

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



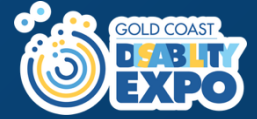


# Exhibitor Information Call



**5 - 6 June 2026**  
**Coomera Indoor Sports Centre**

# SCAM ALERT



## Official Suppliers:



**ImpactInstitute**

• Expo organiser



**ExpoNet**

• official exhibition build company



**Expo Freight**

• official logistics company



**Coomera Indoor Sports Centre**

• 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 regard to advertising, accommodation & other associated items please contact us.**

# The Agenda

Today we will cover:

















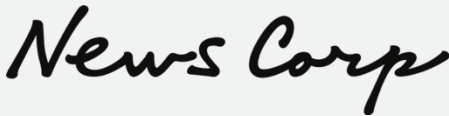




The Expo Marketing Plan &  
Promoting your Presence at the Expo



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

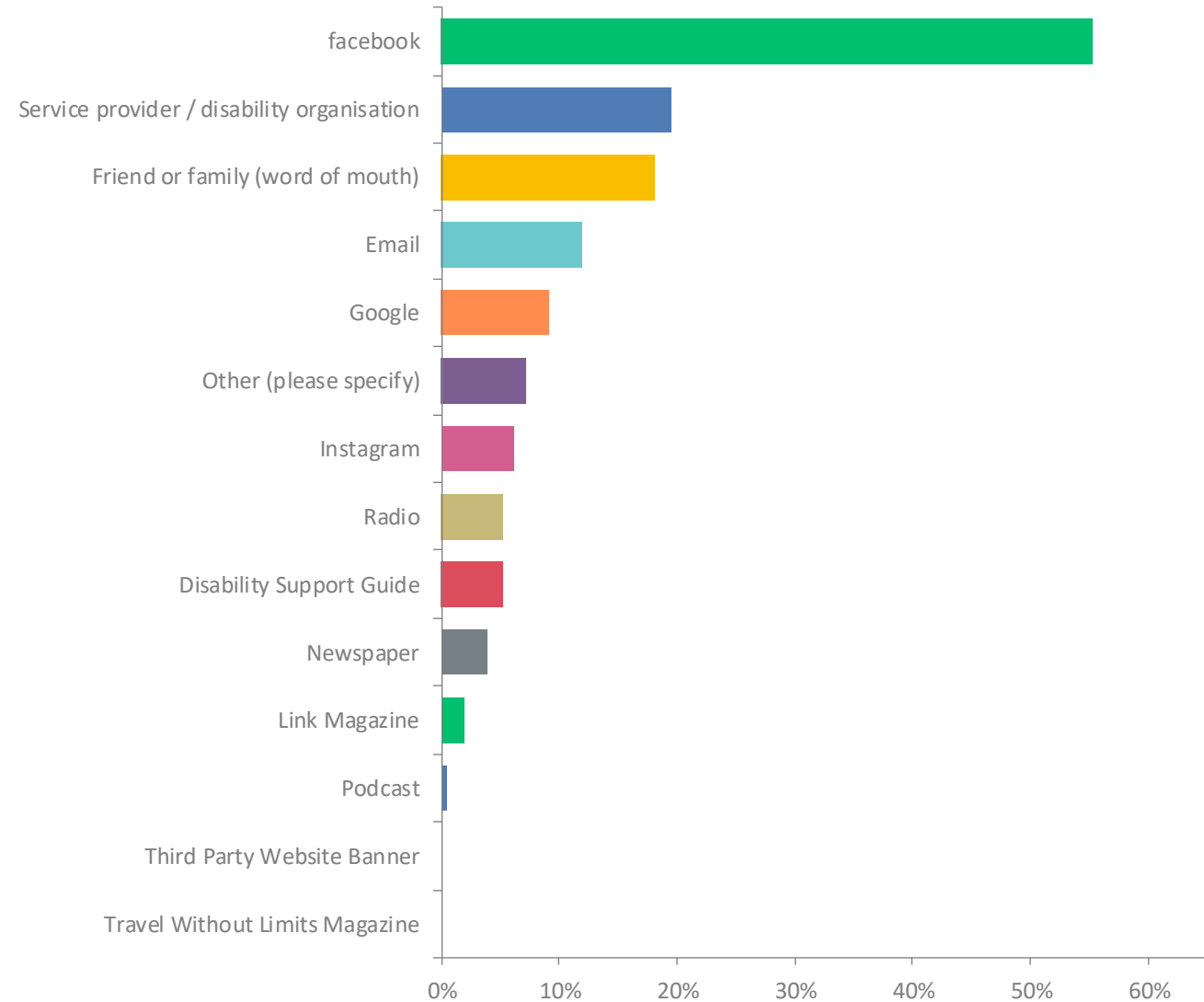


Event Logistics & Helpful  
Information about moving in and  
your time at the Expo

		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, The Advocate		 		
Newspapers & What's On			Newspapers & What's On	 		
PR				PR Campaign – Carol Taylor (Ambassador)		
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:

