

**GEELONG DISABILITY EXPO**

# Exhibitor Manual



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# WELCOME TO THE EXPO

**The Geelong Disability Expo & WorkAbility Expo welcomes you as our Exhibition Partner!**

The integrated expos run on both Fri 14th and Sat 15th March with the exception of the WorkAbility Consultation Zone and WorkAbility Workshops which will only be open on Fri 14th March. WorkAbility Expos are funded by the Australian Government Department of Social Services and both expos are an initiative of ImpactInstitute. The expos are designed to help you promote your organisation as well as bringing together other service providers and specialist businesses, with consumers and their families, case-workers, teachers and carers, in a way that ensures your product or service is seen by those who need to know what you offer. Our aim is to enhance the lives of people living with a disability in a positive and encouraging way. In this manual, you will find important information and dates regarding your participation as an exhibitor.

## Expo Hours

Booths must be occupied by a minimum of two people at all times during the operating hours (listed below) over both days. In the case of an emergency where you have to leave your booth unoccupied, please notify an Expo staff member as soon as possible.

**Friday 14<sup>th</sup> March 2025 > 9am – 3pm**

**Saturday 15<sup>th</sup> March 2025 > 9am – 3pm**

## Venue

### Geelong Arena

110 Victoria St, North Geelong VIC 3215

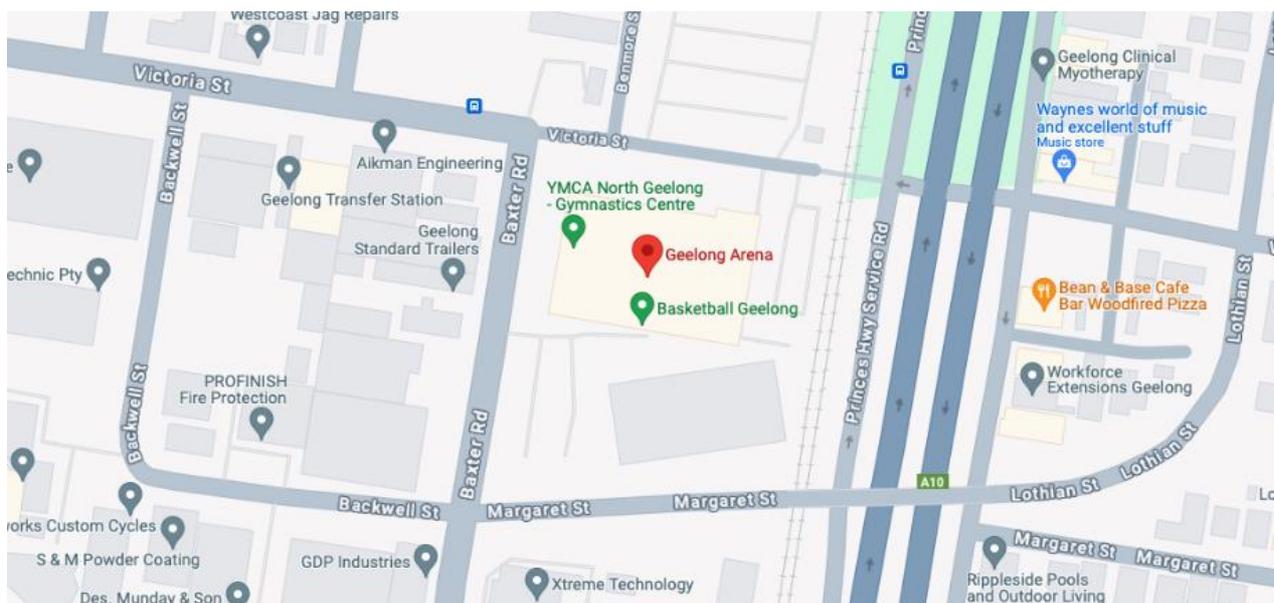


Figure 1: Geelong Arena

## Official Opening Ceremony

The official opening ceremony will commence at **11am, Friday 14th March**. We encourage all sponsors and exhibitors to take advantage of this opportunity to connect and network with other exhibitors and government officials by sending at least one person to the Official Opening Ceremony.

The official opening ceremony will include speeches and performances. There may be some noise within the venue throughout the ceremony, and we would appreciate your support and patience during this time.

Please also note that there will be a number of disability groups performing throughout the Expo. We again appreciate your support of our fantastic performers and we will endeavour to monitor noise levels and keep them to a minimum.

