MELBOURNE DISABILITY EXPO

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



MELBOURNE DISABILITY EXPO

20 & 21 NOV 2026

Melbourne Convention and Exhibition Centre

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 & HAWKER ALERT

Official Suppliers:

ImpactInstitute
• Expo organiser

ExpoNet
• official expo builder

Expo Freight
• official logistics provider

MCEC
• Expo venue

🚨 **SCAM ALERT:** Do not engage in any way with unsolicited third-party organisation offering you a copy of contact details of the attendee list for the Expo. We do not sell or give out attendee lists to any third parties, exhibitors or sponsors. Please contact and inform the event organisers at your earliest convenience should this happen to you.

⚠️ **Hawker Alert:** 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.

MELBOURNE DISABILITY EXPO

Marketing & Promotion



MARKETING PLAN OVERVIEW

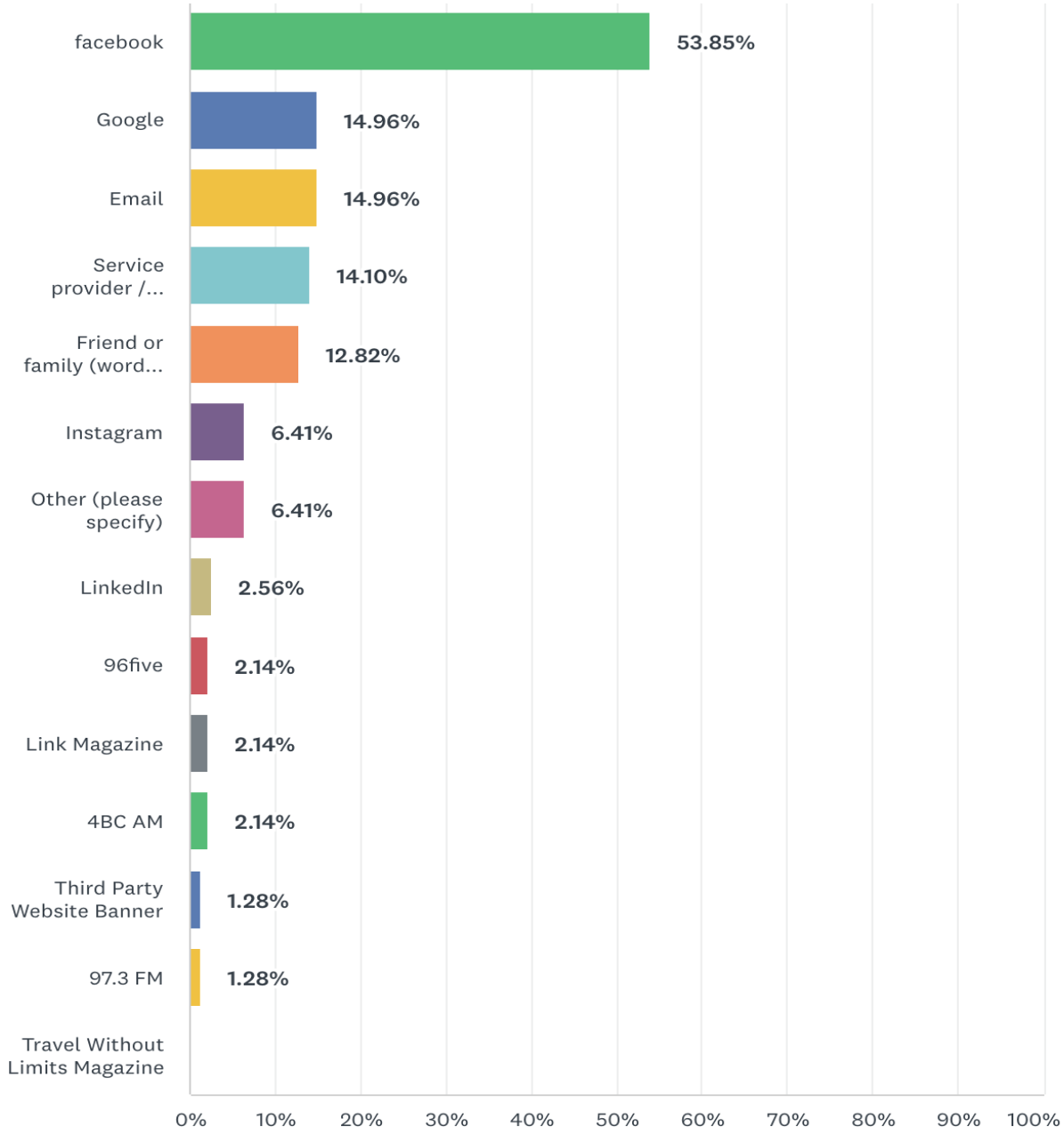
Total Campaign Reach - > 1,200,000

	JUL - SEP	OCT	NOV	EVENT
Social Media Advertising	Facebook, Instagram, Linkedin			
Digital Advertising	Google Ads			
EDMs	Expo Newsletter			
abiliTV and Vision Australia Radio		abiliTV and Vision Australia Radio		
LINK Magazine, Travel Without Limits, The Advocate	Link Magazine, Travel Without Limits, The Advocate			
Disability Support Guide	Disability Support Guide			
PR		PR – Fiona Demark (Ambassador)		
Local Event Listing	Local Event Listing			

MELBOURNE DISABILITY EXPO

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

Share	Share our event via your Facebook page Melbourne Disability Expo Event Page
