

Thank you for joining the call.
Before we start if you could please
follow these housekeeping steps:

- Please put your ZOOM **audio on mute**
- Please pop your **phones on silent**
- Please use the chat function to send in your questions, during or after the call
- There will be Q&A at the end of the call





Exhibitor Information Call



7 – 8 August 2026

SCAM ALERT



Official Suppliers:



ImpactInstitute
• Expo organiser



ExpoNet
• official expo builder



Expo Freight
• official logistics provider



Sydney Showground
• Expo venue

 **SCAM ALERT:** Do not engage in any way with unsolicited third-party organisation offering you a copy of contact details of the attendee list for the Expo. We do not sell or give out attendee lists to any third parties, exhibitors or sponsors. Please contact and inform the event organisers at your earliest convenience should this happen to you.

 **Hawker Alert:** Unauthorised companies or organisations are not allowed to hand out flyers at our expo. Report to expo staff at the Information Booth if you notice any suspicious behaviours ASAP.

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





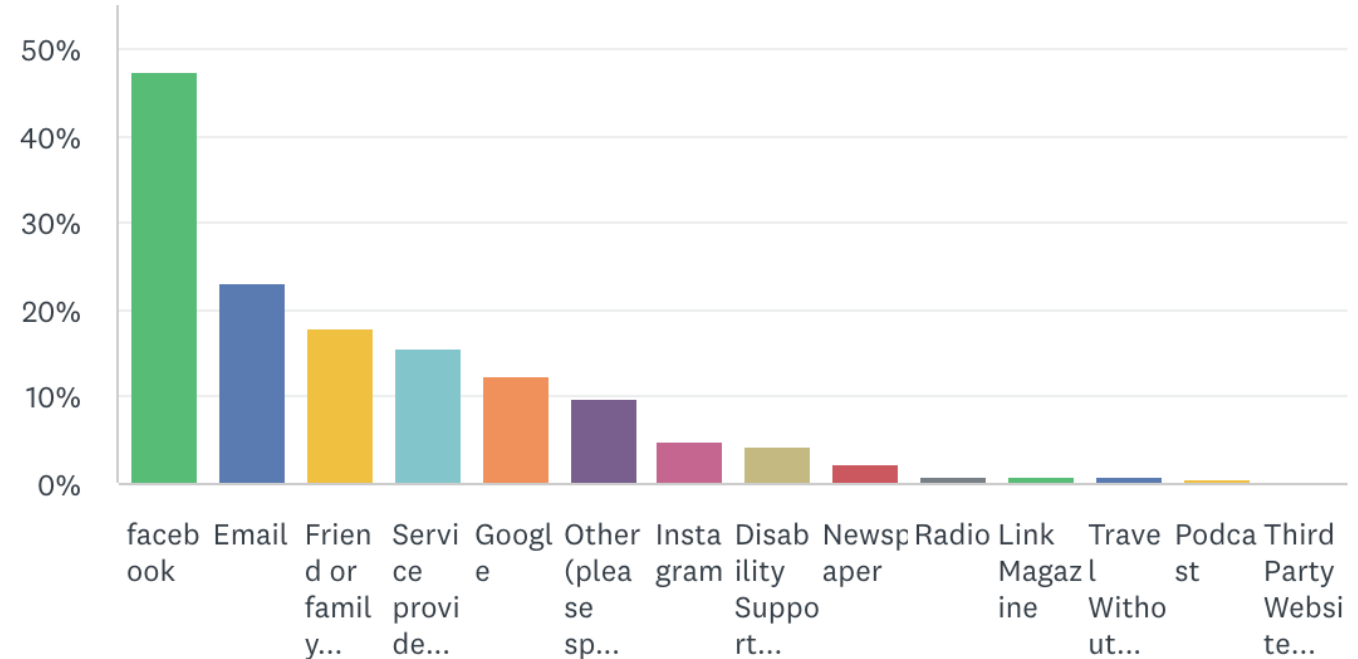
Total Campaign Reach - > 1,200,000

MARKETING PLAN OVERVIEW

		JAN-APR	MAY	JUN	JUL	AUG EVENT
Social Media Advertising		Facebook 				
Digital Advertising		Google Ads & News Corp Digital  <i>News Corp</i>				
Community Radio		 Community Radio – 2RPH				
Travel Without Limits	 	 Travel Without Limits – Print & Online				
LINK Magazine, Disability Support Guide, The Advocate		 Link Magazine, Disability Support Guide, The Advocate  Disability Support Guide 				
PR		PR Campaign – Two Mates 1 Chair (Ambassadors)				
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

