



Exhibitor Information Call



14 - 15 March 2025

SCAM ALERT



- **ImpactInstitute** is the official organiser, ExpoNet is the official exhibition build company, Expo Freight is our official logistics company and **Geelong Arena** 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

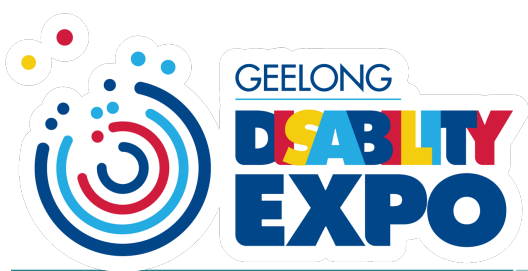


MARKETING & PROMOTION

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 – Vision Australia Radio, BAY FM
- Link Magazine – website banner and email newsletter
- Travel Without Limits Magazine
- What's on Geelong
- Billboards
- Geelong Independent



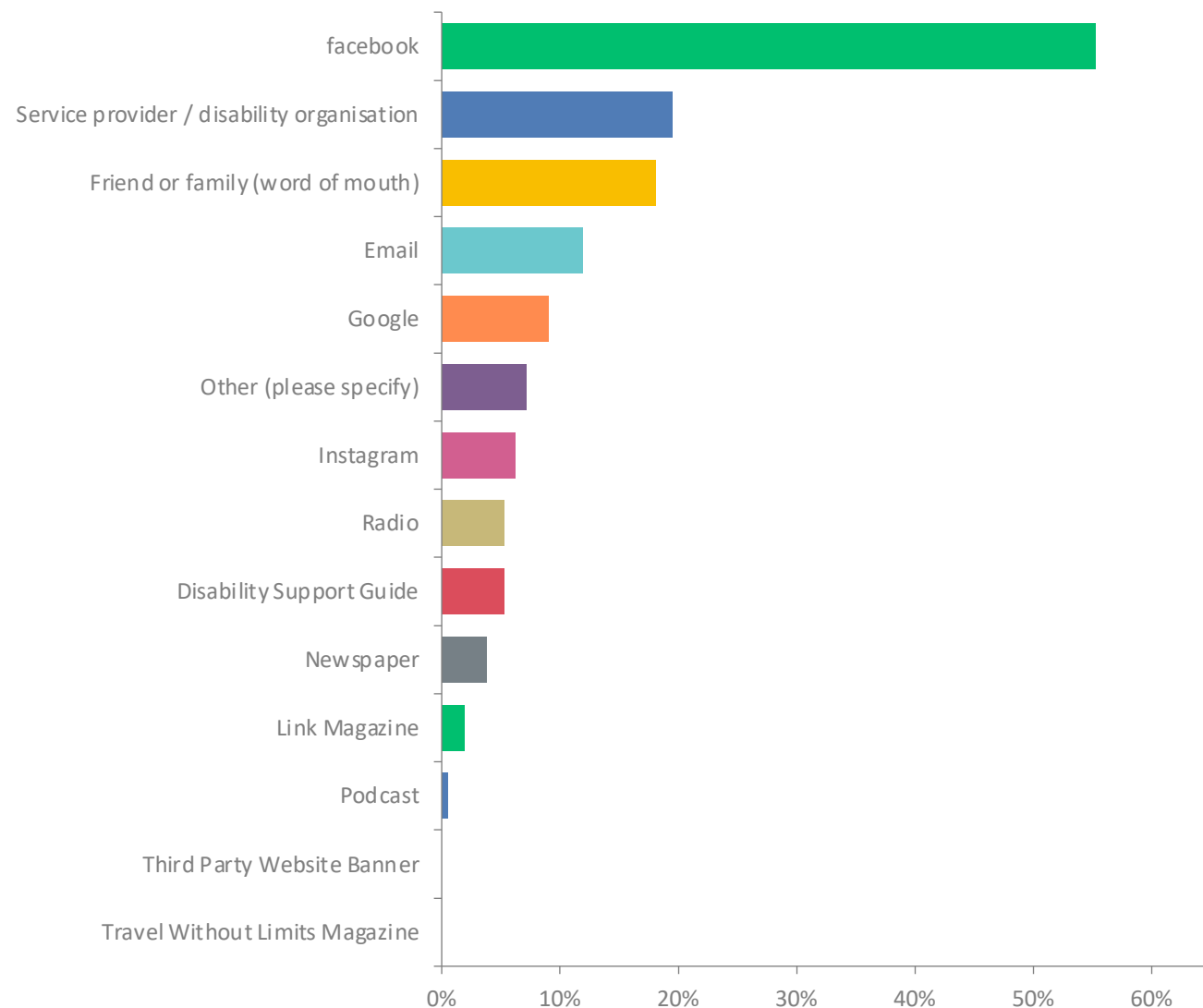
Total Campaign Reach - > 1,200,000

MARKETING PLAN OVERVIEW

		JAN	FEB	MAR	EVENT
Social Media		Facebook 			
Digital		Google Ads 			
Radio - FM				Vision Australia Radio Bay FM   Vision Australia Radio	
Travel Without Limits		Travel Without Limits – Blog, EDM & magazine			
LINK Magazine, Disability Support Guide		Link Magazine, & Disability Support Guide		 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:

www.geelongdisabilityexpo.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/535463238879209
Page	Like the Facebook page facebook.com/GeelongDisabilityExpo and facebook.com/WorkAbilityExpo
Share	Share our stories and tag us in your Facebook posts @Geelongdisabilityexpo @WorkAbility

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



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.



Booth Examples



exponet
EXHIBITIONS & EVENTS

esd@exponet.com.au



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



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 Geelong 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

WorkAbility Consultation Zone (Employer Lounge)



The Consultation Zone is only formally open on Friday 14th March

- The Consultation Zone 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
- The Consultation Zone 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



- Friday 14th March 2025
9am – 3pm
- Saturday 15th March 2025
9am – 3pm
- **NOTE: Exhibitors are NOT permitted to leave the expo hall before 3pm on Saturday.**
- 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)



- Plan your move-in, ensure you have enough time to prepare your booth!
