

WHILST YOU ARE WAITING FOR THE  
EXHIBITOR CALL TO COMMENCE, PLEASE  
ENSURE THAT YOU HAVE CLICKED THE  
**MUTE BUTTON**



GOLD COAST  
**SENIORS  
EXPO**

15 – 16 JUNE 2021

# EXHIBITOR INFORMATION

# HOUSE KEEPING

**Thank you for joining the call.**

**Before we start if you could please follow these three 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
- COVIDSafe Event

# SCAM ALERT

- **Social Impact Institute** are the official organisers, **ExpoNet** is the official exhibition build company and **Gold Coast Turf Club** 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 with regards to advertising, accommodation & other associated items please contact us.



GOLD COAST  
**SENIORS  
EXPO**

**MARKETING &  
PROMOTION**








# HOW WE PROMOTE THE EXPO

- Email databases and networking
- Through the local Local Seniors Clubs, Retirement Villages & Nursing Homes
- Through advocacy organisations & service providers
- Social media posts, ads & engagement – Facebook
- Website, blogging & cross-promoting through our attendee databases
- Digital geo-targeted web banners across the internet
- Local newspapers ads & editorial across multiple publications (Senior News, GC Bulletin & Local Gold Coast Newspapers)
- TV Advertising on, Prime 7, WIN & NBN (Chanel 9)
- Link Magazine – website banner and email newsletter
- Local radio – Commercials on 94.1FM, 89.3FM (4CRB) & 104.1FM (John Lawns Show – Radio 97)
- Targeted A5 Flyer Distribution – Gold Coast, Tweed & Hinterland regions.
- Probus & DPS Aged Care Guide – Digital Banners, Newsletter Articles & Magazine Inserts

