

## 2021 Business + Jobs Expos

### BOOK AND PAY FOR YOUR EXPO STAND - ONLINE

[www.smallbusinessexpos.com.au/secure-your-spot/](http://www.smallbusinessexpos.com.au/secure-your-spot/)

Go to the Secure Your Spot page of the website [www.smallbusinessexpos.com.au](http://www.smallbusinessexpos.com.au)

\*\*Minimise the pop-up enquiry box – that may get in the way

\*\* We suggest you do this from your computer and not your phone.

Need more customers?

Need more referral partners?

This is the perfect place for you to network with local business owners and show, tell and sell your products and services.

**Need a FREE expo stand?** please ask us how as we are happy to support businesses who need a helping hand. T&Cs apply.

The expos are one day selling events where everyone is focused on if and how they can do business with you. The most important people at our expos are our exhibitors – that is YOU.

Have not done an expo before ? Simple - we provide training before each expo – which is included in your expo stand price – we have trained thousands of businesses in South East Queensland.

This is our 7<sup>th</sup> year of running the Business Expos program and we have connected 22,500 businesses and generated over \$22 million in sales leads for local businesses. Every expo we have run has been a success. It is the only program like it in Australia.

Our expos help you to step up, be more visible and connect and SELL in a fun but highly focused way. Let's make 2021 a strong year for you and your business.

SAFE EVENTS the expos have been audited and approved by Queensland Health and follow all Covid event requirements.

**Check out what our expos are like – view our videos**

[https://youtu.be/o\\_2-ZphAcuU](https://youtu.be/o_2-ZphAcuU)

<https://youtu.be/tPntMELRk8>

<https://youtu.be/s0BcDViuLzE>

# SMALL BUSINESS EXPOS

**BOOK YOUR STAND ONLINE NOW**

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We are passionate about local businesses connecting and making new sales leads as well as selling products and services on expo day.

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

- 3,700 small business owners have exhibited
- We work with 60 sponsors each year to put on the expo program including Councils, business member-based groups, Chambers of Commerce and businesses – we work collaboratively to support local businesses.
- The 2020 Business and Jobs Expos program was audited by Queensland Health and approved.
- 360 top speakers have delivered presentations.
- We have delivered our ‘How to Sell from an Exhibition Stand’ Workshops to over 2000 local business owners.
- Supported 30 charities. ‘
- Also provided \$70,000 of free stands for struggling businesses at the Post Covid expos in 2020.
- It is the largest business to business expos program in Australia.
- It is supported by the Federal, State and Local Governments.
- Founder, Paula Brand was awarded an International Stevie Award in 2019 for Small Business Champion and also the 2019 Women in Business Small Business Champion - Finalist

### **Why Exhibit?**

- Develop business leads and new customers, build brand awareness and expand your business opportunities.
- Discover new ideas and new technology to help solve business 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 – it is a one stop shop for business.

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- Seek information from job support agencies and related employment, career and training businesses
- Connect with job agencies and DES agencies for employment opportunities – over 6000 jobs were on offer at the 2020 Business and Jobs Expos.



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

Small business are the cornerstone of our community and we must work together to rebuild the local economy.

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

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. And post covid, only 5% of expos ran in Australia – we successfully delivered our program to support local businesses.

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 Matters**

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.

# SMALL BUSINESS EXPOS

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.

## **Expo Dates**

Logan – 20 May

Redlands – 4 November

Gold Coast – 24 June

Ipswich – finalising – new venue

Moreton Bay Region – 29 September

Brisbane – 21 October

## **Who Attends?**

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 sectors – it is a one stop shop.

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

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

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

So yes there is BIG business in the mix and we welcome them as they are important.

Start-up businesses really benefit from the expos program.

## **The biggest local business networking events**

With over 5,000 businesses connecting each year our sponsors enable us to reach more than 66,000 business professionals across South East Queensland.

1022 exhibitors participated in the Small Business Expos in 2019 and more than 7,000 attendees (majority business owners) connected with other business owners resulting in \$7.5 million in business leads.

In 2020 – directly post Covid – we successfully delivered four Business and jobs Expos connecting 700 exhibitors with 2500 attendees – we are proud to have

# SMALL BUSINESS EXPOS

supported businesses at such a difficult time when many other expo companies did not deliver.

In 2021 we are working towards 1100 exhibitors and 5000 attendees in total.

## **Sponsorships Available**

- Naming Rights Sponsors – sold
- Event Sponsors – six available per expo region

To discuss sponsorship 0475 411 793 or email [paulabrand@smallbusinesssexpos.com.au](mailto:paulabrand@smallbusinesssexpos.com.au)

or view the sponsorship information at [www.smallbusinesssexpos.com.au/secure-your-spot/](http://www.smallbusinesssexpos.com.au/secure-your-spot/).