- *Please remember that all Exhibitors MUST first register via the registration desk located at the main entrance.
- Move-in - Thursday 13th March
Strictly > 3pm – 6pm
 - Move-out – Saturday 15th March
Strictly > 3pm – 5pm
 - Book your move-in time and loading dock access by 20th February via the MIMO form that has been emailed to you.

Things to remember



- Booths must be occupied at all times (min 2 people) – in addition to this, please ensure that staff **DO NOT** leave or pack up the booth until **after 3pm on either the Friday or Saturday of the expo**
- **Limit trolley use at all other times, except move-in and move-out**
- **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: www.vcglr.vic.gov.au/contact-us

Things to remember *continued...*



- Exhibitors are not permitted to offer or serve food or beverages to the public due to venue guidelines and health and safety regulations unless a permit has been granted by the Geelong Council and submitted to organisers (ImpactInstitute) by the **20th February**. For Geelong council guidelines go to:
www.geelongaustralia.com.au/foodindustry/article/item/8ce2f94634a38d4.aspx
- Exhibitors supplying and displaying food as part of their exhibit will be responsible for complying with relevant standards.
- 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.
- **For more information please refer to exhibitor manual, accessed via our Exhibitor Downloads**

Key Deadlines



ITEM	DUE DATE
Pay invoice and read terms and conditions	BY INVOICE DUE DATE
Send your Public Liability Certificate via gde@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
Log into ExpoNet portal and complete required forms	IMMEDIATELY
Book your move-in time – Opens 29 th January	20 th February
Show Bag Inserts – Open (Digital Proofs: Closed) Due at packing house	24 th February

Supplier Deadlines



ITEM	SUPPLIER	DUE DATE
Submit Food and Sampling Approval to the organiser - gde@impactinstitute.com.au	ImpactInstitute	20 th February
Audio Visual Order Forms	ExpoNet	20 th February
Additional Lighting and Power	ExpoNet	20 th February
Fascia and Signage Confirmation	ExpoNet	20 th February
Furniture Order Form	ExpoNet	20 th February
Booth Modifications, Layout and Final Checklist	ExpoNet	20 th February
Wall Mounted Shelves	ExpoNet	20 th February
Audio Visual Order Forms	ExpoNet	20 th February



