

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

MUTE BUTTON





Exhibitor Information Call



8 – 9 August 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

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



WorkAbility
Expo

Scam Alert

- **ImpactInstitute** is the official organiser, **ExpoNet** is the official exhibition build company, Expo Freight is our official logistics company and **Sydney Showground** 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.



Marketing & Promotion



Hi, we're

GreatMates



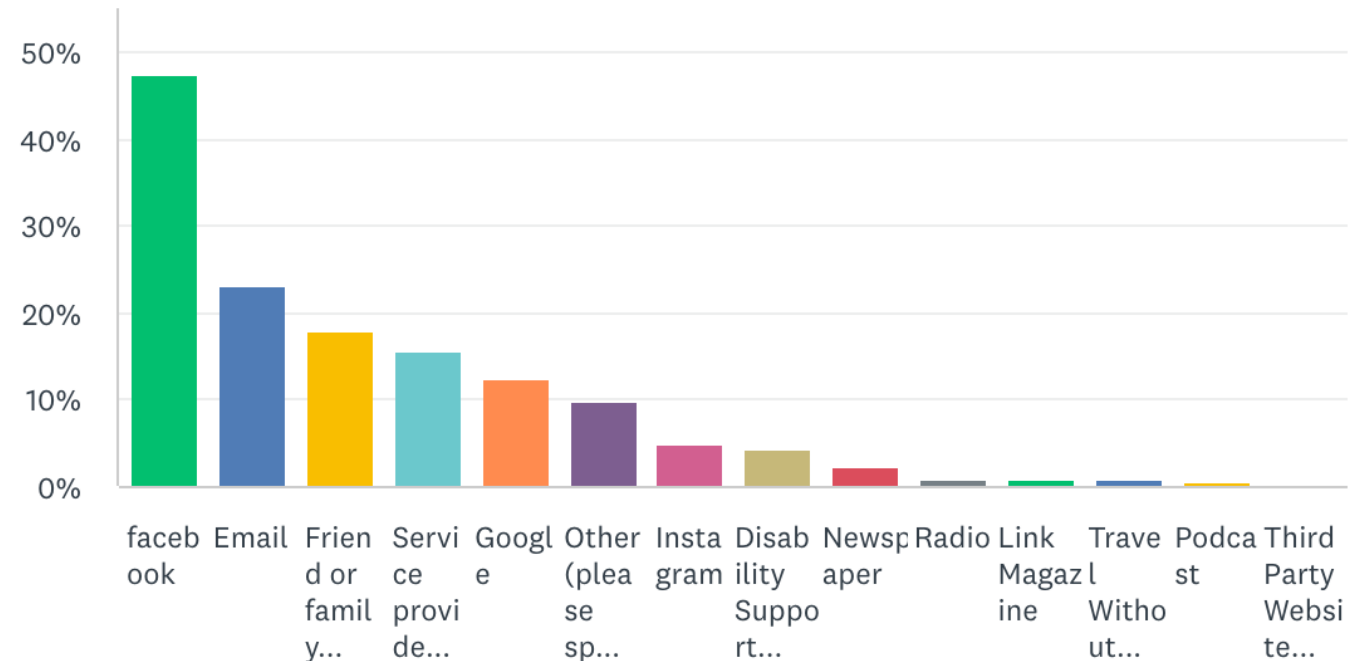
How we Promote the Expo

- Email our attendee databases
- Social media posts, ads & engagement – Facebook
- Google Ads Campaign
- Newscorp Digital Campaign
- Local newspapers ads & editorial across multiple publications
- Through advocacy organisations & service providers
- Parra News
- Link Magazine – website banner and email newsletter
- Travel Without Limits Magazine
- Disability Support Guide
- Billboard advertising

		JAN-APR	MAY	JUN	JUL	AUG EVENT
Social Media Advertising		Facebook 				
Digital Advertising		Google Ads & Newscorp digital  <i>News Corp</i>				
Community Radio					Community Radio – 2RPH	
Newspaper					Parra News	
LINK Magazine, Travel without Limits, Disability Support Guide		 Link Magazine and Online, Travel Without Limits print and online				
Billboard Display Ads					Billboard Display Ads	
PR					PR campaign	
Local Event Listing		Local event listing				

Why would you promote your booth and the expo to your exhisting 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.sydneydisabilityexpo.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 www.facebook.com/events/1568063637401575
Page	Like the Facebook page facebook.com/sydneydisabilityexpo/
Share	Share our stories and tag us in your Facebook posts @sydneydisabilityexpo

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



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:
Slime
Putty

Bubble Wands
Jelly Beans

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.

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!



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 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



WorkAbility Expo



What is the WorkAbility Expo?



Connecting employers and people with disability.

WorkAbility Expos are designed to improve the employment outcomes of people with disability, by connecting employers and people with disability.

