

## 2020 Business + Jobs Expos Info Pack and Terms and Conditions

To book an Exhibition Stand, please visit - <https://www.smallbusinessexpos.com.au/secure-your-spot/>.

Thank you for joining us at the expos, please review the following information.

### **What the Small Business Expos have achieved in six years:**

- 3,000 small business owners have booked exhibition stands and 20,000 visitors have attended.
- 60 sponsors are working together to put on the expo program this year, from Councils, business member based groups, Chambers of Commerce and businesses. We believe it is crucial to enable businesses who are struggling, to come together, in a safe environment so they can reconnect and regenerate sales leads to help feed their families. It is our intention to run the scheduled expos in line with Covid 19 guidelines.
- Over \$20 Million in new business revenue generated for our sponsors and exhibitors over the past 4 years. We use post expo surveys to quantify the results and we issue the results to all trade table holders after each Expo.
- Engaged 300 top speakers providing Expo attendees with the latest and most up-to-date trends and information to help them grow their businesses.
- Delivered skills transfers through our "How to Sell from an Exhibition Stand" Workshops to over 1,600 business owners.
- Supported 30 charities.
- It is the largest business to business grassroots expo program in Australia.
- Awarded an International Stevie Award in 2019 for Small Business Champion
- Awarded the 2019 Women in Business Small Business Champion - Finalist

At the Business and Jobs Expos, business owners and professionals can.

- Develop business leads and new customers, build brand awareness and expand business opportunities.
- Discover new ideas and new technology to help solve business owners' challenges.
- Gain invaluable industry knowledge and insights into larger markets both in Australia and internationally.
- Network with industry peers and connect with suppliers, service providers, industry experts and Government specialist departments.
- Connect with potential venture capitalists and investors to potentially help expand businesses.
- Seek information from job support agencies and related businesses as well as employment opportunities

The Business and Jobs Expos facilitates the showcasing of new and innovative ideas to manage and grow businesses across a broad range of industry sectors.

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The expos include networking activities, tech hubs as well as informative speaker workshops and are supported by the Federal, State and Local Governments and 60 business industry groups and sponsors.

## **Collaborative B2B Marketplaces that produce financial outcomes**

The Business and Jobs Expos are the PREMIUM BUSINESS EVENTS to run in South East Queensland.

With newly unemployed at 1 million and closed business costing Australia \$4 billion a day, now is the time to get grassroots in the community where business owners live and work and their kids go to school. Small business is the cornerstone of our community and we must work together to help put the economy on the front foot again.

The aim of the Business and Jobs Expos is for economic outcomes, employment outcomes and educational/learning outcomes as well as collaboration and hope for businesses and displaced people due to Covid 19.

In Australia today, the market sector features approximately 150 trade shows each year. Very few trade shows (except for franchise shows) are focused on broad (often neglected) small business sectors, and even fewer on small and medium sized business. Now in 2020 there are very few running.

The opportunity as identified by Paula Brand is to create a series of one day events to enable a showcase for predominantly small and medium sized businesses to connect and grow. These one-day “pop-up” events in six South East Queensland Centres enable business owners to meet, connect, learn, network and gain expert advice, and discover profitable business ideas.



## **Small Business in Australia**

Small business plays a vital role in the Australian economy, with approximately 3.2 million small businesses employing 5.5 million Australians.

Small businesses contribute more than \$380 billion to the economy. Australian Government Research ATO 2017.

ASIC regulates many businesses that are 'small proprietary companies', which means a company with two out of these three characteristics:

1. An annual revenue of less than \$25 million,
2. Fewer than 50 employees at the end of the financial year, and

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3. Consolidated gross assets of less than \$12.5 million at the end of the financial year.

The Australian Taxation Office defines a small business as one that has annual revenue turnover (excluding GST) of less than \$2 million. Fair Work Australia defines a small business as one that has less than 15 employees. Despite these differences, many regulators have informally adopted the definition of 'small business', used by the Australian Bureau of Statistics (ABS), which is a business that employs fewer than 20 people.

