

The Jason Betts Tasmanian Psychic Expos presents



HOBART PSYCHIC EXPO

Fri 5th - Sun 7th JAN, Best Western Hobart, Bathurst St.

LAUNCESTON PSYCHIC EXPO

Fri 12th - Sun 14th JAN, Hotel Grand Chancellor, Cameron St.

DEVONPORT PSYCHIC EXPO

Fri 19th - Sun 21st JAN, Quality Hotel Gateway, Fenton St.

**Psychics, Crystals, Shops, Jewellery
Health, Healing, Natural Therapies
with many interstate special guests!**

Exhibitor information kit: www.psychics.net.au

**WIN a free \$60 psychic reading - details are on our website!
Opening times are 9am - 5pm. Admission is by a Gold Coin.
New exhibitors are welcome. Call Jason on 03 6249 8484.**



TASMANIAN PSYCHIC EXPOS

Dr Jason Betts, Mystic Genius and 2008 Australian Psychic of the Year
03 6249 8484 • PO Box 72, Claremont TAS 7011 • 2017@emeraldalchemy.com

THE 2018 SUMMER TASMANIAN PSYCHIC EXPOS!

- HOBART PSYCHIC EXPO:** Fri 5th - Sun 7th JAN, Best Western Hobart, Bathurst St.
LAUNCESTON PSYCHIC EXPO: Fri 12th - Sun 14th JAN, Hotel Grand Chancellor, Cameron St.
DEVONPORT PSYCHIC EXPO: Fri 19st - Sun 21st JAN, Quality Gateway Inn, Fenton St.

Welcome to the 2017 Winter Tasmanian Psychic Expos! We had a good year in 2017 and for our winter 2017! Our advertising is *the best it's ever been* and continues to work well. TV will always remain in our advertising! CONGRATULATIONS to our TPE 2017 Psychic of the Year, [Shayn Harkness!](#) It was been a busy year, mate!

I will make mention now that our Hobart Psychic Expo is the MOST ATTENDED new age event in Tasmania! If you would like to join the most-advertised new age events in Tasmania, please call me for more information. No other Tasmanian new age event pays more for TV, radio and newspaper advertising more than what we do!

ADVERTISING: Internet (website, FaceBook group & page, email list gifts 3 monthly psychic readings)
Newspaper (2 weeks of classified ads in The Mercury, The Examiner or The Advocate)
Television (6 days M-S of 13 ads per day minimum on WIN TV, including 6pm News)
Radio (20 30-second commercials over four days on each of: 7HOFM, LAFM or 7AD)

Something new that I have done is request A4 posters from the general exhibitors like we do for our psychics. These posters are used on the webpages listed below. They are a great piece of advertising that you could use yourselves and also tells the public who our exhibitors are. Email me yours as a PDF ASAP or ask me for help. FORMAT: Your name in big letters at top, then your photo, then 3 lines of what do you and 1 line contact info.

Our official Psychic Expo website is: www.emeraldalchemy.com/expos
Please JOIN our FaceBook group! www.facebook.com/groups/tasmanian.psychic.expos
Please LIKE our FaceBook page! www.facebook.com/tasmanian.psychic.expos
Please SEE our expo webpage! www.emeraldalchemy.com/expos

<u>VENUE</u>	<u>STALL DIMENSIONS</u>	<u>PRICE</u>	<u>EARLYBIRD</u>	<u>EXPECTED VISITORS</u>
Hobart	2.0m wide x 3m deep	\$400	\$375 (before Oct)	1000-1200
Launceston	2.5m wide x 3m deep	\$400	\$375 (before Oct)	800-1000
Devonport	2.5m wide x 2m deep	\$350	\$325 (before Oct)	600-800

Please pay for your stall by direct deposit to my bank account with your personal name as the deposit detail. Dr Jason Betts, BSB 067102, ACT 10239868. Alternatively, you may post your payment by cash or cheque. If you are interested, please call so we can talk about how these expos could possibly benefit your business.

Please phone me to book yourself into our expos! Choose your site and get immediate confirmation!
We have a beautiful thing going on here and I invite you to become a part of it. Please come, and belong. The WIN TV campaign has now been increased from 12 to 13 ads per day plus some on the expo Saturdays. Power/Chairs/Tables are included! BYO tablecloths/drop cloths/named powerboards. BluTack, not stickytape.

