



PROUDLY WYNDHAM

# Business Expo

**Free**

# Acknowledgement of Country

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong Peoples as the Traditional Owners of the lands on which this event is being held and extend that respect to the Wadawurrung peoples from across the river. The Bunurong and Wadawurrung Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.

# Agenda

## Expo Key Details

- Bump in / out details
- Floorplan
- Booth dimensions

## Planning Session

- Work in teams
- Setting objectives
- Set actionable plan

- Q&A
- Walk through the Auditorium
- Networking
- Group photo for Media Release

# Media Kit



Meet me at

**PROUDLY WYNDHAM**  
**Business**  
*Expo* **Free**

**Thursday 28 November, 2024**  
9am – 4pm  
Encore Events Centre

**Registrations Essential**



Connect | Learn | Grow

**PROUDLY WYNDHAM**  
**Business**  
*Expo* **Free**

**50+ local business exhibitors**  
**business workshops | networking**

**Thursday 28 November, 2024**  
9am – 4pm  
Encore Events Centre

**REGISTER NOW**

[wyndham.vic.gov.au/proudlywyndham](https://wyndham.vic.gov.au/proudlywyndham)





# Expo Program

<b>8:00am</b>	<b>Exhibitors arrival</b>	
<b>8:50am</b>	<b>Welcome to country</b>	Be ready by then
<b>9:00am</b>	Expo doors opens	
<b>9:00am – 10:00am</b>	Kiosk: Free coffee to all visitors	Free specialty coffee all day with your lanyard
<b>9:30am – 3:45pm</b>	Free Business Workshops (see schedule <a href="#">here</a> ) in meeting room 1 & 2	Learn about SEO, Website Analytics, Cybersecurity, Social Media Advertising, Mental Wellbeing, and AI.
<b>All Day</b>	Free Headshot Photobooth	Enhance your LinkedIn Profile
<b>All Day</b>	Wyndham City's Business Support Hub	Distributing Tote bags for attendees to collect exhibitors' promotional materials.
<b>12pm</b>	Lunch with be distributed at your booth (2max)	Please use exhibitor room or foyer to eat
<b>All Day</b>	Exhibitors (see full list <a href="#">here</a> )	Explore a wide range of products and services from 50+ local businesses
<b>4:00pm</b>	Expo closes – doors will shut at 4:30pm	
<b>4:00pm – 4:30pm</b>	Exhibitors Bump out	Pack down and leave a clean space as you found it
<b>4:30pm</b>	Exhibitor pre-drinks	Connect with a community of business owners and professionals
<b>5:00pm – 7:00pm</b>	Wyndham City End of Year Business Networking Evening	

# Floor Plan

Wyndham Support Hub will be providing Tote Bags for attendees to collect flyers, merchandise and all promotional materials.

Note the entrance and exit door with the forced flow for everyone to get the same exposure.



# Bump In

## Wednesday 27 November

### 2:00pm – 5:00pm

#### Booth Set Up:

- Standard (2m x 2m) or Premium (4m x 2m)
- 1 x bare plywood wall (as pictured)
- **TBC** : 1 x trestle table (size: 180 x 75cm)
- 1 x chair
- Each booth can have power, however all electrical equipment **must be tested and tagged prior to bump-in**. Notify us if you need it and for what use.
- 2 x lanyards per booth will be distributed
- Your booth will also have a number with your business name. e.g. :



Note: Make sure to bring your own trolley if you're bringing your own furniture or heavy items.



# Alternatively bring your own or hire out (optional)

**Market Stall Co** is a leading manufacturer of timber-based retail displays and infrastructure, specialising in flat packable and freestanding units which are not only ideal for retail spaces, but designed with events, expos and with pop-ups in mind.

They have also created [30 pre-designed floorplans](#) for convenience.

