

New concept, new vision,
new opportunities



VISUAL IMPACT

Sydney 2026

**CONFERENCE
AND EXPO**

2-4 September 2026
Sydney Showground

**INVITATION
TO EXHIBIT**



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THE EVENT

Visual Connections Australia will be hosting the first combined Visual Impact Conference & Expo from 2 – 4 September, 2026, at the Sydney Showground, Sydney Olympic Park.

This combined event brings together the industry's leading suppliers with independent experts, visionaries and thought leaders, to create a totally new concept and vision to drive the future success of the print, sign and graphics sector.

The expo will be complemented by a daily conference program, designed to inform, inspire and equip industry and related businesses to understand the global market, identify opportunities, learn about Australian and International sustainability requirements and capitalise on emerging markets and new technologies.

The event expects to attract more than 4000 visitors over three days including registered conference attendees and customers wanting the very latest in signage; digital wide-format and textile printing; routing, engraving and laser cutting; 3D, illuminated, digital signage and auxiliary services.



**VISUAL
CONNECTIONS
MEMBERS SAVE
10% – 25%
OFF
FLOORSPACE
COSTS**

THE EXPO OPPORTUNITY

- ▶ Access to more than 4,000 potential clients over three days
- ▶ Network with industry partners
- ▶ Extend your sales pipeline
- ▶ Showcase your latest innovations, technologies, products and services
- ▶ Launch new products and initiatives
- ▶ Introduce clients and potential clients to your team
- ▶ Take part in show-floor Expert Connections seminars
- ▶ Take advantage of Sydney's most cost-effective exhibition precinct

EXHIBITOR BENEFITS

- ▶ Your participation marketed in pre-show advertising features and publicity
- ▶ Opportunity to provide media release information for distribution
- ▶ Stand location promoted in the Visitors' Guide
- ▶ 2 x complimentary passes to the VI Conference
- ▶ Access to the Exhibitor Lounge with complimentary tea, coffee and water
- ▶ Opportunity to advertise in the Visual Impact special within the 2026 Winter edition of Visual Impact magazine
- ▶ Opportunity to include an insert into the Visitors' Bag (additional cost)
- ▶ Access to post-show information including full Visitor List
- ▶ Early bird exhibitors get first pick of the floorplan!!



CHOOSE YOUR STAND

The Visual Impact Expo floorplan is designed to provide excellent opportunities at a variety of investment levels. For a copy of the latest floorplan, contact exhibitions@visualconnections.org.au to discuss the available options.

For more information about Visual Impact Conference & Expo 2026, please contact the organisers on 02 9868 1577 or email exhibitions@visualconnections.org.au