

VISUAL IMPACT

Sydney 2023

Exhibitor News #1

Welcome to the first exhibitor newsletter for Visual Impact Sydney 2023!

The show is just under 4 months away, so it's time to start thinking about what you hope to achieve at the show, and what you are going to need to help you reach your target.



Media Opportunities



Once again Robyn Frampton our Marketing and Communications Manager will provide all PR support for Visual Impact Sydney 2023 Expo, regularly distributing information promoting the exhibition to a wide range of media outlets covering every aspect of the printing, graphic communications, packaging, sign, and display industries.

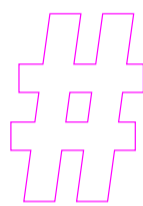
Robyn is also available to help you promote your involvement by distributing* your media release to any or all of our media contacts or helping you prepare your information to achieve the best results. This assistance is offered completely free of charge; It's all part of the service package you receive as an Exhibitor.

If you wish to make use of this service, please send your media release to robynf@visualconnections.org.au with the subject heading - 'Visual Impact Sydney 2023 information for release'. You should also include contact details in case the media wish to clarify anything with you or get further information. If you need a hand preparing your media release, just email or give Robyn a call on **0419 101 117**.

*Please note that Visual Connections Australia takes no responsibility for the veracity of information we pass on for you and cannot answer media's queries about your products or services.

Accommodation

Accommodation rates have been negotiated at several hotels and apartments in close proximity to the venue. To book this accommodation online please visit <https://events.ozaccom.com.au/visual-impact-sydney-2023/accommodation/Site/Register>



SOCIALS – USE THESE HASHTAGS ON ALL YOUR COMMS

#visualimpactexpo

#printexpoau



Exhibitor Manual

The exhibitor manual is in the final testing stages and links will be emailed out soon. If you would like the PDF manual (does not include order forms, these will be online) please give Charly a call on **02 9868 1577** or email at exhibitions@visualconnections.org.au



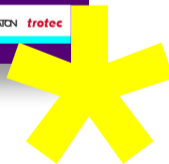
How can I highlight my presence at the show?

Use of exhibition logo - Attached you'll find the Visual Impact Sydney 2023 logo and web banner available for you to use on any event communication – emails, newsletters, brochures, postcards, catalogues etc. To use, simply right click on the images and save. It is also available for download from the exhibition website, <https://www.visualimpact.org.au/sydney-exhibition-2023>

We can also provide you with a copy of the banner with

"See us on stand" And your logo incorporated into the banner.

If you would like this please contact Charly on exhibitions@visualconnections.org.au



Sponsorship and Advertising Opportunities

We have a number of sponsorship and advertising opportunities available for exhibitors. Have a look at the options here <https://www.visualimpact.org.au/sydney-2023-media/VI%20SYD23%20SPONSORSHIP%20V3.pdf>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on **02 9868 1577** or exhibitions@visualconnections.org.au



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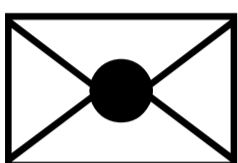
VISUAL IMPACT

Sydney 2023

Exhibitor News #2

Welcome to the second exhibitor newsletter for Visual Impact Sydney 2023.

We hope these newsletters give you some important information in the lead up to the show.



Visitors Bag inserts

Would you like to include an insert into the Visitors Bag? This is a great opportunity to get your marketing material or sample into the hands of all of the visitors. You will need to supply 3,000 inserts to our packers by Friday 31 March 2023. The cost is \$500, contact **Charly on 02 9868 1577 or email exhibitions@visualconnections.org.au to book an insert.**

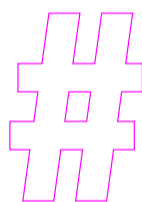


Exhibitor Manual

By now you should have received your exhibitor manual. You will need to complete your necessary forms for your stand and return them to us as soon as possible. If you have any queries regarding the manual please contact **Charly on 02 9868 1577 or email exhibitions@visualconnections.org.au**

Promotion on Visual Connections Social Media

If your stand at Visual Impact Sydney 2023 is doing any show special promotions or show giveaways, please let us know the details and we can promote this for free on our Social Media pages. Just send the details to **Robyn Frampton at robynf@visualconnections.org.au**