Total Campaign Reach - >

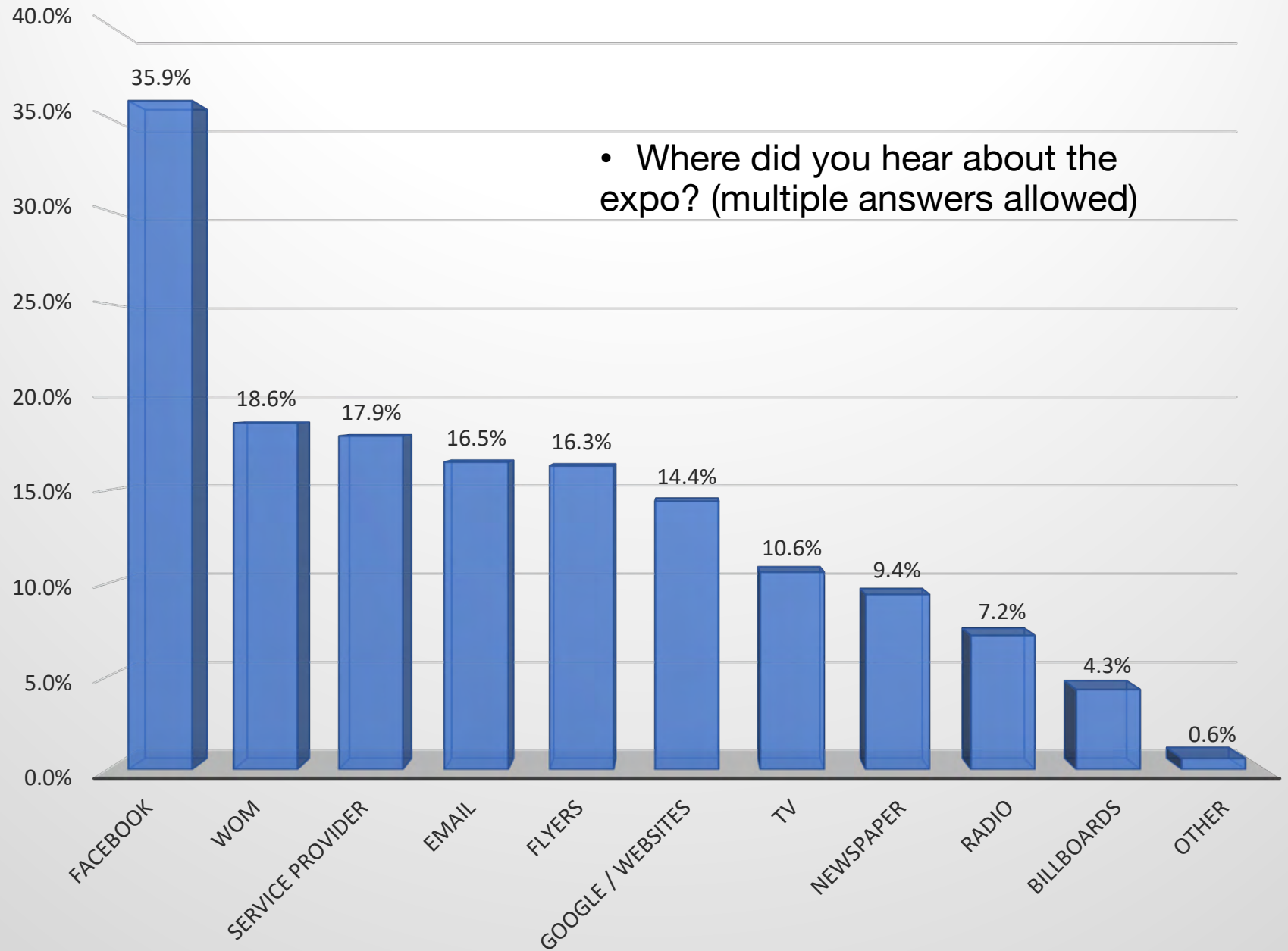
## MARKETING PLAN OVERVIEW

	No. MONDAY	FEB - APR			MAY					JUNE		EVENT
		FEB	MAR	APR	3	10	17	24	31	5	7	15 <sup>TH</sup> & 16 <sup>TH</sup> JUNE
Social Media Advertising & Digital Advertising					Google Display Network							
		Facebook										
4CRB 89.3 FM										4CRB 89.3		
Gold Coast 104.1AM					 					Gold Coast 104.1AM		
TV					 					  		
Gold Coast Bulletin										Gold Coast Bulletin		
Over 50's Magazine					Over 50's Magazine							
PROBUS - Digital										PROBUS		
Aged Care Guide					Aged Care 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

Web	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/271916863936373">www.facebook.com/events/271916863936373</a>
Page	Like the facebook page <a href="https://facebook.com/gcseiorsexpo">facebook.com/gcseiorsexpo</a>
Share	Share our stories and tag us in your facebook posts <a href="https://www.facebook.com/gcseiorsexpo">@goldcoastseniorsexpo</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

# PROMOTE YOUR BOOTH AT **THE EXPO** continued...

**EXHIBITOR DOWNLOADS:**  
DIGITAL ASSETS TO HELP  
WITH PROMOTION OF THE  
EVENT CAN BE FOUND VIA  
THE ABOVE LINK

Email  
Signature  
Banner

Flyer

Web  
Banners

Expo Logo

LINK ->

[www.goldcoastseniorsexpo.com.au/exhibitor-downloads](http://www.goldcoastseniorsexpo.com.au/exhibitor-downloads)



