

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

MUTE BUTTON





Exhibitor Information Call



**31 October – 1
November 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

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

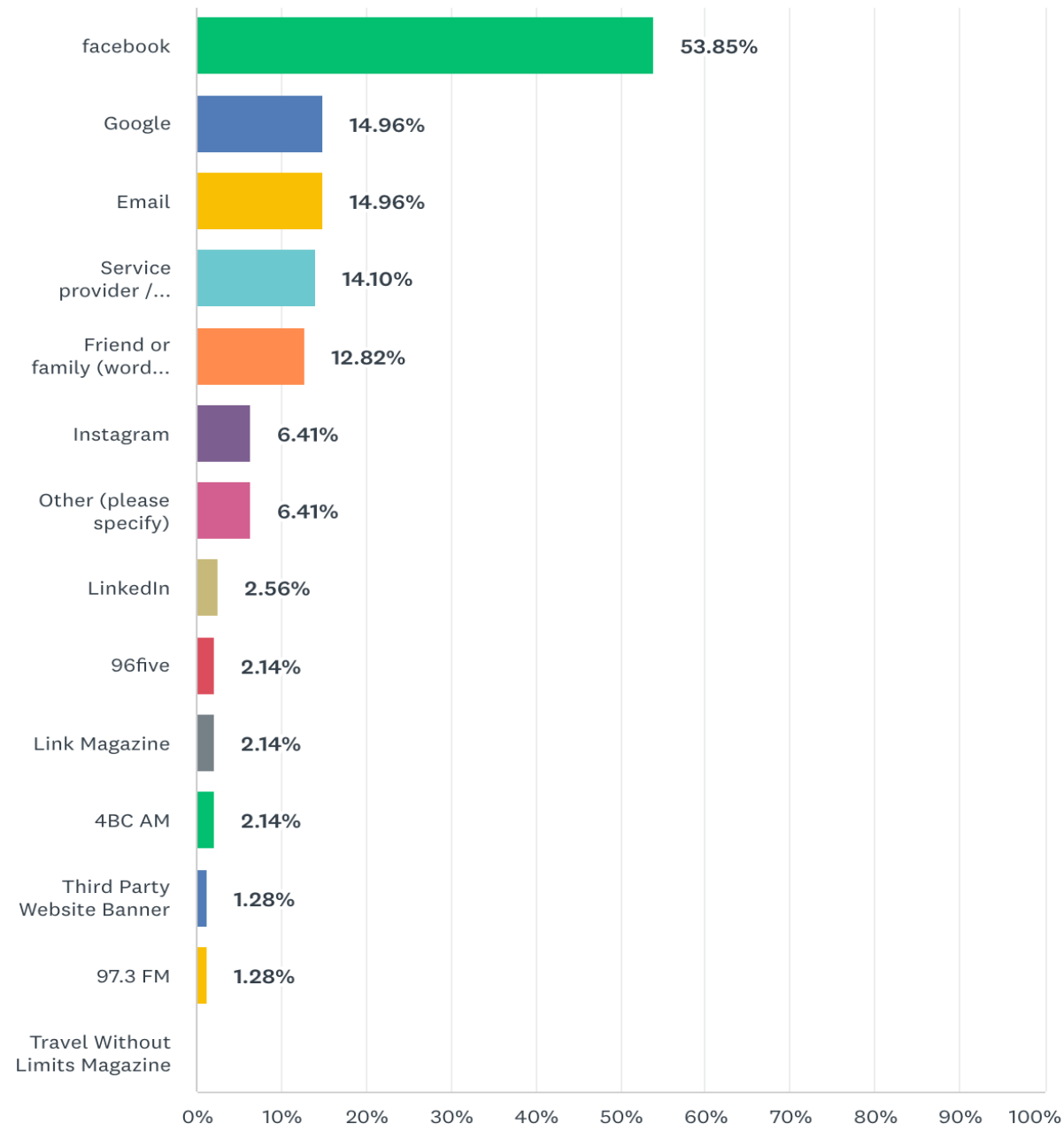


- **ImpactInstitute** is the official organiser, ExpoNet is the official exhibition build company, Expo Freight is our official logistics company and **Brisbane Convention & Exhibition Centre** is the official venue supplier for the Expo.
- **SCAM ALERT:** It is likely you will be approached by an unsolicited 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.