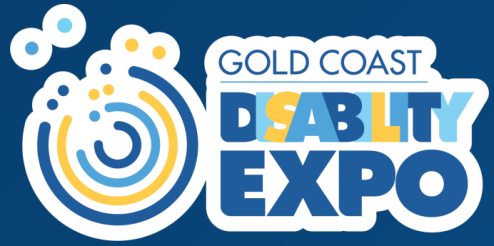
<https://goldcoastdisabilityexpo.com.au/exhibitor-downloads/>

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

<b>Download</b>	Download promotional resources including images/flyers/banners
<b>Promote</b>	Promote the Expo on social media NOW and the days prior to the Expo
<b>Email</b>	Email your client distribution networks NOW – include the Facebook event link
<b>Remind</b>	Remind your staff who are client facing to let your clients know on visits, calls or via email
<b>Include</b>	Include the Expo in your regularly distributed newsletters and or publications
<b>Communicate</b>	Communicate the expo to your employees, so they can share with their clients, families and friends

# 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="http://www.facebook.com/events/1817234879000290">www.facebook.com/events/1817234879000290</a>
Page	Like the Facebook page <a href="http://facebook.com/GCdisabilityexpo">facebook.com/GCdisabilityexpo</a>
Share	Share our stories and tag us in your Facebook posts <a href="#">@GoldCoastdisabilityexpo</a> <a href="#">@GCDE</a>



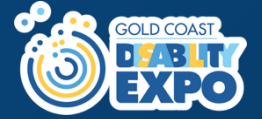
# Maximising your booth



# THE 5 STEP PLAN



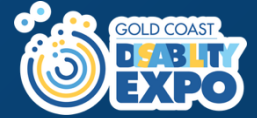
# Maximising Your Booth



## 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](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





**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!  
HEDSS



**HEDSS**  
Human Disability Support Services  
Assistance that...



Support  
Indepe  
Living



Individualised  
Options

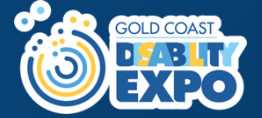


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# Maximising Your Engagement

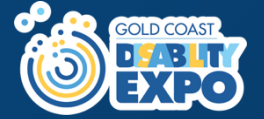


## 3. Engage

- **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

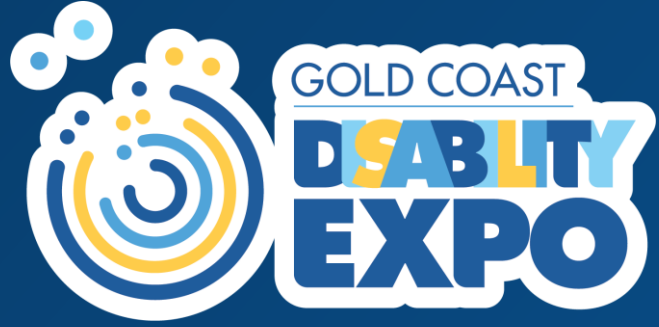
# Maximising Your Leads



## 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 5<sup>th</sup> June 2026

Saturday 6<sup>th</sup> June 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 4<sup>th</sup> June 2026
- Strictly 3-6pm

## Move Out

- Saturday 6<sup>th</sup> June 2026
- Strictly 3-5pm

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

- ✓ Be patient and mindful while attendees leave after 3pm
- ✓ **All persons in the venue during move in/move out must wear safety vest, enclosed shoes, or they will be asked to leave.**

# 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.
- **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 expo schedule and Safety Requirements at all times.
- All custom build stand must be approved first, email [gcde@impactinstitute.com.au](mailto:gcde@impactinstitute.com.au) ASAP.
- **Safety Vests** and **enclosed shoes** must be worn at all times during move in/move out – **Bring you own, or buy one on the day for \$10 from expo information booth.**
- No children under 15 years old during move in/move out

# Loading dock, safety & third party

*continued...*

- **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 – 4:30pm only via Loading Dock.
- All returned goods must be collected by the end of the official move-out time, no later than **5pm Saturday 6<sup>th</sup> June**.
- **The venue or ImpactInstitute accept no responsibility for any exhibitor goods delivered to or left to be collected on site.**
- **Persons not complying with the rules and requirements of the expo move in/out will be refused entry.**



All your staff and your contractors must complete the induction Stage 1 prior to the move in on Thursday and obtain a certificate

# Major Sporting Venues WHS Induction

For Event Hirers, Event Workers, Event Contractors and Lessees

<https://goldcoastdisabilityexpo.com.au/wp-content/uploads/sites/7/2024/05/MSV-WHS-Induction-Presentation-Event-Hirers-Event-Workers-Event-Contractors-and-Lessees-A66620816-8.pdf>

# Exhibitor Parking

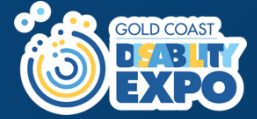


- The venue has open air parking accessed via Beattie Rd and is FREE. The parking spaces are shared with the precincts sporting fields. We will be creating additional Accessible Parking spaces alongside CSIC
- **Thursday:** Please use any of the allocated parking areas in P1, P2 or P3.
- **Friday/Saturday:**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