Share

Share our event via your Facebook page

<https://www.facebook.com/events/1382833953233195>

Follow

Follow the Disability Expos' Facebook/ Instagram

[facebook.com/sydneydisabilityexpo/](https://www.facebook.com/sydneydisabilityexpo/)

https://www.instagram.com/disability_expos

Tag

Share our posts/stories and tag us in your Facebook/ Instagram posts/stories

@SydneyDisabilityExpo @SDE26

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



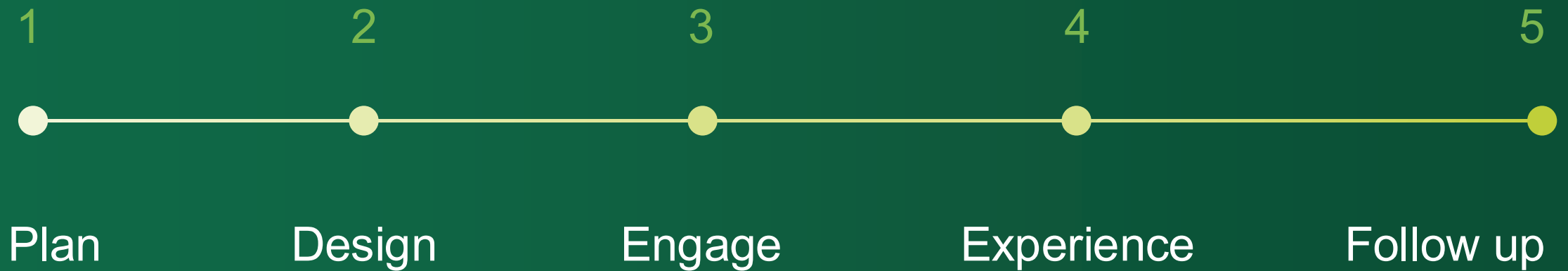
	Download	Download resources: expo logo/images/flyers/banners, and recreate your own
	Promote	Promote the Expo across all platforms: web page, blog, email signature & social media pages
	Email	Email your client distribution networks – include the Facebook event link
	Communicate	Communicate with all client-facing employees, let them share the expo with their clients, families and friends
	Include	Include the Expo in your regularly distributed newsletters and/or publications
	Remind	Send reminders, reposts on social media a few days before the expo

Maximising your booth

Hi, we're
GreatMatters



THE 5 STEP PLAN



Maximising your booth



1. Plan

- Have plenty of promotional material on hand – **1500** 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