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Show Logos and Artwork

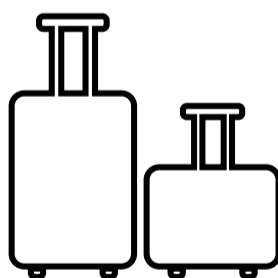


To help you with your pre-exhibition marketing you are able to freely download the Visual Impact Sydney 2023 logos to your website or use them on your email signature. This banner signals your participation at Visual Impact Sydney 2023. There are also logos that can be used in your social media posts here: <https://www.visualimpact.org.au/sydney-exhibition-2023>

We can also provide you with a copy of the banner with "See us on stand" And your logo incorporated into the banner. If you would like this please contact Charly on exhibitions@visualconnections.org.au

Accommodation

Accommodation rates have been negotiated at several hotels and apartments in close proximity to the venue. To book this accommodation online please visit <https://events.ozaccom.com.au/visual-impact-sydney-2023/accommodation/Site/Register>



Stand Upgrades, Flooring Upgrades and Furniture packages



You should have received a copy of the stand upgrades brochure via email recently. This includes a number of options to upgrade your stand, upgrade your furniture or select furniture options to increase your presence at Visual Impact Sydney 2023. **Have a look at the options here: <https://www.visualimpact.org.au/sydney-2023-media/VISYD23-STAND-UPGRADES.pdf>**

Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on 02 9868 1577 or exhibitions@visualconnections.org.au



VISUAL IMPACT

Sydney 2023

Exhibitor News #3

Hello Exhibitors,
We are 3 months out from the opening of Visual Impact Sydney 2023. We hope you're planning is going well.

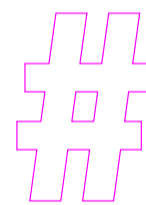
Sponsorship Opportunities

We have a number of sponsorship and advertising opportunities available for exhibitors. Still up for grabs is the sponsorship of our large Seminar Area on the show floor and the shuttle from P1 to the show entry running daily during show. Have a look at the options here <https://www.visualimpact.org.au/sydney-2023-media/VI%20SYD23%20SPONSORSHIP%20V3.pdf>



Exhibitor Manual

You should have received your link to the online Exhibitor Manual. Please be aware of due dates for each form. If you have contracted a stand builder, please ensure you pass the link onto them or send them the relevant forms to complete.



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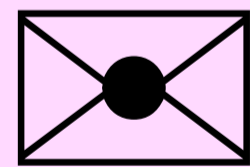
Show Logos and Artwork

To help you with your pre-exhibition marketing you are able to freely download the Visual Impact Sydney 2023 logos to your website or use them on your email signature. This banner signals your participation at Visual Impact Sydney 2023. There are also logos that can be used in your social media posts here: <https://www.visualimpact.org.au/sydney-exhibition-2023>



Photography

We will have our professional photographer at the show again this year. Our photographer is very experienced in events and can take professional photos of your stand, for use in your marketing material. Cost is \$250 per stand. To make bookings, please send enquiries to exhibitions@visualconnections.org.au



Visitors Bag inserts

Would you like to include an insert into the Visitors Bag? This is a great opportunity to get your marketing material or sample into the hands of all of the visitors. You will need to supply 3,000 inserts to our packers by Friday 31 March 2023. The cost is \$500, contact **Charly on 02 9868 1577 or email exhibitions@visualconnections.org.au to book an insert.**

Logo Banner

If you would like to add your company details in a banner onto all of your communication, let us know and we can arrange it.



Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on 02 9868 1577 or exhibitions@visualconnections.org.au



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VISUAL IMPACT

Sydney 2023

Exhibitor News #4

We hope your planning is going well for the lead up to Visual Impact Sydney 2023.

Stand Upgrades, Flooring Upgrades and Furniture packages



The online Exhibitor Manual contains the stand upgrade form. This includes a number of options to upgrade your stand, upgrade your furniture or select furniture options to increase your presence at the exhibition. This form is accessible via your Exhibitor Manual link which you will have received via email.

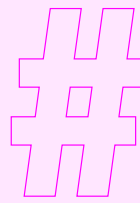
Booking furniture, power or flooring?

If you are ordering furniture, power, flooring etc from Exponet and have not received your user name and login please let us know by emailing us at exhibitions@visualconnections.org.au and we will follow up with Exponet.



Social Media

We would like to increase support of Visual Impact Sydney 2023 with sharing or passing information over social channels by our Board members. It would be great if they could share via their LinkedIn networks, retweet things if they're on Twitter, or share our Facebook posts if they have colleagues and industry connections in their Facebook networks.