## Key Contacts

Geelong Event Enquiries	Geelong Event Enquiries	<a href="mailto:gde@impactinstitute.com.au">gde@impactinstitute.com.au</a>	02 9025 9397
Account Manager	Heather Hopkins	<a href="mailto:heather.hopkins@impactinstitute.com.au">heather.hopkins@impactinstitute.com.au</a>	02 9025 9392
Customer Service	Ibrahim Mohammed	<a href="mailto:ibrahim.mohammed@impactinstitute.com.au">ibrahim.mohammed@impactinstitute.com.au</a>	02 9025 9305
Events Specialist	Tania Flore	<a href="mailto:tania.flore@impactinstitute.com.au">tania.flore@impactinstitute.com.au</a>	02 9025 9316
Bookings Manager	Mary Wahba	<a href="mailto:mary.wahba@impactinstitute.com.au">mary.wahba@impactinstitute.com.au</a>	02 9025 9302
Events Coordinator	Brittany Roulston	<a href="mailto:brittany.roulston@impactinstitute.com.au">brittany.roulston@impactinstitute.com.au</a>	02 9025 9304
Events Coordinator	Lainey Pan	<a href="mailto:lainey.pan@impactinstitute.com.au">lainey.pan@impactinstitute.com.au</a>	02 9025 9303
Marketing Communications Manager	Yvette Thomson	<a href="mailto:yvette.thomson@impactinstitute.com.au">yvette.thomson@impactinstitute.com.au</a>	02 9025 9318
Events Manager	Mathew Botten	<a href="mailto:mathew.botten@impactinstitute.com.au">mathew.botten@impactinstitute.com.au</a>	0455 038 737
Events Director	Kathryn Carey	<a href="mailto:kathryn.carey@impactinstitute.com.au">kathryn.carey@impactinstitute.com.au</a>	0418 969 149
ExpoNet	Booth Build Provider	<a href="mailto:esd@exponet.com.au">esd@exponet.com.au</a>	02 9645 7070
Expo Freight	Logistics Provider	<a href="mailto:admin@expofreight.com.au">admin@expofreight.com.au</a>	0488 703 788

# EXHIBITOR CHECK-LIST

ITEM	DUE DATE
Pay invoice and read <b>terms and conditions</b> <i>Please note: only fully paid exhibitors may access their exhibition booth</i>	<b>BY INVOICE DUE DATE</b>
<b>Send valid Public Liability Insurance Certificate to the Organiser <a href="mailto:gde@impactinstitute.com.au">gde@impactinstitute.com.au</a></b>	<b>IMMEDIATELY</b>
<b>Download Expo Collateral</b>	<b>IMMEDIATELY</b>
<b>Install email signature and web banner</b>	<b>IMMEDIATELY</b>
Prepare flyers, signage and lead forms for your booth	<b>IMMEDIATELY</b>
Booth allocations start <i>Please note: only fully paid exhibitors will be allocated a booth space</i>	<b>October 2024</b>
Book your move-in time – <b>Opens 29<sup>th</sup> January 2025</b>	<b>20<sup>th</sup> February 2025</b>
Book your Exhibitor Staff Passes via MIMO Form	<b>20<sup>th</sup> February 2025</b>
Log into ExpoNet portal and complete required forms <i>(refer to supplier info)</i>	<b>20<sup>th</sup> February 2025</b>
Request Food and Sampling <b>Approvals</b> to the Organiser <b><a href="mailto:gde@impactinstitute.com.au">gde@impactinstitute.com.au</a></b> <i>(refer to food and sampling section for details)</i>	<b>20<sup>th</sup> February 2025</b>

## Promote the Event

Internally, you can do your part to promote the Expo by distributing notice of your attendance in the following ways:

1. By promoting the event on your events page, website and blog
2. By liking the **Geelong Disability Expo Facebook** and **WorkAbility Expo Facebook** page, sharing our stories and tagging us in your posts **@Geelongdisabilityexpo @WorkAbility**
3. **Share the Geelong Disability & WorkAbility Expo event on your facebook page**
4. By sending a reminder via social media four, two, and one week out, as well as the day before Expo
5. By emailing your client networks two to four weeks out
6. By emailing/communicating with your employees, **so that they can share details with their clients and encourage them to come along**

## Expo Collateral

To access the following downloads, please click here:

### Important Downloads

- Exhibitor Manual
- Exhibitor Call
- Venue Emergency Evacuation Map
- Exhibitor Checklist
- Courier Delivery Label
- Terms & Conditions
- Booth Allocation Procedure
- Conditions of Entry

### ExpoNet Documents

- ExpoNet Exhibitor Catalogue
- ExpoNet Custom Booth Brochure

### Digital Asset

- Email Signature
- Web Banner
- Logo
- Flyer
- Digital Advertising Video

Things to remember during the event:

- Booths must be occupied at all times between the operating hours listed over both days. Space in the WorkAbility Consultation Zone must be attended at all times during the listed operating hours on the Friday of the Expo.
- A minimum of two people must occupy the booth at all times. In case of an emergency, where you have to leave your booth unoccupied, please notify an Expo staff member as soon as possible via Reception.
- All staff who will be present at the booth must pre-register their attendance via the MIMO form.
- All electrical equipment, including power boards and cables, **MUST** have a current electrical safety check tag. Only one power board per booth is allowed – no piggy backing of boards or double adapters.
- Exhibitors are not permitted to hand out collateral beyond the boundary of their booth/space without permission.
- Exhibitors are not to block walkways or set up signs or equipment beyond the boundary of their booth/space without permission.
- Exhibitors are not permitted to offer or serve food or beverages to the public due to venue guidelines and health and safety regulations unless a permit has been granted by the Geelong Council and submitted to organisers (ImpactInstitute) by the **1<sup>st</sup> February**. Samples are permitted, providing approval has been sought and granted by the organisers and a council permit has been granted and submitted to the organisers prior to the **20<sup>th</sup> February**.
- Confectionery items may be submitted for direct approval by the organiser providing they are individually packaged with a detailed ingredient list & not readily available to children.
- All competitions or raffles run by exhibitors must have clear, fair and accessible terms and conditions and the appropriate permit, sought from the VIC Office of Gaming & Liquor Regulation. [Click here](#) for more information.
- Tea and coffee vouchers will be found inside your exhibitor packs. Lunch can be purchased at the Expo Café.
- **NON-SMOKING:** All Geelong Disability Expo and WorkAbility Expo areas are smoke and vapor-free.
- In case of emergency, where you are no longer able to attend the Expo, please contact **02 9025 9397** immediately. Please note that no refunds will be given.

# SELECTING YOUR BOOTH SET-UP

### GDE - Sponsorship Booths



1 PLATINUM BOOTH

Grande Platinum Booth - 6x4



2 GOLD BOOTH

Infinity Gold Booth - 4x4



3 SILVER BOOTH

Infinity Silver Booth - 3x3

### GDE - Exhibitor Booths



1 EXHIBITION BOOTH

Standard Booth - 3x2



2 DOUBLE BOOTH

Double Booth - 6x2



3 DOUBLE BOOTH

Double Booth - 4x3

### GDE - Additional Booths



1 PRODUCT SPACE

Product Space - 6x4



2 CUSTOM BOOTH

Custom Booth

### GDE - Additional Space



1 SMALL BUSINESS BOOTH

Small Business Booth - 3x1  
\* Space Size - 3x2



2 COMMUNITY SPACE

Community Space  
\* Space Size - 2x2



3 VEHICLE SPACE

Vehicle Space 6x4

Figure 2: Selection of booth or vehicle options

Each Individual booth, space or vehicle set up will vary depending on the type of exhibitor booth you have selected. The full range of exhibitor booth, space or vehicle options available and a list detailing all the items included for each selection can be found via the website –

<https://www.impactinstitute.com.au/disability-expos/>

Please note: if you have booked a space in the WorkAbility Consultation Zone, this space is designed for employers to meet one-on-one with people with disability in a relaxed setting. The Consultation Zone opens on the Friday only, however, is available to Exhibitors booked into this space to also use as a consultation zone if required on the Saturday also. The WorkAbility Consultation Zone, although set inside the Disability Expo, is separate area from the general exhibition floor.



Figure 3: WorkAbility Consultation Zone Example

A separate booth allocation email for the WorkAbility space will be sent to exhibitors once booth allocation commences for the Consultation Zone.

## CANCELLATION POLICY

All cancellations must be submitted formally via email. In the event that the organisers receive a request for cancellation prior to 2 months before the event date, a credit note will be issued for the full value of the booking. The credit note can be applied to any future booking for an event run by the organiser within the next 18 months. In the event of a cancellation within two months of the nominated event, no credit applies and 100% of the booking fee will be forfeited refund.

*\*Please refer the Terms and Conditions for further information.*

# Maximise Your booth & presence

We strongly recommend exhibitors maximise their booth and presence at the expo by considering the 5 steps detailed in the 'How to Maximise Your Booth and Presence'. This is where exhibitors can have an instant impact and showcase their organisation.

## Plan

- Ensure you are completely ready and prepared for the two-day event.
- Keep in mind the size of your booth when preparing furniture and signage.
- Don't run out of promotional material – and proofread everything.
- Keep your booth focused and consistently branded across all items. Utilise the **upgrades** and design team available on **ExpoNet**.
- Highlight your product or brand and think of ways to make it stand out.
- Offer easy-to-use lead forms (digital is preferable), seating for attendees, and something to keep children entertained.
- Plan and document your move-in and daily schedules so that all staff know what is expected and nothing is missed. Make up a survival kit of pens, paper, chargers etc.

## Design

- Use high-quality imagery. Let the professionals do their job – with your guidance.
- Keep the booth bright, simple and clean.
- Don't clutter the booth with too much content or distractions.
- Tell attendees what you do in the simplest way possible.
- Visualise how people will engage and view your booth and how it represents your brand, service or product.

## Engage

- Smile and be as inviting and friendly as possible without being intrusive.
- Make them remember you. Branded merchandise that people can take with them is always a great idea.
- Know your pitch, your organisation and how to answer difficult questions. Prepare a communication plan.

## Customer Experience

- Use social media as a medium for sharing what is happening at your booth in real-time & pre-expo.
- Serious clients do not want to wait for too long for information. When you have a client literally waiting for you, capitalise on that opportunity by having simple and effective Info or booking sheets ready to send.