Yours in expo co-creation,
+**Jason Betts.**

TASMANIAN PSYCHIC EXPOS

Dr Jason Betts, Mystic Genius and 2008 Australian Psychic of the Year
03 6249 8484 • PO Box 72, Claremont TAS 7011 • 2017@emeraldalchemy.com

JASON'S 5 PSYCHIC EXPO SUCCESS TIPS

Hello! Here are some things I have created to maximise your success with my Tasmanian Psychic Expos. These are things you can do now - as soon as possible - to take advantage of our expos' publicity platform. Being one of my exhibitors benefits you from the website links, the prestige of presence and my experience.

ITEM 1. EXPO LISTING This stays on the website for 6 months, seen by 2000 people/month!

FORMAT: Your Name, Your Stall Name • Home Phone • Mobile Phone • Email, Website

EXAMPLE: Jason Betts, Psychic Expos • 03 6249 8484 • 2017@psychics.net.au, www.psychics.net.au

EMAIL TO: 2017@emeraldalchemy.com

ITEM 2. PDF A4 POSTER This is your best, simplest and most fundamental item of advertising!

You can send me your own design by email or I can create one for you after your free expo marketing session.

FORMAT: your name on the top, then a photo of your face, then 3 lines of description, 4th line phone/web.

Posters that are not in this format may be declined. This will help you create and keep your focus and marketing.

SPECIAL OFFER: I will create one with you FOR FREE in a 2-hour marketing session including a photo sitting!

Included in this is business card design (500 for \$240), FaceBook square profile photo clip and your edited photos.

ITEM 3. JOIN OUR FACEBOOK GROUP <http://www.facebook.com/groups/tasmanian.psychic.expos>

ITEM 4. LIKE OUR FACEBOOK PAGE <http://www.facebook.com/tasmanian.psychic.expos>

ITEM 5. THE EXPO SUCCESS METRIC 3 things for you to do to create/measure your expo success:

1. collect names, phone numbers and emails using <http://www.emeraldalchemy.com/expos/namelistsheet.pdf>.
2. demonstrate or present your product or service using <http://www.emeraldalchemy.com/expos/bookingsheet.pdf>.
3. personally meet, greet and introduce yourself to as many people as you can and then hand them your brochure.

These represent: (1) their information coming in, (2) on-the-day-sales/sessions, and (3) your information going out.

At the end of every expo you can measure your success with a statement of these three metrics. For example:

"I collected the details of 48 people, did 13 personal paid sales/sessions, and personally spoke with 110 people".

Your EXPO METRIC sum is: $48 + 13 + 110 = 171$. Measure your success and strive for a maximum Expo Metric!

YOUR TASMANIAN PSYCHIC EXPO SUCCESS METRIC IS THE SUM OF THESE 3 NUMBERS:

1. THE NUMBER OF **PEOPLE'S DETAILS** ON YOUR NAMELIST SHEETS: _____

2. THE NUMBER OF **SESSIONS & SALES** YOU PERFORMED AT THE EXPO: _____

3. THE NUMBER OF **PERSONAL INTRODUCTIONS** WITH CARDS/BROCHURES: _____

YOUR METRIC = (1. DETAILS) + (2. SESSIONS) + (3. CARDS/INTRODUCTIONS) = _____

This last item really defines some goals on how you should consider your psychic expo participation a success.

It should not just be about recovering your costs on the day. Sure, some do, but that may be their business model.

For these psychic expos to be a wise choice for you, they must create a benefit for your overall greater expo good.

So I recommend to you: create some goals based on the 3 parts of my expo success metric and work towards them.

TASMANIAN PSYCHIC EXPOS

Dr Jason Betts, Mystic Genius and 2008 Australian Psychic of the Year
03 6249 8484 • PO Box 72, Claremont TAS 7011 • 2017@emeraldalchemy.com

ACCOMMODATION GUIDE - usually the rooms are cheaper if they are bought online

TIP 1: If you call the expo venue directly, mention you are from the Psychic Expo.

TIP 2: Always check with www.trivago.com to see if you have the cheapest price.