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Electrical tagging & testing

A Compulsory Safety Inspection is required when power is ordered for your stand through ExpoNet. The \$20 cost covers an on site inspection of up to 10 items, all testing and tagging required to meet Australian standard AS/NZ 3760:2003. This is not applicable to lighting orders.

Please note: if you have over 10 electrical items, please ensure you purchase multiple Compulsory Safety Inspections to cover the number of items you will be bringing to the show. For more information please contact ExpoNet on **02 9645 7070** or esd@exponet.com.au

All equipment will be randomly checked throughout the show to ensure it has been tested and tagged. If any equipment is found that has not been tagged or tested, you will be required to turn the power off to that piece of equipment until it has been tested and tagged.

Parking

Parking is generally run on a first-come-first-serve basis however it is possible to pre-book parking by visiting the following website www.sydneyolympicpark.com.au.

For a pre purchased discounted Exhibitor rate please contact the Sydney Showground venue Services team on or you can order online at <https://rasnsw.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=3&OrgCode=10>

You will only receive the exhibitor discounted rate if you pre purchase. This cannot be arranged when you are onsite for the show.

PLEASE NOTE: Pre-purchased parking needs to be ordered no later than Monday the 24th April. Any orders placed after that date will be declined.



Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on **02 9868 1577** or exhibitions@visualconnections.org.au



VISUAL IMPACT

Sydney 2023

Exhibitor News #5

We hope your planning is going well for the lead up to Visual Impact Sydney 2023.

Stand Cleaning

All stands will be cleaned on Tuesday evening only. After this, only aisles will be cleaned each night. If you would like your stand cleaned each night, please contact venue services to arrange a quote. All rubbish from your stand can be placed in the aisles each evening and will be disposed of.

Meeting Room Available

Planning a meeting during the show? We have meeting rooms available throughout the three days of the show. Bookings for these rooms are essential. Contact Charly or Sarah at exhibitions@visualconnections.org.au for more information.



Show Logos and Artwork



To help you with your pre-exhibition marketing you are able to freely download the Visual Impact Sydney 2023 logos to your website or use them on your email signature. This banner signals your participation at Visual Impact Sydney 2023. There are also logos that can be used in your social media posts here: <https://www.visualimpact.org.au/sydney-exhibition-2023>

We can also provide you with a copy of the banner with "See us on stand" And your logo incorporated into the banner. If you would like this please contact Charly or Sarah on exhibitions@visualconnections.org.au

Photography

We have once again booked a photographer for the show. The photographer this year is very experienced with a lot of knowledge of our industry. If you would like to have some professional photos taken of your stand, to use in your marketing, the cost is **\$250 per stand for 30 minutes**. To make bookings, please email Charly at exhibitions@visualconnections.org.au



FREE Exhibition Directory Listing

You have until the 24th March to submit your **FREE** listing for the Exhibition Directory. This listing is published in the Exhibition Directory that is handed to all visitors at the show and also on the show website. If we don't receive your submission by the 24th March, you will miss out on being published in the Directory. Submit your listing here: www.visualimpact.org.au/vi-sydney-2023-visitor-guide-submission



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Happy Hour Drinks

There will be drinks on the show floor **Thursday 4th May from 5-6pm**, this is a great opportunity to invite your clients to come along for a drink and visit your stand.



Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on 02 9868 1577 or exhibitions@visualconnections.org.au



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VISUAL IMPACT

Sydney 2023

Exhibitor News #6

We hope your planning is going well for the lead up to Visual Impact Sydney 2023.

What is due soon?

DUE 24 MARCH

- **All exhibitors**
 - o Visitors Guide Submission – If you do not enter your listing by 24 March, you will not be included in the printed visitor guide distributed at the show.
 - o MSDS Form
 - o Demonstration Form
 - o Exhibitor Staff Registration Form
 - o Heavy Equipment Form
 - o Motor Vehicle Display Form
 - o Exhibitor Appointed Contractor
 - o Stand Build Information Form
 - o Move in form
 - o Transport quote request
 - o Info Tracker Data Recorder Hire form

DUE 5 APRIL

- **All exhibitors**
 - o Rigging Form

DUE 24 APRIL

- **All exhibitors**
 - o Sydney Showground – Venue Services

If you do not require the services on one of the forms, please tick the not required box on the form and move onto the next form. That way we will not chase you for outstanding forms.

