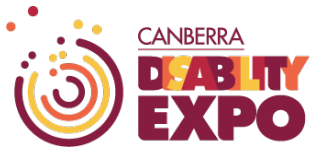


Whilst you are waiting  
for the Exhibitor Call  
to commence, please  
ensure that you have  
clicked the

**MUTE BUTTON**





# Exhibitor Information Call



12 – 13 September 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

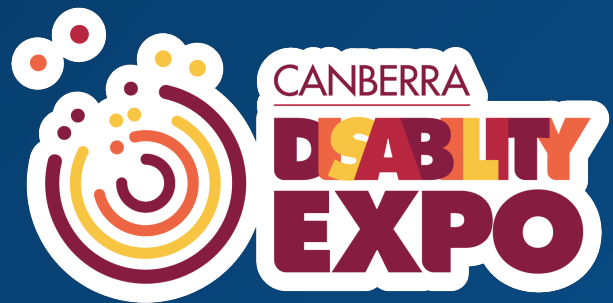


WorkAbility  
Expo



# Scam Alert

- **ImpactInstitute** is the official organiser, **ExpoNet** is the official exhibition build company, **Expo Freight** is our official logistics company and **EPIC** 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 databases and networking
- Social media posts, ads & engagement – Facebook
- Google Ads Campaign
- Website, blogging & cross-promoting through our attendee databases
- Digital geo-targeted web banners across the internet
- Local newspapers ads & editorial across multiple publications
- Link Magazine – website banner and email newsletter
- Disability Support Guide
- Travel Without Limits Magazine
- Local radio





Total Campaign Reach - > 1,200,000

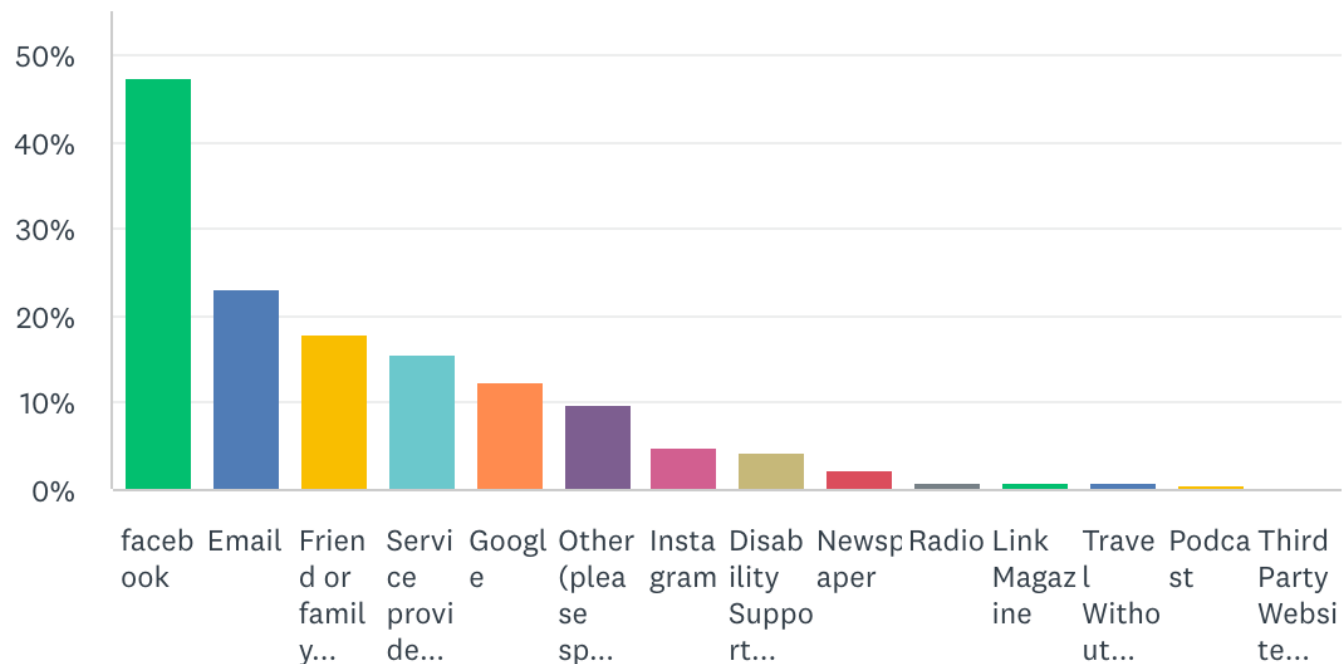
## MARKETING PLAN OVERVIEW

		JAN-APR	MAY	JUN	JUL	AUG	EVENT
Social Media Advertising		Facebook 					
Digital Advertising		Google Ads 					
Radio - FM						2CC & 2AA	
Newspaper					Canberra Weekly & Canberra Times & City News		
LINK Magazine, Travel without Limits		 Link Magazine and Online					
Disability Support Guide		 Disability Support Guide					
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.canberradisabilityexpo.com.au/exhibitor-downloads](http://www.canberradisabilityexpo.com.au/exhibitor-downloads)

