

**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





# Exhibitor Information Call



21 – 22 November 2025

# 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

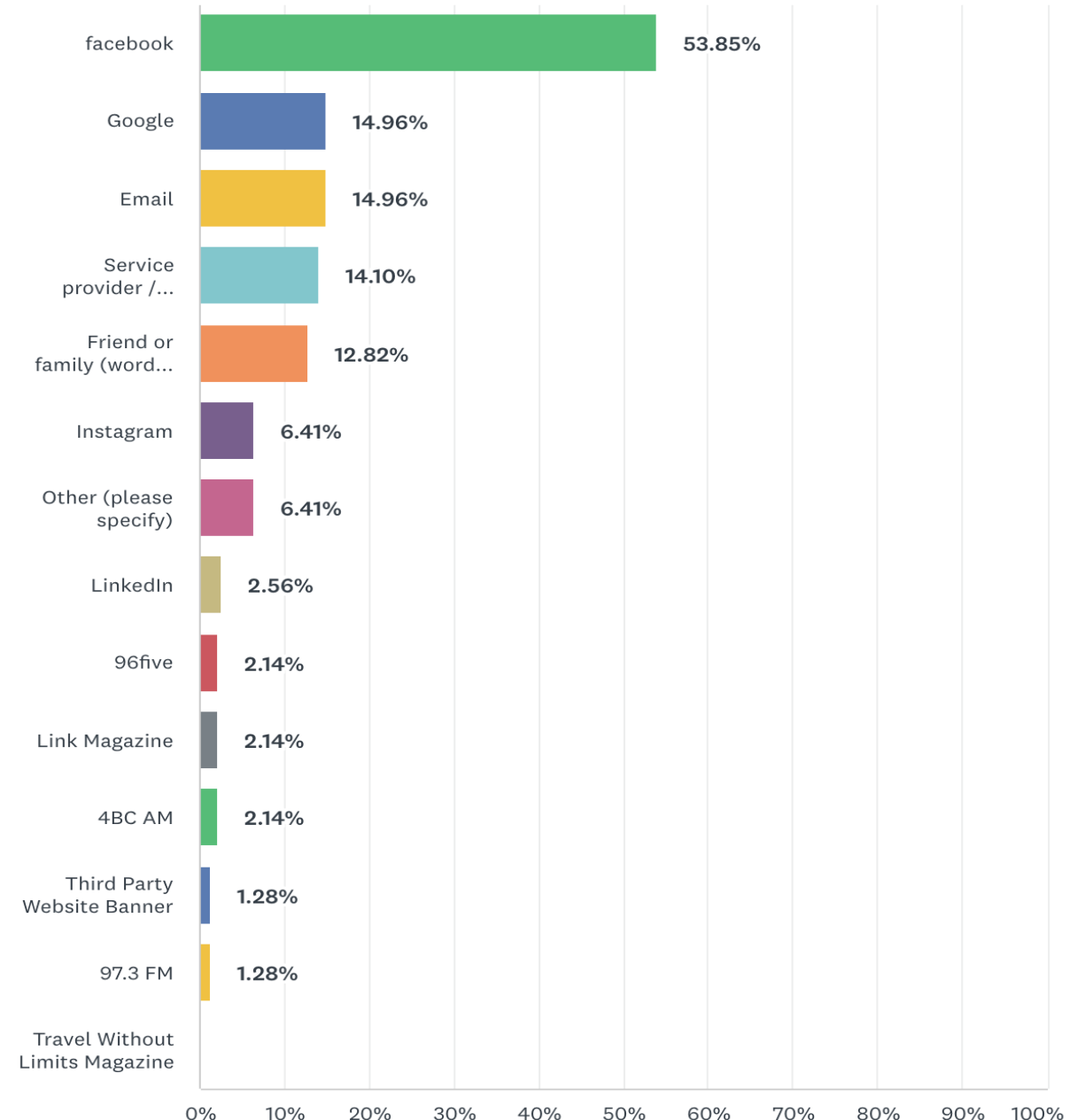


- **ImpactInstitute** is the official organiser, ExpoNet is the official exhibition build company, Expo Freight is our official logistics company and **Melbourne Convention & Exhibition Centre** is the official venue supplier for the Expo.
- **SCAM ALERT:** It is likely you will be approached by an unsolicited 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 regard 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](http://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 <a href="https://www.facebook.com/events/1676984766545821">www.facebook.com/events/1676984766545821</a>
Page	Like the Facebook page <a href="https://facebook.com/melbournedisabilityexpo/">facebook.com/melbournedisabilityexpo/</a>
Share	Share our stories and tag us in your Facebook posts <a href="https://facebook.com/melbournedisabilityexpo/">@melbournedisabilityexpo</a>