HOBART

Best Western Hobart	03 6232 6255	156 Bathurst St, Hobart TAS 7000, \$150 Jul, \$450 Jan.
Midcity Hotel	03 6234 6333	Cnr. Bathurst & Elizabeth Sts, Hobart TAS 7000, \$130.
Marquis Hotel	03 6234 3541	209 Brisbane St, Hobart TAS 7000, \$85.
Narrara Backpackers	03 6234 8801	88 Goulburn St, Hobart TAS 7000, \$60.
Globe Hotel	03 6223 5800	178 Davey St, Hobart TAS 7000, \$50.

LAUNCESTON

Hotel Grand Chancellor	03 6311 1086	29 Cameron St, Launceston TAS 7250, \$130.
Batman Fawkner Inn	03 6331 9951	39 Cameron St, Launceston TAS 7250, \$50.
Star Bar Cafe & Hotel	03 6331 6111	113 Charles St, Launceston TAS 7250, \$100.
Kings Meadows Hotel	03 6344 4722	117 Hobart Road, Kings Meadows TAS 7249, \$80.

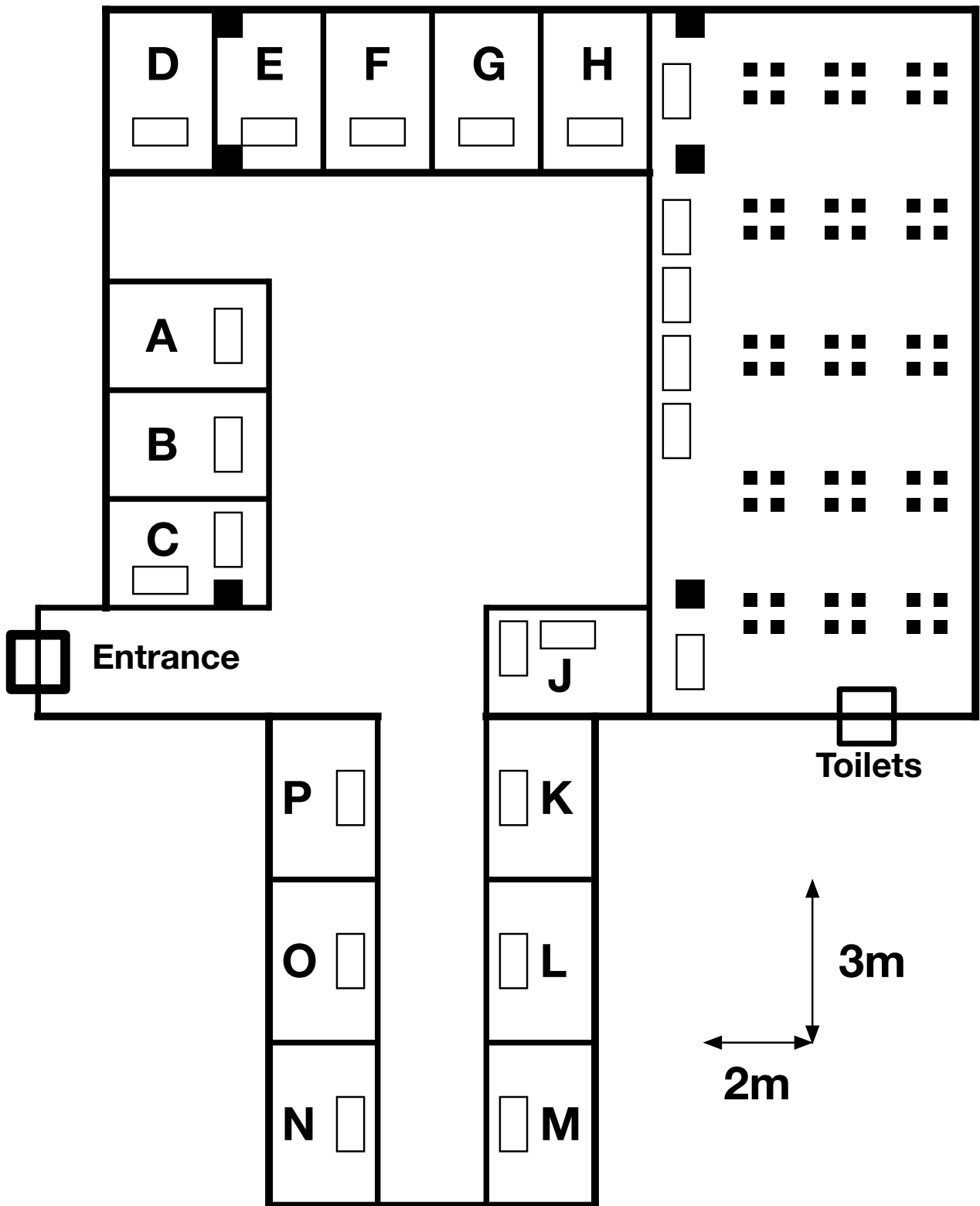
DEVONPORT

Gateway Hotel (venue)	03 6424 4922	16 Fenton St, Devonport TAS 7310, \$155.
Formby Hotel	03 6424 1601	82 Formby Rd, Devonport TAS 7310, \$85.
Alexander Hotel	03 6424 2252	78 Formby Rd, Devonport TAS 7310, \$65.

BURNIE

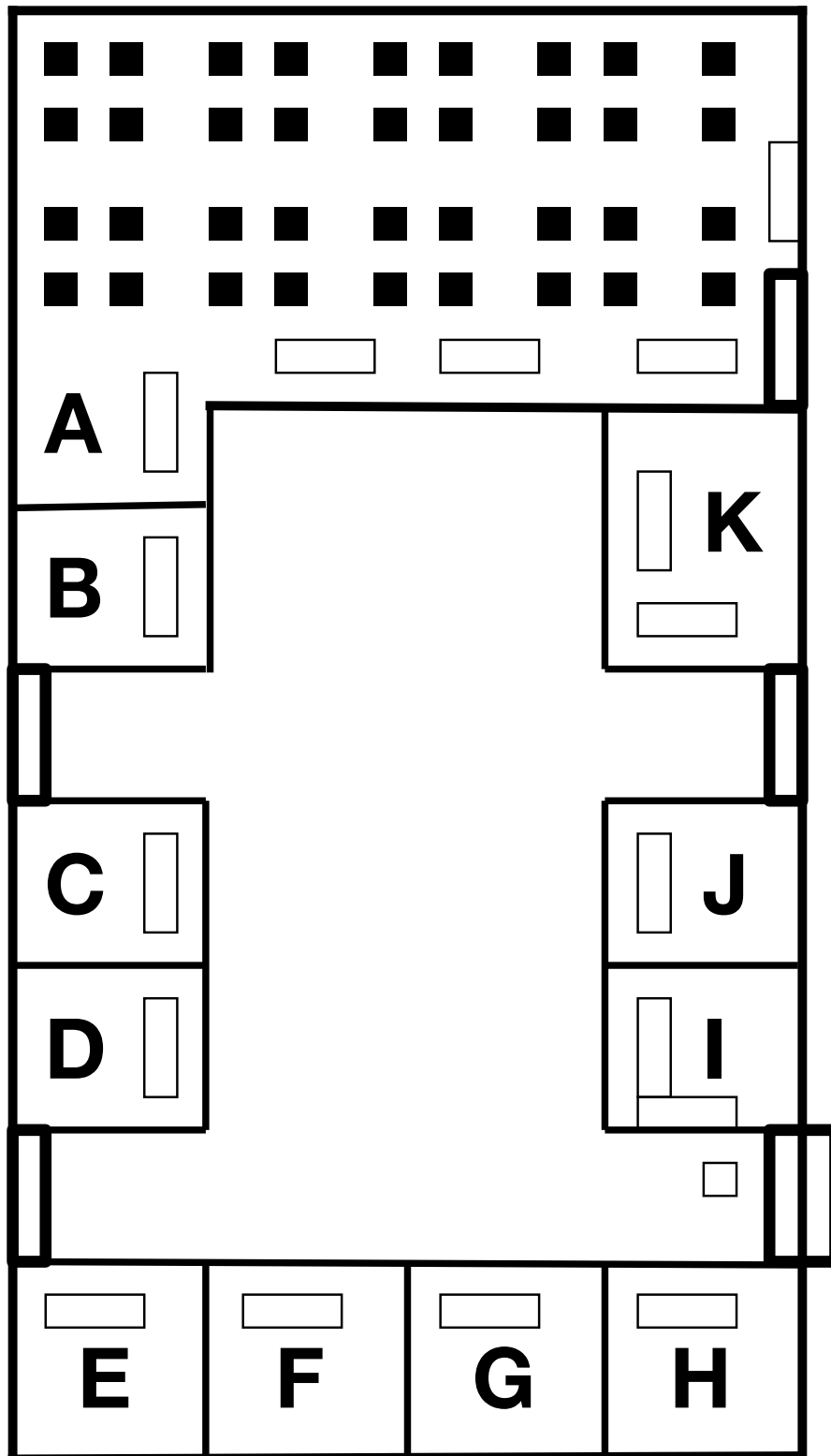
Comfort Hotel Townhouse	03 6431 4455	139 Wilson St, Burnie TAS 7320, \$135.
Ocean View Motel	03 6431 1925	253 Bass Hwy, Ocean Vista TAS, \$94.
Burnie Backpackers	03 6431 9693	24 View Rd, Burnie TAS 7320, \$55.