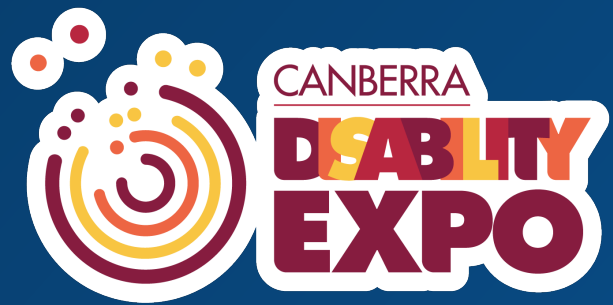
# Promote your booth at the Expo *continued...*

Web/Social	Places you can promote the Expo: web page, blog, email signature & social media pages
Share	Share our event via your Facebook page <a href="https://www.facebook.com/events/1082880569901869">www.facebook.com/events/1082880569901869</a>
Page	Like the Facebook page <a href="https://facebook.com/canberradisabilityexpo/">facebook.com/canberradisabilityexpo/</a>
Share	Share our stories and tag us in your Facebook posts <a href="https://facebook.com/canberradisabilityexpo/">@canberradisabilityexpo</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

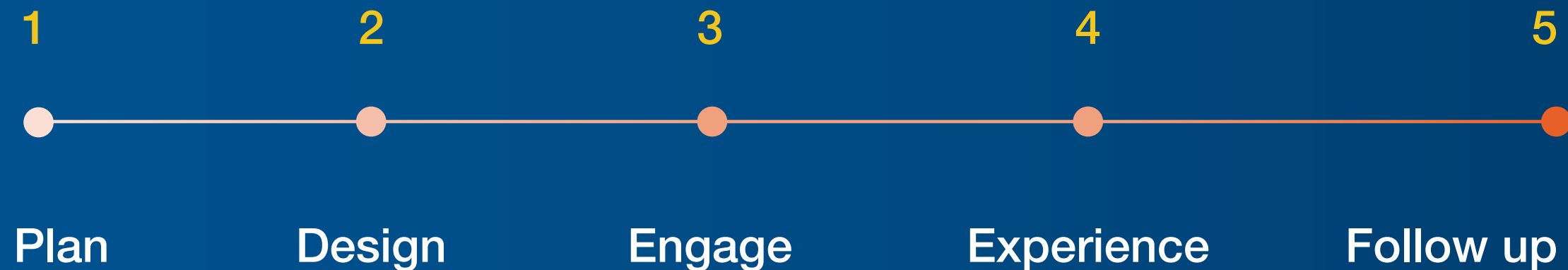


Hi, we're  
GreatMatters



# 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](mailto: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](mailto: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.

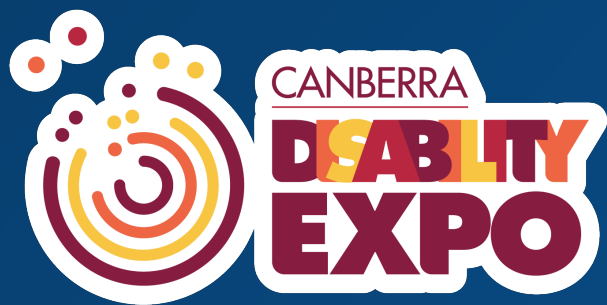
WorkAbility Expos provide a platform for open employers, Disability Employment Services, Australian Disability Enterprises, education and training providers, disability service providers, advocacy groups, and government agencies to unite under one roof and support people with disability in their journey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

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

### WorkAbility Expos will have two zones:

- Exhibition floor for your organisation to connect with people with disability, their family and carers as well as a range of industry professional
- Workshops to help people with disability on their employment journey
- 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 12<sup>th</sup>  
September 2025

Saturday 13<sup>th</sup>  
September 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 11<sup>th</sup> Sept
- Strictly 3-6pm

## Move Out

- Saturday 13<sup>th</sup> Sept
- Strictly 3-5pm

- Fill in the Move in/ Move out (MIMO) Form by **21<sup>st</sup> August**
- 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 21<sup>st</sup> August.
- 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 13<sup>th</sup> September. 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.

- **EPIC can cater for all exhibitors in these services:**
- **EPIC Food Sampling Checklist**
- **EPIC WIFI Connection Form**
- It is compulsory for every exhibitor to fill in **EPIC Stall Holder Safety Checklist** and to follow **EPIC Electrical Safety Requirements**.
- All forms must be submitted before **21<sup>st</sup> August**. The exhibitors will bear their own risk to not comply with these requirements and deadlines.

