

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

MUTE BUTTON





Exhibitor Information Call



22 – 23 November 2024

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



WorkAbility
Expo



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



COVIDSafe
Information

Scam Alert

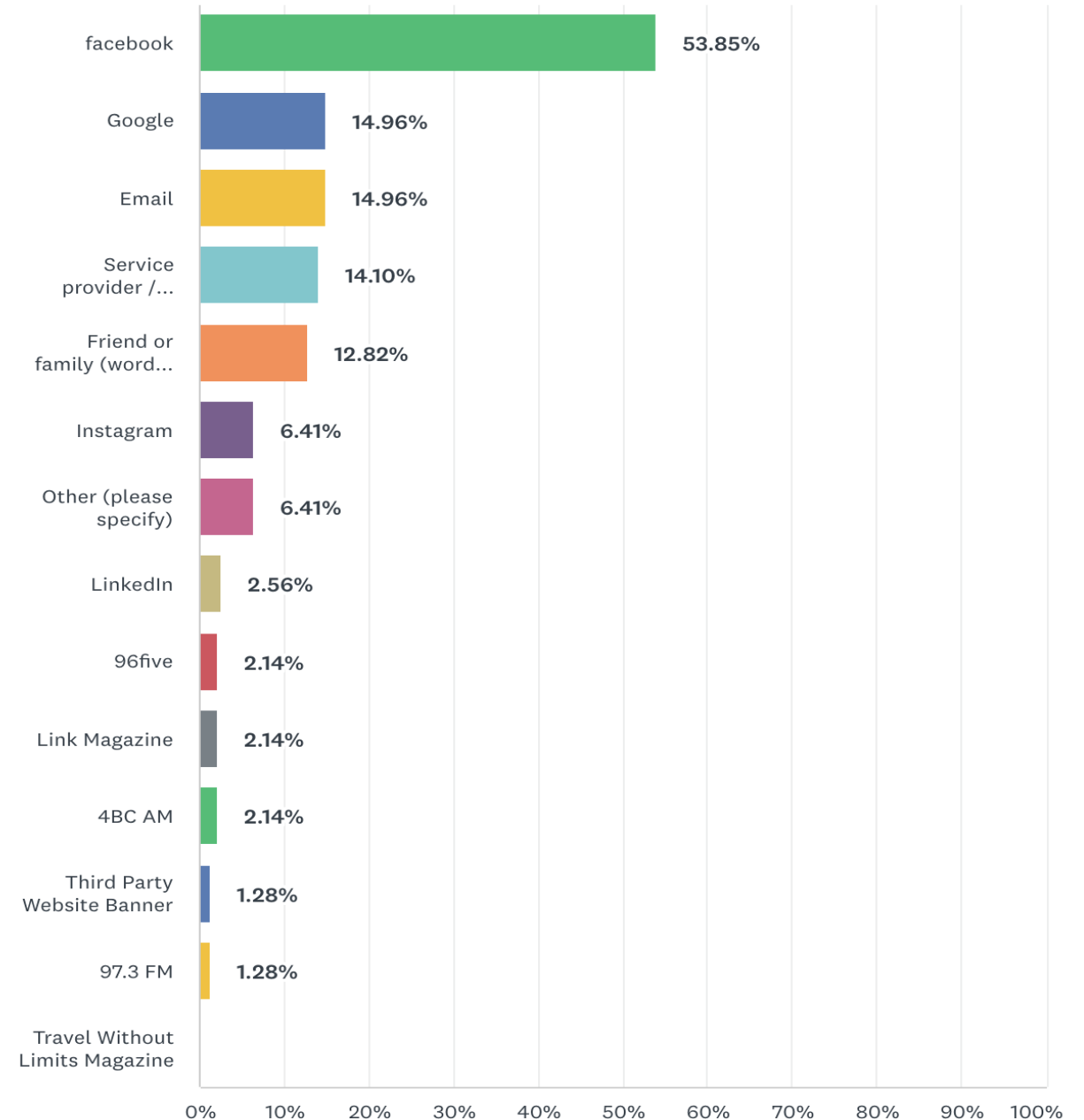


- **ImpactInstitute** is the official organiser, ExpoNet is the official exhibition build company, Expo Freight is our official logistics company and **Melbourne Convention & Exhibition Centre** is the official venue supplier for the Expo.
- **SCAM ALERT:** It is likely you will be approached by an unsolicited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

