

THE 6th AUSTRALIAN CHRISTIAN RESOURCES EXHIBITION

The Dome, Sydney Showground Olympic Park

Wednesday July 5th–Friday July 7th 2006

www.creonline.com.au



WHY EXHIBIT AT CRE?

CRE, the only major event of its kind on the national church calendar, features over 200 local and international suppliers to the Christian marketplace. CRE is the most comprehensive reference point for church and ministry leaders to find the latest in equipment, technology, printed materials and innovative resources to enhance all aspects of church life.

CRE is the ideal place to showcase church resources, do business and participate in outstanding networking opportunities.



HOW HIGH IS 'UP'?

Take a peek into the strategies and budgets of the world's most successful marketers and you're bound to find one medium figuring in them all: exhibitions.

Top marketers understand the power of exhibitions from experience. No other medium harnesses all five senses to make your company's people, products and services come to life. And no other medium can help you accomplish so many goals within so many disciplines– including sales, marketing, customer relationship management, market research, public relations and sales channel building.

WHO SHOULD EXHIBIT?

Any company or organisation that provides products, resources or services for Christians and churches, their associated organisations and subsidiaries. For example, administration, building, trade services, schools, retirement villages, theological colleges, camp sites, playgroups, youth work, music ministries, and many more...

...As well as Christian based organisations or charities keen to increase awareness and meet new contacts and supporters.

RAISE your profile

MEET decision makers

REAP the benefits.

STAND COSTS

All stands are available in multiples of the sizes quoted below. Other sizes by application.

Stand cost includes: 2.4 metre high Velcro compatible walls, Fascia Board with company name and stand number, 2 spotlights, PowerPoint and power, carpet, link to company website from CRE website, promotional material and a 50 word entry in the CRE visitors Handbook.

Stands

1x3 metres	\$ 1000.00 +GST
2x3 metres	\$ 1900.00 +GST
3x3 metres	\$ 2700.00 +GST
Space only	– Price on Application
All other sizes	– Price on Application

Less 15% for charitable organisations

Plus 10% for guaranteed Corner Site

Tables

Table with backing wall
\$475.00 + GST
Includes table and cloth, one chair
Stand number signage
(Power and lighting not included–can be ordered at extra cost)

No discounts applicable to Tables or Space only

CRE is brought to you by:
CMC Australasia Pty Ltd
Unit 9, 147 Marshalltown Road
Grovedale VIC 3216

Christian Resources Exhibition is a division of
CMC Australasia Pty Ltd, a distribution and
marketing company to the Christian market
place for over 20 years.

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IMPORTANT STATISTICS FROM CRE 2005

- 50% of visitors represented church groups
- 25% listed 'purchasing a product / service' as important
- 17% listed 'supporting a mission / charity' as important
- 47% made a purchase at CRE
- 70% regularly support a mission



PROMOTION TO VISITORS

CRE promotes the exhibition wisely to church leaders, active church members and Christian organisations across all denominations with a well planned promotional campaign that includes the following:

- A high impact direct-marketing campaign from quality in-house and sourced lists
- Key Christian and specialist publications, local and national
- Local main stream newspapers
- On our website www.creonline.com.au
- Christian and main stream television and radio and through an increasingly strong press relations campaign.

HELPFUL TOOLS FOR EXHIBITORS

Exhibitor training sessions
Promotional brochures – free of charge
Editorial artwork for use in your own publications
Opportunity to advertise alongside CRE promotion

2005 EXHIBITOR COMMENTS

Again congratulations to you and your team for putting together another successful expo.

[John Seaman](#)

[FM103.2](#)

This was my first year at CRE and it way exceeded my expectations. Not only did I meet my business needs of bringing new customers on board, I also discovered other companies that I could network with and help my business grow.

[John Stanford](#)

[Image Solutions](#)

Thanks for the information! CRE for us was a great success this year -- each year we learn how to better our stand and make our marketing effort more effective. We look forward to improving even more next year.

[Elizabeth Roberts](#)

[Pacific Lodge](#)

Congratulations on your well-organised, comprehensive and professionally run event. It was a pleasure to participate.

[Lee Dunstan](#)

[Signs of the Times magazine](#)

On behalf of the Seventh-day Adventist Church, we would like to thank you for your great work and coordination. It was a pleasure to work with you.

[Melody Tan](#)

[Seventh-day Adventist Church – South Pacific Division](#)

[Free 50 word entry in the visitors handbook](#)

[Further advertising opportunities in the handbook](#)

[A complimentary ticket scheme](#)

[Sponsorship packages](#)

Christian Resources Exhibition

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Information correct as of July 2005. Subject to change without notice