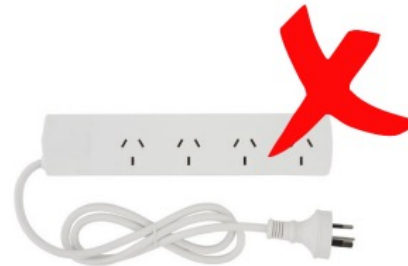
All these forms can be found on exhibitor downloads page.

# Venue Services



- It is compulsory for every exhibitor to follow **EPIC Electrical Safety** Requirements. Especially with power boards and extension cords, only commercial rated power boards and leads are to be used inside this venue.

Domestic Rated Power board



Domestic Rated extension lead  
(1.5mm cable thickness)



Commercial Rated extension lead  
(2.5mm Cable thickness)



Domestic Rated Piggy Back lead



Commercial Rated Power block



Current Test and Tag on all leads



# 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	21 <sup>st</sup> August
Book your move-in time – Open	21 <sup>st</sup> August
Show Bag Inserts – Delivery Due Date	21 <sup>st</sup> August



# SUPPLIER DEADLINES

ITEM	SUPPLIER	DUE DATE
Venue Service Forms	EPIC	21 <sup>st</sup> August
Audio Visual Order Forms	ExpoNet	21 <sup>st</sup> August
Additional Lighting and Power	ExpoNet	21 <sup>st</sup> August
Fascia and Signage Confirmation	ExpoNet	21 <sup>st</sup> August
Furniture Order Form	ExpoNet	21 <sup>st</sup> August
Booth Modifications, Layout and Final Checklist	ExpoNet	21 <sup>st</sup> August
Wall Mounted Shelves	ExpoNet	21 <sup>st</sup> August
Audio Visual Order Forms	ExpoNet	21 <sup>st</sup> August

# LOGISTICS PROVIDER DETAILS

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

Exhibitors who have not used the service before 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 note all enquiries must be submitted by 1<sup>st</sup> September 2025*

**For all other areas:**

**Expo Freight Australia**

**Contact No: +61 490 069 630**

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








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

# EXHIBITOR PARKING

- **Thursday:** The Budawang and Coorong Pavilions have ample parking to accommodate exhibitor parking during the MIMO period.
- **Friday/Saturday:** Please **ONLY** use parking behind the Quokka Pavillion (behind the arena).
  - + This will ensure sufficient parking for attendees close to the venue.
- **NOTE: Parking is FREE at the venue**



## Exhibition Park in Canberra (EPIC)

 <b>Friday</b> - Parking	 Loading Dock	 Light Rail	 <b>REGO</b> Registration
 <b>Saturday</b> - Parking	 Drop Off Zone	 Bus Stop	Entrance into 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 advised 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 your **Terms and Conditions in your 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 ACT regulations and, where required, a permit obtained. To view these regulations and permits go to:  
<https://www.gamblingandracing.act.gov.au/industry/forms-and-fees/applying-for-a-trade-promotion>
- **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**

# A – Z ADDITIONAL INFORMATION

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**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 all items

---

**Expo Logistics** - ExpoFreight Australia preferred logistics provider

---

**Promotional Material** – only distribute within your booth

---

**Exhibitor Parking** – free parking

---

**Rubbish** - please take large rubbish items with you

---

**Storage** - No storage so please plan well

---

**Third Party Suppliers** - must be approved first

---

**Trolleys** – Please you bring your own

---

**Wired/Wireless Internet** – order via venue services

---



# IMPORTANT INFORMATION

Exhibitor  
Manual

Venue  
Emergency  
Evacuation Map

Exhibitor Call

ExpoNet  
Exhibitor  
Catalogue

ExpoNet  
Custom Booth  
Brochure

Venue Service  
Forms

Exhibitor  
Checklist

Terms &  
Conditions

Booth Allocation  
Procedure

Email Signature  
Banner

Web Banners

Expo Logo

**LINK ->**

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

Enquiries, Invoicing & Booth Allocation	<b>Email: <a href="mailto:cde@impactinstitute.com.au">cde@impactinstitute.com.au</a></b> <b>Phone: 0499 553 394</b>
Events Manager Mathew Botten	<b>Email: <a href="mailto:mathew.botten@impactinstitute.com.au">mathew.botten@impactinstitute.com.au</a></b> <b>Mobile: 0455 038 737</b>
Event Sales Heather Hopkins	<b>Email: <a href="mailto:heather.hopkins@impactinstitute.com.au">heather.hopkins@impactinstitute.com.au</a></b> <b>Mobile: 0477 705 177 / 02 9025 9317</b>
ExpoNet Exhibitor Services	<b>Email: <a href="mailto:esd@exponet.com.au">esd@exponet.com.au</a></b> <b>Phone: (02) 9645 7070</b>
Expo Freight Australia	<b>Email: <a href="mailto:admin@expofreight.com.au">admin@expofreight.com.au</a></b> <b>Phone: +61 490 069 630</b>

**IMPORTANT INFORMATION continued...**





# Discover more by Visiting

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

