



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

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

It is your time to step up and showcase, generate more business and sell, sell, sell!

Do you;

- 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?

The Expos are all about MORE SALES for you!

Now in their ninth year, our 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, building better business relationships and chatting to everyone. They are the most engaging expos program in Southeast Queensland.

Why Exhibit?

The 2023 Business + Jobs Expos are where you can do big business!

In 2023 we have a number of new initiatives we will be introducing to the Small Business + Jobs Expos – all designed to provide even more value to our partners, exhibitors and attendees. These will be progressively announced as the Expo dates draw closer – so be sure to confirm your details to us so that we can keep you informed!

Connecting Local Business

Business Development and Support

Tel: 07 30406432

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ABN 95 576 449 776

In the meantime, here are just a handful of reasons why you should be involved:

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

We support local business

This is our 9th year in running the Small Business + Jobs Expos program and we have connected more than 24,000 businesses and generated over \$28 million in sales leads for local businesses. In 2023 we will be delivering our 31st Business Expo! We have never cancelled an Expo - we even successfully ran nine expos during the last 2 years of the Covid pandemic.

No-one else can make that claim.

Nothing stops us from promoting small business in Queensland!

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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 2022

BRISBANE: <https://www.youtube.com/watch?v=Ey45jMOTIyw&t=16s>

GOLD COAST: <https://www.youtube.com/watch?v=Uua9364Utgw>

CHECK OUT OUR EXPOS FROM 2021

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

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

NOW IS THE TIME TO SECURE YOUR SPOT. We always fill up, so book early!

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

More information about the Expos can be sourced here:

www.smallbusinessexpos.com.au

What the Small Business + Jobs Expos have achieved over the last 8 years:

- 5000 small business owners have exhibited with training for over 3000 local business owners on 'How to Sell from an Exhibition Stand' Workshops.
- The largest local business to business sales focused expo program in Southeast Queensland - supported by all levels of Government.
- Working with Councils, business member-based networking groups, Chambers of Commerce and businesses – we work collaboratively to support local businesses.
- 380 top speaker workshops.
- Supported 30 charities and . Our main charity is Rotary. Donated \$70,000 of free stands for struggling businesses in 2020 when we ran our expos during Covid
- Over 28,000 visitors have attended.
- Our 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

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The Small Business + 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 Small 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 ongoing impacts of the Covid pandemic.

Our one-day “pop-up”, sales focused, events 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 providing 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
- 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 Small 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.

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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 ran two very large Expos – Brisbane and Gold Coast. There were over 300 expo stands at each across five halls, with over 2000 visitors attending!

In 2023 we will be running three Expos:

- Moreton Bay – May 2023
- Gold Coast – June 2023
- Brisbane – October 2023

We are targeting for 1,000 exhibitors and over 3000 attendees across 2023!

Partnering opportunities

Get more reach, not just at our Expos but leading up to, and immediately after, the Expos through our comprehensive email marketing programs and social media platforms.

Three Partner levels are available:

- Principle Partners
- Event Partners
- Supporting Partners

You can find out more by viewing Partner information at:

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

Book a Speaking Spot

If you have fantastic speaker content to share, 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!

This is an amazing opportunity to speak and leverage off the pre-Expo promotion and be seen as an authority in your chosen field.

Our speaking spots are a selling platform, unashamedly – as well as providing wonderful content to your audience, you can “sell from stage”.

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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.

The opportunity is available to any business or individual that fulfils our speaking spot criteria. 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. All speakers have an exhibition stand included, with two lunch vouchers which can be utilised at the venue outlets and our food trucks (where present).

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



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.

A double stand consists of two trestle tables, side by side. Total space is 4m x 2m

PLEASE NOTE - 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 as a part of our one hour Zoom training session); and
- The right attitude and a smile.
- One pull-up banner is enough (but you are welcome to bring more!)

