intended that the dealers room will also house "creative corner", meaning members and the public have an additional reason to come into the dealers room.

Dealers can either purchase a table space, or can purchase a table (1.2 metres) and a membership to the convention at a discount price. Note that without a membership, you will only be able to enter public events at Conflux 6.

You will have a tablecloth, another cloth to cover your goods when the table is unattended, and two chairs. You will have some space behind your table, but just enough for access around it and none in front of it.

If you require anything extra (such as telephone access for EFTPOS or electricity) please let Conflux know. You will have to bear any extra costs for these.

Set up is from 8am Friday, 2nd October 2009, and set down is from 3pm to 6pm on Monday 5th October 2009. The dealers room at The Marque is on the ground floor.

The dealers room will be open to convention members and the public the following times:
Friday: 10am to 6pm.

Saturday: 9am to 6pm.
Sunday: 9am to 6pm.
Monday: 9am to 3pm.

The room will be fully secured after hours but Conflux strongly recommends that cash and high value items be removed from the premises out of hours.

Dealers are entitled to the same reduced room rate at The Marque as members.

Details about your stall can be included in the Progress Reports, please send to the Editor, CONFLUX 6, PO Box 903, Belconnen ACT 2616. Please note copy deadlines.

Dealer Booking Conditions

Cancellation

There will be no refund upon cancellation.

Preventing Damage

The dealer is financially responsible and agrees to indemnify Conflux Incorporated, trading as Conflux, for any damage sustained to the venue during the event.

Damage to the dealer room can easily be prevented by good communication between your organiser and our team when arranging posters and displays. If necessary, repair or replacement charges may be passed on.

Insurance

Conflux Incorporated (ABN 188 230 309 43) trading as Conflux takes all care with dealer property but is unable to accept any responsibility for damage or loss of property. We strongly recommend that dealers arrange their own insurance.

Conduct Of Dealer

The dealer agrees to set up, pack down and vacate the venue within the scheduled times outlined. If Conflux has reason to believe that the dealer's activities will affect the smooth running of the event, its security or reputation, Conflux reserves the right at its discretion to ask the dealer to pack down and vacate the venue without notice or liability. The dealer shall conduct activities in all respects in an orderly and lawful manner and in accordance with the conditions attached to use of the venue. Conflux reserves the right to terminate the dealer's participation at the event immediately in the case of any costs, damages or expenses whatsoever arising from such termination. Conflux reserves the right to exclude or remove any and all undesirable persons from the event without liability.

Note that sending in a booking form constitutes acceptance of these conditions.

Pricing list

Please note that all prices are in Australian dollars and include GST, and that there are two rate schedules for advertising and dealer involvement:

- Fan rates apply to fan clubs, conventions and other fan organisations, as well as to small press publishers and limited circulation magazines

- Professional rates apply to all other advertisers and dealers

Advertising and Dealer Rates

	<u>Professional</u>	<u>Fan</u>
Website Advertising		
Banner – 3 months	\$100	\$50
Banner – 6 months	\$200	\$100
Banner – 12 months	\$500	\$200
Thumbnail – 3 months	\$30	\$15
Thumbnail – 6 months	\$60	\$30
Thumbnail – 12 months	\$100	\$50
Special Thumbnail advertising during virtual mini-con (two weeks only)	\$15	\$10
Progress Report Advertising		
Quarter page (one)	\$20	\$10
Half page (one)	\$40	\$20
Souvenir Book Advertising		
Inside Front Cover Double Page Spread	\$1250	n/a
Outside Back Cover	\$1100	n/a
Double Page Spread	\$925	\$320
Inside Back Cover	\$750	n/a
Full Page	\$550	\$190
Half Page	\$350	\$120
Quarter Page	\$220	\$55
Conflux 6 Membership Bag Insert	\$100	Reciprocity
Dealer Table (without membership)		
Single table	\$195	\$130
Double table	\$295	n/a
Dealer Table (with one membership)		
Single table	\$295	\$230

Conflux 6 Advertiser and Dealer Payment Form

	Pro Rate	Fan Rate	Quantity	Total
Website Banner – 3 months	\$100	\$50		\$
Banner – 6 months	\$200	\$100		\$
Banner – 12 months	\$500	\$200		\$
Thumbnail – 3 months	\$30	\$15		\$
Thumbnail – 6 months	\$60	\$30		\$
Thumbnail – 12 months	\$100	\$50		\$
Thumbnail – during Virtual Minicon (2 weeks)	\$15	\$10		
Progress Report Advertising Quarter page	\$20	\$10		\$
Half page	\$40	\$20		\$
Souvenir Book Advertising Inside Front Cover Double Page Spread	\$1250	N/a		\$
Outside Back Cover	\$1100	N/a		\$
Double Page Spread	\$925	\$320		\$
Inside Back Cover	\$750	N/a		\$
Full Page	\$550	\$190		\$
Half Page	\$350	\$120		\$
Quarter Page	\$220	\$55		\$
Conflux 5 Membership Bag Insert	\$100	Reciprocity		\$
Dealer, single table, no membership	\$195	\$130		\$
Dealer, double table, no membership	\$295	N/a		\$
Dealer, single table, one membership	\$295	\$230		\$
Dealer, double table, one membership	\$395	N/a		\$
			TOTAL	\$

Name: _____

Business/Company Name: _____

Postal Address: _____

Phone: _____ Email: _____

I have made a payment via PayPal to paypal@conflux.org.au for \$ _____

I enclose a cheque/money order payable to "Conflux" for \$ _____

Please debit my Visa Bankcard Mastercard for \$ _____

Card Number _____

Expiry Date _____

Name on Card _____

Signature _____

Forms and payments may be mailed to: Conflux, PO Box 903, Belconnen ACT 2616 AUSTRALIA or faxed to 02 6241 3211 (int. +61 2 6241 3211). www.conflux.org.au - email dealers@conflux.org.au or phone 0423 167 047 int. +61 423 167 047)