## **Small Business Matters in Australia**

**Of all Australian companies and businesses registered, 96% are viewed as small businesses with fewer than 20 employees.**

Small businesses make a significant contribution to the Australian economy. They employ half of Australia's workforce and make up one fifth of Australia's gross domestic product. One of our main objectives is to improve the Australian financial system. Regulating small business is an integral part of this.

More than 2 million small businesses in Australia employ less than 19 people, accounting for 97 per cent of all Australian businesses by employee size, and there were 51,000 medium sized businesses, employing 20 to 199 employees, approx. 2.4 percent of all companies.

## **ABOUT THE SMALL BUSINESS EXPOS**

For those in business and seeking ways to generate a greater level of income, the Small Business Expos provide the opportunity help business owners to learn and increase the size and revenues for their business.

### **Expos**

Brisbane – 11 November

Gold Coast – 15 October

Redlands/Logan – 19 November

Brisbane West/Ipswich – 2021

Moreton Bay/North Brisbane – 29 October

Toowoomba - 2021

There are no better events in South East Queensland that provide the opportunity to talk face-to-face with contemporaries and fellow business owners to end users across a broad range of business opportunities.

These Expos are vital business-to-business expos for small, medium and large businesses and brand owners.

They recognize the many challenges that business owners face, from increased competition in Australia and internationally from online sources.

### **Who Goes?**

60% homebased, mobile, micro, franchised – we call them the invisible businesses which have no shopfronts – which represents 25% of the small business community.

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This is the prime reason why the expos exist.

15% South East Qld based – travels across the regions have more than 5 + staff

25% Qld or Australian based – support small business eg: banks, super funds, TAFE, State Gvt etc.

So yes there is BIG business in the mix

The above represents a microcosm of what make up is in a region, micro, small, +5 staff then larger businesses.

## **Connect and Communication**

With more than 8,000 businesses connecting each year and increasing steadily each year, our communications partnerships enable us to reach more than 66,000 business professionals across South East Queensland.

Our reach is in excess of 400,000 on social media & continues to grow each year.

The Small Business Expos has been embraced by the media and in 2018 was sponsored by Channel 9 and Channel Ten Regional Television Networks as well as Southern Cross Austereo Radio stations and in 2019 by 96.5 Family FM.

1022 exhibitors participated in the Small Business Expos in 2019 and more than 8,000 attendees (majority business owners) connected with other business owners resulting in \$7.5 million in business leads.

**This year due to Covid 19, we will host four Business and Jobs Expos, connecting 700 exhibitors with 6000 local business professionals at the grassroots level.**

## **Giving Back to the Community**

In 2018, Small Business Expos donated to 11 charities and continues to grow as it “gives back to the community”. In 2019, 20 charities were supported. We work with Rotary Groups across South East Queensland and have raised \$10,000 in funds for their community programs.

## **SPONSORSHIP**

- NAMING RIGHTS SPONSORSHIP – this has been booked for 2020
- EVENT SPONSORSHIP – PER EXPO – only two spaces left – Moreton Expo

To find out more about our sponsorship opportunities, please call 0475 411 793 or email [paulabrand@smallbusinessexpos.com.au](mailto:paulabrand@smallbusinessexpos.com.au)

## **SPEAKERS**

We provide speaking opportunities at each of the expos, these are not free spots and are available in the following expo workshop programs – all of these speaking spots include an expo stand, so that you can talk further with your qualified audience back at your own pop up business.

- Tina X Talks for women in business to promote their products and services
- Voice to Your Business Workshops – 20 minute presentations – to sell from stage

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- Jobs Expo Workshops – 20 minute presentations – to impart valuable information for the audience to help with employment, training, education, mental health and supporting topics. *Please note in the Moreton Bay Region Expo, workshops are FREE.*

For speaker information – visit - <https://www.smallbusinessexpos.com.au/speakers/>

## EXHIBITION STANDS – BOOK YOUR STAND NOW

### STEP UP TO SHOW – TELL – SELL YOUR PRODUCTS AND SERVICES

#### **Be open to new sales conversations and become an exhibitor.**

New start-ups: giving you the confidence to step up & start.

Mature business: for those looking to attract NEW customers and who service small businesses and also provide services and products that are home focused eg lifestyle, entertainment, educational etc.

