



DEVELOPING  
AUSTRALIAN  
COMMUNITIES

*Creating a Voice for the Disability Sector*



# Brisbane Disability Connection Expo 2023

SPONSORED BY **HOLISTIC HORIZONS**

**Brisbane Convention & Exhibition Centre**  
Friday 3<sup>rd</sup> of March - Saturday 4<sup>th</sup> of March 2023

**EXHIBITOR REGISTRATIONS ARE NOW OPEN BUT WILL FILL FAST**



[www.dacexpo.com.au/bne](http://www.dacexpo.com.au/bne)





# EXHIBITOR INFORMATION

Join us for this amazing event for our sector in 2023, connecting people with Disabilities and NDIS Providers, Allied Health, Early Intervention and Disability/Complex Case Services for Aged and Child Care.

The Brisbane Disability Connection Expo 2023 will be a hub of activity when the best disability service and NDIS providers around Queensland exhibit and connect with our visitors at the Brisbane Convention & Exhibition Centre on Friday 3rd of March - Saturday 4th of March 2023. It's going to be huge!

**EXHIBITOR NUMBERS ARE LIMITED  
DON'T MISS OUT**



Check out our highlight reel from the Brisbane Disability Connection Expo 2022



### 2022 RESULTS



REGISTERED

7,203



EXHIBITORS

242



GOOGLE RATING

4.9

WELCOME

# VISION & MISSION

**Our Vision:** For Australia to become the World Leader in Disability Services. **Our Mission:** Provide a voice for the sector, increase professional standards and bring people together to talk about the most pressing issues in our sector to deliver solutions! We'll achieve this by providing world class expos, conferences and professional development to ensure Service Providers and Carers deliver the highest levels of service to NDIS Participants. Combining our 50+ years' experience in the Disability and Training sectors, the Developing Australian Communities (DAC) team are simplifying the complex nature of NDIS. Through our large expos and conferences participants will receive the right information from the right Provider at the right time so they can make informed decisions.

Together, we're passionately committed to raising the bar of the Disability Sector so it's one all Aussies can be proud of!



## River Night

CO-FOUNDER

River has a 26+ year legacy of implementing change at the highest levels of Disability and Community Services Sectors.



## Mike Clark

CO-FOUNDER

Mike has a 17-year history of running events and training companies to over 50,000 people in over 4 continents.



## Deon Spann

EVENT DIRECTOR

A skillful organiser, Deon uses his substantial experience and technical knowledge to deliver seamless and engaging event experiences.



## Bernadette Alizart

EVENT DIRECTOR

With more than 15 years in the music and live events industries, Bernadette is excited to be working on an expo that brings such value to participants, families and caregivers.



## Candice Wood

COPYWRITER

A career as a healthcare worker and provider, but always a full-time advocate, has put Candice on a personal journey to understand her own disability.



## Ali Ezeren

BUSINESS DEVELOPMENT EXECUTIVE

Ali has 40+ years of experience in the business world. He has been Owner, Entrepreneur and Manager.



**Cassandra Hamilton**

NATIONAL ACCOUNTS MANAGER

Cassandra is passionate to connect providers to participants to help offer solutions and choices.



**Sarah Lueth**

NATIONAL ACCOUNTS MANAGER

Her drive and “the client comes first” mentality instilled in her, has been well suited to her current career in the disability expo sector.

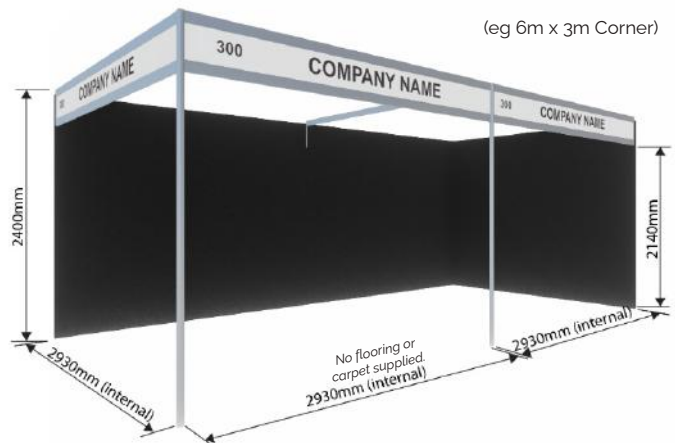


**Bill Poulos**

SALES MANAGER

With more than 22yrs experience coaching Sales Teams in the FMCG industry.

