



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





HUNTER  
**DISABILITY  
EXPO**

**8 & 9 May 2026**  
Newcastle Entertainment Centre

EXHIBITOR INFORMATION CALL

an initiative of



in partnership with





# Scam Alert

- **ImpactInstitute** is the official organiser, **ExpoNet** is the official exhibition build company, **Expo Freight** is our official logistics company and **Newcastle Entertainment Centre** is the official venue supplier for the Expo. **The Newcastle Herald** is the official media partner 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 move in/move  
out and your time at the Expo



Total Campaign Reach - 2,000,000

## MARKETING PLAN OVERVIEW

		JAN	FEB	MAR	APR	MAY
Social Media Advertising		Social Media				
Digital Advertising Campaign		Geo Targeting Digital Display – Google Network				
Geo Targeting Digital Display		<i>News Corp</i> News Corp – Digital GEO Targeting				
Disability Support Guide		Disability Support Guide				
Newspaper		Newspapers				
LINK Magazine Travel Without Limits		Link Magazine & Travel Without Limits				
PR		PR Campaign – James ‘Chappo’ Chapman				
Local Event Listing		Local Event Listing				

# Newcastle Herald Feature

Don't forget the opportunity to be part of the Newcastle Herald feature.

For more information you can call Dionne Hagan at **0438 230 164** or email:

[dionne.hagan@newcastleherald.com.au](mailto:dionne.hagan@newcastleherald.com.au)

- Flyer
- Booking form

Newspaper was one of the highest rated methods where people found out about the expo (after social media)



## BOOKING FORM

### COMPLETE YOUR DETAILS

Company: \_\_\_\_\_  
 Name of authorised person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ MB: \_\_\_\_\_  
 Email: \_\_\_\_\_ Date: \_\_\_\_\_

### STANDARD PRINT & DIGITAL PACKAGE INCLUDES 10,000 DIGITAL IMPRESSIONS

<b>1/8 Page</b> <small>92mm high x 129mm wide</small>	<b>1/4 Page</b> <small>Horizontal or Vertical          H - 92mm high x 260mm wide          V - 186mm high x 129mm wide</small>	<b>1/2 Page</b> <small>186mm high x 260mm wide</small>	<b>Full Page</b> <small>374mm high x 260mm wide</small>
<input type="checkbox"/> <b>\$690.00</b> <small>INC. GST</small>	<input type="checkbox"/> <b>\$990.00</b> <small>INC. GST</small>	<input type="checkbox"/> <b>\$1,690.00</b> <small>INC. GST</small>	<input type="checkbox"/> <b>\$2,690.00</b> <small>INC. GST</small>

### TWO WEEK ADVANTAGE CAMPAIGN

**Multi-channel advertising:** Social, Native, Digital Display, Print.  
**Targeted:** Location, Age, Gender, Industry, Buyergraphics.  
**Dynamic creative:** Designated landing page & 26 ad formats to accommodate a range of websites in which your campaign will appear.  
**Total audience reach:** Print + Digital + Social audience.  
**Extensive campaign reporting:** Digital impressions, print impacts, click throughs, goal completes, daily actions.

**2 X HALF PAGE ADS + 1 X EDITORIAL ARTICLE + 100,000 DIGITAL IMPRESSIONS = \$3,100 INC GST**  
**2 X QUARTER PAGE ADS + 75,000 DIGITAL IMPRESSIONS = \$2000 INC GST**