For businesses who have new products and services, this is the place to demonstrate them. We have a saying – “You can do anything you want, as long as you don’t come naked”.

**“A one-day pop up shopfront”, ideal for online, mobile, franchise businesses - on the move or are home-based. Step up and be VISIBLE.**

**Reconnecting businesses - face to face - so you can show - tell - sell your products and services.**

#### **Book your expo stand at these expos**

Gold Coast - 15 October - *spaces available – 1 expo stands already booked*

Moreton Bay Region – 29 October - *only 20 expo stands available then we are fully booked out.*

Brisbane – 11 November - *only 20 expo stands available then we are fully booked out – 215 expo stands already booked*

Redlands Coast – 19 November - *only 20 expo stands available until we are fully booked out - 107 expo stands already booked*

#### **\*\* Part Funded Expo Stands - limited available**

If you are a business owner who has the ability to pay your bills but is looking to reconnect and reach new customers, then we encourage you to book a **part funded expo stand**.

If you are a business who has THRIVED during Covid 19 then we ask you to pay the \$439 expo stand price and allow others who need the funded stands to take them up. We ask you to do the right thing.

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*The price will rise to \$260 on the 1st August, so take advantage of this great price.*

These stands include our fantastic pre expo workshop that runs prior to the events "How To Sell From an Exhibition Stand"

## **APPLY NOW for a Part Funded Expo Stand**

1. Go to the TAB Page **Secure Your Spot**

2. Use the online booking form to complete your booking here:  
<https://www.smallbusinessexpos.com.au/secure-your-spot/>

3. Read the Terms and Conditions listed on this page

*Note: This page is not the inquiry for an info pack page.- minimize the pop up box it if gets in the way.*

### **What you can do:**

- Look for new reseller partners and extend your product scope.
- SELL products on the day - get your credit card machines ready.
- Do EXPO offers and sell excess stock too. This is your shop front for the day with 900 – 3,000 people walking past your pop up shop so SELL SELL SELL
- RUN competitions to generate your ideal customer leads.
- People can TEST your products/services.

### **We include a FREE pre expo training workshop prior to each Expo.**

To help you get the BEST results from your expo day – we give you the skills to succeed at the pre expo workshop (two hours) that is run 4 weeks prior to the expo. The “How To Sell from an Expo Stand Workshop includes networking and is open for all exhibitors and their staff. You can book your workshop spot after your expo stand is booked and paid for. If you book a stand, you really need to do the training and we can assure you, the skills we teach will be with you for all of your other expos that you do.



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## 1. Requirements of us and our Venue host

A standard trestle table (1.8m x 79cm wide) and two chairs are provided, so you need to bring:

- A table cover and promotional material;
- A targeted sales approach (which we teach you); and
- The right attitude and a smile.

You only get out of it, what you put into it. We ask you to play FULL OUT for this six-hour sales day. so, bring your A Game.

Time is money so please factor in lunch breaks, toilet trips, attending workshops, and walk around time to the other trade table holders as they are there to do business with you.

As the theme is COLLABORATION, businesses who book Exhibition Stands, we greatly appreciate it you are sharing the message to their databases, contacts, Facebook pages. To help promote, build connections and encourage their own audience to come along, as we work in an integrated community for the success of all businesses involved at each Expo. We know this works – so don't be shy – we give you the content to send out. It's a collaborative event where all businesses benefit if we all work together.

## 2. Tickets to Attend

The expos are managed events and all guests must be registered to attend.

The intent of the day is to connect and seek referral partners, find synergistic businesses, learn from speakers, buy products and services. It is not an event to just come and tyre kick and waste business owners' valuable time. Come and join us for the right reasons – to grow the economy for local businesses – because they need your support. Come with the intention to BUY.

**TICKETS ARE NOW OPEN – you can book any expo at <https://www.smallbusinessexpos.com.au/ticketing/>**

## 3. Set up and Pull Down on the Day of Expos

**We provide a comprehensive set up and pull down information sheet 3 weeks prior to the expo.**

Exhibitors must be set up and ready by 9:30am for further last-minute instructions, before the doors open to attendees at 10am sharp. Exhibitors must remain set up until 4pm.

