



WHILST YOU ARE WAITING FOR THE  
EXHIBITOR CALL TO COMMENCE, PLEASE  
ENSURE THAT YOU HAVE CLICKED THE  
**MUTE BUTTON**



NEPEAN

DISABILITY

EXPO

31<sup>st</sup> March – 1<sup>st</sup> April 2023

EXHIBITOR  
INFORMATION CALL

# HOUSE KEEPING

**Thank you for joining the call.**

**Before we start if you could please follow these three simple steps:**

- Please put your ZOOM meeting **audio on mute**
- Please pop your **phones on silent**
- Please use the chat function to send in your questions, during or after the call

Questions will be answered at the end of the call or at the end of each topic

# THE AGENDA

Today we will cover:

- The Expo Marketing Plan & Promoting your Presence at the Expo
- Maximising your Presence at the Expo & Tips on Preparing your Booth
- Event Logistics & Helpful Information about moving in and your time at the Expo
- COVIDSafe Information

# SCAM ALERT

- **ImpactInstitute** is the official organiser, **ExpoNet** is the official exhibition build company, **Expo Freight** is our logistics provider and **Penrith Valley Regional Sports Centre** is the official venue supplier for the Expo.
- **SCAM ALERT:** It is likely you will be approached by an unsolicited third-party organisation offering you a copy of contact details of the attendee list for the Expo. This is a **SCAM!** Do not engage in any way with these companies. Please contact and inform the event organisers at your earliest convenience should this happen to you.
- **Please note** – we do not sell or give out attendee lists to any third parties, exhibitors or sponsors. If you would like a list of media & event partners with regards to advertising, accommodation & other associated items please contact us.



# MARKETING & PROMOTION




















# HOW WE PROMOTE THE EXPO

- Website/blogging
- Through advocacy organisations & service providers
- Social media posts, ads & engagement – Facebook
- Direct email to our attendee databases
- Western Weekender - Feature
- Digital geo-targeted web banners across the internet
- Link Magazine – website banner and email newsletter
- Local radio eg SWR-FM, 2RPH Community Radio
- Billboards – Great Western Highway
- Public relations targeting newspaper, TV & radio



