

SMALL BUSINESS EXPOS



2022 Business + Jobs Expos

Expo Dates

Gold Coast – 16 June – Coomera Indoor Sports Centre – 300+ exhibitors

Brisbane – 6 October – Nissan Arena, Nathan – 300+ exhibitors

We are passionate about local businesses connecting and making new sales leads as well as selling products and services at each expo we hold.

Step up and showcase, generate more business and sell sell sell.

Need more customers?

Need more referral partners?

Need to be more visible?

Need to sell more products?

Want to showcase new products and services?

Need to give information to the local business community?

These expos are the one stop shop for all local businesses. Our expos help you to step up, be more visible and connect and SELL in a fun but highly focused way.

BOOK YOUR EXPO STAND ONLINE – NOW

www.smallbusinesssexpos.com.au/secure-your-spot/

Go to the Secure Your Spot page

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

** please use your computer and not your phone to book an expo stand.

** prior to booking please ensure you have read the terms and conditions

S M A L L B U S I N E S S E X P O S

Needing a FREE expo stand?

Times are tough, we are happy to support businesses who need a helping hand. TCs&Cs apply. We have zoom sessions that run during the week - so you can learn more about the expos and find out about the **FREE EXPO STANDS**. We have always been about helping business when they need it most since 2014.

It is all about MORE SALES for you

The expos are 100% sales focused networking and buying events where everyone is there to see if and how they can do business with **you** – and want to BUY products and services. Our expos are about sales conversations and chatting to everyone. They are the most engaging expos program in Southeast Queensland

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 your business challenges.
- Gain invaluable industry knowledge and insights into larger markets – reach beyond your own borders and limitations.
- Network with industry peers and connect with suppliers, service providers, industry experts and Government specialist departments – it is a one stop shop for all local businesses and the general public.
- Connect with job support agencies and related employment, career and training businesses
- Connect with job agencies and disability agencies for employment opportunities – over 6000 jobs were on offer at the 2021 Business and Jobs Expos.
- Exhibitor ZONES – home, business services, health and wellbeing, technology, entertainment and many more

FREE TRAINING for exhibitors

To help you prepare for the expo day, we provide training to our exhibitors and staff. Only 1 hour online by zoom with plenty of session options available 6 weeks before each Expo.

We have trained thousands of businesses in Southeast Queensland so there is no need to worry if you have not been an exhibitor before, the skills you learn are invaluable, and are designed to give you the confidence to connect and sell on the

S M A L L B U S I N E S S E X P O S

day as well as low-cost marketing ideas to utilise that underpin your sales conversations. There is no other training like it in Australia.

We support local business

This is our 8th year in running the Business and Jobs Expos program and we have connected 24,000 businesses and generated over \$28 million in sales leads for local businesses. We are just coming up to delivering our 31st Business Expo. We have never cancelled an expo, and successfully ran nine expos during the last 2 years of the Covid pandemic.

SAFE EVENTS the expos are audited and approved by Queensland Health and follow all Covid event requirements. We have now run 9 Covid events so we know what we are doing.

CHECK OUT OUR EXPOS FROM 2021

Brisbane 2021 <https://youtu.be/RRYpTbNu6zU>

Brisbane 2021 <https://youtu.be/pHTy9WCU0Ms>

Gold Coast 2021 <https://youtu.be/ud3nhF53hZ0>

NOW IS THE TIME TO BOOK YOUR STAND. We always fill up, so book early.

www.smallbusinesssexpos.com.au/secure-your-spot/

Go to the Secure Your Spot page of the website

www.smallbusinesssexpos.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.**

What the Small Business Expos have achieved in 7 years:

- 5000 small business owners have exhibited
- The largest local business to business sales focused expo program in Southeast Queensland
- We work with 50 sponsors each year to put on the expo program including Councils, business member-based networking groups, Chambers of Commerce and businesses – we work collaboratively to support local businesses.
- 380 top speakers have delivered workshops.

S M A L L B U S I N E S S E X P O S

- We have delivered our "How to Sell from an Exhibition Stand" Workshops to over 3000 local business owners.
- Supported 30 charities. Our main charity is Rotary.
- Over 28,000 visitors have attended.
- We donated \$70,000 of free stands for struggling businesses in 2020 when we ran our expos during Covid
- Supported by all levels of Government
- 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

The Business and Jobs Expos are the **HERO LOCAL BUSINESS EVENTS** in Southeast Queensland – there is nothing else like it.

Local businesses are the cornerstone of our community, and we must work together to help and support each other to grow.

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 the ongoing Covid pandemic.

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 over the last two Covid years.

These one-day "pop-up" sales focused events to enable business owners to meet, connect, learn, network and gain expert advice, and discover profitable business ideas.

There are no better events in Southeast Queensland which provide the opportunity to talk face-to-face with contemporaries and fellow business owners to end users across a broad range of business sectors – **A ONE STOP SHOP FOR BUSINESS**

Who attends?

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

S M A L L B U S I N E S S E X P O S

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 general public are encouraged to come along to buy and support local businesses. *At the end of the day, everyone who walks in the door is a potential customer.*

The biggest local sales focused business networking events

In 2020, the first year of Covid – we successfully delivered four Business and jobs Expos connecting 700 exhibitors with 2500 attendees – we are proud to have supported businesses at such a difficult time when over 95% of expos did not run in Australia.

In 2021, 970 exhibitors participated in five Business and Jobs expos with 3500 visitors in total, generating \$6 million in sales and leads. Remember this was the 2nd year of Covid when 90% of expos in Australia, did not run.

In 2022, we will only be running to very large expos – Brisbane and Gold Coast. We expect 300 expo stands at each across five halls, and 1200 visitors to attend. So book your stand in both and get face to face with over 3500 local businesses.