A sponsor bag will be handed to attendees at registration, so they can use it to collect your flyers. The Expo will open doors at 7am for businesses to start setting up for the day. All pack up must be completed by 5:00pm, to allow for cleaning of the venue.

Any signs and banners are to be placed by your table only and are your responsibility throughout the day.

## 4. Completed Booking Form with payment is required to confirm your expo stand at the Expo.

To book an Exhibition Stand, please visit - <https://www.smallbusinessexpos.com.au/secure-your-spot/>.

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## **Book and pay online – simple and easy.**

The completing and returning of the application form does not guarantee acceptance as an exhibitor.

Confirmation is sent to all businesses who are accepted but space is only guaranteed ONCE the exhibition stand is paid for. An Invoice receipt is issued once payment is received.

We rarely create invoices for payment, if we do agree to do one, they are well and truly Net 7 only payment terms.

## **5. Trading Hours**

The Expo is open from 10am until 4pm. All Exhibitors MUST remain available and set up to conduct business during this entire time.

## **6. Food and Beverage**

We have coffee and food vans on site, for purchases by you and attendees. Note some stand options include lunch and they will receive their vouchers on the day of the expo at registration.

## **7. Smoking**

Smoking is permitted in council/venue designated areas only. All smokers are reminded to maintain professional behaviour when leaving the premises for a break.

## **8. Alcohol, Drugs, Noise**

Alcohol can be given as gifts and as part of promo packs on the day. However, excessive drinking, illicit drugs and excessive noise are NOT permitted in the venue, at any time.

Living with IT Pty Ltd does not take any responsibility for anyone under the influence of drugs or alcohol. Anyone found to be under the influence of drugs, and/or alcohol or creating excessive noise, will be asked to leave the venue immediately and may be escorted off the premises by security.

## **9. Dress Code**

All exhibitors must always conduct and present themselves in a professional manner during the event. The Expo aims to provide a standard of professionalism second to none. Business Casual/Semi Corporate attire and presentation is the required standard. If the standard is not reached by you, you may be asked to vacate the venue and return dressed to the required standard.

All exhibitors, volunteers and assistants are to maintain professional behaviour, always, including when leaving the premises for a break during the event.

## **10. Public Liability Insurance**

All exhibitors, be they a sole trader or a company, MUST have public liability insurance. If you have your own, you will need to provide a copy of your policy with your application form. Insurance will be available for purchase for the day if needed – outlined on the application form. Should you NOT



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have Public Liability Insurance – we accommodate you onto the main Event Public Liability Insurance Policy – cost is \$50 per business.

Or, you can book one-day Trade Expo insurance – please visit

<http://www.marketstallinsurance.com/>.

## 11. Naked Flames and Explosives and Balloons

Firearms, fireworks, explosives or flammable liquids of any kind or nature are not to be brought into or used anywhere at the venue. This includes table candles and incense/smudge sticks. If brought in they will be confiscated by the event organisers. Also no balloons or single use drinking straws are allowed.

## 12. Venue Signage and Promotional Materials

Any signs, banners or other material used to promote your business for the event must be situated within your space only unless otherwise approved by the organiser. They also must be secured and not impact on other trade table holders.

The following have been set out by the venue host and must be followed by all exhibitors, volunteers and assistants:

“The floors, walls or any other parts of the facility must not be broken or pierced by nails, screws or other contrivances, nor by any writing, printing, painting or other decorations made on the walls. No proscenium, scenery, fittings, decorations, posters, fixed, hung or displayed in or upon the building.

No substance is to be placed on any floor that may alter the surface. Furniture and equipment must be carried and not dragged. Chewing gum is not permitted in any part of the venue”.