4 WEEK ADVANTAGE CAMPAIGNS ALSO AVAILABLE

### KEY DATES & DEADLINES

**FEATURE DATE:**  
 Saturday 3rd May

**BOOKING DEADLINE**  
 16th April 2025

**MATERIAL DEADLINE**  
 24th April 2025

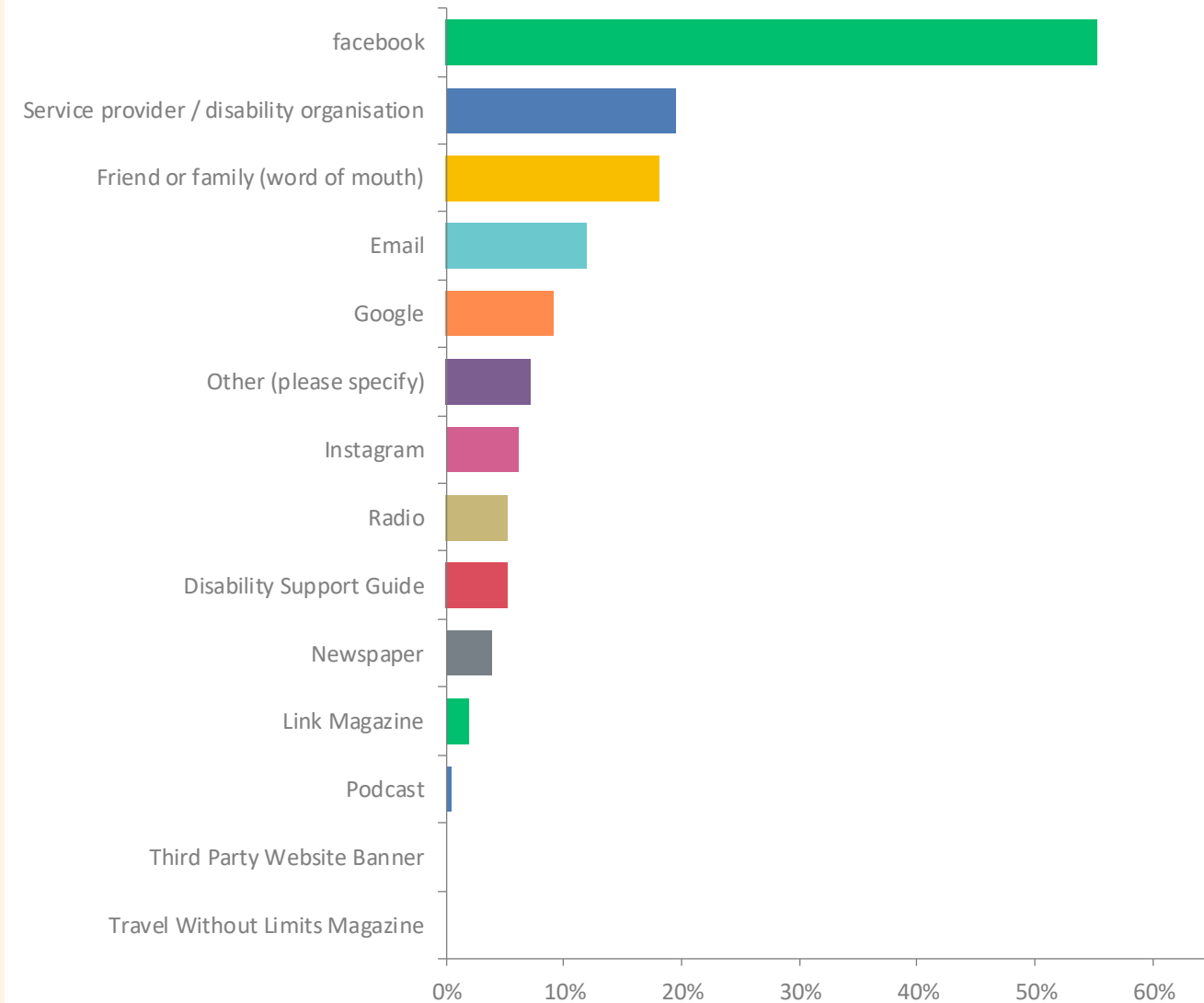
DIONNE HAGAN | W - 02 4979 5271 | dionne.hagan@newcastleherald.com.au  
 Media Sales Consultant | M - 0438 230 164

### ACCEPTANCE ADVICE

- I, the undersigned, agree to accept the Offer as presented, in the Newcastle Herald in the Hunter Disability Expo Feature.
  - The advertisements relating to the offer will be published 3rd May, 2025
  - My package investment is \$\_\_\_\_\_ including GST for \_\_\_\_\_ (Size)
- Please send me my booking confirmation for above.
- Representative \_\_\_\_\_

# 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.hunterdisabilityexpo.com.au/exhibitor-downloads](http://www.hunterdisabilityexpo.com.au/exhibitor-downloads)

