

**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





FRI 13 & SAT 14
FEBRUARY 2026

Whitlam Leisure Centre, Liverpool

Exhibitor Information Call



an initiative of
 impact
institute

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

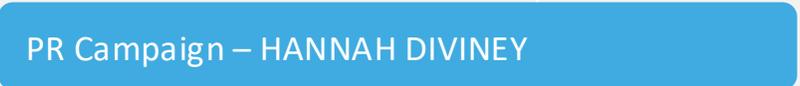


Event Logistics & Helpful
Information about moving in and
your time at the Expo

Scam Alert

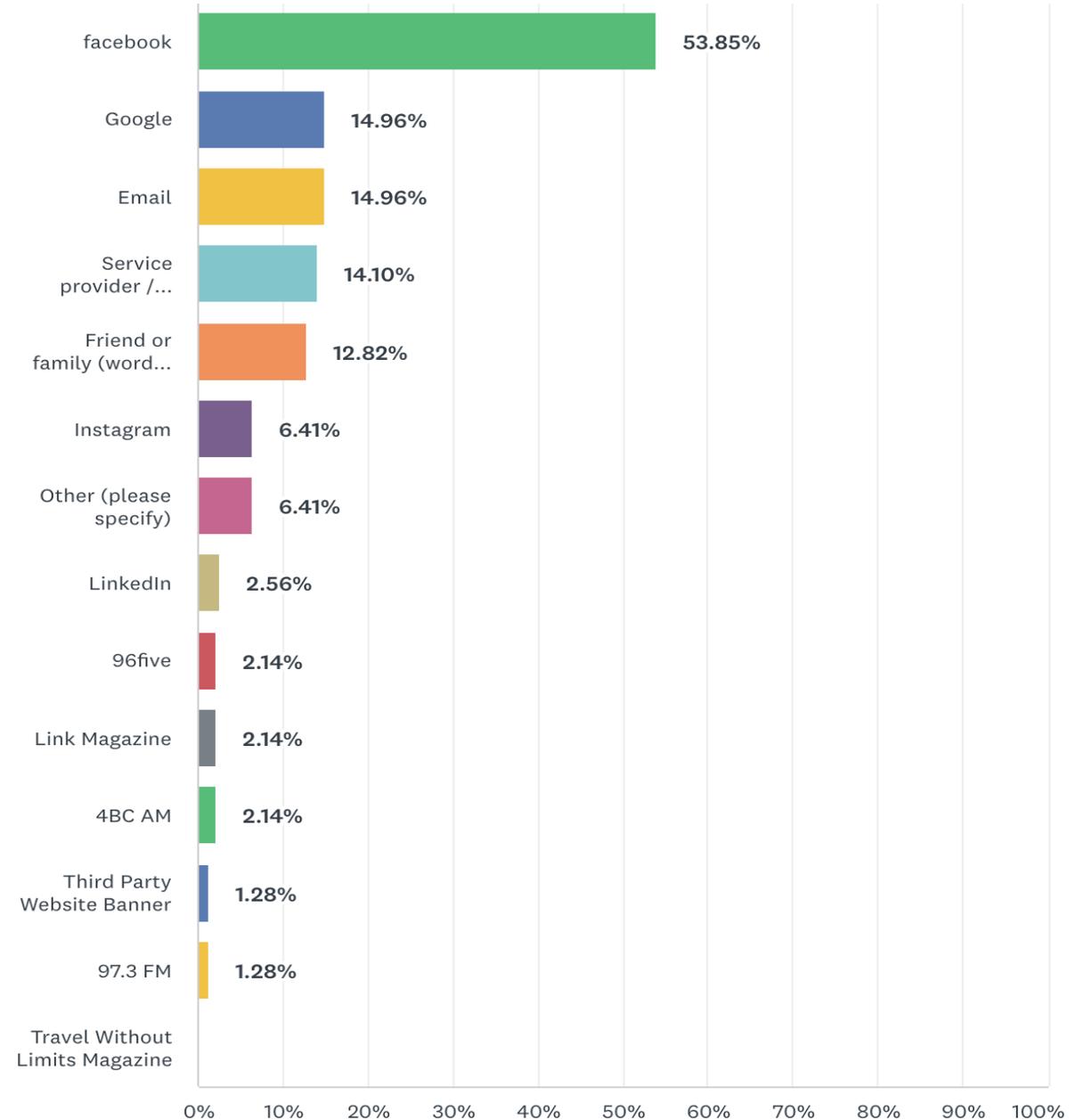


- **ImpactInstitute** is the official organiser, ExpoNet is the official exhibition build company, Expo Freight is our official logistics company and **Whitlam Leisure Centre, Liverpool** is the official venue supplier for the Expo.
- **SCAM ALERT:** It is likely you will be approached by an unsolicited 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 regard to advertising, accommodation & other associated items please contact us.**