View ranges at [marketstallco.com.au](http://marketstallco.com.au)





**Partner Rate Range**  
Prices include GST and the 40% discount



Lollipop Sign  
**\$78.55**



Stacked  
SHeiving  
Unit  
**\$184.80**




Three tier  
a-frame  
**\$149.10**



Ladder A-  
Frame  
**\$125.90**




White Plinth  
**\$52.80**



Centred Floating stand  
**\$72.60**



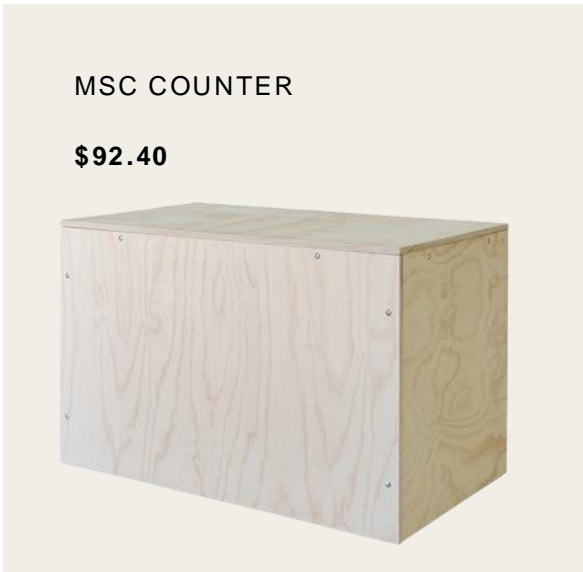
Plywood  
Plinth  
**\$39.60**



a4 Document  
Stand  
**\$52.15**

Set up and pack down fees apply

**Partner Rate Range**  
Prices include GST and the 40% discount



# How To Order

☎ 03 8535 4179

✉ [info@marketstallco.com.au](mailto:info@marketstallco.com.au)

## Partner Event

## Discounted Bump

## In and Out Rates

\$66inc GST each

way for 1- 6 units

\$110inc GST each

way for 7 - 12 units



## ONLINE AT

[www.marketstallco.com.au](http://www.marketstallco.com.au)

1. Choose from 105+ units designs from the hire range
2. Select 27/11/24 and 29/11/24 as your hire dates
3. Enter the event address in the cart and select the event delivery service
4. Apply partner discount at checkout if selecting items from the list in this booklet.



## VIA EMAIL

1. Choose from 105+ units designs at [marketstallco.com.au](http://marketstallco.com.au)
2. Email your wish list of hire items to [info@marketstallco.com.au](mailto:info@marketstallco.com.au). Include quantities and size selections
3. Review the quote from us and accept so we can issue the invoice
4. Pay your invoice to confirm the booking.



# Printing & Promotional Material LOCAL Suppliers



Non-Exhibitors	Exhibitors
<a href="#"><u>Awesigns</u></a>	<a href="#"><u>Fully Promoted Werribee</u></a>
<a href="#"><u>Snap Print Solutions Werribee</u></a>	<a href="#"><u>MBE Printing and Courier</u></a>
<a href="#"><u>Data Press</u></a>	<a href="#"><u>Murnane Print Group</u></a>
<a href="#"><u>Kwik Kopy Hoppers Crossing</u></a>	<a href="#"><u>Ystilo</u></a>
<a href="#"><u>C4 Print</u></a>	
<a href="#"><u>Minuteman Press</u></a>	
<a href="#"><u>Print Experts</u></a>	Local Wall Decal:
<a href="#"><u>Sudden Exposure</u></a>	<a href="mailto:jake@marlimarlicreative.com.au">jake@marlimarlicreative.com.au</a>

Kind reminder to list your business in the directory:

[www.wyndham.vic.gov.au/businessdirectory](http://www.wyndham.vic.gov.au/businessdirectory)



# Bump Out

## Thursday 28 November

### 4:00pm to 4:30pm

Pack Down and make sure to leave the display wall as you found them (remove any decal or banner – you are liable for any damage to the wall and furniture provided).