# 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



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

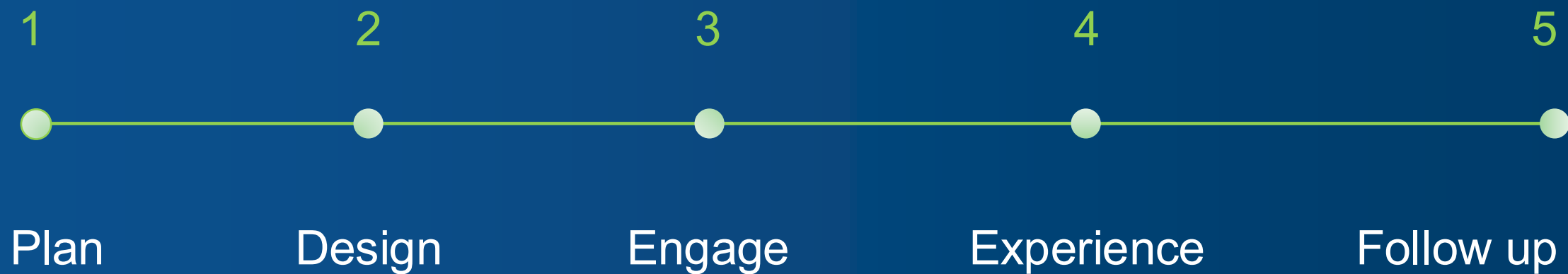
Web/Social	Places you can promote the Expo: web page, blog, email signature & social media pages
Share	Share our event via your Facebook page <a href="http://www.facebook.com/events/4140560796185376">www.facebook.com/events/4140560796185376</a>
Page	Like the Facebook page <a href="http://facebook.com/hunterdisabilityexpo">facebook.com/hunterdisabilityexpo</a>
Share	Share our stories and tag us in your Facebook posts <a href="#">@HunterDisabilityExpo</a> <a href="#">@HDE26</a>



# Maximising your booth



## 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](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!  
HEDSS



Supported Independent Living



Team Liked by 50 others we go! 🥳

Team HEDSS - Spreading smiles everywhere



hedss\_au

**HEDSS**

Human Disability Support Services

HEDSS





# 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 8<sup>th</sup> May 2026

Saturday 9<sup>th</sup> May 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 7<sup>th</sup> MAY  
Strictly 3-6pm

## Move Out

Saturday 9<sup>th</sup> MAY  
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 [hde@impactinstitute.com.au](mailto:hde@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 9<sup>th</sup> MAY**.
- **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.**

# Exhibitor Parking

- The venue has open-air field parking accessed via Griffiths Rd at Traffic Lights
- **Thursday:** Please use any of the allocated parking areas. Parking will be FREE of CHARGE on Thursday ONLY
- **Friday/Saturday:** During event days there will be an ALL-DAY Parking fee of \$7. Venue Parking Attendants will direct you where to park - Bays 7 & 8 are the nominated Exhibitor parking bays. Please **ONLY** park in these Bays unless directed otherwise or you require Accessible Parking
- Designated Drop Off Zone available at the entrance

Car pool if you can!



Exhibitor Parking - Bay 7 & 8	Drop off Zone - Brown Rd Gates	Accessible Parking	Loading Dock
-------------------------------	--------------------------------	--------------------	--------------

Accessible Shuttle Bus Drop off

# 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.hunterdisabilityexpo.com.au/exhibitor-downloads">www.hunterdisabilityexpo.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	16 <sup>th</sup> April
<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>	16 <sup>th</sup> April

# Supplier Deadlines



SUPPLIER	ITEM	DUE DATE
Expo Freight	Log in to the <a href="#">Expo Freight Portal</a> and order courier service	24 <sup>th</sup> APRIL
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>	16 <sup>th</sup> APRIL

# 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 16 <sup>th</sup> April. 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.nsw.gov.au/money-and-taxes/community-gaming/community-gaming-check">https://www.nsw.gov.au/money-and-taxes/community-gaming/community-gaming-check</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

# Code of Conduct



- **As the expo organiser, we are committed to providing a safe, inclusive and enjoyable environment for all exhibitors and attendees at all times.**
- **If you witness any unacceptable behaviour by exhibitors and attendees, including but not limited to:**
  - **Offensive language or behaviour**
  - **Hawkers distributing flyers in common expo areas.**

# 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 [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 the **Terms and Conditions in the [Exhibitor Downloads](#)** for a more detailed reference of your requirements relating to photography and video recording*

# Important Information



## EXHIBITOR DOWNLOADS:

- |  |   |  |
|--|---|--|
|  Exhibitor Manual               |  Exhibitor Call slides & recording |  Floor Plan                       |
|  ExpoNet Custom Booth Brochure  |  ExpoNet Exhibitor Catalogue       |  Expo Freight Booking Information |
|  Exhibitor Checklist            |  Signage Measurement               |  Booth Allocation Procedure       |
|  Parking Map                   |  Venue Emergency Evacuation Map   |  Expo Logo                       |
|  Email Signature & Web Banner |  Social Tiles                    |  Terms & Conditions             |

Everything you need is available via the link <http://www.hunterdisabilityexpo.com.au/exhibitor-downloads>

# Important Information *continued...*



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



Discover more by  
Visiting

[hunterdisabilityexpo.com.au](http://hunterdisabilityexpo.com.au)



IN PARTNERSHIP WITH