		NOV - DEC	JAN	FEB	EVENT
Social Media Advertising		 Facebook			
Digital					
Radio					
LINK Magazine, Disability Support Guide		 			
Geo Targeting Digital Display					
PR					
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 Social Tiles
- ✓ Expo Logo



Digital assets to help with promotion of the event can be found via the link below:
www.southwestdisabilityexpo.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 https://www.facebook.com/events/24441667082109961
Page	Like the Facebook page facebook.com/southwestdisabilityexpo/
Share	Share our stories and tag us in your Facebook posts @southwestdisabilityexpo

Maximising your booth

THE 5 STEP PLAN



Maximising your booth



1. Plan

- Have plenty of promotional material on hand: **500** 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

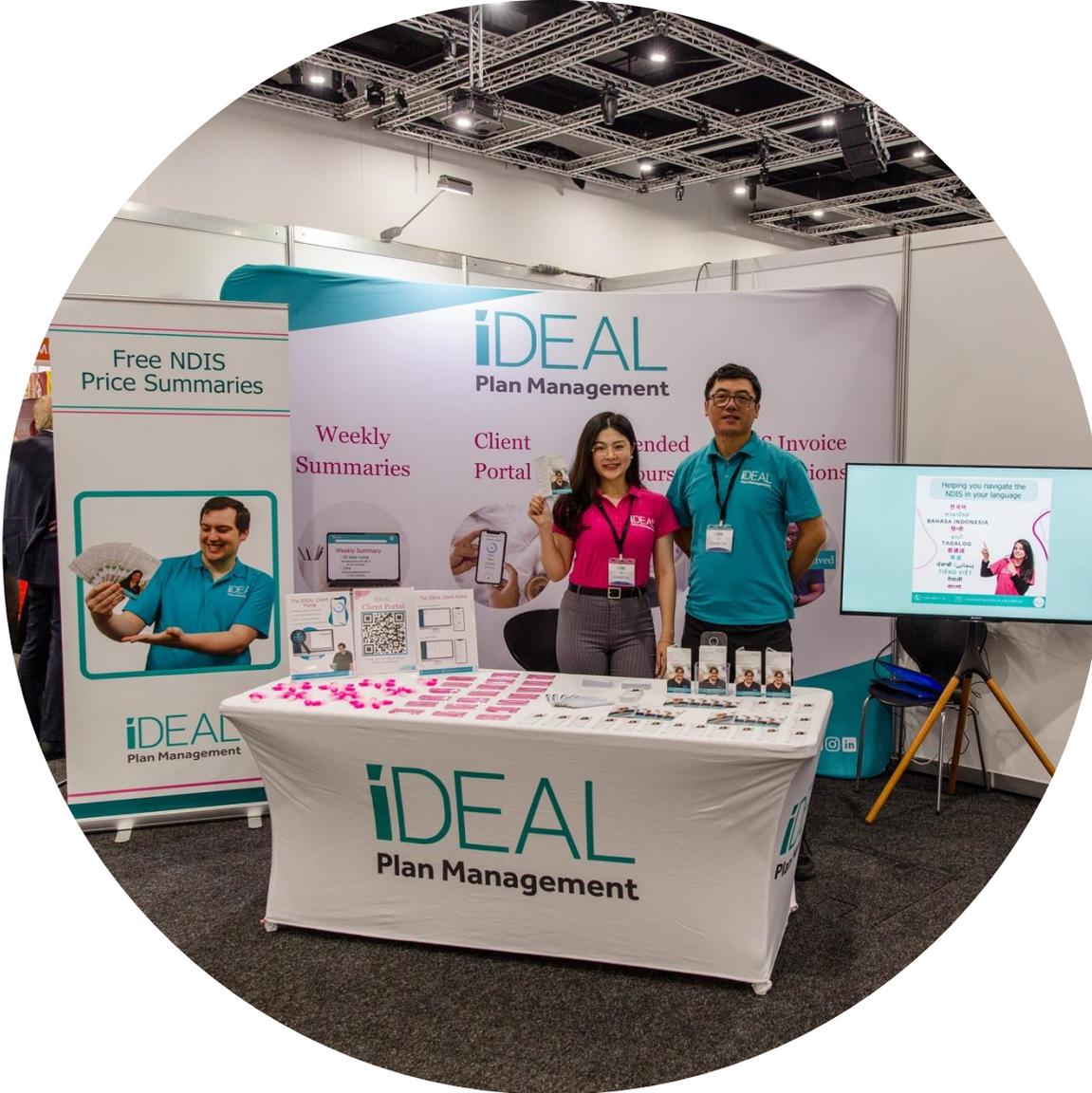


2. Design

- 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 e.g. 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



Spin the Wheel to win a prize!

Prizes:	Bubble Wands
Silms	Jelly Beans
Putty	
Merch:	Stubby Cooler
Backpack	Hat
Beanie	
Frisbee	
Drinks:	Lemonade
Coke	SF Lemonade
	Liming Soda

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.

Scan the barcode and enter your details for a chance to win!

T&Cs apply

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!



Informational brochures and materials:

- NDIS Participant
- Assistance with self care
- Transport
- Day Program
- Work Term Accommodation
- Spreading smiles



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 13th Feb 2026

Saturday 14th Feb
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 12th FEB
Strictly 3-6pm

Move Out

Saturday 14th FEB
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 swde@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 14th FEB.**
- **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



- Parking at the venue is free and shared with the general public
- Please park at P3 only on FRIDAY/SATURDAY to save more spots for attendees in P1 & P2.
- Exhibitors that require the Loading dock through MIMO will be using the back roller door on Thursday (see map)
- Accessible parking spots are for those who have permits only.

Car pool
if you
can!



Exhibitor Checklist



Have you..?	DUE DATE
Pay invoice in full and read terms and conditions	BY INVOICE DUE DATE
Choose your booth allocation – only after your invoice is fully paid	IN PROGRESS
Send Public Liability Certificate – must be valid through the expo dates	IMMEDIATELY
