

## 2020 Small Business Expos Info Pack and Terms and Conditions

Thank you for joining us at the expos, please review the following important information.

### **What the Small Business Expos have achieved in six years:**

- Over \$20 Million in new business revenue generated for our sponsors and exhibitors over the past 4 years. We use post expo surveys to quantify the results and we issue the results to all trade table holders after each Expo.
- Engaged 300 top speakers providing Expo attendees with the latest and most up-to-date trends and information to help them grow their businesses.
- Delivered skills transfers through our "How to Sell from an Exhibition Stand" Workshops to over 1,600 business owners.
- Supported 30 charities.
- 3,000 small business owners have booked exhibition stands and 20,000 visitors have attended.

At the Small Business Expos, businesses and brand owners can discover and develop.

- Develop business leads and new customers, build brand awareness and expand business opportunities.
- Discover new ideas and new technology to help solve business owners' challenges.
- Gain invaluable industry knowledge and insights into larger markets both in Australia and internationally.
- Network with industry peers and connect with suppliers, service providers, industry experts and Government specialist departments.
- Connect with potential venture capitalists and investors to potentially help expand businesses.

The South East Queensland Business Expos provide a vehicle that facilitates the showcasing of new and innovative ideas to manage and grow businesses across a broad range of industry sectors.

There are also a series of associated events including networking functions, technological hubs, and marketing / advertising specialists as well as a range of lectures, informative speakers and specialists and are supported by Federal, State and Local Government, Industry Associations and large Australian corporations.

The high attendance at these events makes exhibiting at the South East Queensland Business Expos a cost-effective opportunity.

### **Collaborative B2B Marketplaces that produce financial outcomes**

The Small Business Expos are the PREMIUM BUSINESS EVENTS in South East Queensland for Small, Medium and Large Business Owners. In Australia today, the market sector features approximately 150 trade shows each year. Very few trade shows (except for franchise shows) are focused on broad (often neglected) business sectors, and even fewer on small and medium sized business.

# SMALL BUSINESS EXPOS

The opportunity as identified by Paula Brand is to create a series of events to enable a showcase for predominantly small and medium sized businesses to connect and grow. These one-day “pop-up” events in a number of South East Queensland Centres enable business owners to meet, connect, learn, network and gain expert advice, and discover profitable business ideas.

This is the foundation of the Small Business Expo business.



## Small Business in Australia

Small business plays a vital role in the Australian economy, with approximately 3.2 million small businesses employing 5.5 million Australians.

Small businesses contribute more than \$380 billion to the economy. Australian Government Research ATO 2017.

ASIC regulates many businesses that are 'small proprietary companies', which means a company with two out of these three characteristics:

1. An annual revenue of less than \$25 million,
2. Fewer than 50 employees at the end of the financial year, and
3. Consolidated gross assets of less than \$12.5 million at the end of the financial year.

The Australian Taxation Office defines a small business as one that has annual revenue turnover (excluding GST) of less than \$2 million. Fair Work Australia defines a small business as one that has less than 15 employees. Despite these differences, many regulators have informally adopted the definition of 'small business', used by the Australian Bureau of Statistics (ABS), which is a business that employs fewer than 20 people.

**Of all Australian companies and businesses registered, 96% are considered to be small businesses with fewer than 20 employees.**

Small businesses make a significant contribution to the Australian economy. They employ half of Australia's workforce and make up one fifth of Australia's gross domestic product. One of our main objectives is to improve the Australian financial system. Regulating small business is an integral part of this.

More than 2 million small businesses in Australia employ less than 19 people, accounting for 97 per cent of all Australian businesses by employee size, and there were 51,000 medium sized businesses, employing 20 to 199 employees, approx. 2.4 percent of all companies.



## ABOUT THE SMALL BUSINESS EXPOS

For those in business and seeking ways to generate a greater level of income, the South East Queensland Business Expos provide the opportunity help business owners to learn and increase the size and revenues for their business.

### Small Business Expos Locations

Brisbane	Brisbane West/Ipswich
Redlands/Logan	Newcastle
Moreton Bay/North Brisbane	Toowoomba
Gold Coast	

There are no better events in South East Queensland that provide the opportunity to talk face-to-face with contemporaries and fellow business owners to end users across a broad range of business opportunities.

The Small Business Expos are vital business-to-business expos for small, medium and large businesses and brand owners.

The South East Queensland Business Expos recognize the many challenges that business owners face, from increased competition in Australia and internationally from online sources.

### Connect and Communication

With more than 8,000 businesses now connected and a part of the Small Business Expos “family” and increasing to 10,000 in 2020, our communications strategies and database reach more than 66,000 business professionals in South East Queensland.

The reach is in excess of 400,000 on social media & continues to grow.

The Small Business Expos has been embraced by the media and in 2018 was sponsored by Channel 9 and Channel Ten Regional Television Networks as well as Southern Cross Austereo Radio stations.

