

VISUAL IMPACT

Brisbane 2024

presented by



17-19 July, 2024

Hall 4, Brisbane Convention
and Exhibition Centre

Exhibitor News #1

Welcome to the first exhibitor
newsletter for Visual Impact
Brisbane 2024!

The show is just under 5 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 Brisbane 2024, 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.

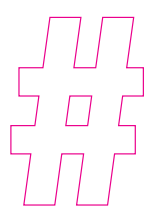
Robyn is also available to help you promote your
involvement by distributing* your media release
to any or all of our media contacts or helping
you prepare your information to achieve the best
results. **This assistance is offered completely free
of charge; It's all part of the service package you
receive 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 Brisbane 2024
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/vi-bne-2024/
accommodation/Site/Register](https://events.ozaccom.com.au/vi-bne-2024/accommodation/Site/Register)



SOCIALS – USE THESE HASHTAGS ON ALL YOUR COMMS

#visualimpactexpo

#printexpoaus



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 Brisbane 2024 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 below and
save. It is also available for download from the exhibition website, 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/
VI%20BRIS24%20SPONSORSHIP%20R1.pdf?downloadable=1](https://www.visualimpact.org.au/VI%20BRIS24%20SPONSORSHIP%20R1.pdf?downloadable=1)



Connect with 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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Brisbane 2024

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17-19 July, 2024

Hall 4, Brisbane Convention
and Exhibition Centre

Exhibitor News #2

Welcome to the second exhibitor newsletter for Visual Impact Brisbane 2024.

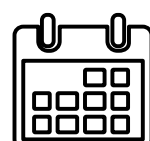
We hope these newsletters give you some important information in the lead up to the show.

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

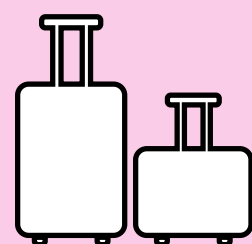


Visitors Bag inserts



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 2,500 inserts to our packers by **Wednesday 5 June 2024**. The cost is \$500, contact Charly to book an insert.

Accommodation

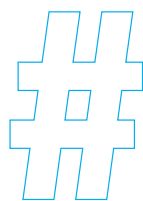


Accommodation rates have been negotiated at several hotels and apartments in close proximity to the venue. To book this accommodation online please visit <https://events.ozacom.com.au/vi-bne-2024/accommodation/Site/Register>

Promotion on Visual Connections Social Media



If your stand at Visual Impact Brisbane 2024 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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#visualimpactexpo #printexpoaus



Show Logos and Artwork

To help you with your pre-exhibition marketing you are able to freely download the Visual Impact Brisbane 2024 logos to use on your website or use them on your email signature. This banner signals your participation at Visual Impact Brisbane 2024. There are also logos that can be used in your social media posts here: <https://www.visualimpact.org.au/brisbane-2024-media/vi-bris-exhibition-logos.zip?downloadable=1>

We can also provide you with the banner with “Visit us at stand” And your logo incorporated into the banner. If you would like this please contact Charly on exhibitions@visualconnections.org.au

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 Brisbane 2024. Have a look at the options here: <https://www.visualimpact.org.au/brisbane-2024-media/VI-BRIS24-STAND-UPGRADES.pdf?downloadable=1>



Connect with 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

PREVIOUS NEWSLETTERS:

If you missed the last newsletter, you can find it here:

<https://www.visualimpact.org.au/brisbane-exhibition-2024>

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17-19 July, 2024

Hall 4, Brisbane Convention
and Exhibition Centre

Exhibitor News #3

Hello Exhibitors,
We are 3 months out from
the opening of Visual Impact
Brisbane 2024. We hope
you're planning is going well.

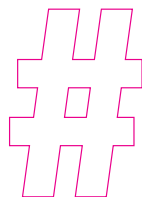


Logo Banner

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.

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



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#visualimpactexpo #printexpoaus

Show Logos and Artwork

In order to help you with your pre-exhibition marketing you are able to freely download the Visual Impact Brisbane 2024 logos to your website or use them on your email signature. This banner signals your participation at Visual Impact Brisbane 2024. There are also logos that can be used in your social media posts here: <https://www.visualimpact.org.au/brisbane-exhibition-2024>

VISUAL IMPACT

Brisbane 2024

17-19 July, 2024

Brisbane Convention
and Exhibition Centre

Australia's leading exhibition
for sign, display, wide-format
print, engraving, vinyl
applications, textiles, digital
print, routing and laser cutting.

Looking for an Apprentice?