# 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: **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



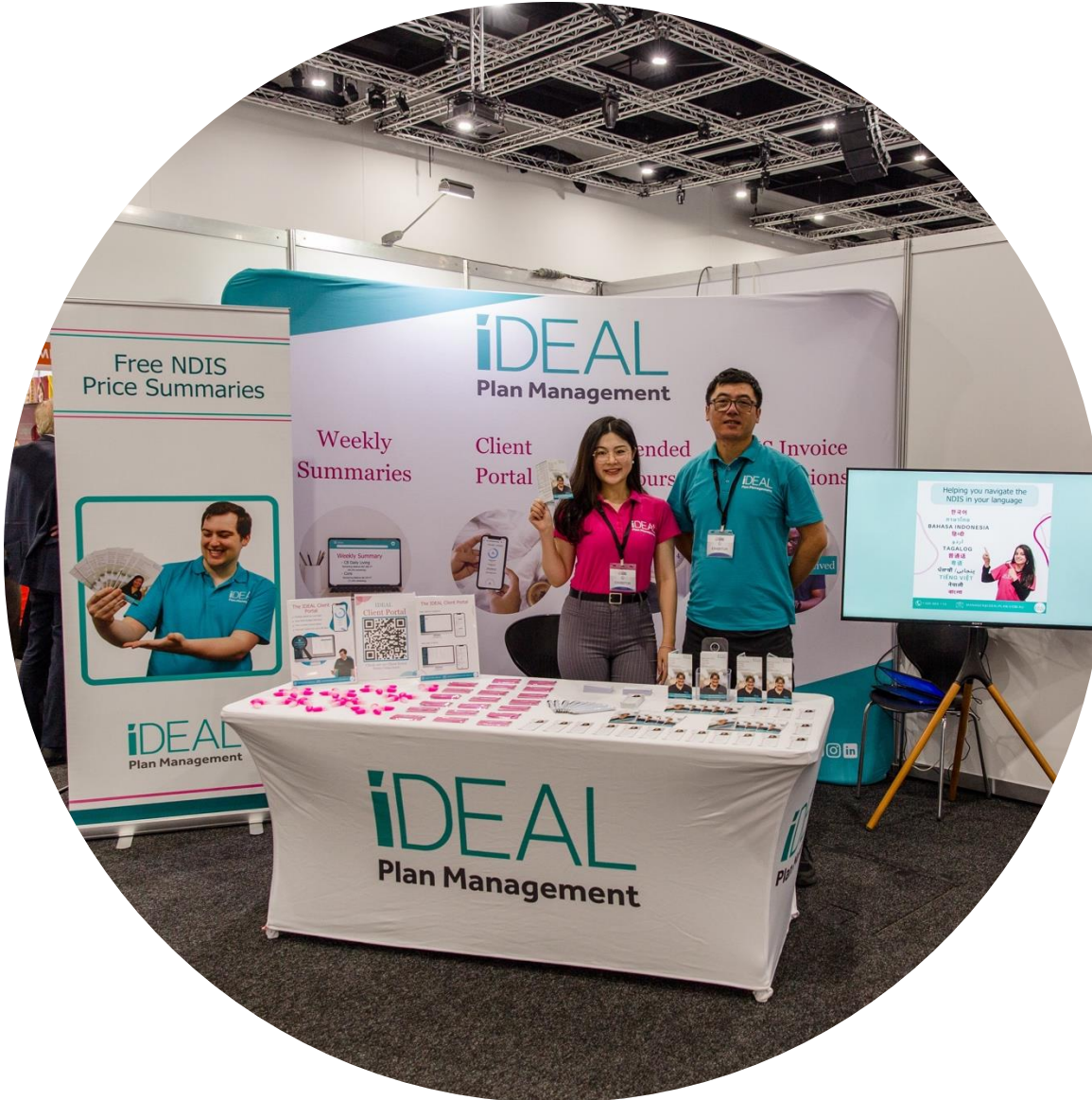
## 2. Design

- 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 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](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:	Bubble Wands
Silms	Jelly Beans
Putty	
Merch:	Stubby Cooler
Backpack	Hat
Beanie	
Frisbee	
Drinks:	Lemonade
Coke	SF Lemonade
Water	Faming Soda

T&Cs apply

**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!









# 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 21 Nov 2025

Saturday 22 Nov 2025

- 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 as no trolley use will be allowed during opening hours.
- 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.
- If you need to leave your booth unattended before 3pm for any reason, or 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 20 Nov 2025  
Strictly 3-6pm

- ✓ Plan well, ensure you have enough time to prepare your booth!
- ✓ 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

## Move Out

Saturday 22 Nov 2025,  
Strictly 3-5pm

- Be patient and mindful while attendees leave after 3pm
- Animals, Children under 15 years old must leave the venue before Move out can officially start

All persons in the venue during move in/move out must wear safety vest, enclosed shoes and have completed the venue safety induction.

# Loading dock, safety & third party

- **Loading dock use** - must be booked via the MIMO form and approved by the organiser.
- Loading dock use are **restricted to 15mins**. Exhibitor must leave after unloading as there's no parking at the loading dock. Please bring 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 & 5pm on Saturday. All external staff must adhere to our Safety Requirements (complete safety induction, vests, enclosed shoes etc) at all times.