Sponsorship opportunities

Get more reach not just at our expos but leading up to the expos throughout emails and social media platforms.

- Naming Rights Sponsor
- Event Sponsors

To discuss sponsorship call 0475 411 793 or email paulabrand@smallbusinesssexpos.com.au

View the sponsorship information at

<https://smallbusinesssexpos.com.au/sponsorship/>

Book a Speaking Spot

We sell our speaker workshop spots – why?

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

SMALL BUSINESS EXPOS

It is a selling platform unashamedly – as well as providing wonderful content to your audience, you can “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.

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

Sessions run for 20 minutes plus 5 minutes question time. Be the authority in your business sector and book a speaking spot. There are only six available per expo

An exhibition stand is included with two lunch vouchers as well to be used at our food trucks.

More information <https://smallbusinesssexpos.com.au/speakers/>

Use the Expos to SHINE.

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

Your one-day
pop-up shopfront.



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

EXPOS

WHAT DO YOU GET AT YOUR EXPO STAND?

A standard stand consists of one trestle table - 1.8m long x 79cm wide in size and two chairs. The total space is 2m x 2m square. We do not provide booth shells.

You need to bring

- A standard trestle table cover and marketing material.
- A targeted sales approach (which we teach you); and
- The right attitude and a smile.
- One pull up banner is enough

ANOTHER OPPORTUNITY – UNIVERSITY INTERNS AVAILABLE

UNIVERSITY INTERNS OFFER - GET ONE FOR YOUR BUSINESS

GET EXTRA HANDS ONTO YOUR BUSINESS, TO HELP - FOR FREE.

I just wanted to let you know about the opportunity to take on an intern into your business.

They are from universities from all over Australia. I work with them virtually and some times face to face in my office.

I have been using interns for the past four years to help us run the Business and Jobs Expos.

Interns are FREE, and they are pretty similar to working with them, like you do a Virtual Assistant.

They provide 24 hours a week assistance for 12 weeks.

The onboard process is super easy as it is online.

Did I mention this is FREE.

We use about three interns a year, saving us around \$30,000 in wages.

We love our interns and we work well with them. They are degree and masters students and are available for many industry sectors eg:

Information Technology
Event Management

S M A L L B U S I N E S S E X P O S

Business Administration
Accounting

Engineering
Bookkeeping
Marketing
Manufacturing
Etc.

Why not give a university student, the opportunity to get real live experience to help them get a leg up into their career but at the same time, give you much needed help in your business.

Email us paulabrand@smallbusinesssexpos.com.au and our Internship Business Partner will be in contact with you directly.

Just another way we are helping businesses to get through this difficult time.

Did I mention to you it is FREE.

PLEASE READ - TERMS AND CONDITIONS

To help you prepare for the day, we provide exhibitors with a comprehensive set up and pull-down information sheet 4 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. This is a manual process, so it does not automatically come to you. It is emailed to you. Remember an expo stand is a tax deduction as it is a marketing expense

NO constraint of trade

We state we will not be impacted by anybody who wishes us to limit businesses to exhibit at our expos. We accept all businesses with active ABN numbers and will not ever limit the number of businesses who wish to trade at our expos. We do not get involved in internal rules run by some MLM organisations and will enter into no communication as to who our exhibitors are. We strongly do not support restraint of trade.

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

EXPOS

Trading Hours

The Expo is open from 10am until 3.30pm.

All Exhibitors MUST remain available and set up to conduct business during these times.

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 vouchers to be used at the food trucks.

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.

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

Due to the floors in some venues, sometimes we have to ask everyone to wear flat soled shoes.

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

EXPOS

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

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. If you are found to damage the floor in anyway, you will be responsible for the repairs. 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 the administration fee of \$50**
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

S M A L L B U S I N E S S E X P O S

the earliest possible time. No refund will be provided for cancellations or no shows for whatever reason. Not even if you are unwell with the flu or have Covid. We suggest you have a back up of someone who can take over your stand to continue to run if on your behalf, on the day.

4. No refunds are given if you have a car accident, a family member dies, travel delays, child gets sick, Covid 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 these stated terms and conditions.
5. If you cannot attend your booked expo, you **cannot transfer** to another expo date. Our budgets are created separately for each expo, so we cannot transfer from one expo to another. It is 100% your responsibility to attend and exhibit at your booked expo. We cannot resell your stand and we cannot assist you if you for, whatever reason, cannot make it. You can resell your stand or donate your stand to a not for profit organisation/charity.
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 2022 as well as 2023.
7. If the organisers are forced to postpone (we never cancel) the expo for whatever reason – we will provide you with as much notice as we have been given. 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 2022 as well as 2023 expos.

Property Damage

You agree that the Exhibition site can be hazardous. You will take due care to prevent human 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 move out period.

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

EXPOS

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.
- 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>

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

EXPOS

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 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.

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, video footage and/or photos which may contain images of the exhibitor and/or their products/services for promotional purposes.

Code of Conduct

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

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

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 down 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.

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

SMALL BUSINESS EXPOS

- Gold Coast Business Expo
- Ipswich Business and Jobs Expo

ABOUT PAULA BRAND

Paula Brand, Founder, has over 28 years of event and industry development experience across Queensland and Australia in 12 industry sectors. 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.



OFFICE CONTACT DETAILS

Phone: 0475 411 793 - paulabrand@smallbusinessexpos.com.au

© **Paula Brand and Living with IT Pty Ltd ABN 35 700 126 476 2018** This expo program – 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 Living with IT Pty Ltd, trading as The Small Business Expos. All information included in this information pack and booking form is copyright to Paula Brand and Living with IT Pty Ltd trading as Small Business Expos.