WorkAbility Expos provide a platform for open employers, Disability Employment Services, Australian Disability Enterprises, education and training providers, disability service providers, advocacy groups, and government agencies to unite under one roof and support people with disability in their journey for meaningful employment.

The Sydney Expo is an integrated My Future, My Choice Disability & WorkAbility Expo

WorkAbility Expos will have three dedicated zones:

- Exhibition floor for your organisation to connect with people with disability, their family and carers as well as a range of industry professional
- A lounge for open and disability specific employers to host one-on-one conversations with people with disability
- Workshops to help people with disability on their employment journey

WorkAbility Consultation Zone (Employer Lounge)



The Employer Lounge is only formally open on Friday 8th August

- The Employer Lounge is not comprised of standard booths – it is a lounge area which will enable conversations to be held in a more relaxed setting. (Note: dedicated areas are provided for each exhibitor involved in disability employment – at your request)
- Consultation Zone is for open employers and for disability specific employer who have a booth on the exhibition floor
- Although not formally open on Saturday 9th August, employment related exhibitors wishing to interview or meet with attendees to discuss employment are welcome to also use this space on the Saturday at their discretion
- All exhibitors who are directly involved in disability employment will have the WorkAbility logo added to their fascia and will also a different coloured fascia
- There will be an additional section of the program dedicated to WorkAbility Expo



Expo Logistics



Expo hours

9am - 3pm

Friday 8th August 2025

Saturday 9th August
2025

- Booths must be occupied at all times during the opening hours (min 2 people)
- Exhibitors are NOT permitted to pack up or leave their booth unattended before 3pm.
- 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)

Move In

- Thursday 7th August
- Strictly 3-6pm

Move Out

- Saturday 9th August
- Strictly 3-5pm

- Fill in the Move in/ Move out (MIMO) Form by **17th July**
- Plan ahead, ensure you have enough time to prepare your booth!
- Bring equipment, i.e., trolleys, screwdrivers, scissors, etc.
- All exhibitors must register at the Information desk first
- **Safety Vests** and **enclosed shoes** must be worn during Move in/ Move out – Please ensure you bring yours, or they can be purchased from reception via **tap-&-go payment of \$10.**
- **Children under 16 years old are not permitted in the venue.**

Loading dock, safety & third party

- **Loading dock use** - must be booked via the MIMO form and approved by the organiser before 17th July.
- The time you put down on the MIMO form to access loading dock is tentative only. You'll receive a confirmation email on your loading dock time one week before the expo. Each slot is restricted to **15mins** and exhibitors must leave after unloading and follow instructions given by the staff at the loading dock at all times.
- Please bring items that are safe to be 'hand-held' via front entrance to not congest the loading dock.
- **Third Party Suppliers** – any external suppliers booked by exhibitors must be listed on the MIMO form and approved by the organiser. **All external work must be completed by 6pm on Thursday & 5pm on Saturday.** All external staff must adhere to our Safety Requirements (complete safety induction, vests, enclosed shoes etc) at all times.

Loading dock, safety & third party

continued...

- **Couriers** – all third-party couriers engaged by exhibitors must also be listed on the MIMO form together with details of items being delivered. You will receive a delivery label when you complete the MIMO form. Goods will not be accepted unless a delivery label is attached, clearly indicating your company name, contact and booth number.
- Deliveries are to be made on Thursday between 9am - 5pm only via Loading Dock. Pick-ups are strictly between 3pm – 5pm on Saturday.
- 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 9th August. ImpactInstitute accept no responsibility for Exhibitor goods.**
- 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.

Venue Services Portal



- Exhibitors must complete orders on the **Sydney Showground Venue Services Portal** in order to get the following:
- Approval to confectionery/product giveaway
- Approval to food/beverage sampling
- Approval to sell food/beverage at the expo
- Discount exhibitor parking tickets
- Reliable internet services
- In-stand cleaning
- If you're planning on giving out confectionery/food beverage samples, you must complete the MIMO to obtain expo organiser's approval first by 17th July, and then submit order via the venue services portal by 31st July for venue approval. Any unauthorised food and beverage items will not be permitted and will be removed from the premises.
- Details on confectionery/ food sampling can be found on exhibitor manual and the venue services portal.