Are you looking for bright, talented, and motivated people to join your team – if so, there's never been a better time to connect directly with students looking to join the print, sign, graphics and visual communications sector. List your apprenticeship opportunities directly on our NEW Sign & Print Career Connections page. <https://www.visualconnections.org.au/careerconnections>



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 2,500 inserts to our packers by **Wednesday 5 June 2024**. The cost is \$500, contact Charly to book an insert.



PREVIOUS NEWSLETTERS:

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Sponsorship and Advertising Opportunities

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17-19 July, 2024

Hall 4, Brisbane Convention
and Exhibition Centre

Exhibitor News #4

We hope your
planning is going
well for the lead up
to Visual Impact
Brisbane 2024.

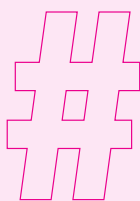
Booking furniture, power or flooring?



If you need to order 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 Brisbane 2024 with sharing or passing information over social channels by our 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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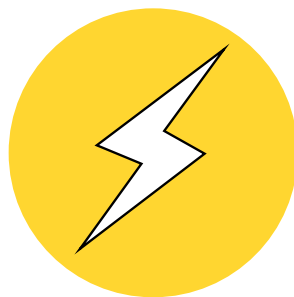
Stand Upgrades, Flooring Upgrades and Furniture packages

The online Exhibitor Manual contains the stand upgrade form. This includes several 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 or you can view the packages online here: <https://www.visualimpact.org.au/brisbane-2024-media/VI-BRIS24-STAND-UPGRADES.pdf?downloadable=1>



Electrical tagging & testing

A Compulsory Safety Inspection is required when power is ordered for your stand through ExpoNet. The \$40 cost covers an onsite 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, you will be required to turn the power off to that piece of equipment until it has been tested and tagged.

Please Note: There are to be no double adaptors used in the show, if you require multiple power outlets, please use 4-way power boards and order the correct amount of power to run your items.

Compulsory BCEC site specific safety information declaration

All event workers at the venue MUST read and acknowledge they have understood the venue site-specific safety information, which can be access via the below link. You can also access this on the Venue Forms Page in your Exhibitor Manual.

BCEC site specific safety information declaration

Definitions of event workers:

- Event Organisers who are directly managing contractors
- Event Contractors at the venue during event hours, including bump in and bump out
- Exhibitors at the venue during bump in and bump out
- Exhibitors building or dismantling their stand during bump in or bump out
- Other persons associated with delivery of the event

Connect with 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

PREVIOUS NEWSLETTERS:

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you can find it here:
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brisbane-exhibition-2024](https://www.visualimpact.org.au/brisbane-exhibition-2024)

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EXHIBITION DETAILS:

Hall 4
Brisbane Convention
& Exhibition Centre

OPENING HOURS:

- Wednesday 17 July
9.00am – 5.00pm
- Thursday 18 July
9.00am – 5.00pm
- Friday 19 July
9.00am – 4.00pm

Exhibitor News #5

Parking

BCEC provide undercover parking for up to 1500 vehicles. The car park has direct lift access to the Centre's multiple convention floors and exhibition facilities. Car Park 2 & 3 are best for Exhibition Halls.

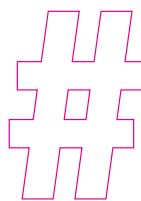
The carpark operates 24 hours, from time of entry to time of exit the following day, with on-site security.

The BCEC is pleased to offer a \$18 daily parking rate for exhibitors. An email will be sent to you containing an event specific QR code. To receive this discount, scan the QR code above from your smart phone at a pay station before exiting. If you have an issue or the price does not offer the discount, please press the intercom button for assistance. Refunds for over payment will not be given.



Marketing Guide

We have developed a Marketing Guide, designed to help you promote your participation in Visual Impact Brisbane 2024. **We have attached the guide for your reference.** Most of the opportunities in the guide are free of charge for exhibitors, so make sure to have a look!



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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



Meeting Room Available

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

FREE Visitor Guide Listing

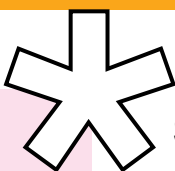


You have until the **31 May** to submit your **FREE listing** for the Visitor Guide. This listing is published in the Visitor Guide that is handed to all visitors at the show and also on the show website. If we don't receive your submission by the 31 May, you will miss out on being published in the guide. Submit your listing here:

[Visual Impact Brisbane 2024 Visitor Guide](#)

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.