| | | JUL - SEP | OCT | NOV | EVENT |
|--|--|---|--|-------------|-------|
| Social Media Advertising | | Facebook | | | |
| Digital | | Google Ads | | | |
| ListenAble | | | | ListenAble | |
| Billboard Advertising | | | | Billboards | |
| 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.melbournedisabilityexpo.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/1434124614190051 |
| Page | Like the Facebook page facebook.com/melbournedisabilityexpo/ |
| Share | Share our stories and tag us in your Facebook posts @melbournedisabilityexpo |

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



Hi, we're
GreatMatters



Maximising your booth

THE 5 STEP PLAN



Maximising your booth



1. Plan

- Have plenty of promotional material on hand: **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







Spin the Wheel to win a prize!

Prizes:
Silme Putty
Bubble Wands
Jelly Beans

Merch:
Backpack
Beanie
Frisbee

Stubby Cooler
Hat

Drinks:
Coke
Lemonade
SF Lemonade
Fruiting 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 promotional materials for HEDS services, including 'NDIS Participant' and 'Day Program'.



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

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



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 Melbourne 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 22nd November

- 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 23rd Nov, 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 22 November 2024
9am – 3pm
- Saturday 23 November 2024
9am – 3pm
- **NOTE: You will not be 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 21 November
Strictly > 3pm – 6pm
 - Move-out – Saturday 23 November
Strictly > 3pm – 5pm
 - Book your move-in time and loading dock access by 31st October 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 wanting to supply of any food or beverage sampling must complete the Sampling of Food and Beverage form via the **Exhibitor Services Portal**. 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 will be responsible for complying with relevant standards and Melbourne City Council Permits.
- Confectionary items may be considered for approval via the venue Sampling Form. If approval is given, all confectionary must be individually pre-packaged and ingredients listed. Confectionary **MUST NOT** be readily available to children or persons who can not care for themselves
- NOTE: *Exhibitors must also notify ImpactInstitute when they have submitted the Sampling of Food and Beverage form to MCEC.*
- **Venue Exhibitor Portal 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 | 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 7 th October | 31 st October |
| Show Bag Inserts – Open (Digital Proofs: Closed) Due at packing house | 31 st October |

Supplier Deadlines



| ITEM | SUPPLIER | DUE DATE |
|---|-----------------|--------------------------|
| Submit Food and Sampling Approval to the organiser - mde@impactinstitute.com.au | ImpactInstitute | 31 st October |
| Audio Visual Order Forms | ExpoNet | 31 st October |
| Additional Lighting and Power | ExpoNet | 31 st October |
| Fascia and Signage Confirmation | ExpoNet | 31 st October |
| Furniture Order Form | ExpoNet | 31 st October |
| Booth Modifications, Layout and Final Checklist | ExpoNet | 31 st October |
| Wall Mounted Shelves | ExpoNet | 31 st October |
| Audio Visual Order Forms | ExpoNet | 31 st October |



Logistics provider deadlines

We are pleased to announce that Expo Freight Australia will continue to be our preferred freight forwarder for this year's event.

Exhibitors should have received a welcome email from Expo Freight, which will contain login details and temporary password. If you cannot locate this email, Exhibitors can also sign up via www.expofreight.com.au/sign-up



For all other areas:

Expo Freight Australia

Contact No: +61 488 703 788

Email: admin@expofreight.com.au

Website: www.expofreight.com.au

Exhibitor Parking



- Melbourne Convention Centre is managed by **Wilson Parking** & parking fees will apply for the entirety of the event
- We recommend you access the **early bird** parking rate or **book ahead online & save** option
- Parking Entry/Exit is via Normandy Rd



Expo Move-In



On arrival, **Exhibitors must first register at the information booth** located in the foyer at **Door 1 Foyer – Melbourne Convention & Exhibition Centre**. Please also remember to collect your Exhibitor Packs and lanyards whilst registering

- **Thursday 21 November 2024**

STRICTLY> open between 3pm – 6pm

NOTE:

If you are using a courier to deliver your items, Exhibitors must register on MIMO for a time and engage the courier to access the Drop-Off Zone at the loading dock. The **Drop-Off Zone** will operate via the MCEC loading dock using Normandy Rd from 9am – 5pm, Thursday 21st November for couriers only.

