



# Darwin

TUE 17TH JUNE 2025

PROUD SUPPORTED BY

**Workforce  
Australia**

Local Jobs

Darwin (includes Alice Springs)



## Exhibitor Information Call

Connecting employers & people with disability  
[workabilityexpo.com.au](http://workabilityexpo.com.au)



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

# 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

# SCAM ALERT

- **ImpactInstitute** is the official organiser, **Fusion Exhibitions** is the official expo build company, **Expo Freight** is our official logistics company and **Territory Netball Stadium** is the venue.
- **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.

# 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



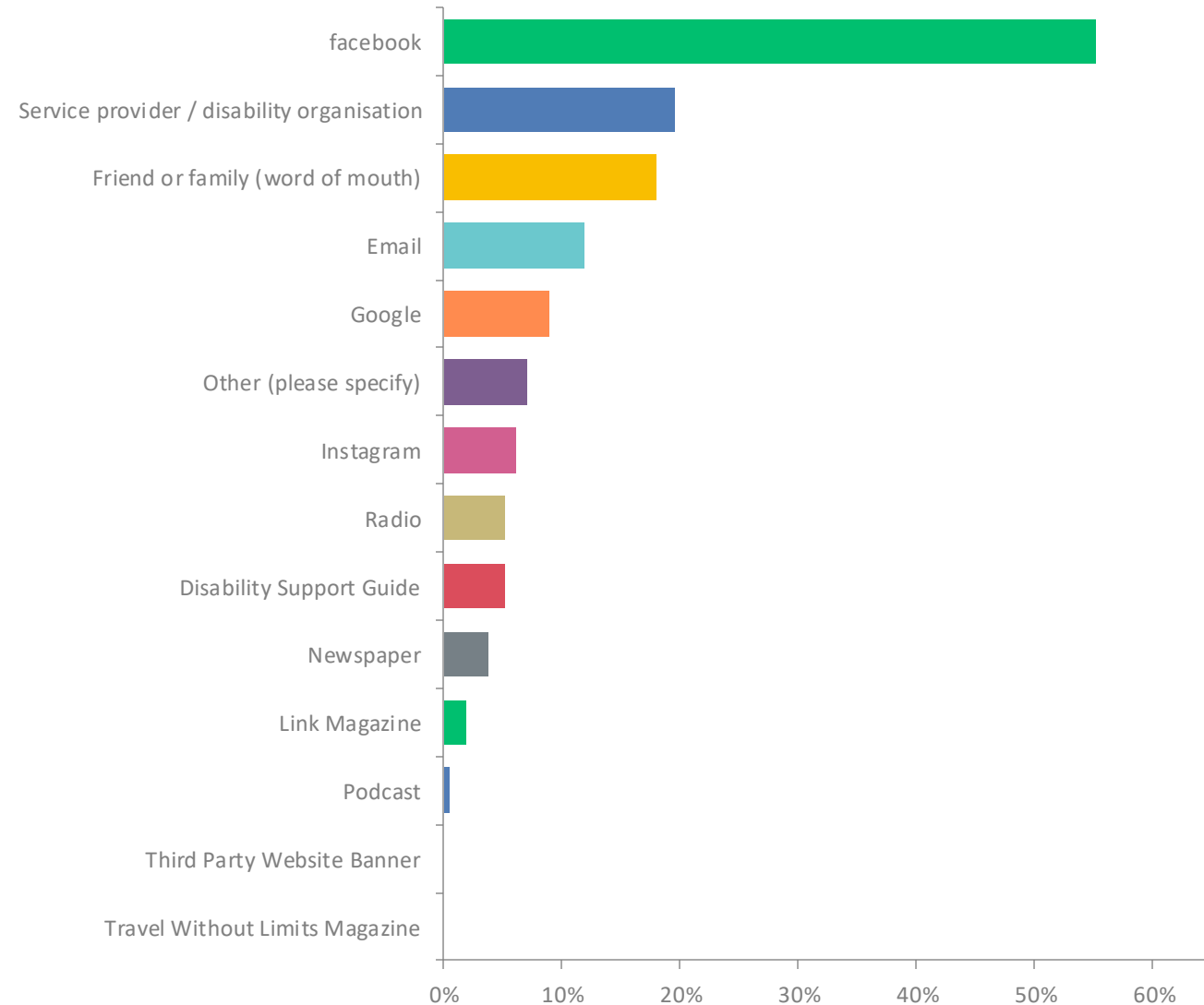
**MARKETING &  
PROMOTION**

# HOW WE PROMOTE THE EXPO

- Email databases and networking
- Through relevant organisations & service providers
- Social media posts, advertising & engagement – Facebook & Instagram
- Website
- Cross-promoting through our partners extensive databases
- Digital geo-targeted web banners across the google display network
- NT Times
- HOT100 & MIX104.9
- 104.1 Territory FM
- Digital advertising – NewsCorp
- Link Magazine & Disability Support Guide

# 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



Expo Flyer



Facebook assets



Expo Logo



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

[www.workabilityexpo.com.au/exhibitor-downloads](http://www.workabilityexpo.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/8683873768348488">https://www.facebook.com/events/8683873768348488</a>
Page	Like the Facebook page <a href="https://www.facebook.com/WorkAbilityExpo">facebook.com/WorkAbilityExpo</a>
Share	Share our stories and tag us in your Facebook posts <b>@WorkAbility</b>

# Maximising your booth

 **WorkAbility**  
EXPO



# 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.

## 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 **Fusion Exhibitions**.

**HELIUM BALLOONS ARE NOT PERMITTED ONSITE.** Exhibitors will be asked to dispose of the balloons should they be brought into the venue/Expo.