## Follow up

- Ensure you follow up with all contacts made during the Expo by email, phone and social media, preferably whilst at the Expo or immediately after.

## OFFICIAL SUPPLIERS

ExpoNet, our exhibition build company, Expo Freight and Geelong Arena are the only official suppliers for the Geelong Disability and WorkAbility Expos. Please be wary of third-party, uninvited contacts.



**ExpoNet** can help transform your booth and into a tangible marketing environment and ensure your booth stands out for maximum engagement. ExpoNet will help bring your brand to life 3 dimensionally. By creating the environment where people can connect, celebrate and interact, ExpoNet can help showcase your brand, promote engagement and ensure a strong return on investment.

You will have received an email from ExpoNet inviting you to access the Online Exhibitor Kit, where you can finalise and view:

- Standard booth/space inclusions included in your booking
- Additional audio-visual setups
- Additional booth presentation and upgrades
- **Fascia signage and customisation (important)**
- Wall-mounted shelves and furniture
- Discounted upgrade packages

If you have any questions or need assistance using the Online Exhibitor Kit, please contact the Exhibitor Service Department directly on **02 9645 7070** or [esd@exponet.com.au](mailto:esd@exponet.com.au)

Note: the deadline to submit your OEK is 20<sup>th</sup> February, submissions made after the deadline might incur additional late booking fees.



**Expo Freight Australia** has been appointed the official freight forwarder for Geelong Disability and WorkAbility Expos.

### How to book with Expo Freight:

You will receive an email from Expo Freight inviting you to access their online courier booking portal. For all bookings please login via **the Expo Freight Portal**. If this is your first time utilising the portal, please locate the welcome email which has been sent to you. This will

contain login details and a temporary password. Alternatively, you can register a new account via the provide links or by visiting [www.expofreight.com.au](http://www.expofreight.com.au).

If you already hold an account with Expo Freight, please click here: [Freight Booking](#).

Once you have created an account, please login and search for "Geelong Disability and WorkAbility Expo 2025" under the new booking request link on your dashboard. Once your enquiry has been submitted one of our friendly team will reach out to progress this further.

**All enquiries must be submitted by Friday 28th February** and the following freight collection deadlines are applicable –

- VIC Metro = 10th March
- NSW Metro = 10th March
- SA Metro = 9th March
- QLD Metro = 7th March
- WA Metro = 3rd March

For all freight forwarding enquiries please see below:

Phone: +61 428 685 603

E-mail: [bayram@expofreight.com.au](mailto:bayram@expofreight.com.au)

**Please note:** This event bumps in on very tight parameters and deliveries will not be accepted at the venue earlier than allocated move-in date. Furthermore, all freight must be removed from the venue during official move-out times, with no exceptions. Expo Freight may be instructed by the Event Organiser to remove any freight remaining onsite back to their local depot, at the expense of the exhibitor/contractor. For these reasons, we highly recommend using their service.

**SCAM ALERT:** It is likely you will be approached by an unsolicited third-party offering you the attendee list for the Expo. This is a SCAM. Please note that we do not sell or give out attendee lists to any third parties (except our official suppliers and only for the purpose of conducting the business of the Expo), exhibitors or sponsors. Do not engage in any way with these companies. Please contact and inform event organisers at your earliest convenience should this happen to you.

## SUPPLIER DEADLINES

ITEM	SUPPLIER	DUE DATE
Audio Visual Order Forms	ExpoNet	20 <sup>th</sup> February
Additional Lighting and Power	ExpoNet	20 <sup>th</sup> February
Fascia and Signage Confirmation	ExpoNet	20 <sup>th</sup> February
Furniture Order Form	ExpoNet	20 <sup>th</sup> February
Booth Modifications, Layout and Final Checklist	ExpoNet	20 <sup>th</sup> February
Wall Mounted Shelves	ExpoNet	20 <sup>th</sup> February
Food Sampling Written Application	Organiser	20 <sup>th</sup> February

**IMPORTANT:** Please note that orders placed with ExpoNet after the 20<sup>th</sup> February will incur a 20% surcharge on hire charges with a minimum of \$100. Cartage placement and damage waiver charges apply.

# FOOD AND SAMPLING

## Food and Beverage Sampling Approvals

Food and/or beverage samples will only be permitted by the venue and the event organiser provided a permit has been granted by the Geelong Council and submitted to the organisers (ImpactInstitute) prior to **20<sup>th</sup> February 2025**. For Geelong council guidelines [LINK HERE](#).

Confectionery items may be considered for direct approval, provided they are individually packaged with a detailed ingredient list and not readily available to children or persons who require care. Please submit your requests to the organisers (ImpactInstitute) for approval at [gde@impactinstitute.com.au](mailto:gde@impactinstitute.com.au) no later than **20<sup>th</sup> February 2025**.