- **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.

# 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 22<sup>nd</sup> 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 move in/move out – Please ensure you bring them with you, or they can be purchased from reception via **tap-&-go payment of \$10**.
- No children under 15 years old or any animals are permitted at the loading dock or inside the venue during move in/move out
- **ALL** contractors, sub-contractors and exhibitors at the venue during the Expo Move in/Move out must complete the **MCEC site induction**. [Site Induction Link: www.mcec.com.au/site-induction](http://www.mcec.com.au/site-induction). If you are a returning user, you can log in to update your venue induction using your Pin or mobile.

# Exhibitor Parking



- Melbourne Exhibition & 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
- P1 – Exhibition Centre Car park Entry/Exit is via Normandy Rd
- P2 & 3 - South Wharf Retail Car Park Entry/Exit via Convention Centre, online booking
- Exhibitors that required Loading dock through MIMO will be using Roller Door 11 - the upper Loading dock, entry via Normandy Rd
- Closest drop off zone is at Convention Centre Place



# Key Deadlines



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 - <a href="http://www.melbournedisabilityexpo.com.au/exhibitor-downloads">www.melbournedisabilityexpo.com.au/exhibitor-downloads</a>	IMMEDIATELY
Install email signature and web banner, post on social media	IMMEDIATELY
Prepare flyers, signage, lead forms and survival kit for your booth	IMMEDIATELY
Show Bag Inserts – digital proof closed, delivery due at packing house	30 <sup>th</sup> OCTOBER
Complete the MIMO Form - Organisational information, logistics information, required approvals	30 <sup>th</sup> OCTOBER