## **Speak – Sell From Stage Opportunities**

We sell our speaker spots – why?

Because all businesses have the right to speak and leverage off the pre-expo promotion and being seen as an authority in their chosen field.

It is a selling platform unashamedly – as well as providing wonderful content to your audience, you have the opportunity to “sell from stage”.

All of our speaking spots include a standard sized expo stand, so that you can talk further with your qualified audience back at your own pop-up business – so you can close the sales at the expos – cutting down follow up calls.

If you have fantastic speaker content to share and are looking to receive pre event promotion to a wider audience and love to close sales on the day of the expo – then this opportunity is perfect for you.

## **Tina X Panel Session Speakers**

Proudly sponsored by Key Business Network

This is a one hour panel session of four women and speaker content needs to be Women in business focused. Your speaking spot includes a standard sized expo stand.

For more information [smallbusinesssexpos.com.au/speakers/](http://smallbusinesssexpos.com.au/speakers/)

## **Business Workshop Speakers**

Any business can book a speaking spot if you have a product or service that can help businesses develop, expand or embrace the future.

Sessions run for 20 minutes and include question time. Be the authority in your business sector and book a speaking spot.

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Each session is live streamed and recorded so you you can use for future marketing purposes.

More information [smallbusinessexpos.com.au/speakers/](https://smallbusinessexpos.com.au/speakers/)

## **Job Workshop Speakers**

This is open to any employment, education, training and supporting employment related business can book a speaking spot if you have a product or service that can help people become employed.

Sessions run for 20 minutes and include question time. Be seen as the authority in your business sector.

Each session is live streamed and recorded so you you can use for future marketing purposes.

More information [smallbusinessexpos.com.au/speakers/](https://smallbusinessexpos.com.au/speakers/)

## **You can almost whatever you want at an expo**

You can do what ever you want as long as you don't come naked or annoy anyone else – so think outside the square and get marketing and thinking BIG.

- 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. This is your shop front for the day with hundreds of 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.
- Run showcase specials to get new customers into your business – we show you how in our pre training workshop

## **FREE training included**

You will succeed at an expo if you have the skills, and we provide free training before each expo, as part of your exhibitor stand price.

The “How to Sell from an Expo Stand Workshop is open for all exhibitors and their staff to attend.

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 any other expo you choose to do in the future.

**S M A L L B U S I N E S S**  
**EXPOS**

**EVEN MORE BENEFITS TO HELP YOUR BUSINESS SUCCEED**

**SPONSOR EXCLUSIVE OFFERS :**

**EXCLUSIVE EXPO OFFERS to the 2021 Business and Jobs Expo Community.**

**Promotional Material Discounts**

Queensland based [The Brand Makers](#), serve clients nationally and are your #1 source for marketing tools to grow your brand (and your business). Exhibitors can benefit from the experience that the team openly shares with their clients. Your success is our success.

The Brand Makers produce the branded marketing materials to maximise your success both during and after the expo. (Plus, our team have supported the most successful exhibitors).

- 2hrs of free graphic design (value \$160.00 + GST) with any flyer or brochure print order
- 20% off all giveaway and promotional product gifts (up to a maximum of \$1,000.00 in savings)

Our team will also provide any #SBE exhibitor with a conversation to discuss your product or service, giving you a tailored recommendation on the items that will help you see the best result.

Enquiries to [grow@thebrandmakers.com.au](mailto:grow@thebrandmakers.com.au)

**Join BSB to promote your business for 365 days a year :**

**Brisbane Small Business** is South East Queensland's premier, largest by numbers and most engaged, Small Business Community/Network. With over 12,500 members and a daily engagement of approximately 40% of members. In the last 12 months, we have had over 1.3Million unique daily visitors. Our mission is to help members

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build sustainable growing businesses, through connection, education and collaboration.

1. Free Social Membership of our [community](#) and a listing on the [BSB Business portal](#)
2. For those seeking to promote their business to the 12,500+ BSB Community, were offering a 33% discount on any annual package (Use the Discount Code BAJEXPO21)
3. Expo Stand holders can also use QOIN to purchase their initial/next annual Membership

Enquiries to [bajexpo@brisbanesmallbusiness.com.au](mailto:bajexpo@brisbanesmallbusiness.com.au)

### Improve your Website – FREE Review of your Website

Peter Baldwin Marketing Expert will

- Conduct a detailed Zoom review of your website so you know exactly what is working and how to improve and fix it.
- The exact steps of your key responsibility of how to provide good website content without which Google will not rank you. This is not easily found on the internet
- How to set up content for mobiles as Google now ranks them and no longer desktops... and how to do voice search.
- If you don't yet have a website what you need, how to select and trust a good web developer so you are confident and in absolute management control of your website.
- Valued at \$220

Enquiries to [peter@awesomebusinessoutcomes.com](mailto:peter@awesomebusinessoutcomes.com)

### Discounted Business Programs and Business Coaching

Business Station is run by an energetic bunch of professionals who are passionate about empowering Australian businesses. The core purpose of Business Station is to help small businesses thrive. We facilitate, encourage and promote economic

## SMALL BUSINESS EXPOS

development across WA, QLD and NT by enabling and supporting the establishment, growth and ultimate success of new and small businesses.

