

# 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.

## WEEKLY TIP



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**Visual  
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### Call for Experts!!.....Deadline Passed

We have a new initiative for VI Brisbane – Expert Connections to be held in the Connections Centre. After reviewing feedback from visitors this will replace the seminars.

As an exhibitor at VI Brisbane, this is your opportunity to be involved. Please note, these are NOT sales or promotion sessions for your business, you will have an opportunity for that, which will be offered shortly.

If you are interested in this opportunity, please let us know asap, as the deadline was **Friday 1 March 2024**. All sessions will need to be approved.

Please refer to attached Expert Connections Information

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**Visitor invites are in the making!!**

How many would you like?

Please email through how many visitor invites you would like and where to post them to by **26th March 2024**, so you can distribute to your contacts.

Email us at [exhibitors@visualconnections.org.au](mailto:exhibitors@visualconnections.org.au)

Please note, we will send a small quantity to all exhibitors if no response is received.

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### The Exhibitor Manual is now available online!

You should have received a unique link from us to access the manual for completion of all your forms. If not, contact us at [exhibitors@visualconnections.org.au](mailto:exhibitors@visualconnections.org.au) and we will resend the link.

### DON'T CONFUSE OUR LINK WITH THE EXPONET KIT!

The Exponet Kit is for ordering power and furniture. You will also need this to order your fascia signs if you are a shell scheme stand. Exponet will have provided you with your own login and password. If you have not received this contact them at [esd@exponet.com.au](mailto:esd@exponet.com.au)

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**Stand out from your competitors and give your stand that extra WOW Factor!!**

Consider one of the Visual Impact Stand Upgrade Options to maximise your company exposure. From a 36sqm complete stand design and build, to laying some timber flooring in a shell scheme stand, or even hiring a furniture package, upgrading makes your stand more prominent to visitors!

If you want to look at upgrade options, contact the team at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

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### Market Connections

If you want to start the conversation with potential clients, there's no better place to present your product or service than with a Market Connections session as part of our Connections Centre program.

We are offering limited opportunities for suppliers to deliver short, sharp sales pitches and presentations. These focused, 20-minute sessions providing you with the chance to chat directly to key decision makers, present solutions to improve productivity, efficiency and profitability. and foster the important relationships that drive sales and support business success.

At just \$500 + GST per session, this is a chance you won't want to miss!

If you'd like to be included, there's no time to waste. Please contact the show team at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au) with your details, and a brief outline of the product or service you would like to promote in your 20 minute session.

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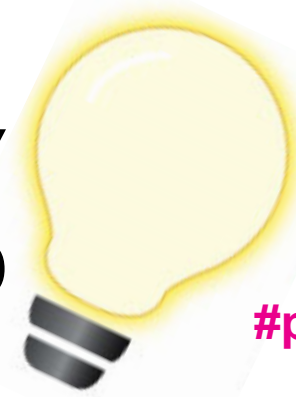
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#printexpoaus

#visualimpactexpo

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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Connect with Success



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To help you with your pre-exhibition marketing you can freely download the Visual Impact Brisbane 2024 logos to use on your website or use them on your email signature.

There are also specifically sized logos that can be used in your social media platforms here:

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

We can also provide you with the Visual Impact Brisbane 2024 banner design personalised with "See us on stand ....." And your logo incorporated into the banner. This banner signals your participation at Visual Impact Brisbane 2024.

If you would like this, please contact Charly on  
[exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

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### Company Brand Exposure!

There are numerous ways to get exposure for your company through sponsorship. Brand the most popular first pit stop – The coffee Cart! Or plaster the cafe with your company branding and many more!

Please see attached Sponsorship opportunities.

Please contact the show team at  
[exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)  
if you have any questions.

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**VI Magazine** will feature a show preview in the May/June edition highlighting features of the show. Be a part of Visual Impact Magazine's Visual Impact Brisbane 2024 *Special Preview* edition.

As an exhibitor at Visual Impact Brisbane 2024, Visual Impact Magazine would like to help you maximise your investment, with a free listing in the Visual Impact Brisbane 2024 *Special Preview* edition. This is an opportunity to showcase the products and services you will have on display, giving exhibitors even more reason to visit your stand.

The process couldn't be easier, simply email a 100-word description to [robg@visualconnections.org.au](mailto:robg@visualconnections.org.au)

Now, just in case you are not sure what to write, we have a couple of suggestions for you. You can talk about the latest products and services you will be showing, why attendees should speak to you, what your company does and, how you help businesses and professionals in the industry. That should make for a good start.

### Magazine pre-show and post show editions advertising – Special Offer

We have a special offer for advertisers pre and post show in the Visual Impact Magazine of a full page ad for **\$2,300 +GST**.

Book your spot soon as they will sell out quickly!

**Listing and advertisement deadline no later than May 1, 2024.**

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### 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](mailto:exhibitions@visualconnections.org.au)  
for more information.

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