4:30pm Exhibitors pre-drinks

5.00pm - 7:00pm End of Year Networking Event (optional)

Disclaimer: Wyndham City is not responsible for any lost or stolen items, make sure you always supervise your booth/belongings.

register here:







Derrimut Road

B

Main Entrance

Main Northern Entrance

AQUAPULSE

ENCORE

Southern Entrance & Parking



## DOs

**Make the most of it:** Always have at least one person at your booth & don't be afraid to open a conversation.

**Maximise Meeting Efficiency:** If someone is very interested, invite them to continue the chat later or relocate to a meet up spaces (couch or foyer).

**Think Sustainable:** Make your stand design reflects positively on your brand & reduce waste.

**Catch their attention:** Decide on your goals for the day and prepare an enticing offer or demonstration that draws people in.

**Support local:** Lead by example and incorporate local services / products into your booth.

## DON'Ts

**Leave your stand unattended:** negative impression and lead to missed connections. Note to try have your lunch elsewhere; foyer or exhibitor room.

**Overstay Conversations:** Limit conversations to keep the flow of traffic and don't miss other opportunities.

**Forget about the T&Cs:** Don't bring items such as balloons and food items (for distribution). No transaction.

**Monopolise the Conversation:** Make sure to ask questions, listen actively, and collect attendees' details – these are crucial for post-event follow-up.

**Forget to Capture Leads:** Use a quick form or QR code for visitors to leave their information if they're interested in staying connected.

# Planning Session

Stand up & find somebody you don't know,

Introduce yourselves and sit with them with your notepad!



We want to hear from you:

**What is a successful Expo to you? Order metrics by importance.**

**Join now  
at [slido.com](https://www.slido.com)  
#3528 271**



Note: After the event, you'll receive a survey about your experience and results. Complete it for a chance to win an overnight stay at the Holiday Inn Werribee (with multiple vouchers up for grabs).

Now, let's workshop – write down your answer and discuss with the person next to you.

**1. Write (in 2 sentences max) what do your business do or the purpose of your organisation in simple everyday English (no jargon).**

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**02:00**

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Write down your answer and discuss with the person next to you.

## **2. What is a collaboration that would benefit your business?**

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**02:00**

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Write down your answer and discuss with the person next to you.

**3. How are you going to engage with attendees?  
(games, giveaways, competition, storytelling,  
giving out leaflets, pull up banners, decals,  
posters, special expo offers etc)**

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**02:00**

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Write down your answer and discuss with the person next to you.

**4. What is your plan to convert leads? (follow up within x time, calls etc)**

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**02:00**

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**Share your creativity and inspire!**



# Important to Remember - Recap

## TODAY

- ☐ Exhibitor List – please sign off your business names & confirm your details to receive your exhibitor pack (booth allocation and checklist).
- ☐ Check that you've received the media kit in your emails (Sent Mon 28 Oct).

## BEFORE D-DAY

- ☐ Submit Public Liability Insurance Certificate of currency and pay invoice by 14th Nov.
- ☐ Register your business in the Business Directory.
- ☐ Promote: Share event details on social media and email.
- ☐ Bump-in the day before (Wed 27 Nov, 2-5pm) and pick up your lanyard(s)

## EVENT DAY

- ☐ Arrive 8am and be ready by 8.50AM, Thu 28 Nov.
- ☐ Pack down between 4-4.30pm Thu 28 Nov

# Q&A

## Best contact :

- Pre event queries (insurance, invoices): Serah Fernando ([smallbusinessadmin@wyndham.vic.gov.au](mailto:smallbusinessadmin@wyndham.vic.gov.au))
- Event logistics (bump-in, set up, etc) : Ophi Mouton ([businessevents@wyndham.vic.gov.au](mailto:businessevents@wyndham.vic.gov.au))