# RESERVE YOUR SPACE



# EXHIBITOR SPACES

## STANDS SPECIFICATIONS

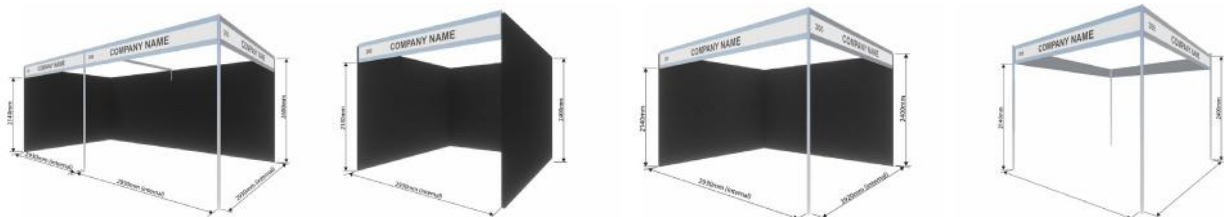
Shell scheme stands have 2.2m high black, velcro-compatible material. Exhibitors can use the hook (rough side) of velcro to hang items. All other shell scheme stands come with walls, fascia, power and lighting. Flooring throughout exhibition hall is concrete. Only open stands are carpeted with carpet tiles. All other stands (with walls) come with walls, a fascia, power and lighting. Changes to fascias can be made by contacting event stand and display supplier.

3m x 3m, 3m x 4m and 3m x 6m sites are full shell scheme and include full side and back walls, display lighting, one 4amp power point and front fascia with company name attached. Open area sites include carpet tiles and one 4amp power point. Exhibitors must display for both days of expo.

## SIZE OPTIONS

- |                                  |                 |  |                                      |
|----------------------------------|-----------------|--|--------------------------------------|
| » 3m x 3m - outer wall site      | <b>\$2,059*</b> | » 6m x 6m - open area site   | <b>\$4,199*</b>                      |
| » 3m x 4m - outer wall site      | <b>\$2,299*</b> | » 9m x 6m - open area site   | <b>\$4,700*</b>                      |
| » 3m x 3m - inner exhibitor site | <b>\$2,639*</b> | » 9m x 9m - open area site   | <b>\$5,999*</b> - 4 exclusive spaces |
| » 3m x 4m - inner exhibitor site | <b>\$3,119*</b> | » 9m x 9m - premium Site   | <b>\$6,897*</b> - 1 exclusive space  |
| » 3m x 6m - large exhibitor site | <b>\$3,499*</b> | 9x9 Premium is an open site that's in a prime location at the expo. Exclusive to one per expo. |                                      |

(eg 3mx6m corner, 3mx3m inner, 3mx4m corner, 9mx9m open area site)