Storage

There is no onsite storage available. Exhibitors must make their own arrangements for offsite storage of larger items. Storage facilities for all items can be provided by GEL Events, 1300 013 533 or email Gus on gus@gelevents.com.au. Please note, you will be charged directly through Agility for the use of this service.

Connect with 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

PREVIOUS NEWSLETTERS:

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EXHIBITION DETAILS:

Hall 4
Brisbane Convention
& Exhibition Centre

OPENING HOURS:

- Wednesday 17 July
9.00am – 5.00pm
- Thursday 18 July
9.00am – 5.00pm
- Friday 19 July
9.00am – 4.00pm

Exhibitor News #6

What is due soon?

DUE 31 MAY

- All exhibitors
 - Visitors Guide Submission – If you do not enter your listing by 31 May, you will not be included in the printed visitor guide distributed at the show.
 - Hazardous Substances Permit (MSDS) Form
 - Demonstration Application Form
 - Heavy Equipment Form
 - Motor Vehicle Display Form
 - Stand Build & Contractor Information Form
 - Stand Upgrade, Furniture and Flooring Order Form

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.



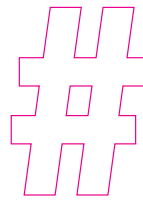
Facebook & Insta

If you would like us to post on the Visual Connections Facebook and Instagram pages with any special offers or competitions you are holding during Visual Impact Brisbane 2024, please send through the details to robynf@visualconnections.org.au



Social Media

We would like to increase support of Visual Impact Brisbane 2024 with sharing or passing information over social channels by our members. It would be great if they could share via their LinkedIn networks, repost on Instagram or share our Facebook posts if they have colleagues and industry connections in their Facebook networks.



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Logos and Marketing Materials

The Visual Impact Brisbane 2024 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:

Visual Impact Brisbane 2024 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



Parking

BCEC provide undercover parking for up to 1500 vehicles. The car park has direct lift access to the Centre's multiple convention floors and exhibition facilities. Car Park 2 & 3 are best for Exhibition Halls. The carpark operates 24 hours, from time of entry to time of exit the following day, with on-site security. **The BCEC is pleased to offer a \$18 daily parking rate for exhibitors.** An email will be sent to you containing an event specific QR code. To receive this discount, scan the QR code above from your smart phone at a pay station before exiting. If you have an issue or the price does not offer the discount, please press the intercom button for assistance. Refunds for over payment will not be given. 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

Don't forget... The Visual Impact Brisbane 2024 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: [Visual Impact Brisbane 2024](https://www.visualimpact.org.au/brisbane-exhibition-2024)

Connect with Success

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PREVIOUS NEWSLETTERS:

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EXHIBITION DETAILS:

Hall 4
Brisbane Convention
& Exhibition Centre

OPENING HOURS:

- Wednesday 17 July
9.00am – 5.00pm
- Thursday 18 July
9.00am – 5.00pm
- Friday 19 July
9.00am – 4.00pm

Exhibitor News #7

Four weeks to go!

What is due soon?

DUE 19 JUNE

- **All exhibitors**
- Rigging Request Form



DUE 24 JUNE

- **All exhibitors**
- Move-in/Move-out Materials
Handling & Transport Form

DUE 26 JUNE

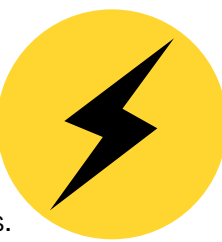
- **All exhibitors**
- ExpoNet Forms

DUE 28 JUNE

- **All exhibitors**
- Lead Collection Services Form
- Exhibitor Staff Registration Form

Electrical tagging & testing

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Please note: if you have over 10 electrical items, please ensure you purchase multiple Compulsory Safety Inspections to cover the amount if items you will be bringing to the show. **For more information, please contact ExpoNet on 02 9645 70707 or esd@exponet.com.au**

Please Note: There are to be no double adaptors used in the show, if you require multiple power outlets, please use 4-way power boards and order the correct amount of power to run your items.

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Storage

There is no onsite storage available. Exhibitors must make their own arrangements for offsite storage of larger items. **Storage facilities for 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 Agility for the use of this service.



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@visuaconnections.org.au

Parking

BCEC provide undercover parking for up to 1500 vehicles. The car park has direct lift access to the Centre's multiple convention floors and exhibition facilities. Car Park 2 & 3 are best for Exhibition Halls. The carpark operates 24 hours, from time of entry to time of exit the following day, with on-site security. **The BCEC is pleased to offer a \$18 daily parking rate for exhibitors.** An email will be sent to you from BCEC containing an event specific QR code. To receive this discount, scan the QR code above from your smart phone at a pay station before exiting. If you have an issue or the price does not offer the discount, please press the intercom button for assistance. Refunds for over payment will not be given.

