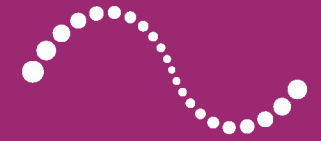# AIRMINI TRAVEL PROMOTION
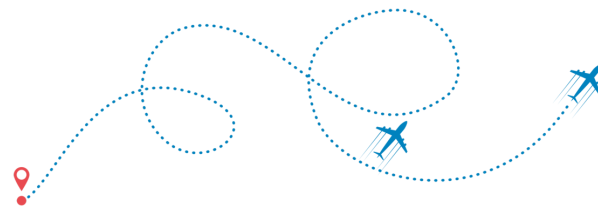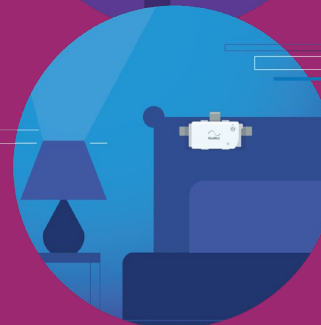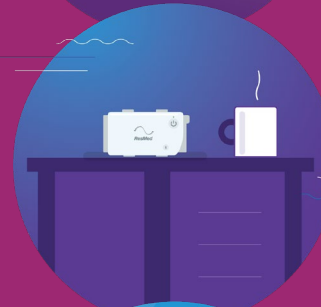
"Don't lose sleep (or your luggage) this travel season"

1st -30th APRIL 2025

APRIL 2025: AirMini™ travel promotion

PROMOTION MECHANICS

During the month of April 2025, every customer who purchases an AirMini device from a ResMed Authorised dealer and registers the device with **sleepvantage**, will receive a free ResMed AirMini hard case. ***BONUS*** first 100 registrations receive a Apple AirTag and ResMed tag holder!

1 **Customers buy an AirMini device from any ResMed authorised dealer**
PROMO PURCHASE PERIOD: Buy an AirMini during 1st April – 30th April 2025 (inclusive).

2 **Register the AirMini device with sleepvantage, by 31st May 2025**
All fields must be completed, including serial number, date and location of purchase

3 **Customer T&Cs, RAD Partner Instructions and marketing assets to support campaign**
available via sleepvantage, RAD Launch Pad and Marketing Hub from 11th March 2025

4 **All AirMini purchases registered to sleepvantage will be reviewed in early June 2025**
First 100 registrations will receive an Apple AirTag and ResMed branded AirTag holder.
Other AirMini devices registered with sleepvantage will receive an AirMini hard case only.

5 **Winning / eligible customers will be contacted via email in mid June 2025**
to verify their delivery address, for shipment of prizes direct from ResMed warehouse.

Full Terms and Conditions available: www.sleepvantage.com.au/terms-and-conditions

FIRST 100 SLEEPVANTAGE REGISTRATIONS
receive an Apple AirTag, tag holder and AirMini hard case during promo period.

BONUS
AirMini hard case for EVERY AirMini purchased and registered with sleepvantage during the promo period.
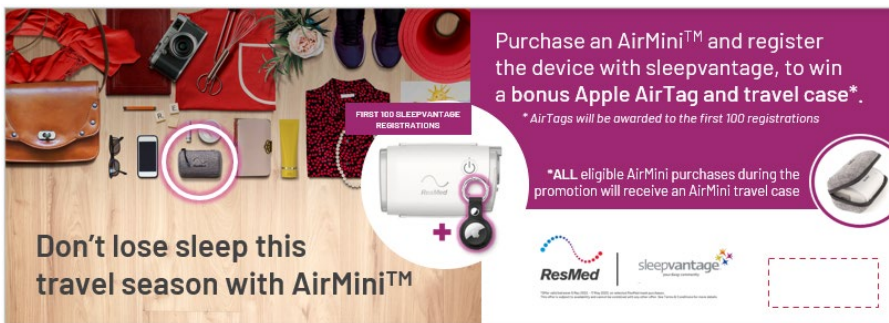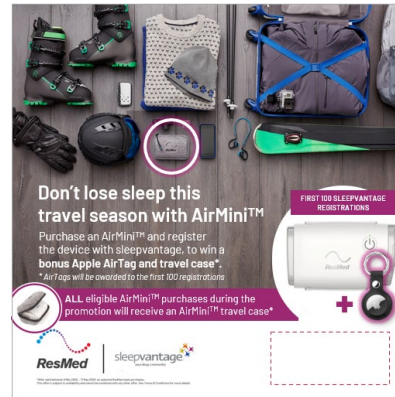
APRIL 2025: AirMini™ travel promotion

MARKETING ASSETS – PRINT + DIGITAL CONTENT

Content available from 11th March via [Marketing Hub](#) + [RAD Launch Pad](#)