When considering food and/or beverage sampling, please be advised the sample servings of food and beverage must adhere to the following guidelines:

- Sample portions must be of tasting style and size only, no larger than 50g or 50ml
- Samples must be directly related to your core business either demonstrating a food product or equipment
- Samples must be offered free of charge
- Exhibitors responsibility to be fully self-sufficient in terms of storage and service equipment specific to your food and/or beverage sampling
- Exhibitors will be charged for extra cleaning in case of spillage or for the removal of food or wet waste at your stand

**Please note:** The Victorian Government has recently banned single-use plastics in the state due to the harm they cause to the environment. The ban includes the sale and distribution of single-use plastic items like straws, stirrers, cutlery, plates, cotton buds, foodwrap, and cups at exhibitor stands. Instead, exhibitors should use sustainable and biodegradable natural versions like wood or metal. Visit [vic.gov.au/plastics](http://vic.gov.au/plastics) for further information.

### When do you need a food business licence?

In Victoria, all organisations or individuals that prepare, sell or serve food are regulated by local councils under the *Food Act 1984* (Food Act). All food traders are required to apply for registration or notification under the Food Act. This applies to:

- fixed premises food businesses, such as cafes and restaurants, and
- businesses or community groups that operate temporary or mobile food premises, such as food trucks, water carters or vending machines.

All **temporary** food traders are required to apply for **registration or notification of temporary or mobile food premises** through the online portal **FoodTrader**. Note the portal is not used for registration of fixed food premises at this time.

If you have any questions or would like any advice on food and sampling approvals, please contact your local council or email us via [gde@impactinstitute.com.au](mailto:gde@impactinstitute.com.au).

# MOVE-IN / MOVE-OUT (MIMO)

## LOGISTICS

To ensure a smooth exhibition build, exhibitors and stand exhibitors must adhere to the scheduled move-in times specified in the MIMO.

### Move-In Information

Please ensure you give yourself sufficient time to set up! Move-in times must be strictly adhered to. This will ensure the Expo starts on time and all booths are prepared and ready for the 9am opening to the public on Friday. All exhibitors must set up their booths on **Thursday 13<sup>th</sup> March** from **3pm to 6pm**. You will have access to your booth for **final preparations and cleaning on Friday 14<sup>th</sup> March between 7am and 8am**. We may allow move-in outside this date/time period based on certain circumstances and **prior approval from ImpactInstitute**.

A limited amount of complimentary trolleys are available for exhibitors use during move in/move out. These are available on a first come, first serve basis. Please liaise with event organisers at information desk on arrival for availability.

**\*IMPORTANT: The move-in/out (MIMO) form will be sent to the main contact who completed the booking form. If you wish to nominate another person to receive expo communications please send the new contact person's details to the organiser at [gde@impactinstitute.com.au](mailto:gde@impactinstitute.com.au) ASAP. The MIMO form will open on the 29<sup>th</sup> January and closes on the 20<sup>th</sup> February – this form is compulsory for ALL exhibitors to complete.**

### Move-in Registration

**Exhibitor check-in will open at 3pm, Thursday 13<sup>th</sup> March** in the foyer of Geelong Arena. On arrival, make your way to Information Desk first to collect your Exhibitor Pack. The pack will include information about the Expo, venue facilities, rules and regulations and procedures on moving-out on the Saturday. It will also contain your exhibitor staff passes and complimentary tea/coffee vouchers. **The staff passes are nameless, interchangeable and must be handed back after the Expo.** Make sure you plan how you will hand these out to staff as they arrive at the venue.

A **drop-off zone** will operate at the entrance of the **Geelong Arena** between 3pm and 5pm Thursday, **13<sup>th</sup> March**. Exhibitors may use the drop-off zone for loading and unloading purposes only. Please use the loading dock for any large deliveries.

**Please note:** It is your freight providers and/or exhibitors responsibility to ensure they have the appropriate equipment to be able to safely unload and load their vehicles during both the Move In and Move Out. After loading or unloading goods, vehicles must leave immediately.

**All staff attending the Expo must be registered via MIMO form by 20<sup>th</sup> February.**

## Loading Dock

The loading dock access is via Baxter Rd. (You can refer to Parking Map in 'Exhibitor Parking During Move-In / Move-Out' section below)

**You must book access to the loading dock via the MIMO Form for unloading large items by 20<sup>th</sup> February.** Access to the loading dock on Thursday **13<sup>th</sup> March** is only permitted to couriers/exhibitors listed on the MIMO form and there is a 20-minute unloading limit applies to all vehicles at the loading dock. A **Drop-Off Zone** within the loading dock has been allocated for all couriers to leave deliveries. Exhibitors will need to go to registration to request their delivery. All small items and packages must be brought in through the main entrance to avoid congestion. Exhibitors cannot access the loading dock without permission.

