



AUSTRALASIAN • QUILT CONVENTION •

MELBOURNE: April 9 - 12, 2026
Royal Exhibition Building, Carlton Gardens



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WITH EXPERTISE EVENTS



**EXPERTISE
EVENTS** Est. 1990
experience shows

Introduction

Please find below, for your convenience, several pre-generated Emails, Social Media Posts, and Images that look to promote YOUR presence at the Australasian Quilt Convention 2026. We understand that in this day and age; time is a costly asset; and so, we hope these digital pieces can assist you to deliver a successful marketing campaign, event presence and ROI.

All text has been designed so you can easily and simply drop in information relating to your brand/ business, and what you will have on offer at the Australasian Quilt Convention 2026, April 09 - 12.

Digital Assets

Your Digital Assets for the event can be found here: <https://aqc.com.au/exhibitor-marketing-assets/>

Feel free to use them in any communications/ newsletters or posts you may be doing about your attendance at the event.

Event Details

Dates: April 9-12, 2026

Location: Royal Exhibition Building, Melbourne

Website: <https://aqc.com.au/>

Tickets:

Regular: <https://expertiseevents.eventsair.com/aqc26/ticket-sales/Site/Register>

Group: <https://expertiseevents.eventsair.com/aqc26/grouptickets/Site/Register>

Social Media

Post Number	Copy	Suggested Date
Post 1	We're so excited to announce that we'll be at AQC 2026, happening April 9-12! Join us at one of the year's biggest quilting celebrations to reconnect with fellow makers and experience all the creativity in person. Discover our latest <XXXX> and grab your tickets online today! https://expertiseevents.eventsair.com/aqc26/ticket-sales/	Once your attendance is confirmed.
Post 2	Attention quilters! AQC 2026 is almost here – four incredible days of workshops, inspiration, and community await! Join us April 9-12 at the Royal Exhibition Building for a celebration of creativity and connection. Be sure to stop by, say hello, and see what we've been working on! Grab your tickets here: https://expertiseevents.eventsair.com/aqc26/ticket-sales/	Between November - December, 2025.
Post 3	AQC 2026 is officially open! 🎉 Join us at the Royal Exhibition Building in Carlton for a day full of creativity, inspiration, and family-friendly fun. Be sure to stop by our stand for some amazing <deals and offers> – we'd love to see you there! For more details and opening times, visit https://aqc.com.au/ .	During Event
Post 4	And just like that, AQC 2026 comes to a close! What an incredible few days of creativity, colour, and connection. A heartfelt thank-you to everyone who visited our stand – it was such a joy to catch up in person. Head to our website to relive the highlights, and we'll see you again in 2027! <Brand/Company Website>	Post Event

Short Form Content – TikTok, Youtube Shorts, Reels

Post Number	Copy	Suggested Date
Post 1	• Countdowns: "3 days until AQC 2026!" with quick clips of packed boxes, sneak peeks of new products, or travel prep. • Behind the Scenes: Show booth setup, team prep, or your journey to the Royal Exhibition Building. • Sneak Peek: Tease an exclusive product, demo, or guest appearance with a "see it first at AQC!" hook. Hashtags - #AQC26 #AQC #AustralasianQuiltConvention Mention - @crafteventsau (TikTok) - @craft.events_ (Instagram)	Pre- Event Highlights
Post 2	• Booth Tours: Quick walk-throughs showing your display, featured products, and what visitors can find. • Meet the Makers: Short introductions to your team, artists, or collaborators. • Mini Demos: 15-30 second tutorials or product highlights – perfect for quilters and creators. • Customer Moments: With permission, capture reactions, purchases, or visitors trying your product. • Trend Hook: Use trending sounds or transitions to show "before vs after" booth setup, or "favourite finds at AQC." • AQC Vibes: Pan over the crowd, workshops, and venue atmosphere – show the energy and excitement. Hashtags - #AQC26 #AQC #AustralasianQuiltConvention Mention - @crafteventsau (TikTok) @craft.events_ (Instagram)	During the Event
Post 3	• Thank You Message: Team video saying thanks to everyone who visited – tag #AQC2026. • Event Recap: Quick cuts of your favourite moments from the weekend. • Haul or Highlights: Show what you discovered, bought, or loved most from other exhibitors. • "See You Next Year" Teaser: Build anticipation for AQC 2027! Hashtags - #AQC26 #AQC #AustralasianQuiltConvention Mention - @crafteventsau (TikTok) @craft.events_ (Instagram)	Post Event Highlights

Email

Email Number	Copy	Suggested Date
Email 1	Dear <Name>, We're excited to invite you to join us live and in person at the Australasian Quilt Convention 2026! Running Thursday to Sunday, April 9-12, 2026, at the Royal Exhibition Building in Carlton, AQC is the ultimate gathering for quilting lovers – from curious beginners to long-time enthusiasts. It's your chance to reconnect with the community, see the latest trends, and experience the joy of quilting up close. Explore everything AQC has to offer, discover exciting new products, and connect with trusted supply partners.  Event details and tickets: AQC 2026 Ticket Sales  Learn more about us: <insert company website> Kind regards, <Company>	Anytime
Email 2	Dear <Name>, As AQC 2026 comes to a close, we'd like to extend our heartfelt thanks to everyone who visited our stand. It was a pleasure connecting with you and sharing our latest collections. <Add highlights or key takeaways from the event>. Our team is available year-round to support your quilting journey – visit us at <brand website link> to browse our full product range and discover what's new. If you missed us at AQC, you can still explore our event range online at <brand website link>. And don't forget to follow us on social media for the latest updates, inspiration, and offers: <Facebook link>. Thank you once again for being part of AQC 2026. We look forward to reconnecting with you soon! Kind regards, <Brand/Business>	Post Event