Total Campaign Reach - > 2,000,000

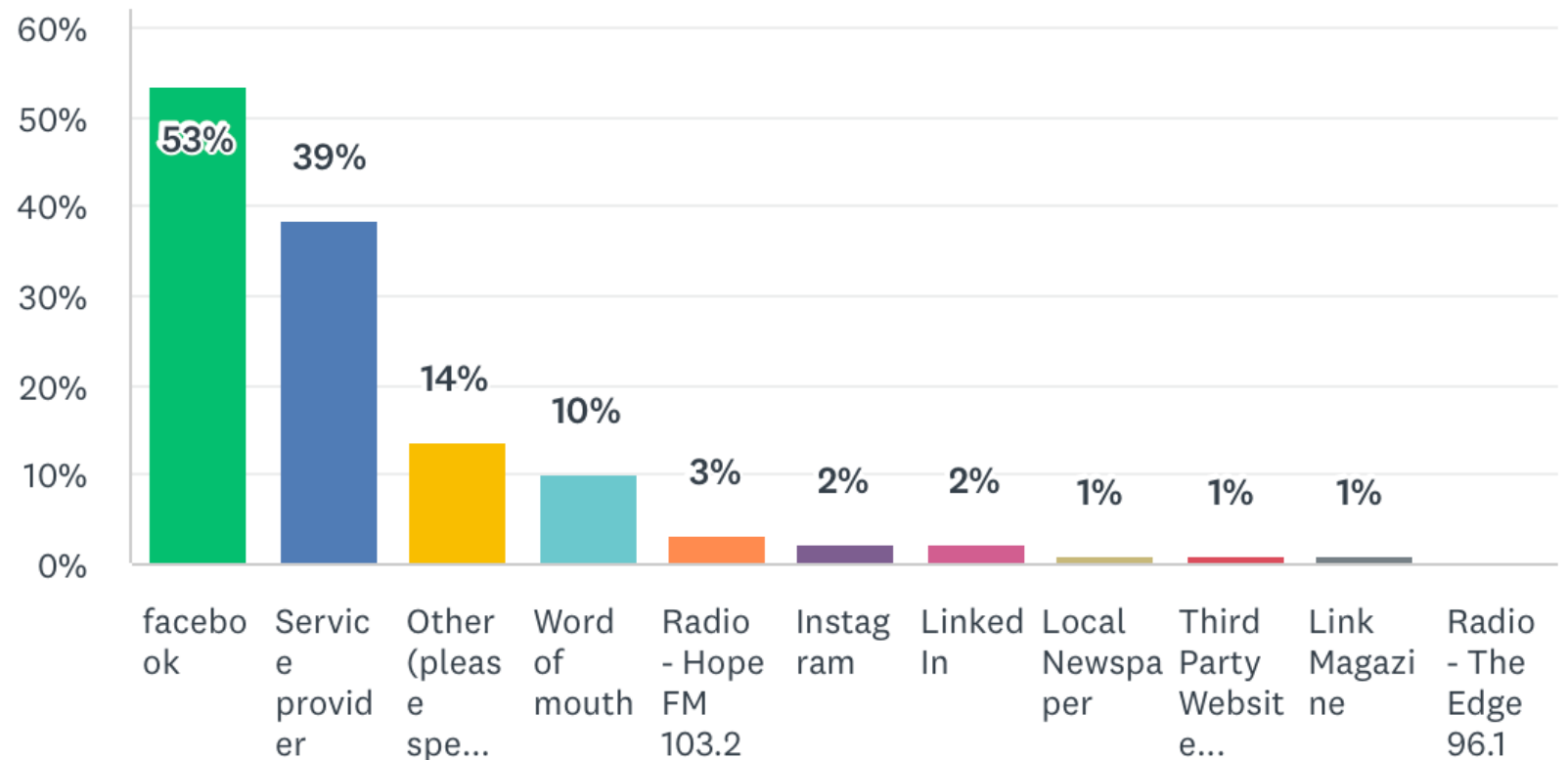
## MARKETING PLAN OVERVIEW

		JAN	FEB	MAR	EVENT
Social Media Advertising		Social Media  			
Digital Advertising Campaign & Geo Targeting Digital Display		Geo Targeting Digital Display – Google Network 			
Radio		Radio – 2RPH & SWR FM  			
Newspaper		Newscorp – Digital GEO Targeting 			
LINK Magazine Travel Without Limits		Link Magazine & Travel Without Limits  			
Billboards		Billboard Display Ads - Eastbound Eastern Creek 			
PR		PR Campaign			
Local Event Listing		Local Event Listing			



# WHY WOULD YOU PROMOTE YOUR BOOTH AND THE EXPO TO YOUR EXISTING CLIENTS?

Where did you hear about the Expo? (multiple answers allowed)



# PROMOTE YOUR BOOTH AT THE EXPO continued...

**EXHIBITOR DOWNLOADS:**  
DIGITAL ASSETS TO HELP  
WITH PROMOTION OF THE  
EVENT CAN BE FOUND VIA THE  
LINK BELOW

Email  
Signature  
Banner

FB Assets

Expo Logo

LINK ->

[www.nepeandisabilityexpo.com.au/exhibitor-downloads](http://www.nepeandisabilityexpo.com.au/exhibitor-downloads)



# PROMOTE YOUR BOOTH AT THE EXPO

Web/Social	Places you can promote the Expo: web page, blog, email signature & social media pages
Share	Share our event via your Facebook page <a href="https://www.facebook.com/events/1668244243591028">www.facebook.com/events/1668244243591028</a>
Page	Like the Facebook page <a href="https://facebook.com/NepeanDisabilityExpo">facebook.com/NepeanDisabilityExpo</a>
Share	Share our stories and tag us in your Facebook posts / Instagram posts <a href="#">@NepeanDisabilityExpo</a> / <a href="#">@disability_expos</a>

# PROMOTE YOUR BOOTH AT THE EXPO continued...

Download	Download promotional resources including images/flyers/banners
Promote	Promote the Expo on social media NOW and the days prior to the Expo
Email	Email your client distribution networks NOW – include the Facebook event link
Remind	Remind your staff who are client facing to let your clients know on visits, calls or via email
Include	Include the Expo in your regularly distributed newsletters and or publications
Communicate	Communicate the expo to your employees, so they can share with their clients, families and friends



**MAXIMISING  
YOUR BOOTH**

# MAXIMISING YOUR BOOTH

## The 5 Step plan

1. Plan
2. Design
3. Engage
4. Experience
5. Follow up



# MAXIMISING YOUR BOOTH

## 1. Plan

- Have plenty of promotional material on hand– **1,000** is an ideal number for printing flyers/brochures and merchandise.
- Plan and document your move-in and daily schedules, so all staff know what is expected, are on time and nothing gets missed.
- Make up a survival kit of stationary, note-pads, chargers, blue-tac, scissors etc. – we cannot provide any of these items to you, so be prepared.

