

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

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 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

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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

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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 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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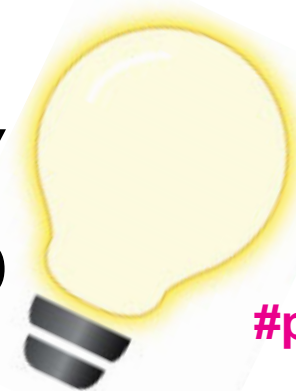
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#printexpoaus

#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

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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
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

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
for more information.

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Have you booked your accommodation?

Accommodation rates have been negotiated at several hotels and apartments in close proximity to the BCEC.

To book this accommodation, please visit:

<https://events.ozaccom.com.au/vi-bne-2024/accommodation/Site/Register>

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Track down the best sales leads at Visual Impact Brisbane 2024!

For Visual Impact Brisbane 2024 Visual Connections have partnered with Sprintr to bring you the latest technology in lead capturing.

The app is available on your mobile device for quick and easy access to view, manage and export leads instantly. Never miss a sale again!

The cost to access the App with unlimited log-ins is \$400 +GST.

Order via the Online Exhibitor Manual or email exhibitions@visualconnections.org.au

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Don't Miss Out!

Your submission for the Visitor Guide is due
on **31 May 2024**, which includes a ¼ page Ad.

Don't miss out on this additional exposure!

To complete your submission go to
<https://www.visualimpact.org.au/vi-brisbane-2024-visitor-guide-submission>

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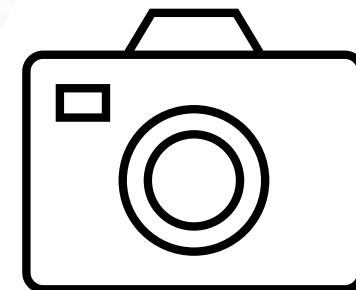
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Professional Stand Shots

If you are interested in getting photos of your stand and team while you are at the show, we will have a photographer available.

Cost is \$250 for approximately 30 minutes.

To make a booking please email Charly at exhibitions@visualconnections.org.au

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BCEC SAFETY 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. Please forward this to any staff, stand builders etc.

[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

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Deadlines have passed!

All deadlines have passed, have you completed all your forms?
Refer to the below checklist to check.

Form	Deadline
Exhibitor Insurance Form	1 July
Exhibitor Staff Registration Form	28 June
Stand Upgrade, Furniture and Flooring Order Form	31 May
Lead Collection Services Form	28 June
Venue Services including: <ul style="list-style-type: none">- Utility Services Order Form- Plumbing- Stand Catering & Beverage Order Form- Technology & Communications Order Form- Stand Cleaning	7 July
ExpoNet Forms including: <ul style="list-style-type: none">• Fascia & Signage Confirmation (Shell Stands Only)• Stand Modifications, Power & Lighting• Wall Mounted Shelving & Slat Walls• Furniture & Audio Visual• Stand Layout	26 June
Rigging Request Form	19 June
Stand Build & Contractor Information Form	31 May
Demonstration Application Form	31 May
Hazardous Substances Permit (MSDS) Form	31 May
Motor Vehicle Display Form	31 May
Heavy Equipment Details Form	31 May
Move-in/Move-out Materials Handling & Transport Form	24 June

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Gel Events is the official supplier for
Transport and Onsite Service for
Visual Impact Brisbane 2024.

The cut-off date has passed, book now using the link
below.

<https://igel.gaffneys.com.au/mod/Logistics/LGQuoteRequestForm.cgi?PARAMS=53616c7465645f5feb7d0aa52ef9a835cf6e663cafea8dc9731725b6ebe857f0>

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**Even if you are using your own freight
forwarder, you are still required to book a
dock time.**

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Have you registered for your Exhibitor Badge?

Exhibitor badges must be worn at all times during the Exhibition. No one will be granted entry to the Exhibition without a badge. Any staff visiting the exhibition must have an Exhibitors badge.

Register now

[https://au.registration.entegy.events/visual
24-exhibitor-registration](https://au.registration.entegy.events/visual24-exhibitor-registration)

Exhibitor badges will be available for pick up from the Organisers Office onsite at the show from midday on **Tuesday 16 July 2024.**

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Bump In Times and Dates

Space only move in: Sunday 14 July
2.00pm - 8.00pm

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.

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