Logistics provider deadlines



For all bookings please login via **[the Expo Freight Portal](https://expofreight.com.au/login/?next=/booking-request/event/174/)**
(<https://expofreight.com.au/login/?next=/booking-request/event/174/>)

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 "Geelong Disability and WorkAbility Expo 2025"

All enquiries must be submitted by Friday 28th February

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

For all enquiries contact:

Phone: +61 428 685 603

E-mail: **bayram@expofreight.com.au**

Exhibitor Parking

- Geelong Arena provides parking free of charge in their public car park, however, parking spaces are limited.
- There is also on street parking and a large V/Line car park opposite the Arena available. ALL Exhibitors are asked to utilise the street parking
- **Exhibitors have access to the venue car park for move-in ONLY on Thursday, 13th March.** During the event Venue Parking will be reserved for Accessible Parking and attendees.
- Where possible, we encourage Exhibitors to Car-pool with their colleagues as parking can fill quickly.



Exhibitor Parking Map



ATTENDEE & EXHIBITOR PARKING



DISABILITY PARKING



DROP OFF ZONE



PARKING ENTRY/EXIT



LOADING DOCK



Expo Move-In



On arrival, make your way to registration located on the left side of the concourse near the main entrance. Please also remember to collect your Exhibitor Packs whilst registering.

- **Thursday 13th March 2025**

STRICTLY> open between 3pm – 6pm

A **Drop-Off Zone** will operate via the rear loading dock using Baxter Rd from 9am – 5pm, Thursday 13th March for courier deliveries.

NOTE:

All Large items requiring a trolley will need to be dropped off via Loading Dock – times will be scheduled. After loading/unloading, vehicles must leave immediately (maximum time permitted is 15minutes).

Exhibitors must first register at registration between 3pm – 6pm

Loading dock, safety & third party

- Booking access to the loading dock via the MIMO form must be submitted by **20th February**. ALL small items that are safe to be 'hand held' enter via registration where possible as not to congest the loading dock
- **Third Party Suppliers** – Please advise us of any external suppliers booked to work or install items at your booth. All work must be completed by 6pm on Thursday, 13th March & 5pm on Saturday 15th March. Third Party Suppliers must adhere to our Safety Requirements (vests, enclosed shoes etc) at all times
- **Couriers** - For those that have booked a courier to deliver their goods, this must be directed to our registration desk on **Thursday, 13th March** between **9am - 5pm – via Loading Dock**. Goods will not be accepted unless a delivery label is attached, clearly indicating your company name, contact and booth number.
- **All couriers engaged by exhibitors must also be listed on the MIMO form together with the number of items being delivered**

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 15th March. 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 \$5.**
- 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.

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.*

Final Reminders



- **NO CHILDREN UNDER 16 PERMITTED ENTRY INTO THE VENUE DURING THE MOVE IN / MOVE OUT TIMES**
- **SAFETY VESTS** must be worn at all times during MOVE IN / MOVE OUT times
- **ENCLOSED SHOES** must be worn at all times during MOVE IN / MOVE OUT times
- **HELIUM BALLOONS ARE NOT PERMITTED IN THE VENUE** at all times. Fines apply if exhibitors are found with helium balloons inside the venue
- **NO SMOKING or VAPING** at the venue unless you are in the allocated smoking area

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 www.geelongdisabilityexpo.com.au/exhibitor-downloads

Important Information *continued.*



Enquiries, Invoicing & Booth Allocation	Email: gde@impactinstitute.com.au Phone: 02 9025 9397
Events Manager Mathew Botten	Email: mathew.botten@impactinstitute.com.au Mobile: 0455 038 737
Event Sales Heather Hopkins	Email: heather.hopkins@impactinstitute.com.au Mobile: 0477 705 177 / 02 9025 9317
ExpoNet Portal Details	Email: esd@exponet.com.au Phone: 02) 9645 7070
Expo Freight Australia	Email: bayram@expofreight.com.au Phone: 0428 685 603



Discover more by Visiting

geelongdisabilityexpo.com.au
workabilityexpo.com.au



PROGRAMS/EVENTS

- After School
- Holiday Care
- Games Night
- Saturday Socials
- Events
- Outings