GOLD COAST  
**SENIORS  
EXPO**

**MAXIMISING  
YOUR BOOTH**



# MAXIMISING YOUR BOOTH

## The 5 Step plan

1. Plan
2. Design
3. Engage
4. Experience
5. Follow up

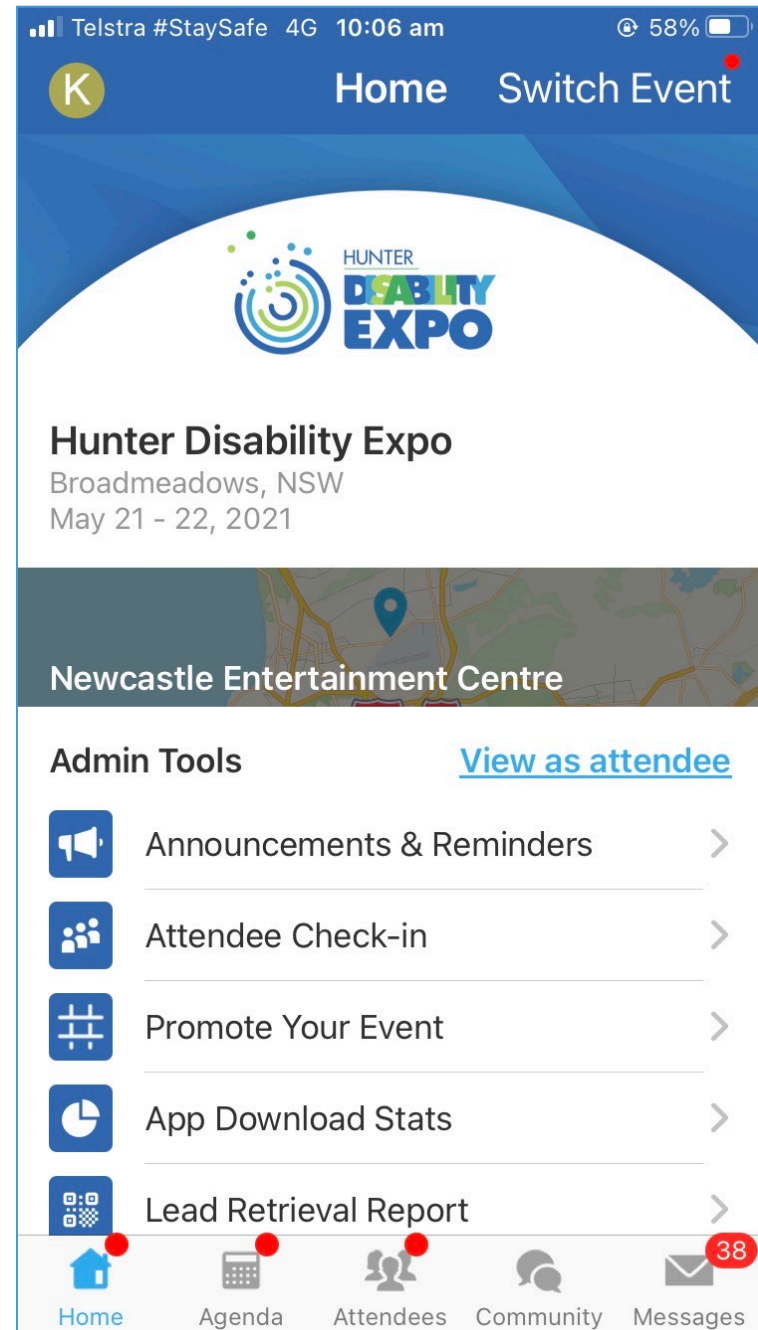
# MAXIMISING YOUR BOOTH continued...

## 1. Plan

- Have plenty of promotional material on hand – **1,000** 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.
- Ensure your virtual booth is set up in the Whova Event App and ready to take enquiries

# WHOVA App

Example:



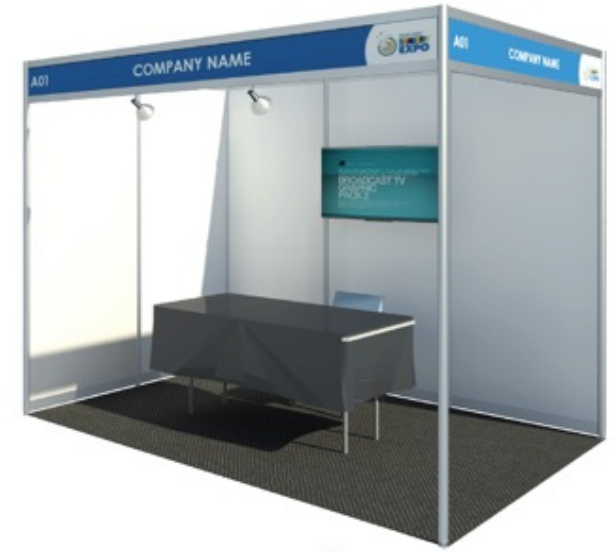
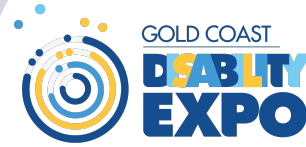
# MAXIMISING YOUR BOOTH continued...