In addition, local community radio stations, television, local newspapers and business magazines were proud supporters and/or sponsors of all Expos.

1022 exhibitors participated in the Small Business Expos in 2019 and more than 8,000 attendees (majority business owners) connected with other business owners resulting in \$7.5 million in business leads.

### Giving Back to the Community

In 2018, Small Business Expos donated to 11 charities and continues to grow as it “gives back to the community”. In 2019, 20 charities were supported. We work with Rotary Groups across South East Queensland and have so far raised \$10,000 in funds for their community programs.

# SMALL BUSINESS EXPOS

## LEVELS OF SPONSORSHIP

- NAMING RIGHTS SPONSORSHIP
- GOLD SPONSORSHIP
- SILVER SPONSORSHIP
- BRONZE LEVEL SPONSORSHIP

To enquire about becoming a Sponsor, please call 0475 411 793.

## BECOME AN EXHIBITOR

### STEP UP TO SHOW – TELL – SELL YOUR PRODUCTS AND SERVICES

**Be open to new sales conversations and become an exhibitor.**

*New start-ups:* giving you the confidence to step up & start.

*Mature business:* for those looking to attract NEW customers.

For businesses who have new products and services, this is the place to show them off.

“A one-day pop up shopfront”, ideal for online, mobile, franchise businesses - on the move or are home-based. Don't be invisible.

What you can do:

- Look for new reseller partners and extend your product scope.
- SELL products on the day - get your credit card machine ready.
- Do EXPO offers and sell excess stock too. This is your shop front for the day with 900 – 2,000 people walking past.
- RUN competitions to generate your ideal customer leads.
- People can TEST your products/services.

We show you how in our training workshop.

Think outside the box and promote your business using this successful One Day B2B Marketplace. We'd LOVE for you to get creative and go crazy marketing your business – we have one main rule: You can do whatever you want as long as you don't come naked (or annoy anyone at the expo).

*Tech Businesses:* Book into our TECH HUB and showcase your products and services to business owners so they can get hands on. We have a casual area set up near you so you can sit down and discuss further the ins and outs of your products.

*Lifestyle Businesses:* These people go on holidays, have hobbies, have children, have parents – you need to market to them as they all want to enjoy life.

# SMALL BUSINESS EXPOS

Your one-day  
pop-up shopfront.



## 1. Requirements of us and our Venue host

All tables and chairs are provided, so businesses just need to bring:

- their own table covers and promotional material;
- a targeted sales approach (which we teach you); and
- the right attitude and a smile.

You only get out of it, what you put into it. We ask you to play FULL OUT for this six-hour sales day. So, bring your A Game.

It is recommended – where possible - that two people or more host your trade table, so that you can rotate for food, toilet trips, workshops, and walk around to the other trade table holders as they are there to do business with.

As the theme is COLLABORATION, businesses who book Exhibition Stands, we greatly appreciate it you are sharing the message to their databases, contacts, Facebook pages. To help promote, build connections and encourage their own audience to come along, as we work in an integrated community for the success of all businesses involved at each Expo. We know this works – so don't be shy – we give you the content to send out.

## 2. Visitor Tickets to attend

Tickets to attend the Expo are FREE thanks to our valued sponsors – the intent of the day is to connect and seek referral partners, find synergistic businesses, learn from speakers, buy products and services. It is not an event to just come and tyre kick and waste business owners' valuable time. Come and join us for the right reasons – to grow the economy for local small businesses – because they need your support.

## 3. Set up and Pull Down on the Day of Expos

All service and product providers must be set up and ready by 9:30am for further last-minute instructions, before the doors open to attendees at 10am sharp. All service and product providers must remain set up until 4pm.

A sponsor bag will be handed to attendees at registration, so they can use it to collect your flyers. The Expo will open doors at 8am for businesses to start setting up for the day. All pack up must be completed by 5:00pm, to allow for cleaning of the venue.

# SMALL BUSINESS EXPOS

Any signs and banners are to be placed by your table only and are your responsibility throughout the day.

#### **4. Completed Booking Form with payment is required to confirm your expo stand at the Expo.**

To secure your Exhibition Stand, the online or manual Booking Form must be completed or visit the TAB, <https://www.smallbusinessexpos.com.au/secure-your-spot/>.

Book and pay online – simple and easy.

Manual Booking Forms can be emailed to **Paula Brand: paulabrand@smallbusinessexpos.com.au**

The completing and returning of the application form does not guarantee acceptance as an exhibitor.

Confirmation is sent to all businesses who are accepted but space is only guaranteed ONCE the exhibition stand invoice is paid.

#### **5. Trading Hours on the Day of Expos**

The Expo is open from 10am until 4pm. All Exhibitors MUST remain available and set up to conduct business during this entire time.

#### **6. Food and Beverage on the Day of Expos**

We have coffee and food vans on site, for purchases by you and attendees.