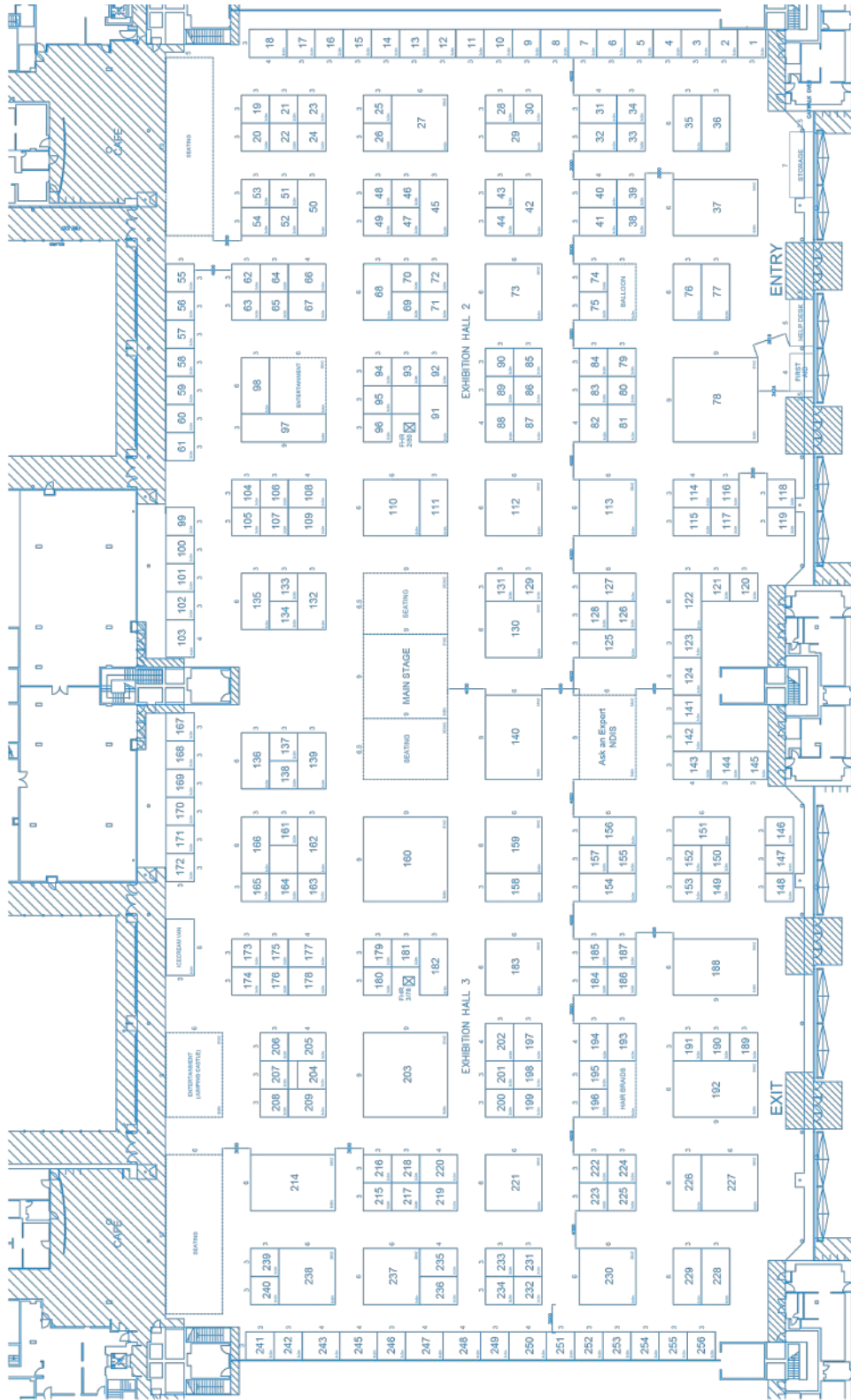
Need extra equipment or resources, tables or display items? **Exhibit Systems** have a wide range of modern furniture and AV you can hire for your site. Contact them directly for any additional needs to make your space great. For more information visit [www.exhibitsystems.com.au](http://www.exhibitsystems.com.au) and get in contact with:

## PAYMENT OPTIONS

Please use the booking form online via the website [www.dacexpo.com.au](http://www.dacexpo.com.au).

If you are unable to you can email us [events@dacexpo.com.au](mailto:events@dacexpo.com.au). Registering providers will be provided with an invoice for payment. Bookings and stand numbers are not confirmed until payment is received.

\*All prices listed are exclusive of GST



# BRISBANE FLOORPLAN

Please note, this floorplan is a guide only and sites may be modified slightly as required.

**Register as an EXHIBITOR today!**



## SPONSORSHIP

# BECOME A SPONSOR

We are always looking for providers to align with; forward thinking people who want *to create a voice for the disability sector*. Event sponsorship is a fantastic way to promote your service and is mutually beneficial, raising the brand value of both parties and we are offering everything including the naming rights to the event, branding across social media, print and digital media, displays at all events and more. With your help we will create the best events possible across our national expo tour in Brisbane, Perth, Sydney and Melbourne.

There are a range of sponsorship packages designed to increase your brand awareness;

- Expo Naming Sponsor
- Main Entertainment Zone Sponsor
- Coffee Cart Sponsor
- Gala Naming Sponsor
- Ask a NDIS Expert - Support Hub Sponsor
- Major Sponsors
- Platinum Sponsors
- Gold Sponsors

### What Benefits do we offer sponsors for their investment?

- » With 4.4 Million people living with disabilities in Australia and 1 in 10 accessing the NDIS, it gives organisations the opportunity to access a 30 Billion Dollar a year market and establish themselves within their strategic focus
- » Access to one event for local impact or multiple events to ensure national exposure
- » Opportunities for reducing lead acquisition cost
- » Brand exposure/engagement with stakeholders
- » Community, brand building and market diversification
- » Evidence and demonstration of corporate responsibility and strategic partnerships



**Check out our highlight reel for Sponsorship packages**

The Sponsorship Packages are based on a production schedule starting from 3-12 months, and will be tailored to suit the time available before the event. The plan, deadlines and production schedule will be tailored for each sponsor and are in place to ensure that we can complete the promotional tasks. The Marketing Team at DAC will work hard with sponsors to make sure that our audiences are engaged and grow together.