FaceBook Promotions

If you would like us to post on the Visual Connections FaceBook page with any special offers or competitions you are holding during Visual Impact Sydney 2023, please send through the details to robnyf@visualconnections.org.au



Show Logos and Artwork

The Visual Impact Sydney 2023 logo and web banner is available for you to use on any event communication – emails, newsletters, brochures, postcards, catalogues etc. available for download from the exhibition website: <https://www.visualimpact.org.au/sydney-exhibition-2023> and then click on download exhibition logos.



We also have some more visitor invites if you would like us to post any more to you to distribute with invoices or your sales or technical teams, please let us know at exhibitions@visualconnections.org.au

Social Media

We would like to increase support of Visual Impact Sydney 2023 with sharing or passing information over social channels by our Board members. It would be great if they could share via their LinkedIn networks, retweet things if they're on Twitter, or share our Facebook posts if they have colleagues and industry connections in their Facebook networks. Also, we are using two hashtags **#visualimpactexpo #printexpoaus**

Parking

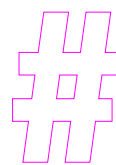


Parking is generally run on a first-come-first-serve basis however it is possible to pre-book parking by visiting the following website www.sydneyolympicpark.com.au.

For a pre purchased discounted Exhibitor rate please contact the Sydney Showground venue Services team on or you can order online at <https://rasnsw.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=3&OrgCode=10>

You will only receive the exhibitor discounted rate if you pre purchase. This cannot be arranged when you are onsite for the show.

PLEASE NOTE: Pre-purchased parking needs to be ordered no later than Monday the 24th April. Any orders placed after that date will be declined.



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Don't forget.....

The Visual Impact Sydney logo and web banner is available for you to use on any event communication – emails, newsletters, brochures, postcards, catalogues etc. available for download from the exhibition website: <https://www.visualimpact.org.au/sydney-2023-media/VISYD23-BANNERS.zip>

Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on 02 9868 1577 or exhibitions@visualconnections.org.au



VISUAL IMPACT

Sydney 2023

Exhibitor News #7

Four weeks to go!

Electrical tagging & testing

A Compulsory Safety Inspection is required when power is ordered for your stand through ExpoNet. The \$20 cost covers an on site inspection of up to 10 items, all testing and tagging required to meet Australian standard AS/NZ 3760:2003. This is not applicable to lighting orders.

Please note: if you have over 10 electrical items, please ensure you purchase multiple Compulsory Safety Inspections to cover the number of items you will be bringing to the show. For more information please contact ExpoNet on **02 9645 7070** or esd@exponet.com.au

What is due soon?

ALL FORMS ARE NOW OVERDUE. IF YOU HAVE ANY FORMS OUTSTANDING, PLEASE COMPLETE THEM ASAP. If you do not require the services on one of the forms, please tick the not required box on the form and move onto the next form. That way we will not chase you for outstanding forms.

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Parking



Parking is generally run on a first-come-first-serve basis however it is possible to pre-book parking by visiting the following website www.sydneyolympicpark.com.au.

For a pre purchased discounted Exhibitor rate please contact the Sydney Showground venue Services team on or you can order online at <https://rasnsw.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=3&OrgCode=10>

You will only receive the exhibitor discounted rate if you pre purchase. This cannot be arranged when you are onsite for the show.

PLEASE NOTE: Pre-purchased parking needs to be ordered no later than Monday the 24th April. Any orders placed after that date will be declined.

Photography

We will have our professional photographer at the show again this year. Our

photographer is very experienced in events and can take professional photos of your stand, for use in your marketing material. Cost is \$250 per stand. To make bookings, please send enquiries to exhibitions@visualconnections.org.au



FREE SHUTTLE We have arranged a shuttle from P1 to the show on each operational day of the show, running from 8am.

Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

If you have any questions at any time, please do not hesitate to contact Charly Blades on **02 9868 1577** or exhibitions@visualconnections.org.au



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Sydney 2023

Exhibitor News #8

Happy Hour Drinks

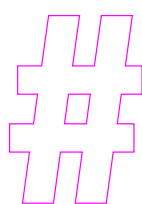
There will be drinks on the show floor **Thursday 4th May from 5-6pm**, this is a great opportunity to invite your clients to come along for a drink and visit your stand. This will be followed by canapes and beverages in the Seminar Area for the **National LIA Graduate of the Year Awards presentation*** from 6pm - 7pm. Don't miss this chance to catch up with friends and colleagues as we celebrate our industry and recognise the leaders of the future .