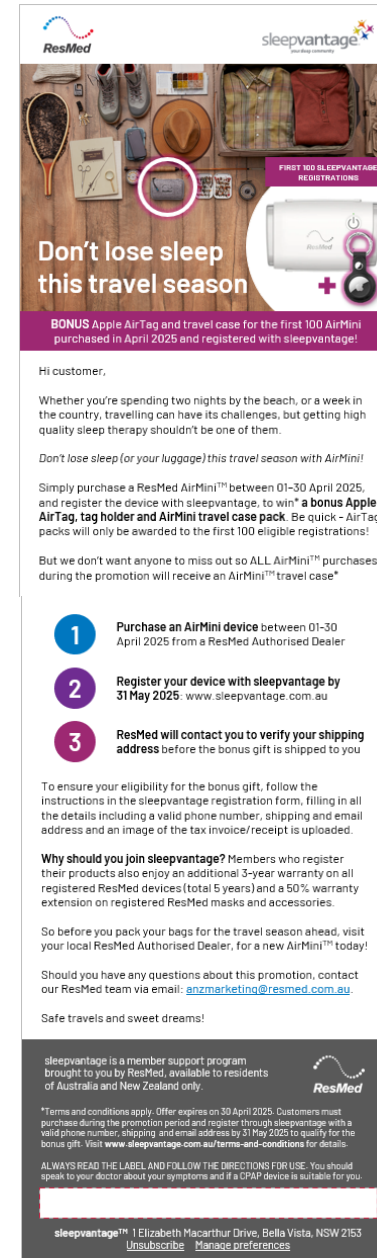Customer eDM email template
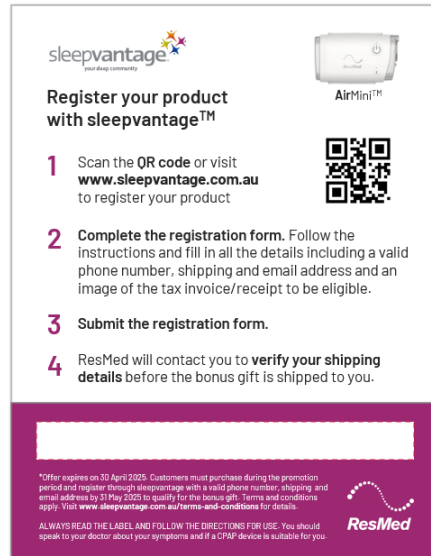
Flyer (A5) + Poster (A3)

Web banner

Social media posts

Logo co-branding positions

- Partners to drive promotion through their own channels, with in-store print collateral and online digital assets available via Marketing Hub.

- ResMed will also send eDM (email) to sleepvantage registered customers to inform them of the promotion.

- Digital assets include:
  – AirMini promo flyer (A5)
  – AirMini promo poster (A3)
  – AirMini promo social post
  – AirMini promo web header
  – AirMini promo customer eDM

- Select digital assets can be co-branded on Marketing Hub, with partner's logo, contact details and additional text.

- If you need marketing support for this promotion. ask your ResMed Account Manager.

APRIL 2025: AirMini^{TM} travel promotion

PARTNER MARKETING PRIZES!

Share your AirMini Travel Promotion social media posts, customer email outreach and photos of your in-store activations with your Resmed Account Manager, to be in the running to win a ResMed marketing package prize.
This is an opportunity for you to work with ResMed's marketing team to develop co-branded custom marketing content to support you in amplifying your company brand to boost your business growth.

MAJOR PRIZE: one (1) valued at $5,000
MINOR PRIZE: one (1) valued at $2,500

Past winners have used marketing prize funds towards co-branded assets such as: store signs and window decals, video production, team t-shirts, premium bags, car wraps and even a billboard advertising campaign on a major highway!

HOW WILL WE ASSESS PARTNER MARKETING PRIZE WINNERS?

CAMPAIGN ENGAGEMENT

❑ # of campaign assets ordered from Marketing Hub (print and digital)

❑ # of eligible customer submissions to the promotion from your location

❑ # of winning customers from your location (out of first 100 sleepvantage registrations)

PARTNER x CUSTOMER ENGAGEMENT

❑ # of social media posts on your owned channels

❑ # co-branded eDM emails sent to your customers

❑ # of web banners and digital assets on your website

❑ # of displays of promo marketing assets in your store locations and/or websites *(bonus points for creativity!)*

❑ # of sleepvantage registrations from your company during promo period (including ALL products, in addition to AirMini)

The upcoming Easter and ANZAC Day travel period in April 2025 is a fantastic opportunity for you to drive this AirMini™ campaign to customers as they prepare for their adventures ahead.

... so hop to it!

AirMini™

ResMed