**Let's connect and grow together!**

**DOWNLOAD OUR SPONSOR KIT**

**Register as a SPONSOR today!**







Register as an EXHIBITOR today!



## INCLUSIONS



# EXHIBITOR MAGAZINE

A full gloss, full-colour magazine will be professionally produced, printed and provided free to all attendees at the expo. Exhibitors are invited to purchase an advertising/article space or a business listing in the spotlight directory in the magazine.

### ADVERTISING OPTIONS

- ▶ Basic directory listing **\$95**
- ▶ Quarter page advert **\$275**
- ▶ Half page advert **\$440**
- ▶ Full page advert **\$880**
- ▶ Double page spread advert **\$1,650**
- ▶ Back page cover (one only) **\$1,700**
- ▶ Front cover (one only, exclusive to Naming sponsor to purchase) **\$1,980**

All prices mentioned are exclusive of GST.

### EXTRA SERVICES & SPECIFICATIONS

For best results please supply the following: final advertising material to be sent via email to [design@dacexpo.com.au](mailto:design@dacexpo.com.au) as a **HIGH RES PDF** file, for larger files, compress/zip and use the online, and simple, file sharing service at WeTransfer.com. Images must be in **CMYK** with a resolution of **300 DPI** at the final print size. Artwork must be at the specs listed to ensure the quality of your advertisement. If you are seeking artwork for your advertisement, our design services are provided by our marketing team and we can offer a range of exclusive services that will ensure your company stands out from the rest.

**DOWNLOAD THE SPEC SHEET**





# ASK A NDIS EXPERT - SUPPORT HUB

For providers wishing to help attendees with their NDIS questions, provide referral options and offer support, our Expert Support hub Team is a great opportunity to engage with potential participants. Providers will need to allocate a staff member each day to join the support hub team of experts from 10am-4pm. The Desk will be managed by our team on the day. Support participants to learn about options or your services. This is an especially beneficial opportunity for Support Coordination businesses.

- ▶ Per Staff Member (2 Days) **\$369**

# 1:1 BOOKING SYSTEM

Don't just display. Allow participants to book time and talk to you 1:1 if you have capacity for a staff member to do this. Services can register to be included into the online booking system so attendees can book a 25 minute 1:1 session with providers during the exhibit - meeting spaces provided. This will allow services that have capacity on the day to directly engage with potential participants.

- ▶ 1:1 Booking System & Meeting Space **\$369**

**Register as an EXHIBITOR today!**







**Register as an exhibitor today!**

# GENERAL INFORMATION

## BUMP IN & BUMP OUT

### *Setting Up & Taking Down Exhibits*

Exhibitors will be allocated a time to set up on Thursday 2nd March 2023, between 11am and 5pm.

- » Closer to the event we will contact exhibitors to book into times for unloading large equipment via the docking areas and so that we can manage traffic.
- » All staff setting up will need to have ID and wear hi vis vests – available on site at vending machines if you don't have any.
- » All staff will have an ID supplied that they will need to have on them at all times.

No exhibitor is to take down their exhibits until after 4pm on the 4th of March. This is for the health and safety of all. There will be a detailed plan and coordinated set up closer to the event.

*Here's a tip! If this is your first event bring a trolley to carry your things in and out.*

## COVID SAFE EVENT

There will be COVID safety planning and strict guidelines which will be provided for the event. Due to changes in recommendations and Department of Health Directives this will be confirmed closer to the event.

## INFORMATION FOR ATTENDEES

*NDIS Disability Service Provider, Early Intervention, Allied Health, Capacity Building, Therapeutic, Disability/Complex Case Services for Aged and Child Care*

## FRIDAY MARCH 3RD AND SATURDAY 4TH MARCH 2023 – 10AM – 4PM

This event will be free for the community to attend. Over 2 huge days you can find service providers and reconnect:

- » Ask all those questions you have about NDIS and navigating your plans, funds and options
- » If you are applying for the NDIS, are new to NDIS or have a current NDIS plan, are looking for service options or have questions you need to ask, then this event is a must do for 2023.

We have done away with the traditional show case model and have created an event where participants and their families can:

- » View service provider displays on the day.
- » Meet providers and discuss their situations 1:1 with meeting spaces available for participating providers.
- » Ask questions and be guided by our team of Expert Support hub coordinators from Queensland leading service providers, to explain, answer questions, review possibilities and then guide you.