## 2. Design

- Utilise as many visual elements as possible within budget and space including quality images, signage, banners, TV screens, merchandise, spinning wheels & anything else that will engage the attendee
- Keep the booth bright, simplistic and clean
- Keep your booth focused and consistently branded across all items, utilise the **upgrades** and **design team** available from **ExpoNet**.

**[esd@exponent.com.au](mailto:esd@exponent.com.au)**

# MAXIMISING YOUR BOOTH EXAMPLES



[esd@exponet.com.au](mailto:esd@exponet.com.au)

**exponet**  
EXHIBITIONS & EVENTS



### 3. Engage

- **Smile** and be as inviting and friendly as possible without being intrusive. Ensure staff are attentive to attendees and not distracted by phones or laptops.
- **Make each attendee remember you** - Be helpful and ask open questions, utilize your visuals and branded merchandise, brochures & FAQ sheets.
- 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 this aspect of the Expo.

**MAXIMISING YOUR  
BOOTH continued...**







# MAXIMISING YOUR BOOTH continued...

## 4. Maximising Leads

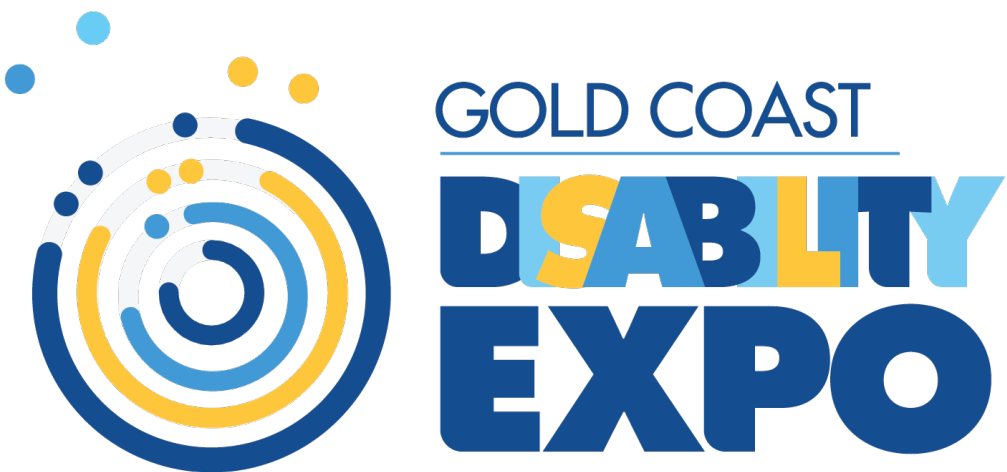
- **Use social media** as a medium to attract people to your booth and to share what is happening at the Expo in real-time or live.
- **Whova Event App** – be sure to monitor and followup leads from the Whova Event App.
- **Act Quickly** - capitalise on opportunities as quick as possible by having quick 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 BOOTH continued...

## 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

**Tuesday 15<sup>th</sup> June 2021**

9am – 3pm

**Wednesday 16<sup>th</sup> June 2021**

9am – 3pm

**Note:** Booths **MUST** be occupied at all times (min 2 people). 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 - Monday 14 June**  
**Strictly > 3pm – 6pm**
- **Move-out – Wednesday 19 June**  
**Strictly > 3pm – 5pm**
- Book your move-in time and loading dock access by **21<sup>st</sup> May** 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 your booth until **after 3pm**
- **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.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/gaming/forms-fees](http://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/gaming/forms-fees)

# THINGS TO REMEMBER cont....

- The supply of any food and/or beverages by exhibitors is not permitted due to venue guidelines and health and safety regulations. Food samples will only be permitted provided at the appropriate permit has been obtained and submitted to the organiser (Social Impact Institute) no later than the 21<sup>st</sup> May.