Free first 1 hour face2face session with any of our consultants, then a subsidised rate of \$60/hour + GST for 2 hours per month

Free 1 hour webinars

Subsidised 2 hour workshops, ticket price from \$25 incl GST and booking charges.

**Enquiries to** [kelby@businessstation.com.au](mailto:kelby@businessstation.com.au)

### **Freedom Empowered Travel - Diamond Club**

- Discounted yearly membership of \$199 (33% saving) to the Diamond Travel Club, with access to over 800,000 hotels and resorts worldwide at commission-free wholesale rates.
- All new memberships go into entry into a major prize draw (\$1000 holiday gift voucher, which is valid for 12 months at any property in Australia/New Zealand
- Each new member receives a \$25 holiday credit to use at any hotel of choice. (this credit will be reduced from your first booking).
- Members that join up that are existing Qoin merchants or customers receive 1 free booking on 100% full Qoin (when booked outside 90 days of travel).

**Enquiries to** [bookings@diamontravelclub.com.au](mailto:bookings@diamontravelclub.com.au)

Our workshops run four to five weeks prior to each expo via zoom and in person – you will have the option to choose which suits your available time.

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Your one-day  
pop-up storefront.



## Your Exhibitor Stand

Book online [www.smallbusinessexpos.com.au/secure-your-spot/](http://www.smallbusinessexpos.com.au/secure-your-spot/).

A standard stand consists of one trestle table - 1.8m long x 79cm wide in size and two chairs. The total space is 2m square.

You need to bring

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

## Covid registrations

The expos are business managed events and everyone who attends our expos must register using [www.safevisit.com.au](http://www.safevisit.com.au). We take the registrations upon entry.

Refusal to register will mean no entry.

## Exhibitors Set Up Information

To help you prepare for the day, we provide exhibitors with a comprehensive set up and pull-down information sheet 3 weeks prior to each expo. We do not send it out earlier.

## 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.

## **BOOK YOUR STAND ONLINE**

[www.smallbusinessexpos.com.au/secure-your-spot/](http://www.smallbusinessexpos.com.au/secure-your-spot/)

*Go to the Secure Your Spot page of the website. Minimise the pop-up enquiry box.  
We suggest you do this from your computer and not your phone.*

## **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.

## **Food and Beverage**

We have coffee and food vans on site and some expo venues have their own food and beverage outlets

Note some expo stand options include lunch and they will receive their vouchers on the day of the expo at registration. Please check upon booking if your stand includes lunch tickets.

## **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.

## **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.

## **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.

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

## **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** 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/>.

## **Naked Flames and Explosives and Balloons and Drinking Straws.**

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 at the expos.

## **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 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”.

## **Cancellations and Refunds**

1. If you cancel your stand booking within 10 weeks (70 days) of the booked Expo date, no refund is provided if you cancel your stand booking – for whatever reason.
2. If you cancel your stand booking outside of the 10 week window, you will receive a refund, minus an administration fee of \$100.

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3. If you are unable to attend on the day of the booked expo due to unforeseen circumstances, you **MUST** ring or text Paula Brand 0475 411 793 to advise at the earliest possible time. No refund will be provided for cancellations or no shows for whatever reason.
4. 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 – so please do not ask us for a refund and we respect that life gets in the way but our expos do run as a business with the stated terms and conditions.
5. If you cannot attend your booked expo, you cannot transfer to another expo date.
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 year of 2021.
7. If the organisers are forced to cancel the expo for whatever reason – 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 year of 2021.

### **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.

### **Insurance**

In order to occupy the Exhibition Space, you must give us proof of current public liability insurance for \$10 million.

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**

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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 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>

## 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@smallbusinesssexpos.com.au](mailto:paulabrand@smallbusinesssexpos.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.

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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.

## **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.

## **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.

## **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 an exhibitor to trade 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 expos 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 expo;

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

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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.

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

- Brisbane Business and Jobs Expo
- Redlands Coast Business and Jobs Expo
- Moreton Bay Region Business and Jobs Expo
- Logan Business and Jobs Expo
- Gold Coast Business Expo
- Ipswich Business and Jobs 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 5 Christine Avenue Miami.



## **QUESTIONS?**

Paula Brand - Phone: 0475 411 793 - [paulabrand@smallbusinessexpos.com.au](mailto:paulabrand@smallbusinessexpos.com.au)

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