

Whilst you are waiting for the Exhibitor Call to commence, please ensure that you have clicked the

MUTE BUTTON





Exhibitor Information Call



4 - 5 April 2025

House Keeping

Thank you for joining the call.

Before we start if you could please follow these 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

SCAM ALERT

- **ImpactInstitute** is the official organiser, ExpoNet is the official exhibition build company, Expo Freight is our official logistics company 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 in regards to advertising, accommodation & other associated items please contact us.

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



MARKETING & PROMOTION









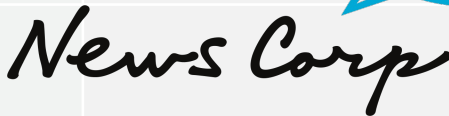







HOW WE PROMOTE THE EXPO

- Email databases and networking
- Social media posts, advertising & engagement – Facebook & Instagram. Google ads
- Website, blogging & cross-promoting through our extensive attendee databases
- Digital geo-targeted web banners across the internet
- Western Weekender partnership, Blue Mountains Gazette
- News.com digital campaign
- Link Magazine & Travel without Limits – website banner and email newsletter
- Local radio
- Billboards – Great Western Highway
- Public relations targeting newspaper, TV & radio



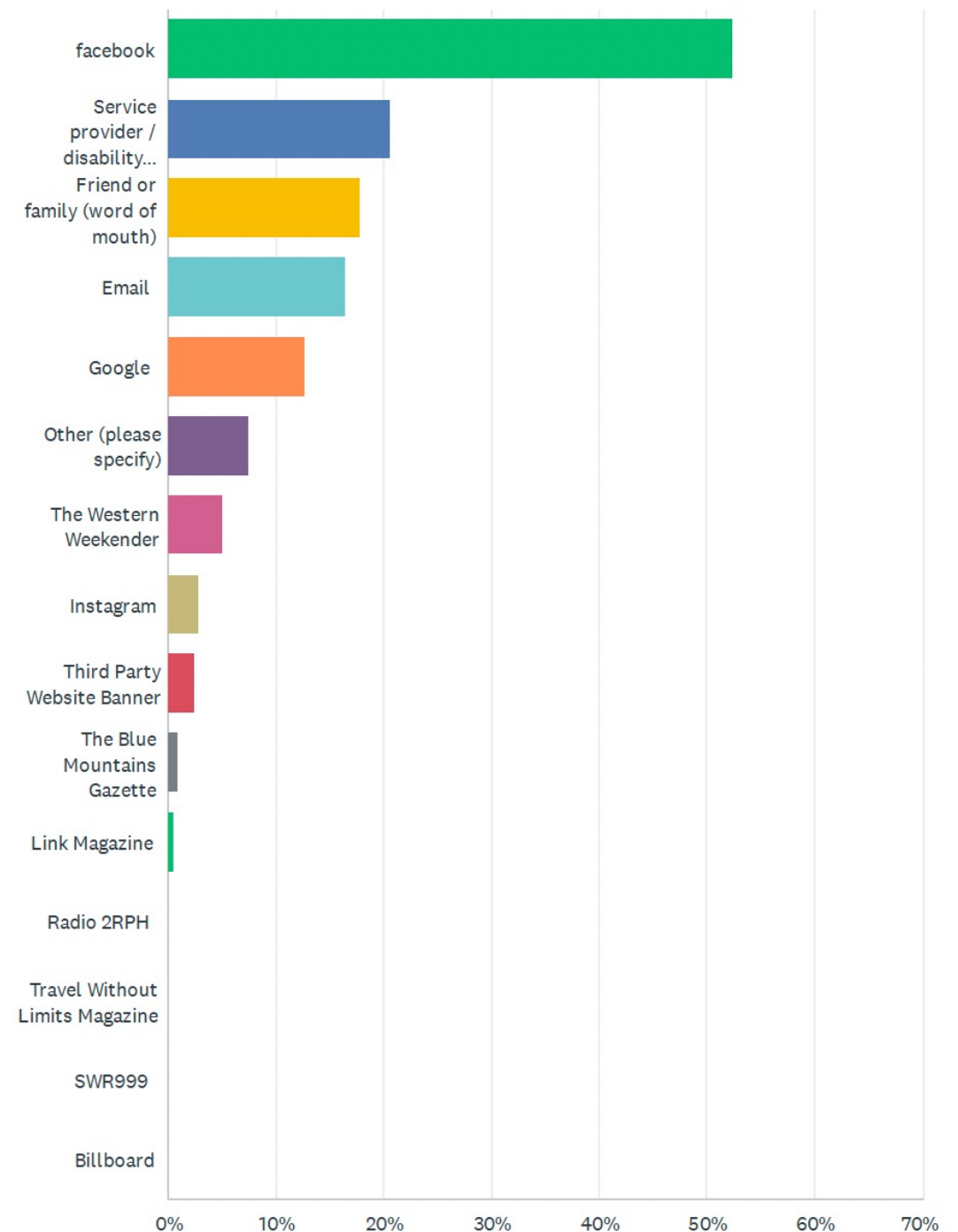
Total Campaign Reach - > 2,000,000

MARKETING PLAN OVERVIEW

		JAN	FEB	MAR	APR
Social Media Advertising		Social Media  			
Digital Advertising Campaign & Geo Targeting Digital Display		Geo Targeting Digital Display – Google Network 			
Radio		Radio – 2RPH & SWR FM 			
Newspaper		News Corp  Newscorp – Digital GEO Targeting			
LINK Magazine Travel Without Limits		Link Magazine & Travel Without Limits  			
Billboards		eimedia  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:



Email Signature Banner



Facebook assets



Exhibitor Video for social



Expo Logo



Digital assets to help with promotion of the event can be found via the link below:
www.nepeandisabilityexpo.com.au/exhibitor-downloads



Promote your booth at the Expo *continued...*

Web/Social	Places you can promote the Expo: web page, blog, email signature & social media pages
Share	Share our event via your Facebook page https://www.facebook.com/events/1627369701509067