[www.goldcoast.qld.gov.au/forms-applications.html?q=temporary+food+stall+licence&c=-1&st=fa](http://www.goldcoast.qld.gov.au/forms-applications.html?q=temporary+food+stall+licence&c=-1&st=fa)

- *All sampling must still gain final approval from event organisers, the Social Impact Institute. To gain this approval Exhibitors must send a copy of their council permit.*
- NOTE: Confectionary is permitted provided we receive this request in writing. If approved, all confectionary must be individually pre-packaged and ingredients clearly listed. Confectionary **MUST NOT** be readily available to children or persons who can not care for themselves.

# KEY DEADLINES

ITEM	DUE DATE
Pay invoice and read terms and conditions	IMMEDIATELY
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 4 <sup>th</sup> May	21 <sup>st</sup> MAY
Show Bag Inserts – Open	15 <sup>th</sup> MAY



# SUPPLIER DEADLINES

ITEM	SUPPLIER	DUE DATE
Submit Food and Sampling Approval to the organizer gcde@socialimpact.institute	Social Impact Institute	24 <sup>th</sup> MAY
Audio Visual Order Forms	ExpoNet	24 <sup>th</sup> MAY
Additional Lighting and Power	ExpoNet	24 <sup>th</sup> MAY
Fascia and Signage Confirmation	ExpoNet	24 <sup>th</sup> MAY
Furniture Order Form	ExpoNet	24 <sup>th</sup> MAY
Booth Modifications, Layout and Final Checklist	ExpoNet	24 <sup>th</sup> MAY
Wall Mounted Shelves	ExpoNet	24 <sup>th</sup> MAY
Audio Visual Order Forms	ExpoNet	24 <sup>th</sup> MAY

# EXHIBITOR PARKING

**Monday:** Please use P1 venue parking area.

**Tuesday/Wednesday:** Please **ONLY** use the P2 parking area. + This will ensure sufficient parking for attendees.

**Shuttle Bus:** will be running every 30 minutes from **Cypress Avenue Light Rail Station**, Surfers Paradise, directly to the venue over both days, Tuesday & Wednesday.



# EXPO REGISTRATION

On arrival, make your way to registration located on the left side of the foyer area at the main entrance of – **Gold Coast Turf Club**. Please also remember to collect your Exhibitor Packs whilst registering

- **Monday 14 June 2021**  
**STRICTLY> open between 3pm – 6pm**
- A **Drop-Off Zone** will operate via the front entrance (P1) from **3pm – 5pm**. After unloading goods vehicles must leave immediately.