Follow	Follow the Disability Expo Facebook/ Instagram Melbourne Disability Expo Facebook Page Disability Expo Instagram Page
Tag	Share our posts/stories and tag us in your Facebook/ Instagram posts/stories @MelbourneDisabilityExpo @MDE26

Promote your booth at the Expo *continued…*

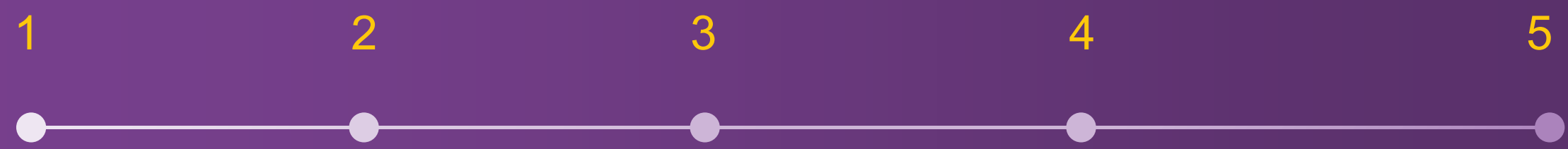
Download	Download digital assets from Exhibitor Downloads: **expo logo/flyers/social media assets/email signature**, and/or recreate your own
Promote	Promote the Expo across all platforms: web page, blog, email signature & social media pages
Email	Email your client distribution networks – include the Facebook event link
Communicate	Communicate with all client-facing employees, let them share the expo with their clients, families and friends
Include	Include the Expo in your regularly distributed newsletters and/or publications
Remind	Send reminders, reposts on social media a few days before the expo

MELBOURNE DISABILITY EXPO

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 or use ConnectMe
- 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





Official Supplier:

exponet
EXHIBITIONS & EVENTS

esd@exponet.com.au


HEDS
Support
Indepe
Livin
dividualised
Option
Sh
Ac
Liked by 50 others
Team HEDSS - Spreading smiles everywhere
we go!
hedss_au
LUCKY DIP
SPIN AGAIN
Spin the Wheel to win a prize!
Prizes:
Slime
Putty
Bubble Wands
Jelly Beans
Merch:
Backpack
Beanie
Frisbee
Stubby Cooler
Hat
Drinks:
Coke
Lemonade
SF Lemonade
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 you 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!
HEDS
NDIS Participant
Day Program
Transport
Short Term Accommodation