**NOTE: The Venue does not provide forklift services. It is your freight providers and/or exhibitors responsibility to ensure they have the appropriate equipment to be able to safely unload and load their vehicles during both the Move In and Move Out.**

## Third-Party Suppliers

If you plan to use **third-party suppliers** to deliver equipment, booth decals, signage etc onto the site during the MIMO period, please submit their details to us through the MIMO form and ensure they adhere to our time constraints and safety requirements. This does not apply if *ExpoNet* are supplying items for your booth as they are an authorised supplier.

It is the **sole responsibility** of the exhibitor to arrange freight deliveries and any costs associated with this. Event organisers will be on hand to accept delivery however, all items being delivered **must** be listed on the MIMO form.

Goods will not be accepted unless a delivery label, [CLICK HERE](#) to download, is attached, and correct booth name and number identified. Goods **must not** be sent to the loading dock **before 9am or after 5pm on Thursday 13<sup>th</sup> March** and all goods **must** be collected by the end of the official move-out time, **no later than 5pm Saturday 15<sup>th</sup> March**.

## Safety Information

Safety vests and enclosed shoes **must** be worn at all times during move-in/move-out in the event that the venue is still a build zone. You will not be permitted access to the venue without these items unless the site has been declared a non-build zone.

**Please bring your own safety vests or you can purchase one at registration for \$5.00 per vest. Strictly no children** under the age of 16 or pets are permitted inside the Expo hall or loading dock during move-in or move-out. **No alcohol** is to be consumed in the halls or loading dock during move-in and move-out. **No motor vehicles** will be allowed on the Expo floor without prior permission and a booked time.

**\*The MIMO form opens on the 29<sup>th</sup> January via email and closes 20<sup>th</sup> February.**

## Exhibitor Parking During Move-In / Move-Out

A drop-off zone will operate at the entrance of the Geelong Arena from 3pm to 5pm **Thursday, 13<sup>th</sup> March**. Exhibitors may use the drop-off zone for loading and unloading purposes only. After loading/unloading goods, vehicles must leave immediately.

**For loading and unloading of large items, exhibitors may use the loading dock.**

Geelong Arena provides parking free of charge in their public car park, however, parking spaces are limited. **You will have access to the venue car park for move-in ONLY on Thursday, 13<sup>th</sup> March. Refer to map below:**



Figure 3: Geelong Parking Map

*Note: Please do not park in the venue car park (P2) during Expo days, this is strictly reserved for attendees only, unless you have a valid disability parking permit.*

## Move-Out

All Exhibitors will be able to pack up their booths on Saturday, **15<sup>th</sup> March strictly between 3pm and 5pm. You are not permitted to leave your booth prior to 3pm on Saturday 15<sup>th</sup> March.** All booths should be presentable and open for business right up until 3pm.

**Move-out cannot officially start until all visitors and children have left the building.** This normally takes approximately 5-10 minutes from close of the Expo. Please be patient during this time and mindful of each other, ExpoNet and our attendees leaving the premises. **Trolleys must not be used until after 3pm.**

**Stands will be dismantled by ExpoNet on Saturday from 3:30pm onwards,** which means that all exhibitors **must** move out on Saturday afternoon & remove all their personal items, collateral and anything hired from third-party suppliers by **5pm on Saturday.** If you remain in the building after 3.30pm, **you will be asked to wear a safety vest and you must have closed in shoes on.**

Please remove all signage, posters, blue-tac, Velcro, collateral, paperwork and **rubbish.** All left-over coffee vouchers and exhibitor packs can be binned but please **hand back your lanyards at reception on the way out.** All **hired items** from **ExpoNet** can be left within the booth for pick-up and dismantling.

**Anything left on site after 6pm on Saturday will be deemed rubbish and removed by the venue cleaners. Rubbish removal fees may apply.**

### Alcohol consumption during move in and move out

Due to OH&S compliance, alcoholic beverages cannot be consumed during move-in and move-out of exhibitions at Geelong Arena. All service of alcohol must cease 30 minutes prior to the scheduled commencement of move out.

## A – Z ADDITIONAL INFO

### Animals on-site

Animals or pets are not permitted in Geelong Arena with the exception of Seeing Eye Dogs and companion dogs.

In special circumstances, approval may be granted to approve exhibitors for an activity or performance where the use of an animal is legitimately required. Event organiser approval must be sought prior to the event. If approval is granted, the exhibitor must provide a copy of their animal management plan to the organiser.

### Audio Visual

ExpoNet stock an excellent range of audio-visual equipment. Please refer to the Online Exhibitor Kit or contact their Exhibitor Service Department on **02 9645 7070** or [esd@exponet.com.au](mailto:esd@exponet.com.au)

### Balloons

The use of helium balloons is **not allowed** at the Geelong Disability and WorkAbility Expos.

### Cleaning

Cleaning within booths is the responsibility of each exhibitor. Cleaning staff will be permitted into the exhibition hall under security supervision at the close of each Expo day for common spaces only. It is the requirement of all exhibitors to leave their sites rubbish-free and in good, clean condition. Rubbish, including hard rubbish, will not be cleared and is the sole responsibility of the exhibitor to break down and dispose of. All rubbish **MUST** be taken offsite by the exhibitor as there are no waste disposal facilities available onsite.