#### **7. Smoking at Expos**

Smoking is permitted in council/venue designated areas only. All smokers are reminded to maintain professional behaviour when leaving the premises for a break.

#### **8. Alcohol, Drugs, Noise at Expos**

Alcohol can be given as gifts and as part of promo packs on the day. However, excessive drinking, illicit drugs and excessive noise are NOT permitted in the venue, at any time.

Living with IT Pty Ltd does not take any responsibility for anyone under the influence of drugs or alcohol.

Anyone found to be under the influence of drugs, and/or alcohol or creating excessive noise, will be asked to leave the venue immediately and may be escorted off the premises by security.

#### **9. Dress Code at Expos**

All exhibitors must always conduct and present themselves in a professional manner during the event. The Expo aims to provide a standard of professionalism second to none. Business Casual/Semi Corporate attire and presentation is the required standard. If the standard is not reached by you, you may be asked to vacate the venue and return dressed to the required standard.

All exhibitors, volunteers and assistants are to maintain professional behaviour, always, including when leaving the premises for a break during the event.

## **10. Public Liability Insurance**

All exhibitors, be they a sole trader or a company, MUST have public liability insurance. If you have your own, you will need to provide a copy of your policy with your application form. Insurance will be available for purchase for the day if needed – outlined on the application form. Should you NOT have Public Liability Insurance – we accommodate you onto the main Event Public Liability Insurance Policy – cost is \$50 per business.

Or, you can book one-day Trade Expo insurance – please visit <http://www.marketstallinsurance.com/>.

## **11. Naked Flames and Explosives**

Firearms, fireworks, explosives or flammable liquids of any kind or nature are not to be brought into or used anywhere at the venue. This includes table candles and incense/smudge sticks. If brought in they will be confiscated by the event organisers.

## **12. Venue Signage and Promotional Materials**

Any signs, banners or other material used to promote your business for the event must be situated within your space only unless otherwise approved by the organiser. They also must be secured and not impact on other trade table holders.

The following have been set out by the venue host and must be followed by all exhibitors, volunteers and assistants:

“The floors, walls or any other parts of the facility must not be broken or pierced by nails, screws or other contrivances, nor by any writing, printing, painting or other decorations made on the walls. No proscenium, scenery, fittings, decorations, posters, fixed, hung or displayed in or upon the building.

No substance is to be placed on any floor that may alter the surface. Furniture and equipment must be carried and not dragged. Chewing gum is not permitted in any part of the venue”.

## **13. Cancellations and Refunds**

1. If you need to cancel your booking you must email **paulabrand@smallbusinesssexpos.com.au** in writing and inform the organiser prior to one month from the event where a 50% refund will be returned to you.
2. Within one month of the Expo, no refund is provided. You can transfer your table to a charity or another business.
3. If you are unable to attend on the day due to unforeseen circumstances, you MUST ring Paula 0475 411 793 to advise at the earliest possible time. No refund will be given.
4. No refunds are given if you have a car accident, a family member dies, child gets sick, the show must go on. We do not transfer expo stands to other expo dates – please do not ask us to do so.
5. If the organisers need to move the venue or date due to unforeseen circumstances – we will provide you with ample notice of doing so. If you do not respond that you cannot make it within 6 weeks prior to the new date, no refund is provided.

# SMALL BUSINESS EXPOS

By you and your company (if applicable) signing agreement to these terms and conditions, you and your company understand and agree that the event Operators, Director, Manager and or its affiliates will not and cannot be held liable or accountable for any loss, injury or damage to you or your company's business, howsoever, wheresoever and whomsoever caused, as a result of the booking being accepted and participation having occurred in this Expo.

It follows that you and your company (if applicable) understand and agree that you and your company forego and wave any right to take any form of legal or similar action against the event Operators, Director, Manager and/or its affiliates, either before, during or after the Expo.

This expo – and any part of it – content wise or format wise cannot be replicated by any stakeholder or sponsor or exhibitor. All content is owned by the Small Business Expos.

**Living with IT Pty Ltd** via **Small Business Expos** operates the:

- Brisbane Small Business Expo
- Redlands Coast Business Expo
- Moreton Bay Region Business Expo
- Gold Coast Business Expo
- Brisbane West Business Expo
- Newcastle Business Expo
- Toowoomba Business Expo

## ABOUT PAULA BRAND

Paula Brand, Founder, has over 26 years of event and economic development experience across Queensland and Australia. She is a small business advocate for the invisible businesses – mobile, micro, online, homebased businesses that are one third of the small business community. The Small Business Expo team is managed by an Advisory Board and has an office at 38 Township Drive, West Burleigh. Paula is a multi-award winner in Queensland and internationally.



### All Media and General Enquiries:

Paula Brand

Phone: 0475 411 793

Email: [paulabrand@smallbusinessexpos.com.au](mailto:paulabrand@smallbusinessexpos.com.au)

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