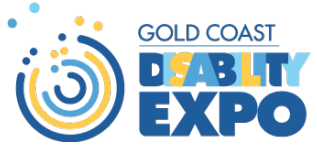


Whilst you are waiting for the Exhibitor Call to commence, please ensure that you have clicked the

MUTE BUTTON





Exhibitor Information Call



6 - 7 June 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 **Coomera Indoor 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



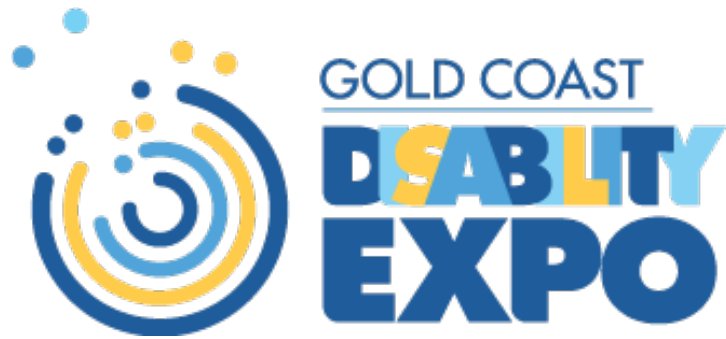
Maximising your Presence at the
Expo & Tips on Preparing your Booth