Best Western Hotel, Hobart



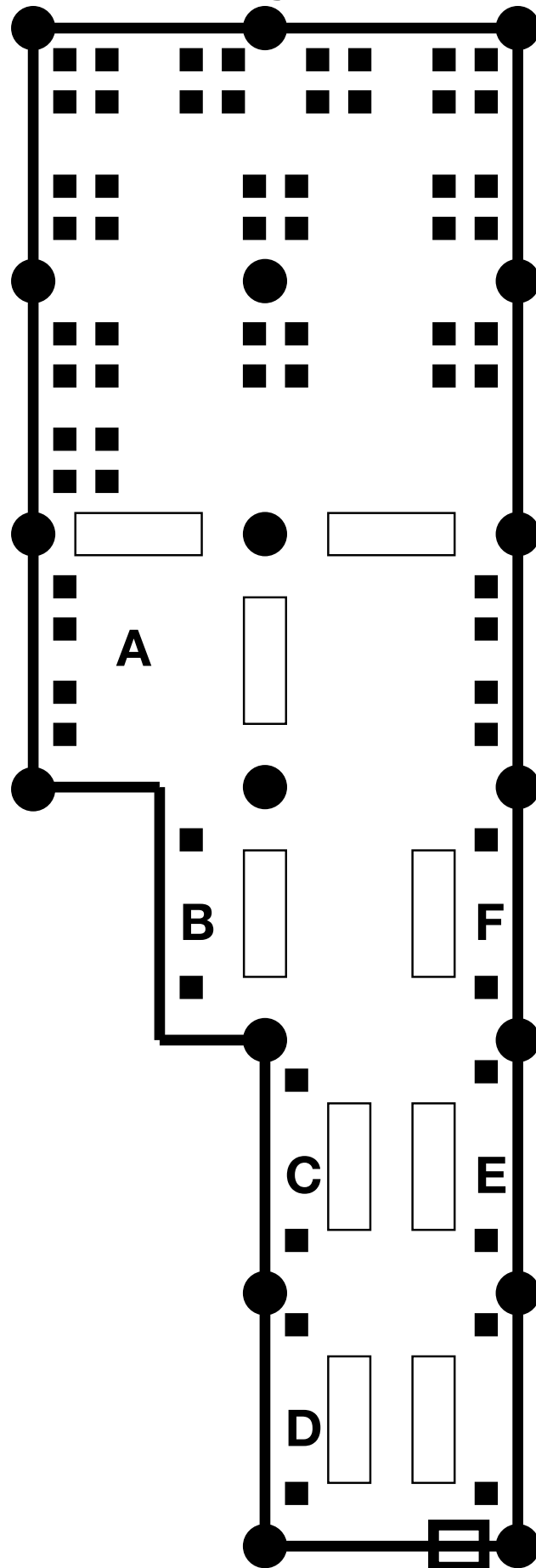
Jason Betts Tasmanian Psychic Expos, 03 6249 8484.

Hotel Grand Chancellor, Launceston



Jason Betts Tasmanian Psychic Expos, 03 6249 8484.

Quality Hotel Gateway Inn, Devonport



Jason Betts Tasmanian Psychic Expos, 03 6249 8484.