# Appendix

## Exhibitor Pack



# Exhibitor Preparation Checklist

## Before the Event

- ☐ Promote: Share event details on social media and email.
- ☐ Submit Insurance and pay invoice by 14<sup>th</sup> November.
- ☐ Register your business in the Business Directory.
- ☐ Set Goals: Define objectives (e.g., leads, awareness).
- ☐ Design Stand: Make it visually appealing and sustainable.
- ☐ Prepare Materials: Bring brochures, business cards, and banner.
- ☐ Gather Lead Tools: Set up QR codes or forms for contact info.
- ☐ Practice Pitch: Ensure team is comfortable with key messages.
- ☐ **Test & tag electrical equipment** before Bump in (Wed 27 Nov – pick up lanyards)

## Event Day

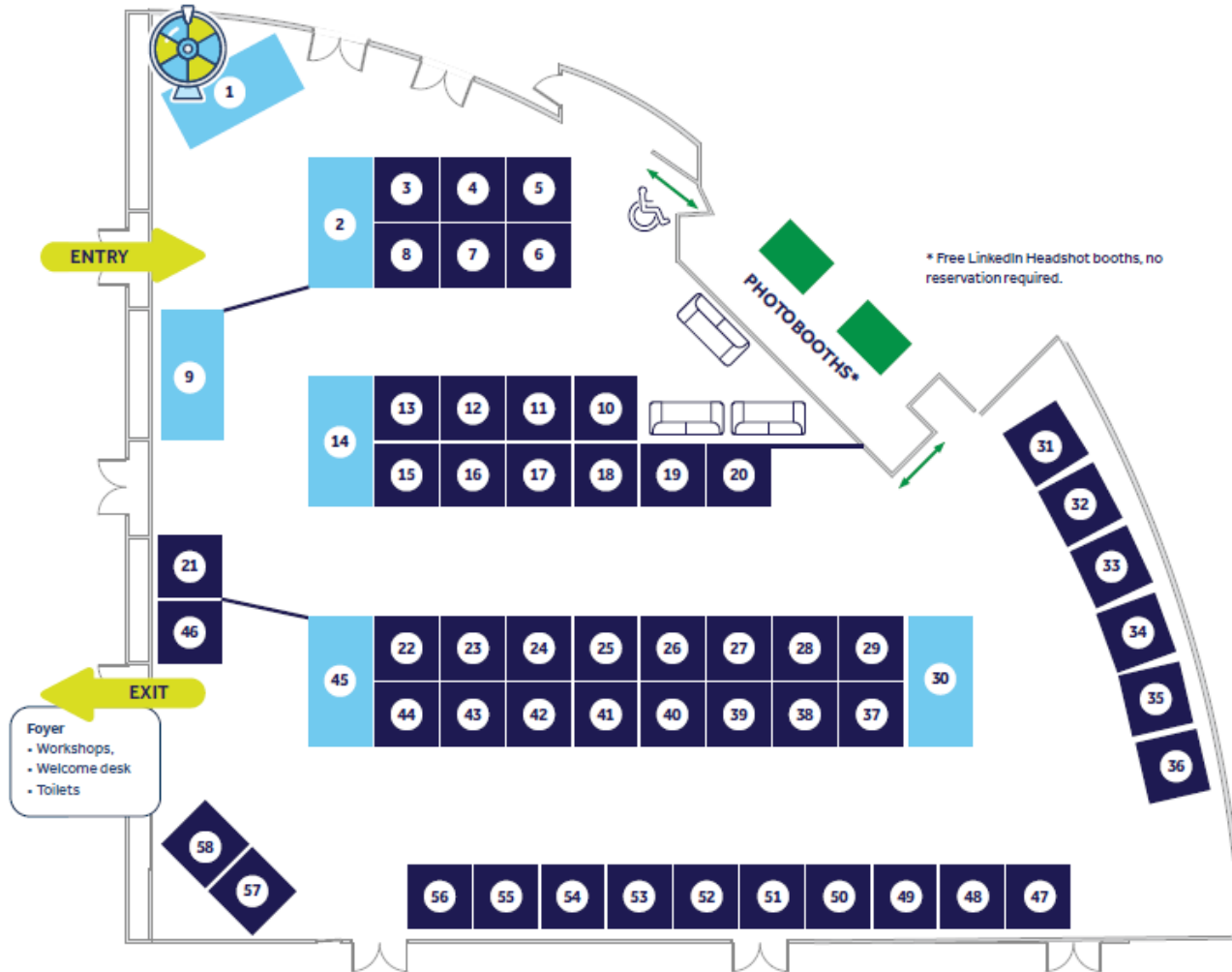
- ☐ Arrive 8am: Set up before 8:50am – Welcome to country.
- ☐ Maintain Presence: Always have someone at the stand.
- ☐ Share Live: Post on social media and use #proudlywyndham #lovelocalwyndham
- ☐ Engage Visitors and Capture Leads: Collect contact info for follow-up.
- ☐ Pack down 4:00 - 4:30pm then attend Networking Event (optional)