# LOADING DOCK, SAFETY & THIRD PARTY

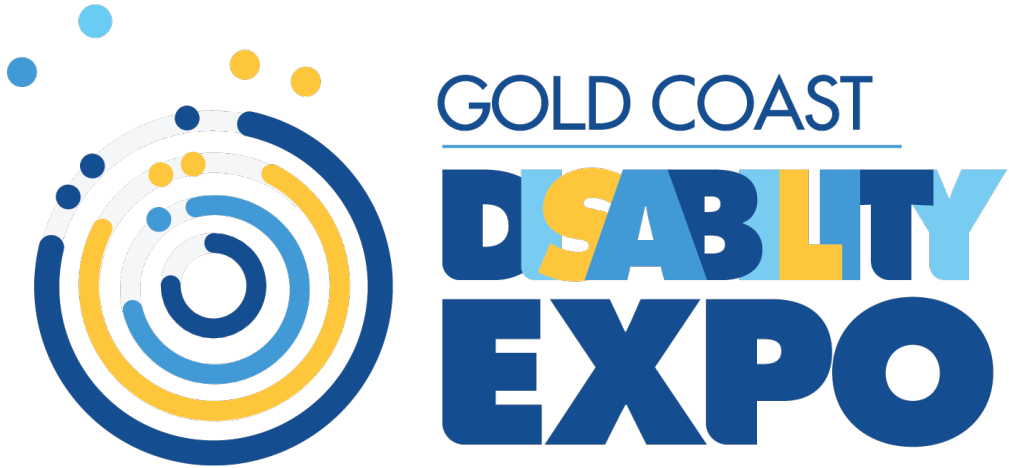
- Booking access to the loading dock via the MIMO form must be submitted by **21<sup>st</sup> May**. We ask that **ALL** small items enter via registration as not to congest the loading dock
- **Third Party Suppliers** – Please advise us of any external suppliers booked to work or install items at your booth. All work must be completed by **6pm on Monday, 14<sup>th</sup> June and 5pm on Wednesday 16<sup>th</sup> June**. Third Party Suppliers must adhere to our Safety Requirements (vests, enclosed shoes etc) at all times
- **Couriers** – will need to be directed to our registration desk at the front entrance. Goods **must not be sent to the venue before 9am or after 5pm on Monday 14<sup>th</sup> June**. All good must be collected by the end o the official move-out time. No **later than 5pm Wednesday 16<sup>th</sup> June**. A Delivery Label will be sent to exhibitors who have notified us of the expected deliveries via the MIMO form. ALL items must have a delivery label attached with contact details , clearly indicating your company name, contact and booth number



# 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 Wednesday 16<sup>th</sup> June. Please note: The Social Impact Institute accept no responsibility for Exhibitor goods.**
- **Safety Vests** and **enclosed shoes** must be worn at all times during notified 'Build Zones' – Please ensure you bring them with you. A Safety Vest can be purchased from reception via a **tap-&-go payment of \$5.**
- 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.





# COVIDSAFE EVENT





# COVIDSAFE INTRODUCTION

***Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus.***

- The best way to prevent and slow down transmission is to be well informed about the COVID-19 virus, the disease it causes and how it spreads
- With this in mind, Social Impact Institute wish to emphasise the health and safety of all patrons remain the number one priority. Event specific health, hygiene and density monitoring has been implemented to help support COVIDSafe strategies. Although regulations and restrictions continue to evolve, the implementation of COVIDSafe Strategies across all areas of our expo is aimed at ensuring our event is COVIDSafe



# GENERAL - COVIDSAFETY MEASURES

**To ensure our Expo operates as a COVIDSafe event, the Gold Coast Seniors Expo will be guided by State Government regulations at the time of the event.**

- The COVIDSafe Information Guide and COVIDSafety Plan are now available via the Exhibitor Downloads portal. It is the Exhibitors responsibility to read this information and ensure that all staff are fully aware of, and abide by the requirements
- Our event has a Conditions of Entry. Exhibitors are to have read both prior to entering
- There are strict capacity limits within the venue. As a result the number of exhibitors and attendees within the venue at any one time will be tightly controlled

Further COVIDSafe measures that have been implemented are:

- Restrictions on the number of exhibitors and attendees permitted in booths in place
- Moving in and moving out processes will be different, with limits on things such as the number of people in the loading docks etc
- Exhibitors will need to scan in AND scan out each time you move into or out off the building
- There will be mandatory health screening questionnaires for all exhibitors, contractors, and attendees upon entry
- There will be directional flow operating in the venue to assist with social distancing
- Hand sanitisers will be located within the exhibition hall, there will be extra general cleaning and additional café areas to assist with social distancing
- A range of screens and COVIDSafe Solutions can be hired through ExpoNet

**GENERAL - COVIDSAFETY  
MEASURES continued...**







# COVID MARSHALLS

Some of the COVIDSafe measures incorporated into the Gold Coast Seniors Expo are:

- Exhibitors **MUST** nominate one **COVIDSafe Marshall**
- The COVIDSafe Marshall is responsible in assuring exhibitor booth staff **adhere to all COVIDSafe guidelines**, such as the number of people permitted per booth, maintaining booth cleanliness and hygiene etc
- The COVIDSafe Marshall is **permitted to deputise** the role to a colleague if they are unable to attend a shift. ALL responsibilities of the COVIDSafe Marshall fall to the newly nominated staff member
- Exhibitors **must nominate** their COVIDSafe Marshall in advance, via the **MIMO form**
- COVIDSafe Marshalls will be identified by an **ORANGE lanyard**.