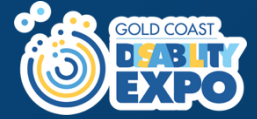
P1 ACCESSIBLE PARKING P2 P3 P4 EXHIBITOR PARKING DROP OFF ZONE LOADING DOCK PARKING ENTRY

# Exhibitor Checklist



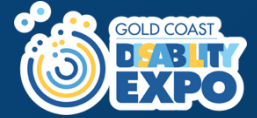
HAVE YOU...?	DUE DATE
<b>Pay invoice</b> in full and read terms and conditions	BY INVOICE DUE DATE
<b>Choose your booth allocation</b> – only after your invoice is fully paid	IN PROGRESS
<b>Send Public Liability Certificate</b> – must be valid through the expo dates	IMMEDIATELY
<b>Download Expo collaterals</b> - <a href="http://www.goldcoastdisabilityexpo.com.au/exhibitor-downloads">www.goldcoastdisabilityexpo.com.au/exhibitor-downloads</a>	IMMEDIATELY
<b>Install</b> email signature and web banner, post on social media	IMMEDIATELY
<b>Prepare</b> flyers, signage, lead forms and survival kit for your booth	IMMEDIATELY
<b>Complete the MIMO Form</b> - Organisational information, logistics information, required approvals	14 <sup>th</sup> May
<b>Apply for necessary approval and permits</b> <ul style="list-style-type: none"><li>• Apply for Food and Sampling Approval</li><li>• Apply for Animal, vehicle or other permits</li><li>• Apply for custom build booth</li></ul>	14 <sup>th</sup> May

# Supplier Deadlines



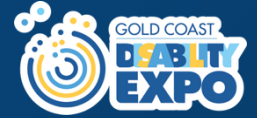
SUPPLIER	ITEM	DUE DATE
Expo Freight	Log in to the <a href="#">Expo Freight Portal</a> and order courier service	16 <sup>th</sup> May
ExpoNet	<p><b>Log into ExpoNet OEK portal and complete required forms</b></p> <ul style="list-style-type: none"><li>• <b>Fascia Confirmation</b></li><li>• Additional signage or customised fascia orders</li><li>• Audio Visual Order Forms</li><li>• Additional Lighting and Power</li><li>• Furniture Order Form</li><li>• Booth Modifications, Layout and Final Checklist</li><li>• Wall Mounted Shelves</li><li>• <b>Test and tag</b></li></ul>	14 <sup>th</sup> May

# A-Z Information Guide



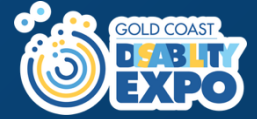
Animals	Seek approval ASAP if you want to bring in animals as part of your booth operation. Appropriate Council Permit may apply
Audio Visual	Hire through ExpoNet
Balloon	<b>No Helium balloons allowed</b> inside the expo venue at any time, fines apply
Behaviour	ANTI-SOCIAL and OFFENSIVE behaviour will 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 <a href="#">Exhibitor Downloads</a> .
Expo Logistics	ExpoFreight Australia is the preferred expo logistics provider
Food Sampling/ Confectionery	Notify us on MIMO and email details for approval by 14 <sup>th</sup> May. Appropriate Council Permit may apply.

# 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	<b>No distribution outside the boundaries of your booth</b>
Raffle or Competition	Check out the law and regulations and get permits where required: <a href="https://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/gaming/not-profit-charitable/competitions-raffles-bingo">https://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/gaming/not-profit-charitable/competitions-raffles-bingo</a>
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	<b>No smoking or vaping</b> 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. <b>No Trolleys movement inside the venue during expo hours</b>
Wired / Wireless Internet	Bring your own portable device

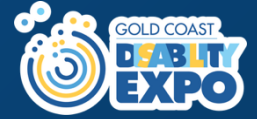
# Photography/Videography















- 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](mailto: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.*

# 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...*



All Expo Enquiries	<b>Email:</b> <a href="mailto:gcde@impactinstitute.com.au">gcde@impactinstitute.com.au</a> <b>Phone:</b> 0499 553 394
Events Key Account Manager Heather Hopkins	<b>Email:</b> <a href="mailto:heather.hopkins@impactinstitute.com.au">heather.hopkins@impactinstitute.com.au</a> <b>Mobile:</b> 0477 705 177 / 02 9025 9317
Event Manager Mathew Botten	<b>Email:</b> <a href="mailto:mathew.botten@impactinstitute.com.au">mathew.botten@impactinstitute.com.au</a> <b>Mobile:</b> 0455 038 737
ExpoNet Portal Details	<b>Email:</b> <a href="mailto:esd@exponet.com.au">esd@exponet.com.au</a> <b>Phone:</b> 02) 9645 7070
Expo Freight Australia	<b>Email:</b> <a href="mailto:admin@expofreight.com.au">admin@expofreight.com.au</a> <b>Phone:</b> 0488 703 788



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- After
  - Hol
  - Gar
  - Sat
  - Eve
  - Out