## 13. Cancellations and Refunds

1. For **new** bookings received from 11<sup>th</sup> May 2020, if you cancel your stand booking you must email [paulabrand@smallbusinessexpos.com.au](mailto:paulabrand@smallbusinessexpos.com.au) in writing and inform the organiser MORE than 10 weeks prior to the booked expo (70 days) where a 50% refund will be returned to you via the bank details you provide.
2. If you cancel your stand booking WITHIN 10 weeks (70 days) of the Expo date, no refund is provided if you cancel your stand booking – for whatever reason you may have.
3. **For existing bookings prior to the 11<sup>th</sup> May 2020**, these bookings have been automatically transferred over to the rescheduled advertised 2020/21 Expo dates – ample time and expo options have been provided via email notification to your nominated email address. If you cannot make any of these dates, a credit note will be provided to you – valid to use until the 31<sup>st</sup> December 2021. Please action, if you wish to swap your selected expo date to an alternate one, you must email [paulabrand@smallbusinessexpos.com.au](mailto:paulabrand@smallbusinessexpos.com.au) no later than the **1<sup>st</sup> June 2020**.
4. If you are unable to attend on the day due to unforeseen circumstances, you MUST ring Paula 0475 411 793 to advise at the earliest possible time. No refund will be provided for cancellations or no shows for whatever reason.
5. No refunds are given if you have a car accident, a family member dies, travel delays, child gets sick etc that suddenly arise. We respect these things do happen, but the show must go on.

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6. If the organisers need to move the venue or reconfigure the venue layout or date due to unforeseen circumstances or for any reason that arises – we will provide you with ample notice of doing so. If you are unable to attend the new date and venue selected, no refund will be provided, but a credit note will be issued for you to exhibit at an alternate expo date that are scheduled in the current or following year – valid to the 31st December 2021.
7. If the organisers cancel the event – we will provide you with ample notice of doing so. No refund will be provided, but a credit note will be issued to you to exhibit at an alternate expo date in the current or following year.

## 14. Property Damage

You agree that the Exhibition site can be hazardous. You will take due care to prevent injury and property damage. We are not responsible for any damage caused by your acts or omissions.

## 15. Insurance

In order to occupy the Exhibition Space, you must give us proof of current public liability insurance for \$5 million, 14 days before the Exhibition starts. Your insurance cover must begin at least 7 days before the Exhibition starts and continue until the end of the moveout period. If you do not have public liability insurance, we will arrange it for you at a fee of \$50. You must not share your space without our written permission. If we permit you to share all or part of your Space with another person (Co-exhibitor) they must sign these Terms and Conditions. We will charge you a separate public liability insurance fee for each Exhibitor if you do not give us a separate certificate of currency for them. We can prohibit a sharing of stands if there are too many of the same kind of business exhibiting.

## 16. Liability

We are not liable for any expenditure, liability, or loss, including consequential loss, nor will we be in default for any delay, failure or interruption because of:

- acts of God, civil or military authority, public enemy, terrorism, pandemic viruses in particular, Covid 19.
- epidemics, war, accidents, fires, explosions, earthquakes, floods, the elements;
- strikes, labour disputes, shortages;
- failure of electrical power, lifts, transportation, postage, air conditioning;
- the availability of appropriate premises;
- insufficient exhibitor numbers – we may market a number that may attend, but we do not guarantee attendance numbers;
- visitor non-attendance;
- any prevailing commercial circumstances or causes beyond our control.

## Statutory Requirements

Compliance is not market management's responsibility.

**LICENCES** The appropriate licences and approved stall setup are required for selling or sampling food. The legislation requires temporary food businesses to be licensed by Council, who will monitor

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the standard of your businesses against the Food Act 2006 and Australian New Zealand Food Standards Code. See <https://www.lgtoolbox.qld.gov.au/topics/food>

**Labelling** Packaged goods such as, cereals, biscuits, jams, pickles etc and some primary produce must be labelled as per legislative guidelines and requirements. See <https://www.foodstandards.gov.au/industry/labelling/pages/default.aspx>

**Scales** Correct calibration of scales in accordance with Trade Measurement Laws is the responsibility of the stallholder. See <https://www.business.gov.au/Products-and-services/Product-labelling/AustralianTrade-measurement-laws>

**Food Stalls** The public must not have access into your stall at any time.

Food and drinks for sale need to agree with the theme of the stall.

The sale of commercial drinks requires management approval.

## **Electrical Compliance**

Access to power is strictly by approval only.