IMPORTANT REMINDER! Please be aware bump out is on a weekend, so please ensure your courier company will pick up your freight during your bump out time, as no goods will be held. GEL Events can assist you with this process.

Connect with Success

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OPENING HOURS:

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9.00am – 5.00pm
- Thursday 18 July
9.00am – 5.00pm
- Friday 19 July
9.00am – 4.00pm

Exhibitor News #8

Two weeks to go!

Compulsory BCEC site specific safety information declaration

All event workers at the venue MUST read and acknowledge they have understood the venue site-specific safety information, which can be access via the below link. You can also access this on the Venue Forms Page in your Exhibitor Manual.

BCEC site specific safety information declaration

Definitions of event workers:

- Event Organisers who are directly managing contractors
- Event Contractors at the venue during event hours, including bump in and bump out
- Exhibitors at the venue during bump in and bump out
- Exhibitors building or dismantling their stand during bump in or bump out
- Other persons associated with delivery of the event

BCEC DETAILS

BCEC Exhibitor Services are:
exhibitorservices@bcec.com.au and
phone number 07 3308 3536.

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 and closed in shoes.

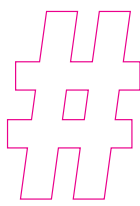


Stand Cleaning

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Facebook & Insta

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 Brisbane 2024, please send through the details to exhibitions@visualconnections.org.au



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ON ALL YOUR COMMS**

#visualimpactexpo

#printexpoaus

Logos and Marketing Materials

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Brisbane 2024

Exhibitor News #9

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EXHIBITION DETAILS:

Hall 4
Brisbane Convention
& Exhibition Centre

OPENING HOURS:

- Wednesday 17 July
9.00am – 5.00pm
- Thursday 18 July
9.00am – 5.00pm
- Friday 19 July
9.00am – 4.00pm

Only one week to go until Visual Impact Brisbane!

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 are required to wear a safety jacket and enclosed shoes at all times. This includes on the loading dock and within the exhibition hall 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 19 July 2024.

Parking

BCEC provide undercover parking for up to 1500 vehicles. The car park has direct lift access to the Centre's multiple convention floors and exhibition facilities. **Car Park 2 & 3 are best for Exhibition Halls.**



The carpark operates 24 hours, from time of entry to time of exit the following day, with on-site security.

The BCEC is pleased to offer a \$18 daily parking rate for exhibitors. An email has been sent to you containing an event specific QR code. To receive this discount, scan the QR code above from your smart phone at a pay station before exiting. If you have an issue or the price does not offer the discount, please press the intercom button for assistance. Refunds for over payment will not be given. There will be copies of the QR Code in the Organiser Office if you have misplaced your copy.

Bump In Time and Date

Space only move in	Sunday 14 July	2.00pm - 8.00pm
Space only move in	Monday 15 July	8.00am - 6.00pm
Shell scheme move in	Tuesday 16 July	8.00am - 6.00pm

All stands must be completed with all rubbish removed by **6.00pm on Tuesday 16 July 2024** to allow for final cleaning of the hall, ready for a successful 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.

Clear Aisles

There will be a number of clear aisles in operation during bump in of Visual Impact Brisbane. 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.

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 at the front of the hall upstairs on the catwalk from Midday on Tuesday 16 July 2024.



Women in Print and Share the Dignity



Women in Print will hold an exclusive networking event during **Visual Impact Brisbane, at 4:30pm on Thursday 18 July.** The event is the perfect opportunity for industry women and allies to make new connections, catch up with industry friends and support charity Share the Dignity's August Dignity Drive. [Click this link to book.](#)

Women in Print is proud to be supporting Share the Dignity Collection Drive. Collection boxes will also be placed in Stand A01 show to support the charity's August Dignity Drive, which collects period products for women and girls experiencing period poverty. Please bring along your products to add them to the collection box for this worthy cause.

Storage There is no onsite storage available. Exhibitors must make their own arrangements for offsite storage of larger items. Storage facilities for all items can be provided by GEL Events, 1300 013 533 or email Gus on gus@gelevents.com.au. Please note, you will be charged directly through Agility for the use of this service.

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 at the front of the hall upstairs on the catwalk.

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

BCEC Details

Please be aware the correct contact details for BCEC Exhibitor Services are: exhibitorservices@bcec.com.au and phone number 07 3308 3536.

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