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INVESTMENT

- Single stand is \$420.00
- Double stand is \$750.00

Expo Package deal (all three 2023 Expos)

- Single stand - \$990
- Double stand - \$1950.00

Sponsorship package (all three 2023 Expos)

Provides a double stand at each Expo plus;

- Prime exhibitor position at the Expo – 2 x Standard sized stands approx.. 2m x 2m each
- Promoted at Pre Expo “How to Get Set For Success At The Expo” Workshops ON ZOOM
- Ability to provide a Special Offer at the ZOOM pre-workshops
- Your company logo featured on the Small Business Expo website
- Recognition at the official opening of the Expo - this traditionally has over 100-120+ exhibitors and special guests attending.
- Be promoted via our Expo email newsletter (currently estimated to reach approx... 20,000 to 30,000 business related email addresses)
- Acknowledgement of your business on our social media – one post a month, March through November (You need to provide the marketing content).
- Included in extensive Facebook Events page marketing for the Expos. (reaching up to a currently estimated 79,000 – 95,000 people)
- Lunch vouchers for two staff per Expo

Investment - \$2450.00 (+GST)

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.

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TERMS AND CONDITIONS

Book and pay online – simple and easy.

ALL applications must be accompanied by a non-refundable \$75.00 application processing fee. 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 emailed once payment is received. Remember, an Expo stand is a tax deductible marketing expense.

NO constraint of trade

Small Business + Jobs Expos have an inclusive participation policy This means that we will 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 enter into communication as to who our exhibitors are. We do not support restraint of trade.

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. We reserve the right to refuse future participation in our Small Business + Jobs Expos to any individual or business that packs up prior to 3.30pm on the day.

Food and Beverage

Depending on the venue, we have coffee and food vans on site and/or venue food and beverage outlets.

Note, some Expo stand options include lunch. Vouchers for this issued 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 their stand and/or the premises for a break.

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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.

Ausbizlinks 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.

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 current 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 can accommodate you onto our main Event Public Liability Insurance Policy – cost is \$50 per business.

Or, you can book one-day Trade Expo insurance – We can provide you with details of our preferred insurance supplier on request.

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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 processing fee of \$75.00**
3. If you are unable to attend on the day of the booked expo due to unforeseen circumstances, you **MUST** ring or text Dennis Hall (0412453241) to advise at 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.

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4. No refunds are given if you have a car accident, a family member dies, travel delays, child gets sick, Covid etc, that may 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. Insurance cover for unforeseen events is recommended.
5. If you cannot attend your booked Expo, you **cannot transfer** to another Expo date. Each Expo is a separate event, 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, for whatever reason, you 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 2023 as well as 2024.
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 2023 as well as 2024 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.

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Your insurance cover must begin at least 7 days before the Exhibition starts and continue until the end of the move out 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 reserve the right to prohibit a sharing of stands if there are too many of the same kind of business exhibiting.

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 Expo 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>

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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 support@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.

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.

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- 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 removal from the Expo venue.

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 their 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 (especially pack up prior to Expo closure);
- 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.

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By you and your company (if applicable) signing agreement to these terms and conditions, you and your company understand and agree that the Expo Operators, Director, Manager(s) 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 the 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.

Ausbizlinks via Small Business + Jobs 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

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ABOUT AUSBIZLINKS

Dennis Hall, Principal of Ausbizlinks, established the business in March 2000 - with a focus in the areas of online presence, promotion and marketing.

What makes us different is that we understand the frustrations that most businesses face when attempting to increase the effectiveness of their marketing – especially in growing their business and to build better business relationships. Our underlying philosophy is to put local businesses in control of their marketing – rather than trying to confuse them with complicated jargon and strategies that only a university graduate can understand.



Our dedicated team of expert and professional people, who live in the ever-changing and dynamic environment of 21st Century marketing, know what works and are at the forefront of marketing trends.

The addition of the Small Business +Jobs Expos to our stable of services is the next logical step for us to achieve our vision of becoming the leading advocate for the invisible businesses – mobile, micro, online, homebased and local businesses - that are one third of the small business community.

Our team is dedicated to your success!

OFFICE CONTACT DETAILS

Phone: 07 30406432 - sales@smallbusinessexpos.com.au

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