		JUN - AUG	SEP	OCT	EVENT
Social Media Advertising		Facebook 			
Digital		Google Ads 			
The Village Voice				The Village Voice – Local newspapers	
Billboards, Local Radio & Newspapers			 	Billboards & local radio	
LINK Magazine, Travel Without Limits, Disability Support Guide		Link Magazine, Travel Without Limits & Disability Support Guide  			
Geo Targeting Digital Display			Geo Targeting Digital Display – Newscorp Digital 		
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



Exhibitor Video for social



Expo Logo



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

www.brisbanedisabilityexpo.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 https://www.facebook.com/events/516487578119831
Page	Like the Facebook page https://www.facebook.com/brisbanedisabilityexpo
Share	Share our stories and tag us in your Facebook posts @brisbanedisabilityexpo

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

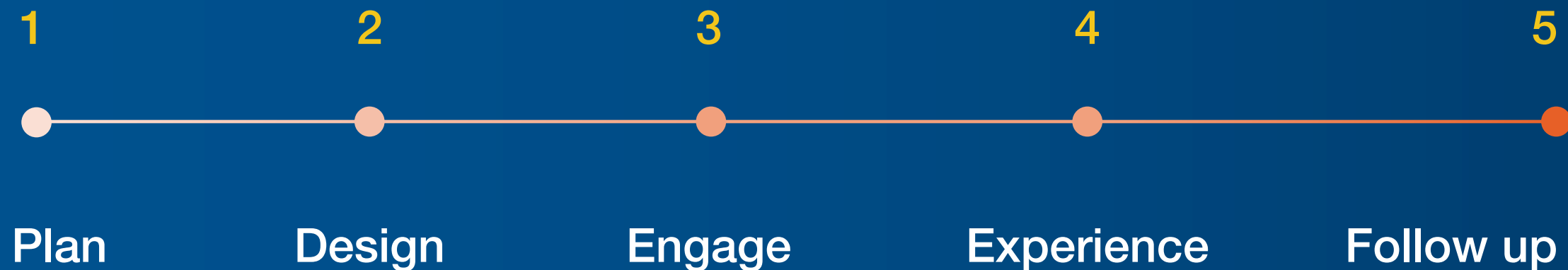


Maximising your booth



Maximising your booth

THE 5 STEP PLAN



Maximising your booth



1. Plan

- Have plenty of promotional material on hand: **500 - 1000** 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



Expo Logistics



Expo hours

9am - 3pm

Friday 31 October
2025

Saturday 1 November
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 30th OCT
- Strictly 3-6pm

Move Out

- Saturday 1st NOV
- Strictly 3-5pm

- Fill in the Move in/ Move out (MIMO) Form by **9th October**
- Plan ahead, 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 first
- **Safety Vests** and **enclosed shoes** must be worn during Move in/ Move out – Please ensure you bring yours, or they can be purchased from reception via **tap-&-go payment of \$10.**
- **Children under 15 years old are not permitted in the venue.**

Loading dock, safety & third party

- **Loading Dock Use** – must be booked via the MIMO form by **9th October** and approve by the organiser.
- The time you put down on the MIMO form to access loading dock is tentative only. You'll receive a confirmation email on your loading dock time one week before the expo. Each slot is restricted to **15 mins** and exhibitors must leave after unloading and follow instructions given by the staff at the loading dock at all times.
- Please bring smaller 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, 30th October & 5pm on Saturday 1st November**. All external staff must adhere to our Safety Requirements (vests, enclosed shoes etc) at all times and complete the venue Safety Induction.

Loading dock, safety & third party

continued...

- **Couriers** - – all third-party couriers engaged by exhibitors must also be listed on the MIMO form together with details of items being delivered. You will receive a delivery label when you complete 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. Pick-ups are strictly between **3pm – 5pm on Saturday**.
- The loading dock is self-servicing. Exhibitors must ensure their staff/supplier/courier bring in and use forklifts or any equipment needed to unload the items all on their own.
- 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 1st November. ImpactInstitute or the venue accept no responsibility for Exhibitor goods.**
- 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.

Venue Services Portal



- Exhibitors must complete orders on the **BCEC Venue Services Portal** in order to get the following:
 - Internet Service
 - Stand Catering (including food & beverage supplies/ sampling approval form and cooking stand approval form)
 - Stand Cleaning
 - Security
- Exhibitors wanting to **supply of any food or beverage sampling, including confectionery items** must submit the **Food & Beverage sampling approval form** via the portal **by 23rd October**.
Unauthorised food and beverage items will not be accepted into the building or at exhibitor booths and will be removed from the premises. Exhibitors supplying and displaying food as part of their exhibit are also responsible for complying with relevant standards and Brisbane City Council Permits.
- Exhibitors must also notify the organiser via MIMO form by 9th October and seek organiser's approval if any food/beverage/confectionery items will be brought into the expo.