Key Deadlines



ITEM	DUE DATE
Pay invoice and read terms and conditions	BY INVOICE DUE DATE
Send your Public Liability Certificate to sde@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
Complete MIMO Form – Opens 30 th July	17 th July
Show Bag Inserts – Open (Digital Proofs: Closed) Due at packing house	17 th July
Sydney Showground Venue Services Portal - Open	31 st July
Pre-Paid Parking (SOP – Sydney Olympic Parking)	31 st July

ExpoNet OEK Deadlines



ITEM	DUE DATE
Log into ExpoNet OEK portal and complete required forms	17 th July
Audio Visual Order Forms	
Additional Lighting and Power	
Fascia and Signage Confirmation	
Furniture Order Form	
Booth Modifications, Layout and Final Checklist	
Wall Mounted Shelves	
Audio Visual Order Forms	



Logistics provider deadlines

For all bookings please login via **the Expo Freight Portal**
(<https://expofreight.com.au/login/?next=/booking-request/event/207/>)

Exhibitors should have received a welcome email from Expo Freight with login details and temporary password.

Exhibitors can also sign up via **www.expofreight.com.au/sign-up** You will need to create an account. From there, login and search for "Sydney Disability Expo 2025 "

All enquiries must be submitted by Tuesday 29th July 2025



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

For all enquiries contact:

Phone: +61 488 703 788

E-mail: admin@expofreight.com.au

Exhibitor Parking



- **Thursday:** P6 available on a first in first served basis. Alternatively, Exhibitors can park in P1.
- **Friday/Saturday:** Please **ONLY** use the P1 parking area. This will help to save parking in P6 for attendees which are closes to the venue.
- **Stryder Shuttle Bus:** 3x will be in operation from 0830 – 1530 during our event days and links P1, the Train Station Bus Stop and Exhibition Hall 4.
- **NOTE:** Exhibitor Discount Parking via the Venue Services Portal is only available for parking in P1 and needs to be booked by the **31st July** deadline



Photography / Videography



- Photography and video recording will be taking place at this Expo.
- We understand privacy is important. Both Exhibitors and Attendees are invited at registration to obtain a NON CONSENT Lanyard should they wish to promote their non consent. If you believe a photo or video of you has been captured and you do not want it distributed, please advised the photographer or contact us ASAP via info@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.*

Things to remember



- **HELIUM BALLOONS ARE NOT PERMITTED IN THE VENUE** at any time. Fines apply if exhibitors are found with helium balloons inside the venue.
- No trolley use permitted during expo opening hours.
- **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. The competitions must abide by the NSW Fair Trading regulations and, where required, a permit obtained. To view these regulations and permits go to:
<https://www.fairtrading.nsw.gov.au/games-of-chance>
- **NO SMOKING or VAPING at the venue** unless you are in the allocated smoking area

For more information please refer to exhibitor manual, accessed via our Exhibitor Downloads

Exhibitor Room

An Exhibitor room located above **Kiosk 3** (opposite side of the Hall to the stage) is available for any exhibitors needing a quiet space or break. Follow signs or ask event staff if you need assistance locating this room.



A-Z Additional Information



Audio Visual – Order from ExpoNet or bring your own

Cleaning – Exhibitors must keep your own booth clean

Clear Aisles – At all times. No trip hazards and clear for emergency

Couriers and Deliveries – fill in the MIMO form and label items clearly

Expo Logistics - ExpoFreight Australia preferred logistics provider

Promotional Material - distributed within the boundaries of your booth only

Exhibitor Parking – book discount parking online via venue services portal

Refreshments (tea & coffee) – Limited number of vouchers in your exhibitor pack

Rubbish - please take large rubbish items with you

Storage - No storage so please plan well

Third Party Suppliers – submit via MIMO form or email us, must be approved first

Trolleys – Please you bring your own

Wired / Wireless Internet – order reliable internet service via venue services portal

Important Information



EXHIBITOR DOWNLOADS:



Exhibitor
Manual



Venue Emergency
Evacuation Map



Venue Exhibitor
services Portal



Exhibitor Call
Recording



ExpoNet Custom
Booth Brochure



ExpoNet Exhibitor
Catalogue



Exhibitor
Checklist



Terms &
Conditions



Booth Allocation
Procedure



Email Signature
Banner



Web Banners



Expo Logo

Everything you need is available via the link <http://www.sydneydisabilityexpo.com.au/exhibitor-downloads>

Important Information *continued...*



Enquiries, Invoicing & Booth Allocation	Email: sde@impactinstitute.com.au Phone: 02) 9025 9391
Event Sales Heather Hopkins	Email: heather.hopkins@impactinstitute.com.au Mobile: 0477 705 177 / 02 9025 9317
Events Manager Mathew Botten	Email: mathew.botten@impactinstitute.com.au Mobile: 0455 038 737
ExpoNet Portal Details	Email: esd@exponet.com.au Phone: 02) 9645 7070
Expo Freight Australia	Email: admin@expofreight.com.au Phone: 0488 703 788
Sydney Showground Venue Services	Email: venueservices@sydneyshowground.com.au Phone: 02) 9704 1265



Discover more by Visiting

[sydneydisabilityexpo.com.au/
exhibitor-downloads](https://sydneydisabilityexpo.com.au/exhibitor-downloads)