Don't just browse tables! There will be an online booking system for participants to book face to face meetings with service providers of their choice over the two days to find out more and see who may be a good fit for them.

## ASK AN NDIS EXPERT - NDIS SUPPORT HUB - SPONSORED BY SUPPORT CARE ANGELS

A team of expert Support hub staff will be available on the day free for all those attending to:

- » Support people new to NDIS, looking at applying to NDIS, or already approved.
- » Review and support those seeking to connect with the right services and options.
- » Answer any questions, especially if you aren't sure what service options are out there, are unsure who to talk to, how to use your plan or would just like support on the day to find options and connect with some of those Service Providers attending.



- » Look through your NDIS plans if you aren't sure of how they work and what you can use your funding on, what the different sections mean and help you find the options you have been looking for.
- » You will find a team staffed by Support Coordinators and Professionals from various Service Providers in the State and around Australia.

*There are no silly questions. The team will be there to support you.*

#### EXHIBITORS AND DISPLAYS FROM SERVICE PROVIDERS

We have invited and will be showcasing a diverse range of exhibitors:

- » Over 15,000 services providers, professionals, capacity building experts, therapy, early intervention and disability focused aged and child care options Australia wide have been invited to exhibit.
- » Up to 250 exhibitor spaces will be available and there will be a diverse range for you to find that perfect fit option for you, your loved ones, those you support or work with.
- » There will also be a focus on resource options, equipment and therapeutic services.

We have engaged a National PR firm to ensure our event gets full media coverage throughout Australia to increase opportunities to bring our community the best service providers we can and ensure maximum attendance over the full 2 days.

#### CONNECTION SESSIONS WITH SERVICE PROVIDERS

Want to sit down and talk to some of the service providers available over our 2 days of expo 2023?

- » Don't just walk past tables and gather pamphlets.
- » Meeting spaces with an online booking facility to make appointments on the day with participating providers you would like to speak to directly will be available each day.
- » Arrange a sit down and talk to some potential providers to find that perfect fit for you.
- » Providers with capacity will have appointment times 20-30 minutes attendees can book on either of the two days to find out more in a safe and no pressure setting.
- » Traveling around having meetings with different providers takes time usually. Meet a few on the same day and make it a little easier to compare and find the right ones for you.

***This might be your chance to find that great option you have been looking for!***

**Register as an EXHIBITOR today!**





## 2022 MEDIA RESULTS

# RESULTS, MEDIA & PR

### How do we evaluate the success of events and what outcomes can benefit exhibitors and sponsors?

Formal event reports help analyse investment value and are provided to sponsors and exhibitors that identify:

- » Attendance
- » Scoring and feedback from visitors
- » Scoring and feedback from exhibitors
- » PR and Campaign data for reach and exposure

There will be a target of over 200 NDIS service providers exhibiting at the events, along with over 3,000 visitors over the course of the two days. Every service provider will be asked to complete a survey pertaining to the relevance and impact of the exhibition to their business.

We work with all sponsors to maximise the opportunity to your organisation and strategic focus by identifying what you are prioritising and aiming to ultimately gain from the event and sponsorship. We then track and identify how we can support you to meet your targets and objectives within the event capacity.

Each exhibition event allocates a significant budget to a State and National PR Campaign through our partners, Mediacast. This professional approach to PR ensures the greatest leverage and opportunity for the events and sponsors, which is a significant point of difference between our events and others.

The April 30, 2021 Brisbane Exhibition had a two stage PR Campaign. The initial stage was focused on converting sales and exhibition registrations as well as State and National Community Branding. The second stage was focused on attendee and community participation to



ensure maximisation of event traffic. The outcomes for stage one were very clear and demonstrated significant strategic opportunities that sponsors could use.

The same PR campaign was replicated for the Perth 11th and 12th June expo. As this strategy has proven to be so successful for maximising National and Local Community exposure, it will be replicated in each State. Although the focus of each PR campaign directly benefits the city that is running the Expo, due to the National PR reach, it indirectly benefits all regions where our Expos are run (e.g. the Brisbane Expo will raise awareness for the Perth, Melbourne and Sydney Expos).

Overall, to date, we have secured almost 600 items of coverage across television and radio, reaching an estimated 39 million people for our various PR campaigns. River Night and other service provider representatives have completed 49 live interviews, including one syndication for National Radio News, reaching the radio stations of over 300 communities.