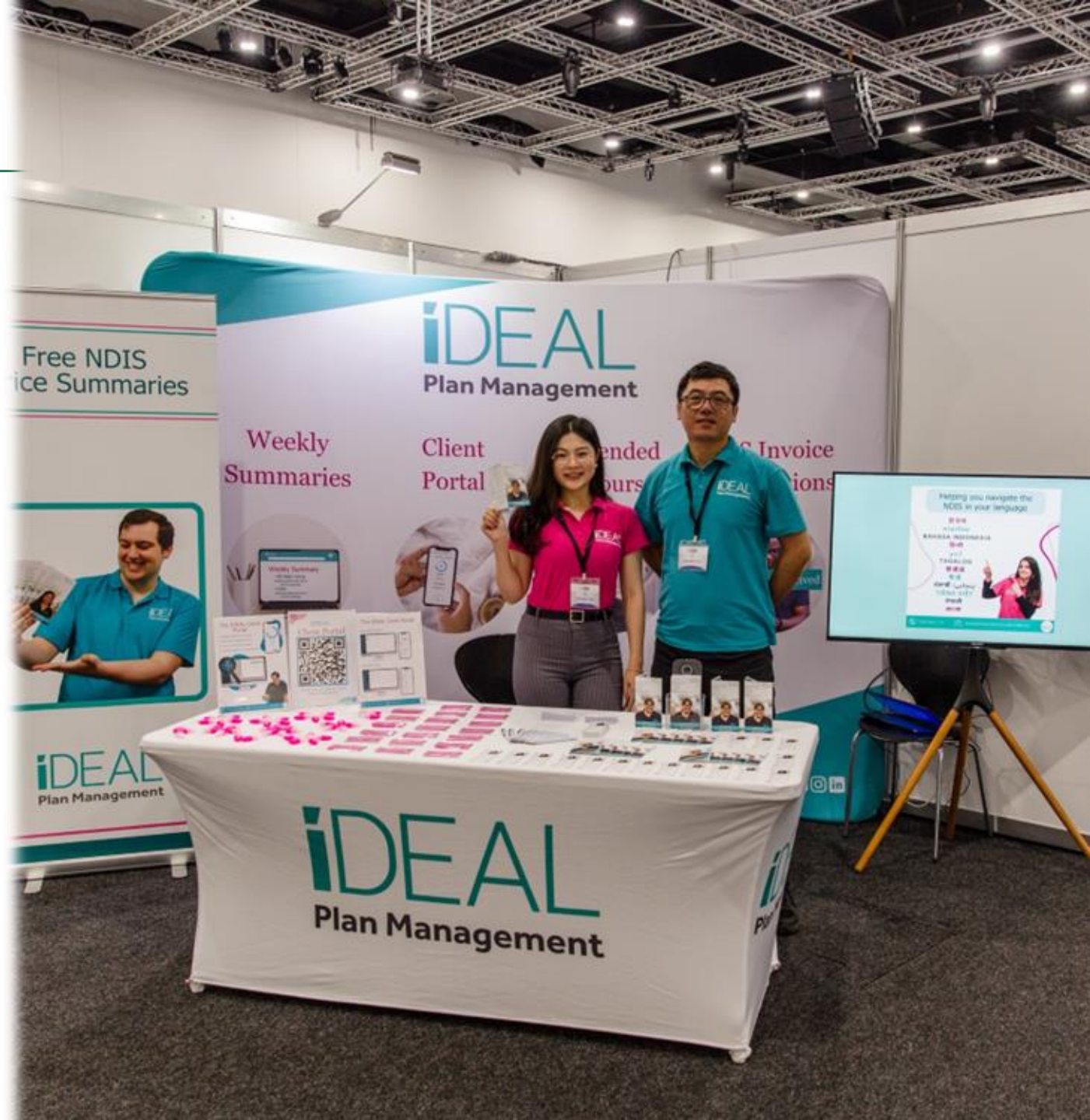
HELIUM BALLOONS ARE NOT PERMITTED ONSITE. Exhibitors will be asked to dispose of the balloons should they be brought into the venue/Expo.

Booth Examples

Recommended Supplier:

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.

hedss_au

HEDS
Human Disability Support Services

Supporter
Indepe
Living

Individualised
Option

Sh
Ac

Team HEDSS - Spreading smiles everywhere

Liked by 50 others
we go! 🙌

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

NDIS Participant

Service that spreads smiles

Transport

Assistance with self care

Day Program

Work Term Accommodation

When we can take you

More information is not available

Please contact us at

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



Expo Logistics



Expo hours

9am - 3pm

Friday 7th August 2026

Saturday 8th August
2026

- All exhibitors are required to wear expo lanyard and wristband at the expo at all times.
- Exhibitors must not distribute any collaterals or place any furniture or signage beyond the boundary of your booth.
- Booths must be presentable before 9am on both days
- 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.
- No trolleys allowed on the exhibition floor during opening hours between 9am - 3pm
- In case of an emergency, please notify expo staff at the information booth or call **0455 038 737**.