All electrical appliances and cords must be tested and tagged by a qualified electrical contractor in accordance with Queensland Electrical Safety Regulations 2002 and subsequent amendments.

Exhibitors with higher power needs e.g. cooking/refrigeration appliances should connect using a suitable 'earth leakage protection device' and must notify management of bringing larger electrical items into the expo. Contact [paulabrand@smallbusinessexpos.com.au](mailto:paulabrand@smallbusinessexpos.com.au) when you book your stand.

Double adaptors are not permitted for commercial usage under any circumstance.

Non-compliance may invalidate your insurance and cause risk of serious harm to the public, your employees and yourself.

Extension leads must not present a trip-hazard and must be covered. Excess cords must be coiled safely within the stall and not accessible to the public.

Ensure leads do not sit in ponds of water and that connections are waterproof.

## **Rubbish Removal**

Exhibitors are required to remove their own rubbish and waste.

Waste bins are supplied for the general public and are not for exhibitors generated waste.

Contaminated waste water MUST be taken offsite for disposal.

Cooking Oil MUST be taken offsite for disposal.

If the Market Management becomes a waste removal service then it will have to charge a fee which we do not want to impose.

## **Stall Promotions & Advertising**

Management reserves the right to use stallholder images and/or photos which may contain images of the exhibitor and/or their produce for promotional purposes.

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## **Code of Conduct**

Act with respect, courtesy and dignity at all times. You are the best advertisement for the market and your business.

Interact with the fellow exhibitors, Management and general public in a courteous manner.

Work safely and ensure the safety of others.

Strive to contribute to an honest, unbiased and positive expo environment.

Lewd or offensive language or behaviour will lead to dismissal.

## **Management Rights**

Management have the right to withhold or cancel an approval to a stallholder to trade at the market; or to remove or have removed from the expo an exhibitor who is in breach of the expo rules and code of conduct. This is including but not limited to, where a stallholder:

Fails to pay their exhibition stand fee in a timely manner;

Fails to comply with its obligation relating to vehicle and traffic control;

Fails to abide by the market's set up or pack up conditions;

Fails to abide by the expos trading hours;

Commits a criminal act at the expo;

Behaves in a manner that Management considers is inappropriate or may bring the expo into disrepute.

Management has the right to undertake any of the following actions without notice:

Re-locate an exhibitor to another site within the expot;

Require the exhibitor to remove from sale any good or service offered by the exhibitor which are not Approved Products or Services.

Request that the exhibitor undertake any reasonable measure which in the opinion of Management will improve the safety or appearance of the stand.

Request unsafe practices of equipment be immediately made safe.

By you and your company (if applicable) signing agreement to these terms and conditions, you and your company understand and agree that the event Operators, Director, Manager and or its affiliates will not and cannot be held liable or accountable for any loss, injury or damage to you or your company's business, howsoever, wheresoever and whomsoever caused, as a result of the booking being accepted and participation having occurred in this Expo.

It follows that you and your company (if applicable) understand and agree that you and your company forego and wave any right to take any form of legal or similar action against the event Operators, Director, Manager and/or its affiliates, either before, during or after the Expo.

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This expo – and any part of it – content wise or format wise cannot be replicated by any stakeholder or sponsor or exhibitor or visitor. All content is owned by the Small Business Expos.

**Living with IT Pty Ltd** via **Small Business Expos** – outlined as **Management** operates the:

- Gold Coast Business Marketplace – weekly markets coming soon
- Brisbane Small Business Expo
- Redlands Coast Business Expo
- Moreton Bay Region Business Expo
- Gold Coast Business Expo
- Brisbane West Business Expo
- Toowoomba Business Expo

## ABOUT PAULA BRAND

Paula Brand, Founder, has over 26 years of event and economic development experience across Queensland and Australia. She is a small business advocate for the invisible businesses – mobile, micro, online, homebased businesses that are one third of the small business community. The Small Business Expo team is managed by an Advisory Board and has an office at 38 Township Drive, West Burleigh. Paula is a multi-award winner in Queensland and internationally.



### **All Media and General Enquiries:**

Paula Brand

Phone: 0475 411 793

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