WorkAbility
Expo



Event Logistics & Helpful
Information about moving in and
your time at the Expo



MARKETING & PROMOTION

HOW WE PROMOTE THE EXPO



Email databases and networking

Through advocacy organisations & service providers

Social media posts, advertising & engagement – Facebook & Instagram

Website, blogging & cross-promoting through our extensive attendee databases

Digital geo-targeted web banners across the google display network

Digital advertising – NewsCorp

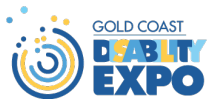
Radio Stations – Hot Tomato

Link Magazine – website banner and email newsletter

Travel Without Limits Magazine















What's on sites

Billboards



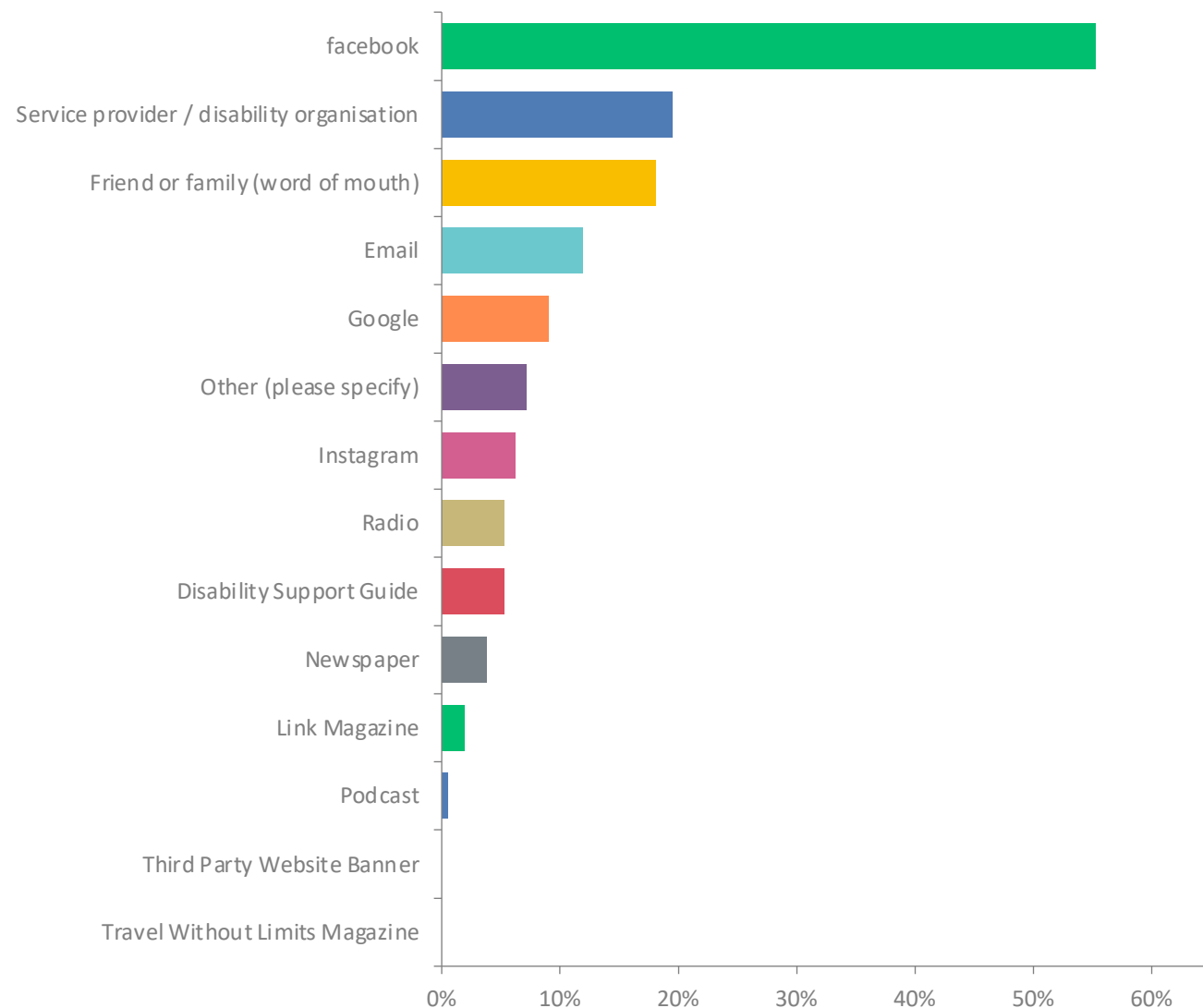
Total Campaign Reach - > 1,200,000

MARKETING PLAN OVERVIEW

		MAR	APR	MAY	EVENT
Social Media		Facebook 			
Digital		Google Ads 			
Radio - FM				Hot Tomato	
Travel Without Limits		Travel Without Limits – Blog, EDM & magazine			
LINK Magazine, Disability Support Guide		Link Magazine, & Disability Support Guide			
Billboard Display				Billboards 	
Newspapers & What's On			Newspapers & What's On		
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



Expo Logo



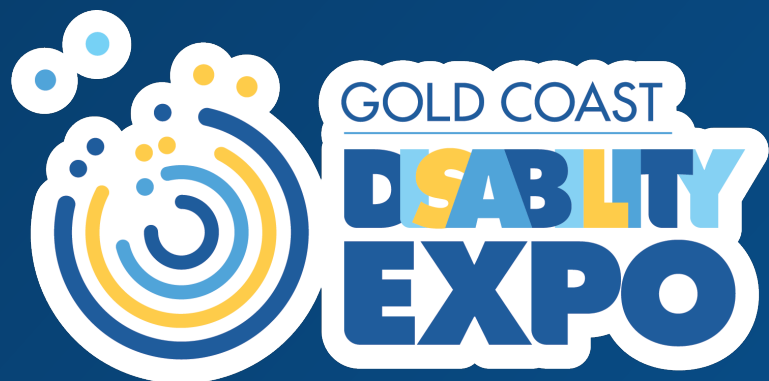
Connect
with us

Digital assets to help with promotion of the event can be found via the link below:

<https://goldcoastdisabilityexpo.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/1947180162376815
Page	Like the Facebook page facebook.com/GCdisabilityexpo and facebook.com/WorkAbilityExpo
Share	Share our stories and tag us in your Facebook posts @GoldCoastdisabilityexpo @WorkAbility



Maximising your booth



THE 5 STEP PLAN



Maximising your booth



1. Plan

- Have plenty of promotional material on hand: **1000 - 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.

3. Maximising your engagement

- **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?

4. Experience - 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

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



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 Gold Coast Expo is an integrated My Future, My Choice Disability & WorkAbility Expo

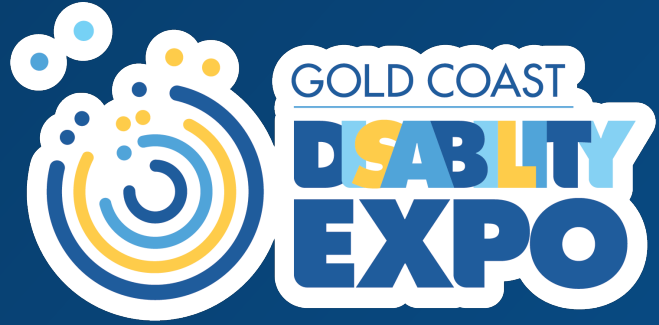
WorkAbility Expos will have three dedicated zones:

- Exhibition floor for your organisation to connect with people with disability, their family and carers as well as a range of industry professionals
- 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



The Employer Lounge is only formally open on Friday 6th June

- 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)
- Employer Lounge is for open employers and for disability specific employer who have a booth on the exhibition floor
- The Employer Lounge will have a concierge to control the flow of people into the area and additionally redirect attendees to booths if required
- Although not formally open on Saturday, 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 6th June 2025

Saturday 7th June 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 5th June 2025
- Strictly 3-6pm

Move Out

- Saturday 7th June 2025
- Strictly 3-5pm

- Fill in the Move in/ Move out (MIMO) Form that has been emailed to your booth manager by 15th May
- Plan your move in and move out, 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 right inside the entrance when you first arrive at the expo
- All exhibitors must complete Section one of the Venue's Safety Induction. All third parties you must complete Section one and two

Loading dock, safety & third party

- **Loading dock use** - must be booked via the MIMO form and approved by the organiser.
- Loading dock use are restricted to 15mins and exhibitors must park in the carpark after unloading. 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.
- **Couriers** – all third-party couriers engaged by exhibitors must also be listed on the MIMO form together with the number of items being delivered. You will receive a delivery label when you have filled in 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.