## After the Event

- ☐ Follow Up: Contact leads within a week.
- ☐ Review Goals: Assess outcomes.
- ☐ Answer Survey Feedback: Get in the draw for voucher
- ☐ Share on your channels: Reflect & Amplify your success.
- ☐ Plan Ahead: Incorporate lessons for future events.



# Meet Our Exhibitors



\* Free LinkedIn Headshot booths, no reservation required.

1	Wyndham Business Support Hub	Business services
2	RMIT University	Education services
3	Quest Werribee	Hospitality
4	Point of Difference Cleaning Services	Cleaning services
5	Bupa Health Insurance	Health insurance
6	Committee for Wyndham	Business association
7	Matters of Space Design Studio	Commercial interior design
8	Ebejer & Associates Lawyers	Legal services
9	Kebles Trading Laverton	Construction & lifting
10	Holiday Inn Werribee	Hospitality
11	Impactiv8	Digital marketing agency
12	Eagle Homeloans Australia	Financial services
13	Eva Klusacek Design	Industrial design
14	BibVault	Digital health tech
15	Find My Real Estate	Property services
16	Mission Security Services	Security services
17	Pivot Financial Group	Financial services
18	NewGen Consulting Australasia	IT consultancy
19	PinnacleEdge Business Services	Business coach
20	Tarneit Business Association	Business association
21	Truganina Business Association	Business association
22	Fully Promoted Werribee	Printing & merchandises
23	AMH Accounting Experts	Accounting services
24	Aframe Studio Digital	Digital agency
25	Canopus Consultants	NDIS consultancy
26	Werribee Business and Tourism Association	Business association
27	Alois Australia	HR & recruitment services
28	Beat Freakz Fit	Health & wellness
29	Mycloud Services	IT consultancy
30	Brands and Biz	Marketing consultancy
31	Asian Business Association of Wyndham	Business association
32	Thought Financial	Financial services
33	Atlas Business Consulting and Mentoring Services	Business coach
34	RF Pest Management	Pest control services
35	Ystilo	Printing & merchandises
36	Storm Worldwide Design	Branding & design agency
37	Coco De Venci Chocolatier	Corporate gifting
38	Murnane Print Group	Printing & merchandises
39	KRP Accounting	Accounting services
40	Power2choose	Health & wellness
41	Disability Link	NDIS consultancy
42	Hurtis Collabedge Solutions	IT consultancy
43	Global Insurance Solutions	Insurance
44	TestFast01	IT consultancy - software testing
45	Department of Employment and Workplace Relations	HR & recruitment services
46	BroadWeb Digital	Digital agency
47	Wyndham Biznet	Business Association
48	Degtech	Cybersecurity
49	Flexi Personnel Australia	Recruitment services
50	VIS Global	IT consultancy
51	Melwest Digital	Digital agency
52	Wyndham Cache	Hospitality
53	Westend Photography Studio	Photography
54	MBE Point Cook	Printing & merchandises
55	Blossom Hampers	Corporate gifting
56	Afro Aussie Women in Business	Business Association
57	Excel Financial Solutions	Accounting services
58	Asuria	Self employment agency