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). Trolleys are **NOT PERMITTED** to be used in the Foyer/Concourse area during our event.

Loading dock, safety & third party



- Booking access to the loading dock via the MIMO form must be submitted by **31st October**. We ask that ALL small items that are able to be carried enter via registration where possible as not to congest the loading dock
- **Third Party Suppliers** – Please advise us via MIMO of any external suppliers booked to work or install items at your booth. All work must be completed by **6pm on Thursday, 21st November & 5pm on Saturday 23rd November**. Third Party Suppliers must adhere to our Safety Requirements (vests, enclosed shoes etc) at all times and complete the venue Safety Induction
- **Couriers** - The loading dock is self-servicing. Exhibitors must ensure their courier is able to bring in and use forklifts or any equipment needed to unload the items all on their own on **Thursday, 21st November** between **9am - 5pm**. 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 23rd November. 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** or from venue vending machine at the loading dock.
- 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.

Final Reminders



ALL contractors, sub-contractors and exhibitors, at the venue during Move in/Move out must complete the MCEC site induction.

Returning users: If you are a returning user, please log in to update your venue induction using your Pin or mobile.

People present during show open hours only are exempt from completing induction: [Site Induction Link: www.mcec.com.au/site-induction](http://www.mcec.com.au/site-induction)

- **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**
- **NO SMOKING or VAPING** unless you are in the allocated smoking area
- **ANTI-SOCIAL and OFFENSIVE** Behaviour will **NOT** be tolerated



CovidSafe Event



CovidSafe Introduction



ImpactInstitute wish to emphasise the health and safety of all patrons remain the number one priority.

Event specific health, hygiene and messaging has been implemented to help support COVIDSafe strategies.

The Melbourne Disability and WorkAbility Expo will be guided by State Government regulations at the time of the event.

- Please go to our Exhibitor Downloads portal to find the following information;
 - COVIDSafe Information Guide
 - COVIDSafety Plan
 - Conditions of Entry

It is the Exhibitors responsibility to read this information and ensure that all staff are fully aware of, and abide by the requirements



CovidSafe Introduction



COVIDSafe measures that have been implemented are:

- **Hand sanitisers** will be located within the exhibition hall
- **Separate** entrance and exit doors
- Regular **cleaning and disinfecting** of venue
- **Hygiene** reminder messaging throughout venue
- **Masks** available upon entry (although not compulsory)
- A range of screens and **COVIDSafe Solutions** can be hired through ExpoNet



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.*

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 – Wilsons Parking – **early bird parking** or **book ahead online**

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 - Limited. Recommend you bring your own

Wired / Wireless Internet – Recommend Venue Services for high speed

Important Information



EXHIBITOR DOWNLOADS:



Exhibitor Manual



Venue Emergency Evacuation Map



ExpoNet Exhibitor Catalogue



ExpoNet Custom Booth Brochure



ExpoNet COVIDSafe Catalogue



Venue COVIDSafe Plan



Exhibitor Checklist



Terms & Conditions



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.melbournedisabilityexpo.com.au/exhibitor-downloads

Important Information *continued...*



| | |
|---|---|
| Enquiries, Invoicing & Booth Allocation | Email: <u>mde@impactinstitute.com.au</u> Phone: 02 9025 9394 |
| Events 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 Portal Details | Email: <u>esd@exponet.com.au</u> Phone: 02) 9645 7070 |
| Expo Freight Australia | Email: <u>admin@expofreight.com.au</u> Phone: +61 488 703 788 |



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