## 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?**

## 4. Maximising Leads (enquiries)

- **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 (enquires)

**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

- Tuesday 17<sup>th</sup> June 2025  
9am – 3pm
- **Booths must be occupied at all times  
(preferably with a min. 2 people)**
- **Exhibitors should not pack up or leave their  
booth unattended before 3pm.**
- In case of emergency where you need to leave  
your booth unoccupied, please advise expo  
staff at the Information Desk or call: **0455 038  
737**

# Move In / Move Out

(MIMO LOGISTICS)

- Plan your move-in, ensure you have enough time to prepare your booth!
- All Exhibitors MUST first register via the Information desk located at the main entrance.
- Move-in - Monday 16<sup>th</sup> June  
Strictly > 3pm – 6pm
- Move-out – Tuesday 17<sup>th</sup> June  
Strictly > 3pm – 5pm
- Book your move-in time and loading dock access by 28<sup>th</sup> May via the MIMO form that has been emailed to you.

# Loading dock, safety & third party

- All exhibitors must submit the MIMO form by 28<sup>th</sup> May.
- **Third Party Suppliers** – Please advise us of any external suppliers booked to work or install items at your booth. All work must be completed by 6pm on Monday 16<sup>th</sup> June. Third Party Suppliers must adhere to our Safety Requirements (vests, enclosed shoes etc) at all times.
- **Couriers** - For those that have booked a courier to deliver their goods, this must be directed to our Information desk on **Monday, 16<sup>th</sup> June** between **9am - 5pm – via Main Entrance**. 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

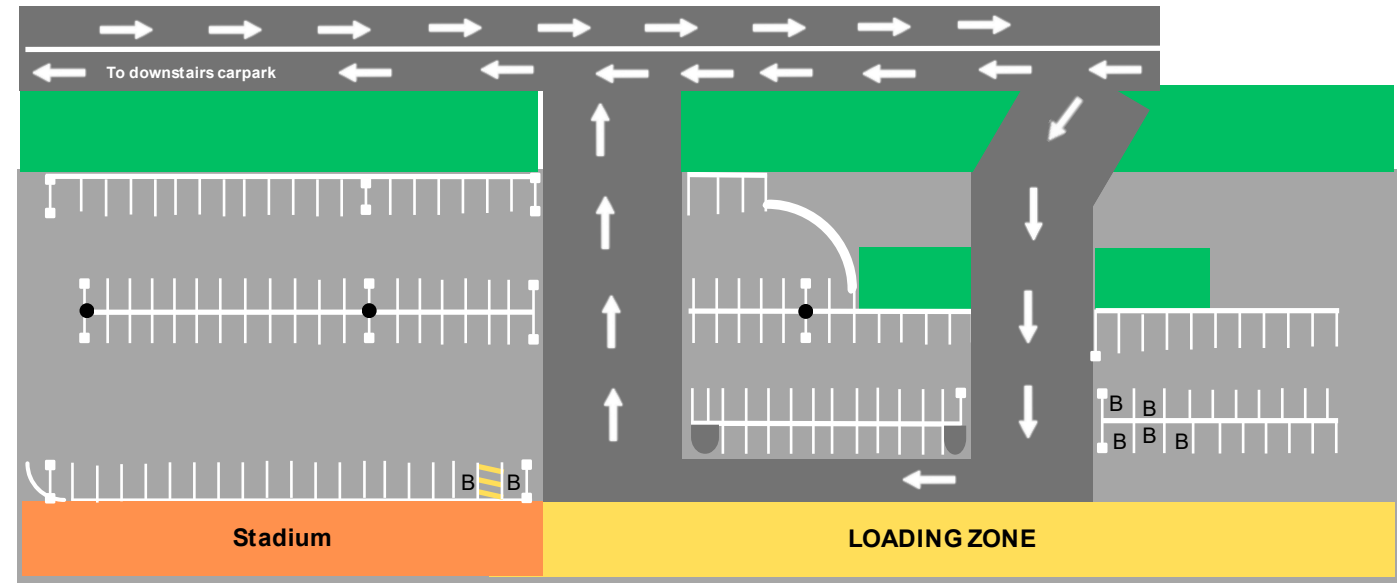
*continued...*

- 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 Tuesday 17<sup>th</sup> June**. **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
- 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.

# Exhibitor Parking

- Free Parking available at the venue.
- Exhibitors are advised to park in the underground parking on Tuesday to save more spaces for attendees closer to the entrance.