# MAXIMISING YOUR BOOTH

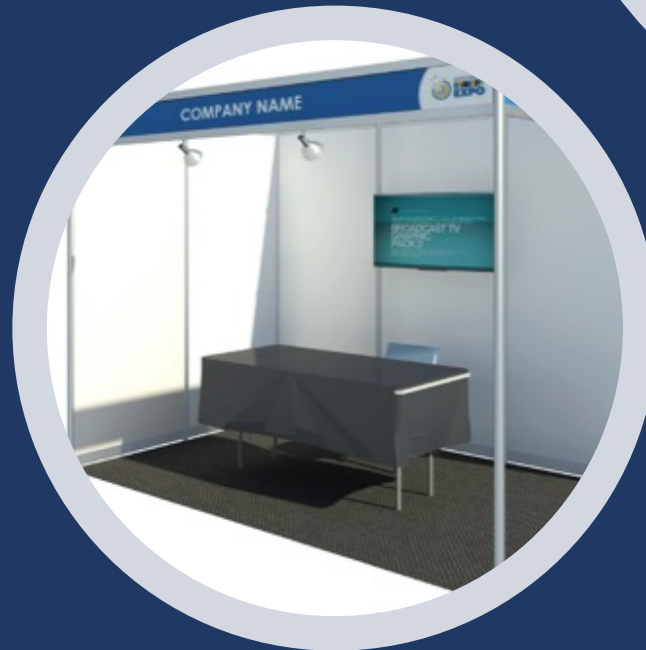
## 2. Design

- Utilise as many visual elements as possible within, but most importantly include items that will engage the attendee
- Keep the booth bright, simplistic and clean
- Keep your booth focused and consistently branded across all items, utilise the **upgrades** and **design team** available from **ExpoNet**.

**[esd@exponet.com.au](mailto:esd@exponet.com.au)**

# EXPONET BOOTH EXAMPLES

**exponet**  
EXHIBITIONS & EVENTS  
esd@exponet.com.au









# MAXIMISING YOUR ENGAGEMENT

## 3. Engage

- **Smile** and be as inviting and friendly as possible without being intrusive. Ensure staff are attentive to attendees and not distracted by phones or laptops.
- **Make each attendee remember you** - Be helpful and ask questions, utilize your visuals and branded merchandise, brochures & FAQ sheets.
- Know your pitch, your organization and how to answer a variety of questions, including the difficult ones.
- **Creating a Communication Plan** for your team is a great way to prepare for this aspect of the Expo.

***WHAT MAKES YOU DIFFERENT FROM THE ORGANISATION NEXT DOOR?***







# BEST BOOTH COMPETTITION

Over the Friday & Saturday of the Expo we will be running a **Best Booth Competition**.

We will be asking exhibitors and attendees to name the best booth based on **design** and **interaction** with attendees.

The best booth winners will be given a **\$250 voucher** towards their next Expo booking.

# MAXIMISING YOUR LEADS

## 4. Maximising Leads

- **Use social media** as a medium to attract people to your booth and to share what is happening at the Expo in real-time or live.
- **Act Quickly** - capitalise on opportunities as quick as possible by having quick to fill out lead forms and take-home info sheets, business cards or a QR code with links straight to your website so you can track your leads and follow up at a later date.
- **Have a lead form** available to fill in

# MAXIMISING YOUR LEADS

## 5. Following Up Your Leads

**Follow-up with all leads made during the Expo by:**

- Phone Calls
- Follow-up emails
- Checking online forms
- Social Media
- Updating your CRM's



EXPO  
LOGISTICS

# EXPO HOURS

**Friday 31<sup>st</sup> March & Saturday 1<sup>st</sup>  
April**

**9AM – 3PM**

**Note:** Booths **MUST** be occupied at all times (min 2 people).

Please notify Expo staff, if you need to leave your booth for any reason.