# BOOTH OPERATIONS

The COVID-19 pandemic has changed many aspect of how our Expo operates, including how to function in and around your Booths.

Personal interaction between Exhibitors and Attendees has been identified as a potential risk and as such, Social Impact Institute has implemented COVIDSafe measures to minimise the risk and ensure that we conduct a COVIDSafe event.



# NUMBER OF PEOPLE PERMITTED PER BOOTH



- Restrictions have been put in place for the number of people or groups permitted at Exhibitor Booths at any one time. Covid Marshalls will be roaming the venue to monitor the number of people per booth and also provide guidance where required. Below is the number of both Staff and Visitors permitted per booth;

- **Platinum Sponsor:**

- **6x Staff / 6x Visitors** (2x groups 3persons)

- **Gold Sponsor / Product Space:**

- **4x Staff / 4x Visitors** (2x groups 2persons)

- **Silver Sponsor:**

- **3x Staff / 3x Visitors** (1x group 3persons)

- **Standard / Small Business**

- **Community Space / Vehicle:**

- **2x Staff / 1x Visitor** (1x group)

# PHOTOGRAPHY / VIDEOGRAPHY

- Photography and video recording will be taking place at this Expo.
- We understand **privacy is important**. 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@socialimpact.institute](mailto:info@socialimpact.institute)
- 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 your **Terms and Conditions in your Exhibitor Manual** for a more detailed reference of your requirements relating to photography and video recording.*

# A – Z ADDITIONAL INFORMATION

- Audio Visual
- Cleaning
- Clear Aisles
- Couriers and Deliveries
- Promotional Material
- Exhibitor Parking
- Refreshments (tea & coffee)
- Rubbish
- Storage
- Third Party Suppliers
- Trolleys
- Wired / Wireless Internet



# IMPORTANT INFORMATION

**EXHIBITOR DOWNLOADS:**  
EVERYTHING YOU NEED IS  
AVAILABLE FROM VIA THE LINK

Exhibitor  
Manual

Venue  
Emergency  
Evacuation Map

ExpoNet  
Exhibitor  
Catalogue

ExpoNet  
Custom Booth  
Brochure

ExpoNet  
COVIDSafe  
Catalogue

Expo  
COVIDSafe Plan

Exhibitor  
Checklist

Terms &  
Conditions

Booth Allocation  
Procedure

Email Signature  
Banner

Web Banners

Expo Logo

**LINK ->**

<http://www.goldcoastseniorsexpo.com.au/exhibitor-downloads>



Enquiries, Invoicing & Booth Allocation	<b>Email: <a href="mailto:gcse@socialimpact.institute">gcse@socialimpact.institute</a></b> <b>Phone: 02 9025 9392</b>
Events Manager Mathew Botten	<b>Email: <a href="mailto:mathew.botten@socialimpact.institute">mathew.botten@socialimpact.institute</a></b> <b>Mobile: 0455 038 737</b>
Event Sales Clare McWilliams	<b>Email: <a href="mailto:clare.mcwilliams@socialimpact.institute">clare.mcwilliams@socialimpact.institute</a></b> <b>Mobile: 02) 9025 9317</b>
Exponet Portal Details	<b>Email: <a href="mailto:esd@exponent.com.au">esd@exponent.com.au</a></b> <b>Mobile: 02) 9645 7070</b>

**IMPORTANT  
INFORMATION**  
continued...



GOLD COAST  
**SENIORS  
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15 – 16 JUNE 2021

# EXHIBITOR INFORMATION

Discover more by visiting

[goldcoastseniorsexpo.com.au](http://goldcoastseniorsexpo.com.au)