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

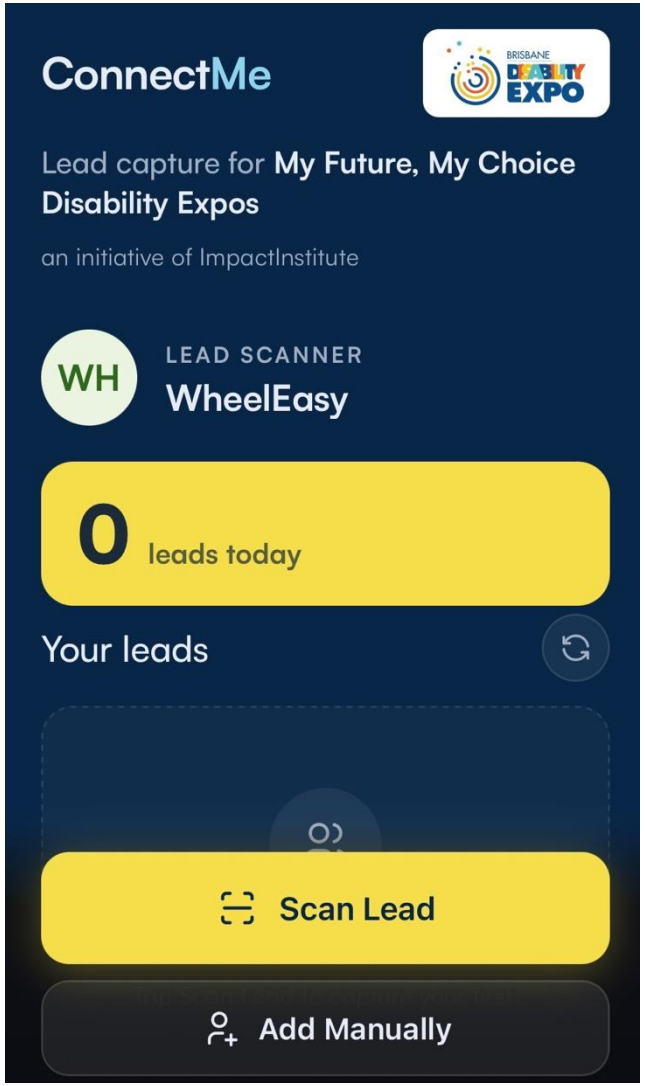
- Use **ConnectMe**

ConnectMe – Lead Capture

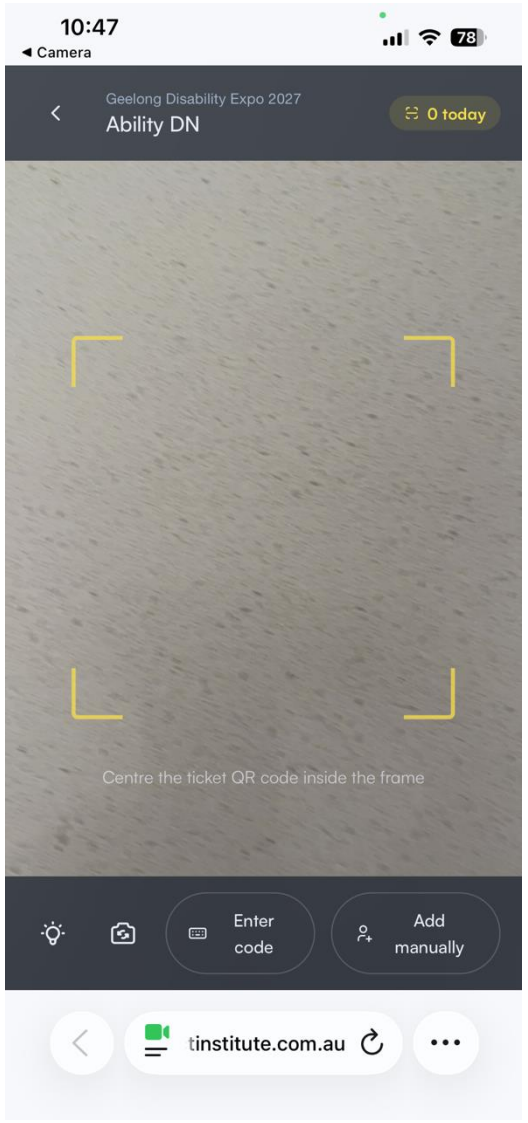
By simply scanning the QR code on an attendee's event ticket, you can instantly capture their details, making follow-up easy and efficient after the event.

How to Use ConnectMe

- **Open the Scanner –** Use your smartphone camera to scan your company's unique QR code, located in your Exhibitor Booklet (This QR Code is for your organisation only – DO NOT SHARE).
- You will also get a link sent to the booth manager the day prior – this will allow you to open ConnectMe on a laptop.
- Click on **Scan Lead** – this will turn your browser into a scanner
- **Scan Attendee Tickets -** With the attendee's permission, scan the QR code on their expo ticket to capture their contact details instantly.
- **Add Notes and Update Information** - Record conversation notes, interests, follow-up actions, or update attendee details where required.
- **Download Your Leads** - Access and download your collected leads throughout the event, up until **5:00 pm on Saturday** of the expo.