Download Expo collaterals - www.southwestdisabilityexpo.com.au/exhibitor-downloads	IMMEDIATELY
Install email signature and web banner, post on social media	IMMEDIATELY
Prepare flyers, signage, lead forms and survival kit for your booth	IMMEDIATELY
Complete the MIMO Form - Organisational information, logistics information, required approvals	29 th January
Apply for necessary approval and permits <ul style="list-style-type: none">• Apply for Food and Sampling Approval• Apply for Animal, vehicle or other permits• Apply for custom build booth	29 th January

Supplier Deadlines



Supplier	ITEM	DUE DATE
Expo Freight	Log in to the Expo Freight Portal and order courier service	3 rd FEB
ExpoNet	<p>Log into ExpoNet OEK portal and complete required forms</p> <ul style="list-style-type: none">• Fascia Confirmation• Additional signage or customised fascia orders• Audio Visual Order Forms• Additional Lighting and Power• Furniture Order Form• Booth Modifications, Layout and Final Checklist• Wall Mounted Shelves• Test and tag	29 th JAN

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	No Helium balloons allowed 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 and Deliveries	Advise us via the MIMO form, label each item clearly
Emergency Evacuation	Review Emergency evacuation plan via Exhibitor Downloads .
Expo Logistics	ExpoFreight Australia is the preferred expo logistics provider
Food Sampling/ Confectionery	Notify us on MIMO and email details for approval by 29 th Jan. Appropriate Council Permit may apply.

A-Z Information Guide *continued*



Promotional Material	No distribution outside the boundaries of your booth
Raffle or Competition	Check out the law and regulations and get permits where required: https://www.nsw.gov.au/money-and-taxes/community-gaming
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	No smoking or vaping 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
Third Party Suppliers	Advise via MIMO form, custom builds MUST BE APPROVED
Trolleys	Please bring your own. No Trolleys movement inside the venue during expo hours
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 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 Manual** 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 www.southwestdisabilityexpo.com.au/exhibitor-downloads

Important Information *continued...*



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



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