Page	Like the Facebook page facebook.com/NepeanDisabilityExpo
Share	Share our stories and tag us in your Facebook / Instagram posts @NepeanDisabilityExpo / @disability_expos

Promote your booth at the Expo *continued...*

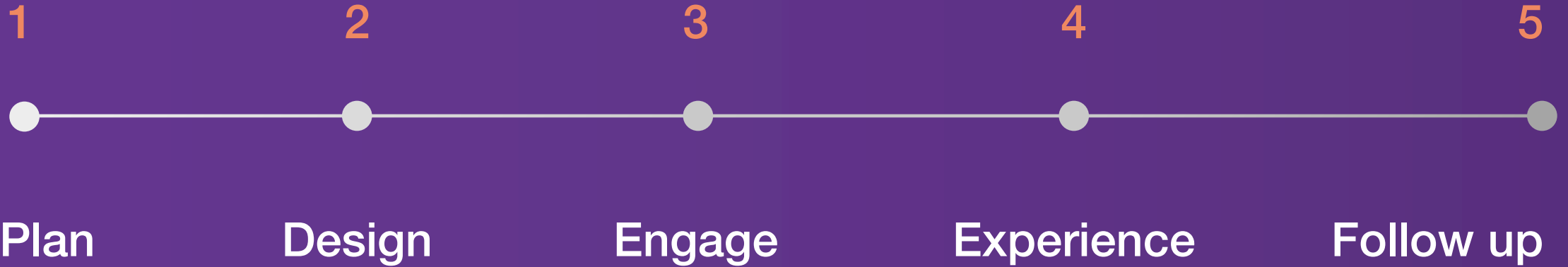
Download	Download promotional resources including images/flyers/banners
Promote	Promote the Expo on social media NOW and the days prior to the Expo
Email	Email your client distribution networks NOW – include the Facebook event link
Remind	Remind your staff who are client facing to let your clients know 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



THE 5 STEP PLAN



Maximising your booth



1. Plan

- Have plenty of promotional material on hand: **1000** is an ideal number for printing flyers/brochures and merchandise.
- Offer easy to use **lead forms**, digital is preferable
- 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 budget and space including quality images, signage, banners, TV screens, merchandise but do not overcrowd your booth
- Have at least one interactive element eg spinning wheels, games, raffles, etc.
- Keep the booth clean and tidy
- Keep your booth focused and consistently branded across all items, utilise the **upgrades** and **design team** available from **ExpoNet**.

esd@exponet.com.au

HELIUM BALLOONS ARE NOT PERMITTED ONSITE. Exhibitors will be asked to dispose of the balloons should they be brought into the venue/Expo.



Booth Examples

exponet
EXHIBITIONS & EVENTS
esd@exponet.com.au





Spin the Wheel to win a prize!

Prizes:	Bubble Wands
Slime	Jelly Beans
Putty	
Merch:	Stubby Cooler
Backpack	Hat
Beanie	
Frisbee	
Drink:	Lemonade
Coke	SF Lemonade
	Flaming Soda

Want to win a 2 night stay?

Go in the draw to win a 2 night stay for 4 in our fully accessible Airbnb property in Mayfield.

Scan the barcode and enter your details for a chance to win!

T&Cs apply

hedss
Human Disability Support Services

Supported Independent Living
Individualised Options
Shared Accommodation

hedss_au

Team HEDSS - Spreading smiles everywhere

Liked by 50 others

How many lollies are in the jar?

Write your name and number next to the number you would like to guess.

The closest guess to the right number will be contacted via phone on Monday 13/5

Goodluck!