ConnectMe - *continued*



BRISBANE DISABILITY EXPO

ATTENDEE TICKET

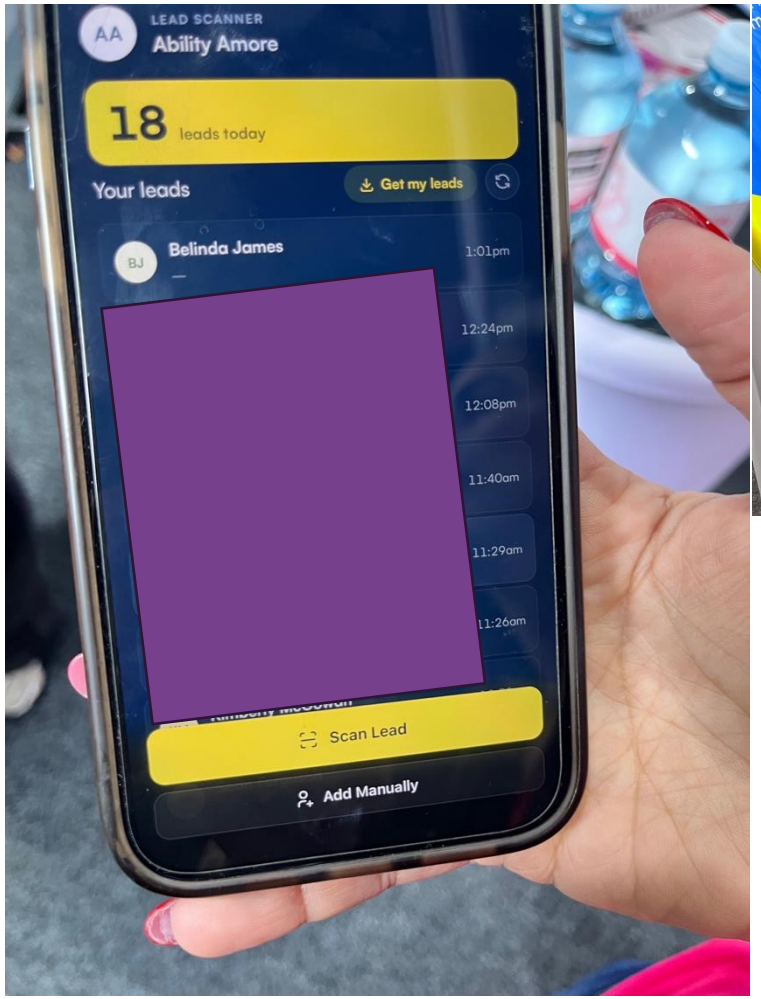
E-TICKET

Mathew Botten

Event Details

Friday 30 October 2026
Saturday 31 October 2026
Event Times: 9am - 3pm
Brisbane Convention & Exhibition Centre

Group Size: 1





ConnectMe *continued*

Important Before Using ConnectMe

- **Always ask permission** before scanning an attendee's QR code, capturing their details, or recording notes.
- **Keep your login QR code and magic link secure.** Anyone with access can view your ConnectMe account and leads.
- **Protect attendee information.** Do not share captured lead data outside your organisation without written consent, as this may breach privacy laws.
- **Download your leads before 5:00pm Saturday.** ConnectMe is only available to download during expo opening hours and closes at 5:00pm on Saturday.

Use ConnectMe responsibly to respect attendee privacy and maintain compliance with applicable privacy laws.

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

MELBOURNE DISABILITY EXPO

Expo Logistics



Expo Hours

9am - 3pm

Friday 20 Nov 2026

Saturday 21 Nov 2026

- All exhibitors are required to wear expo lanyard and wristband inside the venue 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 19 Nov 2026

Strictly 3-6pm

Move Out

Saturday 21 Nov 2026, Strictly 3-5pm

- ✓ Plan well to have enough time!
- ✓ Bring equipment, i.e., trolleys, screwdrivers, scissors, tape, etc.
- ✓ Check in at the Information desk first. Collect lanyards, exhibitor pack, expo program, and complimentary coffee/tea vouchers

- ✓ No moving out before 3pm
- ✓ No trolley movement before 3pm
- ✓ Remove everything before 5pm
- ✓ Be patient and mindful for attendees to leave and wait for loading dock to open

Loading dock, safety & third party

- **Loading dock use** – if unloading large items or using flatbed trolleys, you must book loading dock use via the MIMO form and get approved by the organiser**.**
- Confirmation email will be sent to exhibitors that have booked loading dock use after MIMO is closed. Please adhere to your allocated time.
- Unloading is restricted to **15 mins per slot from 3pm - 5:30pm (last entry)**. You must park elsewhere after unloading.
- 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.
- Small items that are safe to be ‘hand-held’ via front entrance to not congest the loading dock.
- No children under 16 years old during move in/move out

Everyone must wear safety vest & enclosed shoes during MIMO!