\*In case of emergency where you need to leave your booth unoccupied, please advise expo staff or call:

**0455 038 737**



# MOVE IN / MOVE OUT (MIMO LOGISTICS)

- Plan your move-in, ensure you have enough time to prepare your booth!

\*Please remember that all Exhibitors **MUST** first register via the registration desk located at the main entrance.

- Move-in - Thursday 30 March  
Strictly > 3pm – 6pm
- Move-out – Saturday 1 April  
Strictly > 3pm – 5pm
- Book your move-in time and loading dock access by 8<sup>th</sup> March via the MIMO form that has been emailed to you.



# THINGS TO REMEMBER

- Booths must be occupied at all times (min 2 people) – in addition to this, please ensure that staff **DO NOT** leave or pack up the booth until **after 3pm**
- **Limit trolley use at all other times, except move-in and move-out**
- **DO NOT** distribute any collateral beyond the boundary of your booth
- Walkways, corridors and exits **MUST NOT** be blocked at any time
- All competitions or raffles run by exhibitors must have clear, fair and accessible terms and conditions and the appropriate permit where required. To view these regulations and permits go to: <https://www.fairtrading.nsw.gov.au/games-of-chance>

# THINGS TO REMEMBER continued...

- Exhibitors wanting to supply any food or beverage sampling as part of their exhibit must obtain the appropriate council permits and/or approvals and submitted to the organiser by 9<sup>th</sup> March via email: [nde@impactinstitute.com.au](mailto:nde@impactinstitute.com.au)
- To view the range permits go to:  
[www.penrithcity.nsw.gov.au/Services/Health-and-Safety/Food-safety/](http://www.penrithcity.nsw.gov.au/Services/Health-and-Safety/Food-safety/)
- In addition, Exhibitors must also list this in the **MIMO form** where final approval will be given by organisers.
- Unauthorised food and beverage items will not be accepted into the building or at exhibitor booths and will be removed from the premises
- Exhibitors supplying and displaying food as part of their exhibit will be responsible for complying with relevant standards.
- Confectionary items may be considered for approval provided organisers receive this request in writing. If approval is given, all confectionary must be individually pre-packaged, and ingredients listed. Confectionary **MUST NOT** be readily available to children or persons who can not care for themselves

# KEY DEADLINES

ITEM	DUE DATE
Pay invoice and read terms and conditions	BY INVOICE DUE DATE
Send your Public Liability Certificate	IMMEDIATELY
Download Expo collateral	IMMEDIATELY
Install email signature and web banner	IMMEDIATELY
Prepare flyers, signage and lead forms for your booth	IMMEDIATELY
Booth allocations	IN PROGRESS
Log into ExpoNet portal and complete required forms	IMMEDIATELY
Book your move-in time – 15 <sup>th</sup> February	8 <sup>th</sup> March
Show Bag Inserts – Open (Digital Proofs: Closed)	9 <sup>th</sup> March

# SUPPLIER DEADLINES

ITEM	SUPPLIER	DUE DATE
Submit Food and Sampling Permit/Approval to the organizer - <a href="mailto:nde@impactinstitute.com.au">nde@impactinstitute.com.au</a>	ImpactInstitute	9 <sup>th</sup> March
Audio Visual Order Forms	ExpoNet	9 <sup>th</sup> March
Additional Lighting and Power	ExpoNet	9 <sup>th</sup> March
Fascia and Signage Confirmation	ExpoNet	9 <sup>th</sup> March
Furniture Order Form	ExpoNet	9 <sup>th</sup> March
Booth Modifications, Layout and Final Checklist	ExpoNet	9 <sup>th</sup> March
Wall Mounted Shelves	ExpoNet	9 <sup>th</sup> March
Audio Visual Order Forms	ExpoNet	9 <sup>th</sup> March



# LOGISTICS PROVIDER DEADLINES

We are pleased to announce that Expo Freight Australia will continue to be our preferred freight forwarder for this year's event.