# Supplier Deadlines



Supplier	ITEM	DUE DATE
MCEC - Venue	<ul style="list-style-type: none"><li>• Apply for Food and Sampling Approval</li><li>• Apply for Animal, vehicle or other permits<ul style="list-style-type: none"><li>• Order Internet Services</li></ul></li><li>• Exhibitor stand cleaning and catering</li></ul>	7 <sup>th</sup> November
	Complete online Induction	14 <sup>th</sup> November
ExpoNet	<p><b>Log into ExpoNet OEK portal and complete required forms</b></p> <ul style="list-style-type: none"><li>• Fascia and Signage Confirmation<ul style="list-style-type: none"><li>• Audio Visual Order Forms</li><li>• Additional Lighting and Power<ul style="list-style-type: none"><li>• Furniture Order Form</li></ul></li></ul></li><li>• Booth Modifications, Layout and Final Checklist<ul style="list-style-type: none"><li>• Wall Mounted Shelves<ul style="list-style-type: none"><li>• Test and tag</li></ul></li></ul></li></ul>	7 <sup>th</sup> November



# Logistics provider deadlines

For all bookings please login via [the Expo Freight Portal](https://expofreight.com.au/login/?next=/booking-request/event/242/)  
(<https://expofreight.com.au/login/?next=/booking-request/event/242/>)

Exhibitors should have received a welcome email from Expo Freight with login details and temporary password.

Exhibitors can also sign up on [www.expofreight.com.au](http://www.expofreight.com.au) and create an account directly. After the account is created, log in and search for "Melbourne Disability Expo 2025" to make new bookings.

**All enquiries must be submitted by Tuesday 11 November 2025**



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

**For all enquiries contact:**

**Phone: 0488 703 788**

**E-mail: [admin@expofreight.com.au](mailto:admin@expofreight.com.au)**

# 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 Manual** for a more detailed reference of your requirements relating to photography and video recording*

# A-Z Additional Information



Audio Visual	Hire through ExpoNet
Balloon	No Helium balloons allowed inside the expo hall, 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
Electrical Equipment	Must have a current tag, test and tag service available via ExpoNet – Book via OEK
Expo Logistics	ExpoFreight Australia is the expo logistics provider
Food Sampling	Notify us on MIMO and apply for venue approval
Parking	Recommend early bird parking or pre-book online prior for a better rate

# A-Z Additional Information *continued*



Promotional Material	Distributed within the boundaries of your booth only
Raffle or Competition	Must comply with relevant law and regulations and have permits where required: <a href="https://www.vgccc.vic.gov.au/for-community/community-and-charitable-fundraising/trade-promotion-lotteries">https://www.vgccc.vic.gov.au/for-community/community-and-charitable-fundraising/trade-promotion-lotteries</a>
Refreshments	A limited number of complimentary coffee & tea vouchers provided upon registration during Move In
Rubbish	Please take large rubbish items with you.
Smoking	No smoking or vaping unless you are in the allocated smoking area
Storage	No storage so please plan well
Third Party Suppliers	Advise via MIMO form
Trolleys	Please bring your own for move-in/move-out. No Trolleys permitted in foyer unless Exhibitors have hand-held items or small collapsible trolleys. Suitcase can be used also
Wired / Wireless Internet	Recommend Venue Services for high speed



# Allowed



# Not allowed




















# Important Information



## EXHIBITOR DOWNLOADS:

	Exhibitor Manual		Venue Emergency Evacuation Map		Floor Plan
	ExpoNet Custom Booth Brochure		ExpoNet Exhibitor Catalogue		Expo Freight Booking Information
	Exhibitor Checklist		Terms & Conditions		Booth Allocation Procedure
	Parking Map		Web Banners		Expo Logo
	Email Signature Banner		Venue Safety Induction		Venue Exhibitor Portal

Everything you need is available via the link [www.melbournedisabilityexpo.com.au/exhibitor-downloads](http://www.melbournedisabilityexpo.com.au/exhibitor-downloads)

# Important Information *continued...*



Enquiries, Invoicing & Booth Allocation	<b>Email:</b> <a href="mailto:mde@impactinstitute.com.au"><u>mde@impactinstitute.com.au</u></a> <b>Phone:</b> 0499 553 394
Events 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 Portal Details	<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



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