You can buy safety vest from us, but you’ll be refused entry if not wearing the correct shoes.

Allowed





Not allowed









MELBOURNE DISABILITY EXPO

Loading dock, safety & third party

continued…

- **Third-party Suppliers** – external suppliers used must be listed on the MIMO form and approved by the organiser and venue first.
- Approved external work must be completed by 6pm on Thursday & dismantled by 5pm on Saturday, unless agreed otherwise. All approval processes must be done by 10th November.
- **Third-party Couriers** – contact details of the courier used must also be listed on the MIMO form together with details of items being delivered.
- Each item sent or being collected must have the official delivery/collection label attached, clearly stating your company name, booth number and contact person's details.
- Deliveries: 9am - 5pm Thursday; Pick-ups: 3pm – 5pm on Saturday.
- All staff/ contractors must adhere to expo MIMO schedule and Safety Requirements at all times. Any person not complying may be requested to leave the venue. Anything left after 5pm will be removed as rubbish.

Venue Safety Requirements

Exhibitors must follow MCEC Safety requirements, complete and submit safety permits/risk assessment/ safety induction.

- Exhibitors wanting a **Custom Build** must complete and submit custom stand plan and safety permit; exhibitors wanting to perform activities such as vehicle display, animals, face painting/body art, etc., must seek approval as soon as possible.

- All of your staff/contractors/volunteers involved in move in/out of the expo must complete the online induction: **MCEC site induction**. Site Induction Link: www.mcec.com.au/site-induction **before Move-in date: 19 November.** If you are a returning user, you can log in to update your venue induction using your Pin or mobile.

- Exhibitors must test and tag all electrical equipment you bring to the expo. This service can also be booked from ExpoNet OEK before the OEK closes.

All links can be found on Exhibitor Downloads Page: www.melbournedisabilityexpo.com.au/exhibitor-downloads.

Venue Services Portal

Exhibitors can order the following services through the **MCEC Exhibitor Services**:

- Internet services
- Food and beverage sampling approvals (including confectionery items)
- Stand catering
- Other utilities

Orders must be completed by 10th November

Important: MCEC holds exclusive food and beverage rights within the venue. Exhibitors wishing to sample or distribute food, non-alcoholic beverages, or confectionery products must obtain written approval from both the Event Organiser and MCEC.

Please note:

- Venue fees may apply and must be paid prior to the expo.
- Unauthorised food and beverage items will be refused entry or removed from exhibitor stands.
- Exhibitors displaying or supplying food are responsible for complying with all relevant food safety requirements and any Melbourne City Council permits.

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



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.melbournedisabilityexpo.com.au/exhibitor-downloads • Read Exhibitor Manual and other important documents • Download and use marketing assets , post on social media and other channels	IMMEDIATELY
Prepare flyers, signage, lead forms and survival kit for your booth	IMMEDIATELY
Complete the MIMO Form - Organisational information, logistics information & applications, required approvals	5th November
Show Bag Inserts – Due at packing house	4th November

Supplier Deadlines

SUPPLIER	ITEM	DUE DATE
Expo Freight	Log in to the **Expo Freight Portal** and order courier service	5th November
ExpoNet (Complete via the OEK)	• **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**	29th October
MCEC	• **Confectionery/food & beverage sampling giveaway** • **Internet services**	10th November
	• **Approval Animal, vehicle display, custom build booth, etc.**	
	• **Safety Induction**	18th November

A-Z Information Guide

Animals	Only Certified Assistance Animals allowed. 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 permitted** 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 in case of 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 Exhibitor Downloads.
Expo Logistics	ExpoFreight Australia is the preferred expo logistics provider
Food Sampling/ Confectionery	Follow instructions to apply for approval and permits. Unauthorised items will be removed at the exhibitor's own expenses

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	**No distribution outside the boundaries of your booth**
Raffle or Competition	Check out the law and regulations and get permits where required: https://www.vgccc.vic.gov.au/for-community/community-and-charitable-fundraising/trade-promotion-lotteries
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 provided, 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. **No Trolleys movement inside the venue during expo hours**
Wired / Wireless Internet	Bring your own portable device or order venue internet services

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

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

Important Information *continued…*

All Expo Enquiries	**Email:** **mde@impactinstitute.com.au** **Phone:** **0499 553 394**
Event Key Accounts Manager 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**
MCEC Exhibitor Services	**Email:** **exservices@mcec.com.au**

MELBOURNE DISABILITY EXPO

Discover more by Visiting

melbournedisabilityexpo.com.au