*** National LIA Graduate of the Year Awards is a ticketed event. Purchase your tickets [HERE](#)**

FaceBook Promotions

If you would like us to post on the Visual Connections FaceBook page with any special offers or competitions you are holding during Visual Impact Sydney 2023, please send through the details to robynf@visualconnections.org.au



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Show Logos and Artwork

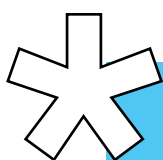
The Visual Impact Sydney 2023 logo and web banner is available for you to use on any event communication – emails, newsletters, brochures, postcards, catalogues etc. available for download from the exhibition website: <https://www.visualimpact.org.au/sydney-exhibition-2023> and then click on download exhibition logos.



We also have some more visitor invites if you would like us to post any more to you to distribute with invoices or your sales or technical teams, please let us know at exhibitions@visualconnections.org.au

Hi-Vis Vests

Have you ordered your hi-vis safety vests for your staff yet? Remember all staff involved in the set up and pack up of a display is required to wear a safety jacket.



FREE SHUTTLE

We have arranged a shuttle from P1 to the show on each operational day of the show, running from 8am.

Stand Cleaning

All stands will be cleaned on Tuesday evening only. After this, only aisles will be cleaned each night. If you would like your stand cleaned each night, please contact Venue Services to arrange a quote. All rubbish from your stand can be placed in the aisles each evening and will be disposed of.



Previous Newsletters:

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Envision your Success

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VISUAL IMPACT

Sydney 2023

Exhibitor News #9

Only one week to go until Visual Impact Sydney!

Happy Hour Drinks

There will be drinks on the show floor **Thursday 4th May from 5-6pm**, this is a great opportunity to invite your clients to come along for a drink and visit your stand. This will be followed by canapes and beverages in the Seminar Area for the **National LIA Graduate of the Year Awards presentation*** from 6pm - 7pm. Don't miss this chance to catch up with friends and colleagues as we celebrate our industry and recognise the leaders of the future.

** National LIA Graduate of the Year Awards is a ticketed event. Purchase your tickets [HERE](#)*



DON'T FORGET Parking closes today

Pre-purchased parking needs to be ordered today Monday April 24th. Any orders placed after today will be declined.

Parking is generally run on a first come-first-serve basis however it is possible to pre-book parking by visiting the following website www.sydneypark.com.au

For a pre purchased discounted Exhibitor rate please contact the Sydney Showground venue Services team on or you can order online at <https://rasnsw.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=3&OrgCode=10>. You will only receive the exhibitor discounted rate if you pre purchase. This cannot be arranged when you are onsite for the show.



What is due soon?

All of your forms should have been submitted at this stage. If any forms have not been submitted, please submit them ASAP as late charges may apply.

Safety vests & enclosed shoes

Due to OH&S and security requirements, all staff involved in the delivery, installation, set up or pack up of a display is required to wear a safety jacket and enclosed shoes at all times. This includes on the loading dock and within the exhibition halls during bump-in and bump-out.



No one will be given access without a safety vest or those not wearing enclosed shoes. It is the responsibility of the company to ensure all staff members are provided with a safety vest.

Safety vests and enclosed shoes will also be required for bump-out, so please make sure you have them at your stand from 4.00pm on Friday 5 May, 2023.

Clear Aisles

There will be a number of clear aisles in operation during bump in of Visual Impact Sydney. This allows ease of access for all contractors, including GEL Events and riggers, but also allows exhibitors access to their stands. This will mean no stock or equipment etc can be placed in the aisles while you are building or setting up your stand. These aisles will be monitored throughout the bump in.

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Storage

There is limited storage onsite Storage facilities for consumables only. All items can be provided by GEL Events, 1300 013 533 or email Matt on matt@gelevents.com.au. Please note, you will be charged directly through GEL Events for the use of this service.

Exhibitor Badges

Please advise your staff that Exhibitor Badges are not required for Bump-In. Exhibitor Badges will be ready for collection from the Organisers Office, located in the foyer at the front of the hall from Tuesday 2 May 2023 from Midday.



FREE SHUTTLE We have arranged a shuttle from P1 to the show on each operational day of the show, running from 8am.

Previous Newsletters:

If you missed the last newsletter, you can find it here: <http://www.visualimpact.org.au/sydney-exhibition-2023>



Envision your Success

ORGANISER'S ONSITE CONTACT DETAILS

If you have any problems whilst on site and need to get in touch with any of the Organiser's urgently, please contact us on the following numbers. Alternatively, you can find us in the Organiser's Office located in the entry foyer of the hall.

- > Peter Harper 0418 267 952
- > Charly Blades 0420 615 557
- > Sarah Moore 0418 161 602