Venue Safety Requirements



Check BCEC Venue Safety Guidelines, complete and submit safety permits/risk assessment/safety induction.

- Exhibitors wanting a **Custom Build** must complete and submit **custom stand plan, to perform** any of the listed activities including vehicle display, animals, face painting/body art, etc., must complete and submit relevant **safety permits** to the venue and the organiser **by the 16th October**.

All exhibitor staff /contractors at the venue during bump in and bump out must read and acknowledge that they have understood the BCEC Site Specific Safety Information prior to bump in on Thursday 30th October.

- Scan the QR Code or access the induction link to complete the safety induction:
<https://forms.office.com/r/GEEkA4U819>



Exhibitors must test and tag all electrical equipment you bring to the expo. You can get this service ordered from ExpoNet for \$20 per each item. Exhibitors need to book this on the ExpoNet OEK.

Venue guidelines and permits are accessible via our Exhibitor Downloads page.

Key Deadlines



ITEM	DUE DATE
Pay invoice and read terms and conditions	BY INVOICE DUE DATE
Send your Public Liability Certificate to bde@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
Complete Move-in/Move-out (MIMO) Form	9 th October
Show Bag Inserts – Open (Digital Proofs: Closed) Due at packing house	9 th October

Key Deadlines *continued...*



ITEM	SUPPLIER	DUE DATE
Submit Food and Sampling Approval to the organiser via MIMO Form	ImpactInstitute	9 th October
Submit Food & Beverage Sampling Approval Form via BCEC portal	BCEC	23 rd October
Venue Safety Permit Forms & Custom Build Approval	BCEC	16 th October
All staff complete Safety Induction	BCEC	Before Move in/ Move out
Log into ExpoNet OEK portal and complete required forms <ul style="list-style-type: none"> • Audio Visual Order Forms • Additional Lighting and Power • Fascia and Signage Confirmation • Furniture Order Form • Booth Modifications, Layout and Final Checklist • Wall Mounted Shelves • Test and Tag Order 	ExpoNet	9 th October



Logistics provider deadlines

For all bookings please login via **[the Expo Freight Portal](https://expofreight.com.au/login/?next=/booking-request/event/241/)**
(<https://expofreight.com.au/login/?next=/booking-request/event/241/>)

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 "Brisbane Disability Expo 2025 "

All enquiries must be submitted by Tuesday 21 October 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 offers 24-hour undercover parking with 1,500 parking spaces.

Exhibitors can get a discounted exhibitor parking rate of \$18 per day, redeemable at the pay stations with an event specified QR code that will be sent to you by the venue about 2 weeks prior to the expo.

DURING EVENT DAYS: we ask Exhibitors to leave the bays closest to Hall 2 lift vacant for attendees



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 any time. Fines apply if exhibitors are found with helium balloons inside the venue
- **No 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: <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

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 – Underground Carpark. Discounted parking - \$18 via QR Code from venue

Refreshments (tea & coffee) – Limited number of vouchers in Exhibitor Pack

Rubbish - please take large rubbish items with you

Storage - No storage so please plan well

Third Party Suppliers - advise via MIMO form

Trolleys - Please bring your own

Wired / Wireless Internet – Free WIFI available. Recommend Venue Services for high speed

Important Information



EXHIBITOR DOWNLOADS:

✓	Exhibitor Manual	✓	Exhibitor Call Recording & PPT	✓	ExpoNet Exhibitor Catalogue
✓	ExpoNet Custom Booth Brochure	✓	Venue Emergency Evacuation Map	✓	Conditions of Entry
✓	Terms & Conditions	✓	Exhibitor Checklist	✓	Booth Allocation Procedure
✓	Email Signature Banner	✓	Web Banners	✓	Expo Logo
✓	Venue Safety Induction	✓	Venue Permits	✓	Venue Exhibitor Portal

Everything you need is available via the link www.brisbanedisabilityexpo.com.au/exhibitor-downloads

Important Information *continued...*



Enquiries, Invoicing & Booth Allocation	Email: bde@impactinstitute.com.au Phone: 0499 553 394
Event Sales Heather Hopkins	Email: heather.hopkins@impactinstitute.com.au Mobile: 0477 705 177 / 02 9025 9317
Events 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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by Visiting
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