Move In / Move Out

(MIMO LOGISTICS)

Move In

- Thursday 6th August
- Strictly 3-6pm

Move Out

- Saturday 8th August
- Strictly 3-5pm

- ✓ Plan well to have enough time!
- ✓ Bring equipment, i.e., trolleys, screwdrivers, scissors, tape, etc.
- ✓ Check in at the Information desk first. Collect lanyards, exhibitor pack, expo program, and complimentary coffee/tea vouchers

- ✓ No moving out before 3pm
- ✓ No trolley movement before 3pm
- ✓ Remove everything before 5pm
- ✓ Be patient and mindful for attendees to leave and wait for loading dock to open

Loading dock, safety & third party

- **Loading dock use** - must be booked via the MIMO form and approved by the organiser.
- Unloading is restricted to **15 mins per slot from 3pm - 5:30pm (last entry)**. You must park elsewhere after unloading.
- Confirmation email will be sent to exhibitors that have booked loading dock use after MIMO is closed. Please adhere to your allocated time.
- Cars entering the loading dock must follow staff/ security instructions, and drivers may be required to show their drivers' licences
- No children under 15 years old during move in/move out.
- Safety vests can be purchased at Information Booth for \$10 on tap & go.

Everyone must wear safety vest & enclosed shoes during MIMO!

You can buy safety vest from us, but you'll be refused entry if not wearing the correct shoes.

Loading dock, safety & third party *continued*



- **Third-party Suppliers** – external suppliers used must be listed on the MIMO form and approved by the organiser first. All external work must be completed by 6pm on Thursday & demolished by 5pm on Saturday.
- All custom build stand must be approved by the organiser and the venue first, email sde@impactinstitute.com.au ASAP.
- **Third-party Couriers** – contact details of the courier used must also be listed on the MIMO form together with details of items being delivered.
- Each item sent or being collected must have the official delivery/collection label attached, clearly stating your company name, booth number and contact person's details.
- Deliveries: 9am - 5pm Thursday; Pick-ups: 3pm – 5pm on Saturday.
- All staff/ contractors must adhere to expo MIMO schedule and Safety Requirements at all times. Any person not complying may be requested to leave the venue. Anything left after 5pm will be removed as rubbish.

Venue Services Portal



Exhibitors must complete orders on the [Sydney Showground Venue Services Portal](#) in order to get the following services by 28th July:

- Approval to confectionery/product giveaway
- Approval to food/beverage sampling giveaway (fees may apply)
- Approval to sell food/beverage at the expo (fees may apply)
- Discount exhibitor parking passes
- Internet services
- In-stand cleaning

Exhibitors must use their booth number to log in the portal.

A screenshot of the Sydney Showground Venue Services Portal. The page has a green header with navigation links: 'VENUES', 'PLAN YOUR EVENT', 'WHAT'S ON', and 'GETTING HERE'. Below the header, the 'Showground' logo is on the left, and the event title 'Sydney Disability Expo 2026' is on the right, with the dates 'Friday, 7 August 2026 - Saturday, 8 August 2026' underneath. The main content area contains a 'Booth Information' section with a label 'Stand Number/Name *' and a text input field. An 'OK' button is located below the input field.

Confectionery/ Food or Beverage



Sydney Showground is the exclusive provider of food and beverage services on site. No other supplier or caterer may provide or cater food and beverage products unless specifically approved by Sydney Showground.

If you're planning on giving out confectionery/ food or beverage samples or sell any products, you must first complete the MIMO to obtain expo organiser's approval first **by 17th July**, and then submit order via the venue services portal **by 28th July** for venue approval.

You must also apply for council permits when required and pay any fees that venue may acquire.

Unauthorised food and beverage items are not permitted and will be removed from the premises.

Read the Exhibitor Manual and instruction on the venue services portal ASAP.