After submitting your MIMO form, Exhibitors will receive a welcome email from Expo Freight, which will contain login details and temporary password. If you cannot locate this email, Exhibitors can also sign up via [www.expofreight.com.au/sign-up](http://www.expofreight.com.au/sign-up)

**Please contact ExpoFreight directly for further enquiries:**

**Expo Freight Australia**

**Contact No: +61 488 703 788**

**Email: [info@expofreight.com.au](mailto:info@expofreight.com.au)**

**Website: [www.expofreight.com.au](http://www.expofreight.com.au)**

# SUPPLIER DEADLINES

All Expo freight bookings must be registered via the Expo Freight portal no later than the **16<sup>th</sup> of March** and the below date deadlines per state are applicable:

FREIGHT DEADLINES PER STATE	
VIC METRO	27 <sup>th</sup> March
NSW METRO	30 <sup>th</sup> March
SA METRO	24 <sup>th</sup> March
QLD METRO	27 <sup>th</sup> March
WA METRO	20 <sup>th</sup> March
For ALL other enquiries please contact ExpoFreight Email: <b>admin@expofreight.com.au</b> Phone: <b>0488 703 788</b>	



# EXHIBITOR PARKING



- **Thursday:** Exhibitors may use the drop-off zone for loading and unloading purposes only. After loading/unloading goods, vehicles must leave immediately. For **move-in only** you will have access to the venue car park.
- During Event – Venue Car park is for attendees only, unless you have a valid disability parking permit (P2).
- **Friday/Saturday:** Please **ONLY** park on Herbert St.

# EXPO REGISTRATION

On arrival, make your way to registration located inside the venue via the entrance of Penrith Valley Regional Sports Centre to the desk located at the door. Please also remember to collect your Exhibitor Packs whilst registering.

- **Thursday 30<sup>th</sup> March 2023**  
**STRICTLY> open between 3pm – 6pm**

A **Drop-Off Zone** will be in operation on the Thursday between 9am – 5pm for couriers to delivering small hand-held items directly to registration.

NOTE: All Large items requiring a trolley will need to be dropped off via Loading Dock – times will be scheduled. After loading/unloading, vehicles must leave immediately (maximum time permitted is 15minutes).

**Exhibitors must first register at registration between 3pm – 6pm before being granted access to their deliveries**

# LOADING DOCK, SAFETY & THIRD PARTY

- Booking access to the loading dock via the MIMO form must be submitted by **8<sup>th</sup> March**. We ask that ALL small items that can be carried enter via registration where possible as not to congest the loading dock
- **Third Party Suppliers** – Please advise us of any external suppliers booked to work or install items at your booth. All work must be completed by **6pm on Thursday, 30<sup>th</sup> March & 5pm on Saturday 1<sup>st</sup> April**. Third Party Suppliers must adhere to our Safety Requirements (vests, enclosed shoes etc) at all times.
- **Couriers** - For those that have booked a courier to deliver their goods, this must be directed to our registration desk on **Thursday, 30<sup>th</sup> March** between **9am - 5pm**. Goods will not be accepted unless a delivery label is attached, clearly indicating your company name, contact and booth number. **All couriers engaged by exhibitors must also be listed on the MIMO form together with the number of items being delivered**



# LOADING DOCK, SAFETY & THIRD PARTY continued...

- All goods are the responsibility of the Exhibitor and must be collected by the end of the official move-out time, no later than **5pm Saturday 1<sup>st</sup> April. Please note: The ImpactInstitute accept no responsibility for Exhibitor goods.**
- **Safety Vests** and **enclosed shoes** must be worn at all times during notified 'Build Zones' – Please ensure you bring them with you, or they can be purchased from reception via **tap-&-go payment of \$5.**
- Please note: Any person/s not complying with these requirements will be directed to registration to obtain a vest or may be requested to leave the venue.