Loading dock, safety & third party

continued...

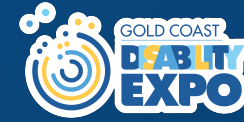
- All goods are the responsibility of the Exhibitor and must be collected by the end of the official move-out time, no later than **5pm Saturday 7th June. Please note: The venue or ImpactInstitute accept no responsibility for any exhibitor goods.**
- **Safety Vests** and **enclosed shoes** must be worn 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.**
- No children under 16 years old or any animals are permitted at the loading dock or inside the venue during move in/move out
- 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.

Food Sampling



- CISC has sole catering rights for the sale and/or distribution of any food or beverage product that will be consumed on-site. Use of any external food and beverage provision including sampling must be approved by both the CISC and the event organiser (ImpactInstitute) in writing by the **15th May**.
- Exhibitors are also responsible for complying with relevant standards, and determining the food safety and handling requirements for their products including applying for relevant permits. For City of Gold Coast guidelines go to: <https://www.goldcoast.qld.gov.au/Services/Report-pay-apply/Permits-licensing/Food-business-%e2%80%93-fixed-mobile-temporary-premises>
- Confectionary is also considered food items. Any exhibitors wanting to provide confectionary items at their booth **MUST** advise the organiser via the MIMO. If approval is given, all confectionary must be individually pre-packaged and list ingredients. Confectionary **MUST NOT** be readily available to children or persons who can not care for themselves.

Key Deadlines

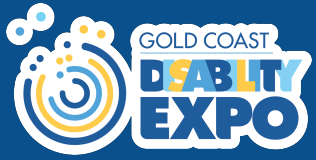


ITEM	DUE DATE
Pay invoice and read terms and conditions	BY INVOICE DUE DATE
Send your Public Liability Certificate via gcde@impactinstitute.com.au	IMMEDIATELY
Download Expo collateral	IMMEDIATELY
Install email signature and web banner	IMMEDIATELY
Prepare flyers, signage and lead forms for your booth	IMMEDIATELY
Booth allocations	IN PROGRESS
Apply for Food/ Beverage Sampling/ Confectionery Approval via gcde@impactinstitute.com.au	15 th May
Book your move-in time via MIMO Form – Opens 23rd April	15 th May
Show Bag Inserts – Open (Digital Proofs: Closed) Due at packing house	15 th May

ExpoNet Deadlines



ITEM	DUE DATE
Log into ExpoNet OEK portal and complete required forms	15 th May
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/185/)**
(<https://expofreight.com.au/login/?next=/booking-request/event/185/>)

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 "Gold Coast Disability and WorkAbility Expo 2025"

All enquiries must be submitted by Friday 23rd May 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



- The venue has open air parking accessed via Beattie Rd and is FREE. The parking spaces are shared with the precincts sporting fields. We will be creating additional Accessible Parking spaces alongside CSIC
- **Thursday:** Please use any of the allocated parking areas in P1, P2 or P3.
- **Friday/Saturday:** During the event we ask ALL Exhibitors to Park in P2.
- Designated Drop Off Zone is available near the entrance



Exhibitor Parking Map



P1 DISABILITY PARKING



P2 P3 EXHIBITOR PARKING



DROP OF ZONE



LOADING DOCK



PARKING ENTRY

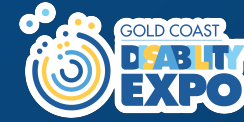
Photography/Videography



- 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.*

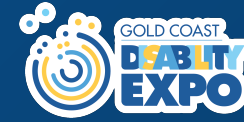
Things to remember



- **HELIUM BALLOONS ARE NOT PERMITTED IN THE VENUE** at all times. 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 and the appropriate permit, where required. To view the regulations and permits go to: <https://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/gaming/not-profit-charitable/competitions-raffles-bingo>
- **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



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

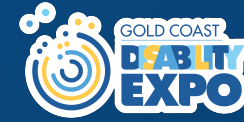
Storage - No storage so please plan well

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

Everything you need is available via the link <https://goldcoastdisabilityexpo.com.au/exhibitor-downloads/>

Important Information *continued...*



Enquiries, Invoicing & Booth Allocation	Email: gcde@impactinstitute.com.au Phone: 02 9025 9392
Event Sales Heather Hopkins	Email: heather.hopkins@impactinstitute.com.au Mobile: 0477 705 177 / 02 9025 9317
Event 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



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workabilityexpo.com.au