Exhibitor Parking



- **Thursday/ Friday:** P6 available on a first in first served basis. Alternatively, Exhibitors can park in P1.
- **Saturday:** Please **ONLY** use the P1 parking area.
- **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: Discount Exhibitor Parking passes need to be booked by 28th July via the Venue Services Portal. Only regular parking passes can be purchased from the venue after the deadline.



Exhibitor Checklist



HAVE YOU...?	DUE DATE
Pay invoice in full and read terms and conditions	BY INVOICE DUE DATE
Choose your booth allocation – only after your invoice is fully paid	IN PROGRESS
Send Public Liability Certificate – must be valid through the expo dates	IMMEDIATELY
Download Expo collaterals - www.sydneydisabilityexpo.com.au/exhibitor-downloads	IMMEDIATELY
Install email signature and web banner, post on social media	IMMEDIATELY
Prepare flyers, signage, lead forms and survival kit for your booth	IMMEDIATELY
Complete the MIMO Form - Organisational information, logistics information & applications, required approvals Approval and permits • Food/ beverage Sampling or confectionery Approval • Apply for Animal, vehicle or other permits • Apply for custom build booth	17 th July

Supplier Deadlines



SUPPLIER	ITEM	DUE DATE
Expo Freight	Log in to the Expo Freight Portal and order courier service	28 th July
ExpoNet (Complete OEK)	• Fascia Confirmation • Additional signage or customised fascia orders • Audio Visual Order Forms • Additional Lighting and Power • Furniture Order Form • Booth Modifications, Layout and Final Checklist • Wall Mounted Shelves • Test and tag	17 th July
Sydney Showground	• Confectionery/product giveaway • Food/beverage sampling or selling (fees may apply) • Discount exhibitor parking passes • Internet services • In-stand cleaning • Staff catering	28 th July

A-Z Information Guide



Animals	Only Certified Assistance Animals allowed. Seek approval ASAP if you want to bring in animals as part of your booth operation. Appropriate Council Permit may apply
Audio Visual	Hire through ExpoNet
Balloon	No Helium balloons allowed inside the expo venue at any time, fines apply
Behaviour	ANTI-SOCIAL and OFFENSIVE behaviour will NOT be tolerated
Cleaning	Main thoroughfare only, please keep your booth clean
Clear Aisles	Aisles and Exits must be kept clear at ALL times. No trips hazards and clear for Emergency
Couriers, Deliveries & Third-Party Suppliers	Advise us via the MIMO form, seek approval before you finalise anything with your contractor
Emergency Evacuation	Review Emergency evacuation plan via Exhibitor Downloads.
Expo Logistics	ExpoFreight Australia is the preferred expo logistics provider
Food Sampling/ Confectionery	Follow instructions to apply for approval and permits. Unauthorised items will be removed at the exhibitor's own expenses

A-Z Information Guide *continued*



Hawker	Unauthorised companies or organisations are not allowed to hand out flyers at our expo. Report to expo staff at the Information Booth if you notice any suspicious behaviours ASAP.
Promotional Material	No distribution outside the boundaries of your booth
Raffle or Competition	Check out the law and regulations and get permits where required: https://www.nsw.gov.au/money-and-taxes/community-gaming
Refreshments	A limited number of complimentary coffee & tea vouchers are provided to exhibitors
Rubbish	Please take large rubbish items with you. Rubbish dumping may result in extra fees
Smoking	No smoking or vaping unless you are in the allocated smoking area
Storage	No additional exhibitor storage room, plan well for your booth space
Test & Tag	All electrical equipment must comply with national standard and have a current tag, or you can order test and tag service from ExpoNet
Trolleys	Please bring your own. No Trolleys movement inside the venue during expo hours
Wired / Wireless Internet	Bring your own portable device or order venue internet services

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](#) for a more detailed reference of your requirements relating to photography and video recording.*

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.

Note there's no lift operating to the level, ask expo staff for access if you need to use the room.



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...*



All Expo Enquiries	Email: sde@impactinstitute.com.au Phone: 0499 553 394
Event Key Accounts Manager 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)