# COVIDSAFE EVENT

# COVIDSAFE INTRODUCTION

**ImpactInstitute wish to emphasise the health and safety of all patrons remain the number one priority.**

**Event specific health, hygiene and density monitoring has been implemented to help support COVIDSafe strategies.**

**Although regulations and restrictions continue to evolve, the implementation of COVIDSafe Strategies across all areas of our expo is aimed at ensuring our event is COVIDSafe.**





# GENERAL COVIDSAFETY MEASURES

**To ensure our Expo operates as a COVIDSafe event, the Nepean Disability Expo will be guided by State Government regulations at the time of the event.**

- Please go to our Exhibitor Downloads portal to find the following information;
  - COVIDSafe Information Guide
  - COVIDSafety Plan
  - Conditions of Entry

It is the Exhibitors responsibility to read this information and ensure that all staff are fully aware of, and abide by the requirements



# GENERAL COVIDSAFETY MEASURES

COVIDSafe measures that have been implemented are:

- Hand sanitisers will be located within the exhibition hall.
- Encouragement of at least 1.5m physical distancing
- Regular cleaning and disinfecting of venue
- Hygiene reminder messaging throughout venue
- Masks available upon entry (although not compulsory)
- A range of screens and COVIDSafe Solutions can be hired through ExpoNet



# COVID MARSHALLS

Some of the COVIDSafe measures incorporated into the Nepean Disability Expo are:

- Exhibitors **MUST** nominate one **COVIDSafe Marshall**
- The COVIDSafe Marshall is responsible in assuring exhibitor booth staff **adhere to all COVIDSafe guidelines**, such as the number of people permitted per booth, maintaining booth cleanliness and hygiene etc
- The COVIDSafe Marshall is **permitted to deputise** the role to a colleague if they are unable to attend a shift. ALL responsibilities of the COVIDSafe Marshall fall to the newly nominated staff member
- COVIDSafe Marshalls will be identified by an **ORANGE lanyard**.

# PHOTOGRAPHY / VIDEOGRAPHY

- Photography and video recording will be taking place at this Expo.
- We understand **privacy is important**. If you believe a photo or video of you has been captured and you do not want it distributed, please advise the photographer or contact us ASAP via [events@impactinstitute.com.au](mailto:events@impactinstitute.com.au)
- Exhibitors are permitted to take photographs and videography within their booth space to promote their organisation and presence at the Expo. Exhibitors are **not permitted** to interview members of the public, staff, volunteers, other exhibitors or performers outside their booth. Where videography or photography is taken of a specific individual or group, **written permission must be sought** from that individual or group prior to publication.

*\* Please refer to the **Terms and Conditions in the Exhibitor Manual** for a more detailed reference of your requirements relating to photography and video recording.*



# A – Z ADDITIONAL INFORMATION

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Audio Visual

---

Cleaning

---

Clear Aisles

---

Couriers and Deliveries

---

Expo Logistics

---

Promotional Material

---

Exhibitor Parking

---

Refreshments (tea & coffee)

---

Rubbish

---

Storage

---

Third Party Suppliers

---

Trolleys

---

Wired / Wireless Internet

# IMPORTANT INFORMATION

## EXHIBITOR DOWNLOADS

– Everything you need is  
available via the link

Exhibitor  
Manual

Venue  
Emergency  
Evacuation Map

ExpoNet  
Exhibitor  
Catalogue

ExpoNet  
Custom Booth  
Brochure

ExpoNet  
COVIDSafe  
Catalogue

COVIDSafe Plan

Exhibitor  
Checklist

Terms &  
Conditions

Booth Allocation  
Procedure

Email Signature  
Banner

Web Banners

Expo Logo

**LINK ->**

<http://www.nepeandisabilityexpo.com.au/exhibitor-downloads>



Enquiries, Invoicing & Booth Allocation	Email: <a href="mailto:nde@impactinstitute.com.au">nde@impactinstitute.com.au</a> Phone: 02 9025 9395
Events Manager Mathew Botten	Email: <a href="mailto:mathew.botten@impactinstitute.com.au">mathew.botten@impactinstitute.com.au</a> Mobile: 0455 038 737
Event Sales Heather Hopkins	Email: <a href="mailto:heather.hopkins@impactinstitute.com.au">heather.hopkins@impactinstitute.com.au</a> Mobile: 02) 9025 9317
ExpoNet Portal Details	Email: <a href="mailto:esd@exponet.com.au">esd@exponet.com.au</a> Phone: 02) 9645 7070
Expo Freight Australia	Email: <a href="mailto:info@expofreight.com.au">info@expofreight.com.au</a> Phone: +61 488 703 788

**IMPORTANT INFORMATION continued...**

[www.nepeandisabilityexpo.com.au](http://www.nepeandisabilityexpo.com.au)



THANK YOU