### Clear Aisles

All aisles throughout the exhibition hall are nominated clearways. These aisles must be kept clear of all product and rubbish at all times, including stand building materials, to allow easy access for attendees and wheelchairs. You must keep your product, packaging and other items within your stand. Items left in the aisles will be removed or you will be asked to move them back into your allotted space. *Please also refer to Fire Awareness for further information regarding clear aisles.*

## Couriers and Deliveries

We do not provide any courier services and recommend pre-booking this prior to arriving.

We will only accept deliveries at Check-in on **Thursday, 13<sup>th</sup> March** between **9am-5pm**. For move-out, instruct couriers to collect from reception prior to **5pm Saturday, 15<sup>th</sup> March**. Please let us know if you're planning on having any items couriered to or from the event by completing the MIMO form and ensure the courier company has the correct details and delivery labels.

## Display Stand Materials

Geelong Arena has very strict policies relating to the types of display materials permitted for use within booths. Please ensure you adhere to the following guidelines when considering your display

- Must not cause dampness, stain or be readily ignitable.
- Must not be capable of emitting toxic fumes should ignition occur.
- Crepe paper, corrugated cardboard, straw, hay, untreated hessian, untreated material fabrics or PVC sheet (except on floors as a protective membrane) requires prior approval from Geelong Arena.
- Sawdust, tan bark or wood chips of reasonable size may be used to decorate floors, with the below considerations:
  - A protective membrane is laid first and chips are kept slightly moist at all times.
  - A fire extinguisher must be provided by the exhibitor and be placed in a prominent location on the stand.
  - Any fabric used in the construction or decoration of a stand, including the stand ceiling, must be treated with a fire retardant. Geelong Arena will require proof of treatment.
- Moving machinery or equipment likely to injure a member of the public or a swimming pool or spa containing water, must be separated from the public by a physical barrier and supervised at all times.
- Fountains, aquariums, spas, rock pools and swimming pools can be displayed, provided suitable provisions are made to prevent water leakage onto the floor.
- No core drilling or fixing into any floor or wall is permitted.
- No stands are to be covered or blocked by fabric or material at any time as this can be a fire safety hazard.

## Distribution of Promotional Material

The distribution of promotional material such as brochures, catalogues, leaflets and pamphlets is restricted to your booth space. Distribution is not permitted in common areas and public areas within and surrounding Geelong Arena. Geelong Arena may evict anyone that is involved in **ambush marketing or hawking**.

## Emergency

In case of an emergency, where you are no longer able to attend the Expo, please contact **02 9025 9397** immediately. Please note that there are no refunds for abandoned booths or last-minute cancellations.

## Emergency evacuation

Review the GDE emergency evacuation plan [here](#).

## Fire Awareness

Please ensure you do not:

- block corridors or walkways
- block or congest emergency exits
- block the access route to an emergency exit
- obscure or cover emergency exit signs
- store equipment or any other item in the fire stairs
- block open fire or smoke doors or any doors leading to fire stairs

Report all incidents or near misses to the event organisers at registration immediately or call **02 9025 9397**.

\*Please note naked flames on exhibitor stands require special approval from exhibitor services smoke detectors can be isolated

## First AID

In the event of accident or emergency, please contact the Event Organisers at Information Desk immediately or on **02 9025 9397** and proceed directly to the **Venue First Aid** table for assistance, they will be on site on both Friday and Saturday from 9am-3pm.

## Forklifts

Forklift services are **not available** for exhibitors during move-in/move-out. It is your freight providers and/or exhibitors responsibility to ensure they have the appropriate equipment to be able to safely unload and load their vehicles during both the Move In and Move Out. **Please**

ensure your selected Freight Provider or the person loading/unloading have been made aware of this.

## Lost and Found

All lost and found property must be reported to event organisers via registration or the venues customer relations desk. At the conclusion of the event, if items remain unclaimed, they are moved to the venue administration office.

## Motor Vehicles

Motor vehicles (including Electric and hybrid cars) that come on-site for display must adhere to the safety guidelines below:

- Vehicles in exhibitions cannot be started and run without prior permission
- Flooring must be protected by drip trays under each vehicle
- Under no circumstances is fuel to be decanted or vehicles filled in the Loading Docks or within the venue
- Ignition keys are not to be left in the vehicle and are to be strictly controlled by the exhibitor during the expo
- Every car must have at least 1 x 2.3kg, A:B:(E) dry powder extinguishers mounted in a prominent location in accordance with relevant Australian Standards
- All vehicle bump in/out must be discussed with the event organiser and approved by venue
- The motor vehicle fuel filter cap must be either sealed or secured to prevent the easy removal of the fuel cap by unauthorised persons

Motor vehicles powered by flammable gas (LPG) may be displayed under the following conditions:

- LPG powered motor vehicles must have their systems fitted in accordance with relevant Australian Standards for LPG gas fuel systems for vehicle engines.