Check out  
the Channel  
10 report

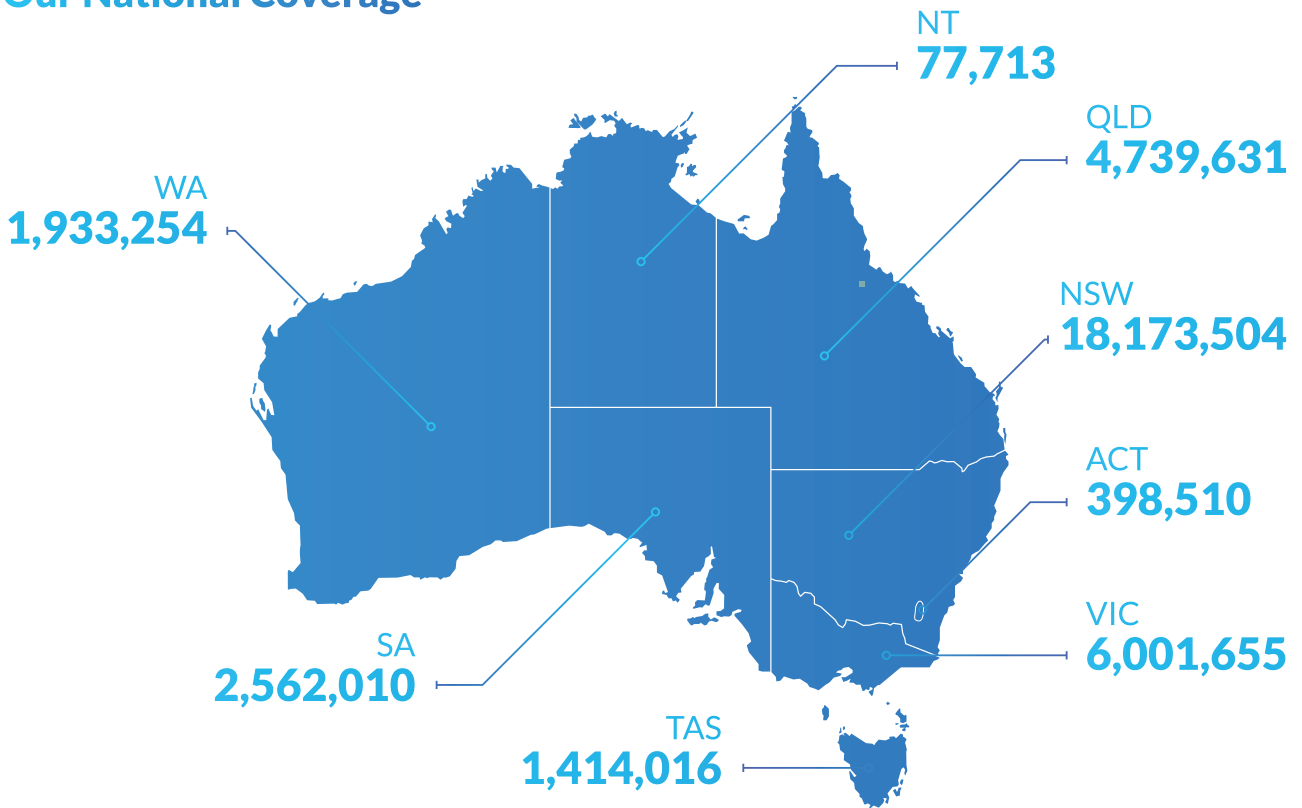
DOWNLOAD THE FULL REPORT



OUR REACH... SO FAR

- 6  Events
- 1,522  Exhibitors
- 28,842  Visitors
- 27.5m  Social Media
- 93.6m  Media Reach

Our National Coverage



SOCIAL MEDIA COVERAGE

REACH	21,913,257
ENGAGEMENT	223,136

MEDIA TYPE	ITEMS	REACH
Online	277	35,626,518
Radio	678	23,623,276
Newspaper	58	4,155,601
Television	21	2,152,833

WE HAVE BEEN BROADCASTED ACROSS



Register as an exhibitor today!







**Register as an exhibitor today!**



**WE LOOK FORWARD TO HEARING FROM YOU!**

# **STAY CONNECTED**

**CONTACT US**

**1300 910 503**

**[events@developingauscommunities.com.au](mailto:events@developingauscommunities.com.au)**

**EXHIBITOR REGISTRATIONS ARE NOW OPEN BUT WILL FILL FAST**



**[www.dacexpo.com.au/bne](http://www.dacexpo.com.au/bne)**