HEDS

HEDS

NDIS Participant

Free that spreads smiles

HEDS

Day Program

Transport

Assistance with self care

Supported

HEDS

When we can take you

Hours

HEDS

NDIS Participant

Free that spreads smiles

HEDS

Maximising your Engagement



3. Engage

- **Smile** - ensure staff are attentive to attendees and not distracted by phones or laptops.
- **Make each attendee remember you** - Ask open ended questions to engage.
- **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 the Expo.

WHAT MAKES YOU DIFFERENT FROM THE ORGANISATION NEXT DOOR?

Maximising your Engagement



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 Engagement



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 4th & Saturday 5th 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 3rd April
Strictly > 3pm – 6pm
- Move-out – Saturday 5th April
Strictly > 3pm – 5pm
- Book your move-in time and loading dock access by 13th 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



- 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 13th March via email: nde@impactinstitute.com.au
- To view the range permits go to: 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 via nde@impactinstitute.com.au	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 – Open	13 th March
Show Bag Inserts – Open (Digital Proofs: Closed)	17 th March

Supplier Deadlines



ITEM	SUPPLIER	DUE DATE
Submit Food and Sampling Approval to the organiser - nde@impactinstitute.com.au	ImpactInstitute	13th March
Audio Visual Order Forms	ExpoNet	13th March
Additional Lighting and Power	ExpoNet	13th March
Fascia and Signage Confirmation	ExpoNet	13th March
Furniture Order Form	ExpoNet	13th March
Booth Modifications, Layout and Final Checklist	ExpoNet	13th March
Wall Mounted Shelves	ExpoNet	13th March
Audio Visual Order Forms	ExpoNet	13th 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



Expo Freight Australia will continue to be our preferred freight forwarder for this year's event.

Expo Freight Australia

Contact No: +61 488 703 788

Email: info@expofreight.com.au

Website: www.expofreight.com.au

SUPPLIER DEADLINES

FREIGHT DEADLINES PER STATE

VIC METRO

1st April

NSW METRO

3rd April

SA METRO

31st March

QLD METRO

1st April

WA METRO

26th March

For ALL other enquiries please contact ExpoFreight

Email: admin@expofreight.com.au

Phone: 0488 703 788

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 3rd April 2025**
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 **13th 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, 3rd April & 5pm on Saturday 5th 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, 3rd April** 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 5th April. Please note: 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 \$10.**
- 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.

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
- 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.*

Final Reminders



- **NO CHILDREN UNDER 16 PERMITTED ENTRY INTO THE VENUE DURING THE MOVE IN / MOVE OUT TIMES**
- **SAFETY VESTS** must be worn at all times during MOVE IN / MOVE OUT times
- **ENCLOSED SHOES** must be worn at all times during MOVE IN / MOVE OUT times
- **HELIUM BALLOONS ARE NOT PERMITTED IN THE VENUE** at all times. Fines apply if exhibitors are found with helium balloons inside the venue
- **NO SMOKING or VAPING** at the venue unless you are in the allocated smoking area

A-Z Additional Information



Audio Visual - ExpoNet

Cleaning - Main thoroughfare only

Clear Aisles - Clear at ALL times. No trips hazards and clear for Emergency

Couriers and Deliveries - advise us via the MIMO form.

Expo Logistics - ExpoFreight Australia preferred logistics provider

Promotional Material - distributed within the boundaries of your booth only

Exhibitor Parking – limited with venue parking reserved for accessible and attendee during event

Refreshments (tea & coffee) - Vouchers in Exhibitor Packs

Rubbish - please take large rubbish items with you

Storage - No storage so please plan well

Third Party Suppliers - advise via MIMO form













Trolleys – Please you bring your own

Wired / Wireless Internet – No WIFI available at the venue, bring your own portable WIFI

Important Information



EXHIBITOR DOWNLOADS:

	Exhibitor Manual		Exhibitor Call		Venue Emergency Evacuation Map
	ExpoNet Custom Booth Brochure		ExpoNet Exhibitor Catalogue		Booth Allocation Procedure
	Exhibitor Checklist		Terms & Conditions		Digital Advertising Assets
	Email Signature Banner		Web Banners		Expo Logo

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

Important Information *continued...*



Enquiries, Invoicing & Booth Allocation	Email: <u>nde@impactinstitute.com.au</u> Phone: 02 9025 9395
Events Manager Mathew Botten	Email: <u>mathew.botten@impactinstitute.com.au</u> Mobile: 0455 038 737
Event Sales Heather Hopkins	Email: <u>heather.hopkins@impactinstitute.com.au</u> Mobile: 0477 705 177 / 02 9025 9317
ExpoNet Portal Details	Email: <u>esd@exponet.com.au</u> Phone: 02) 9645 7070
Expo Freight Australia	Email: <u>info@expofreight.com.au</u> Phone: +61 488 703 788



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