## TERRITORY NETBALL STADIUM



# Key Deadlines



ITEM	DUE DATE
Read Exhibitor Manual and Terms and Conditions	IMMEDIATELY
Send your Public Liability Certificate via <a href="mailto:wae@impactinstitute.com.au">wae@impactinstitute.com.au</a>	IMMEDIATELY
Download Expo collateral	IMMEDIATELY
Install email signature and web banner	IMMEDIATELY
Prepare flyers/Information, signage and lead forms for your booth	IMMEDIATELY
Log in Fusion Exhibitions ESC and submit your fascia	30 <sup>th</sup> May
Plan your booth, order signages, upgrades from Fusion exhibitions ESC if needed	26 <sup>th</sup> May
Complete MIMO form	28 <sup>th</sup> May
Submit confectionery request to the organiser - <a href="mailto:wae@impactinstitute.com.au">wae@impactinstitute.com.au</a>	28 <sup>th</sup> May

# Logistics provider deadlines



For all bookings please login via [the Expo Freight Portal](https://expofreight.com.au/login/?next=/booking-request/event/204/)  
(<https://expofreight.com.au/login/?next=/booking-request/event/204/>)

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](http://www.expofreight.com.au/sign-up)  
You will need to create an account. From there, login and search for "Darwin WorkAbility Expo 2025"

**All enquiries must be submitted by Wednesday 28<sup>th</sup> May 2025**

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

**For all enquiries contact:**

Phone: +61 488 703 788

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

# Things to remember



- Help protect the floor from scratching by using only rubber tyres trolleys/rollies to move in/move out, and use protection underneath signages and furniture you bring in
- Limit trolley use at all other times during expo opening hours
- **DO NOT** distribute any collateral beyond the boundary of your booth
- Walkways, corridors and exits **MUST NOT** be blocked at any time
- Food/beverage services or sampling are not permitted. Any exhibitors wanting to provide confectionary items at their booth **MUST** seek approval by 28<sup>th</sup> May. If approval is given, all confectionary must be individually pre-packaged and list ingredients and not readily available to children or persons who require care.
- **For more information please refer to exhibitor manual, accessed via our Exhibitor Downloads**

# Final Reminders



- **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** at all times. Fines apply if exhibitors are found with helium balloons inside the venue
- **NO SMOKING or VAPING** at the all areas of the venue, including outdoor courts and picnic area

# Photography/Videography



- Photography and video recording will be taking place at this Expo.
- We understand privacy is important. **Attendees who do not have media consent will be given a bright yellow 'No Photography' Lanyard.**
- Exhibitors are permitted to take photographs and videography within their booth space ONLY 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.
- If you believe a photo or video of you has been captured and you do not want it distributed, please advise the photographer or contact us ASAP via [wae@impactinstitute.com.au](mailto:wae@impactinstitute.com.au)

*\* 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** – Fusion Exhibitions

**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 / Information Material** - distributed within the boundaries of your booth only

**Exhibitor Parking** – please park far from the entrance or in basement to save more parking for attendees

**Refreshments (tea & coffee)** – limited number of coffee vouchers will be provided

**Rubbish** - please take large rubbish items with you, all cardboard boxes must be flattened

**Storage** - No exhibitor storage, please plan well

**Third Party Suppliers** - advise via MIMO form

**Trolleys** – Please bring your own with rubber tyres

**Wired / Wireless Internet** – please bring your own portable device if you require stable WIFI to operate on the day

# Important Information



## EXHIBITOR DOWNLOADS:



Exhibitor  
Manual



Exhibitor Call  
documents



Venue Emergency  
Evacuation Map



Exhibitor  
Checklist



Email Signature  
Banner



Darwin Flyer



Delivery Label



Venue Parking map



Expo Logo

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

# Important Information *continued...*



Enquiries, Invoicing & Booth Allocation	<b>Email:</b> <u><a href="mailto:wae@impactinstitute.com.au">wae@impactinstitute.com.au</a></u> <b>Phone:</b> 0477 705 177
Events Manager Mathew Botten	<b>Email:</b> <u><a href="mailto:mathew.botten@impactinstitute.com.au">mathew.botten@impactinstitute.com.au</a></u> <b>Mobile:</b> 0455 038 737
Event Sales Heather Hopkins	<b>Email:</b> <u><a href="mailto:heather.hopkins@impactinstitute.com.au">heather.hopkins@impactinstitute.com.au</a></u> <b>Mobile:</b> 0477 705 177
Fusion Exhibitions	<b>Email:</b> <u><a href="mailto:admin@fusionexhibitions.com.au">admin@fusionexhibitions.com.au</a></u> <b>Phone:</b> 08) 8947 1990
Expo Freight Australia	<b>Email:</b> <u><a href="mailto:admin@expofreight.com.au">admin@expofreight.com.au</a></u> <b>Phone:</b> 0488 703 788



# WorkAbility EXPO

## Beyond Possible

Connecting employers  
& people with disability

Discover more by Visiting  
[workabilityexpo.com.au](http://workabilityexpo.com.au)

Funded by the Australian Government  
Department of Social Services