## Non-Smoking

All Geelong Disability and WorkAbility Expo areas are smoke and vapor-free.

## Parking

Geelong Arena provides parking free of charge in their public car park. **For move-in on Thursday, 13<sup>th</sup> March, you will have access to the venue car park.** Refer to Figure 3: Geelong Event Parking Map

**Please do not park the venue car park during Expo days, this is strictly reserved for attendees only, unless you have a valid disability parking permit (P2).**

## Refreshments: tea and coffee

Tea and coffee vouchers will be provided by the organisers and can be redeemed at the coffee cart. Lunch is at the exhibitor's expense. *Please also refer to Staff Catering section.*

## Rubbish

The venue is quite limited for space so please contact the organisers ASAP if you think you may have an issue with storage.

If rubbish is left on your stand, a minimum rubbish removal fee of \$200 will be charged. All sites, booths and hire equipment are to be left in their original condition at the end of the Expo or excess charges may apply.

## Safety Information

Safety vests and enclosed shoes **must be worn** at all times during move-in/move-out in the event that the venue is still a build zone. You will not be permitted access to the venue without these items unless the site has been declared a non-build zone.

**Please bring your own safety vests. If you do not own a safety vest you can purchase one from registration** for \$5.00 per vest.

**Strictly no children** under the age of 16 are permitted inside the Expo hall or loading dock during move-in or move-out. **No alcohol** is to be consumed in the halls or loading dock during move-in and move-out. **No motor vehicles** will be allowed on the Expo floor without prior permission and a booked time.

## Storage

Storage is not permitted on the loading dock, exits, service area or aisles of the Expo. It is recommended that exhibitors consider their storage needs, packing of materials and freight-forwarding materials for the duration of the Expo. Exhibitors may not leave any boxes and packaging material in the Expo display area during the event.

## Third-Party Suppliers

If you plan to bring a third-party supplier to deliver equipment, booth decals, signage etc onto the site during move-in/move-out, please let us know who your third-party supplier(s) is and

what they are supplying via the MIMO Form and ensure they follow all safety procedures and times.

## Trolleys

It is the exhibitors' own responsibility to bring in the right equipment Move in and move out. We strongly recommend that you bring your own trolley to transport goods to and from your booth.

Limited trolleys for transporting items from the loading dock or your vehicles to stands will be available on a first-in, first-served basis and are located at Registration. Trolleys will not be issued without the supervision of an Expo volunteer or staff member to ensure they are returned promptly. Exhibitors will be required to leave their Drivers Licence as surety.

## Wired and Wireless Internet

There is **no Wi-Fi** internet available at the Geelong Arena venue. If fast speeds and downloads are vital to conducting business at your booth we strongly recommend you bring your own 4G/5G hotspot device to connect devices to the internet.

# TERMS & CONDITIONS

## 1. Definitions

- 1.1 Exhibitor – means any organisation who intends to exhibit, promote or offer their products or services in either a physical booth space or via a hosted service.
- 1.2 Organiser – means ImpactInstitute.
- 1.3 Participant – means any exhibitor or engaged speaker or performer.
- 1.4 Website – means any website owned or operated by the organiser, including but not limited to ImpactInstitute’s company website, event websites, hosted services website, online ordering store.
- 1.5 Social Media – means any social media accounts operated by the organiser, including but not limited to Facebook, Instagram, LinkedIn, twitter.
- 1.6 Hosted Services – means a virtual event.
- 1.7 Term – means the time between payment of the invoice and the end of the event period as defined in the relevant event manual.
- 1.8 ImpactInstitute - means ImpactInstitute Pty Ltd and ImpactInstitute Events Pty Ltd.

## 2. General Terms and Conditions

- 2.1 Only exhibitors who have received an acceptance of their booking from the organisers and have paid in full by the invoice due date, or by the date agreed to by the organisers, may exhibit at the event(s) for which they have made an application.
- 2.2 The exhibitor is required to provide the organiser with current certificates for the required insurances listed in this agreement at the time they finalise their booking. The organiser has the right to reject the insurance on the grounds it does not meet the obligations contained herein or because the insurer is not acceptable to the organiser.
- 2.3 The organiser reserves the right to refuse applications to ensure that organisations are suitable for the event(s) and that there is a variety of exhibitors present.
- 2.4 The organiser shall be responsible only for the provision of the services specified on the application form and does not warrant to provide any other services.
- 2.5 **Liability.** To the maximum extent permitted by law, neither party will have any liability to the other for fines, penalties, taxes (except GST) and any exemplary, aggravated or punitive damages, liquidated damages or any indirect or consequential loss (including but not limited to loss of business, loss of revenue, loss of contract, loss of production, lost opportunity costs), legal costs and expenses (except reasonable legal costs awarded by a court) except where such losses are covered by an insurance policy held by the party.
- 2.6 **Cap on liability.** In the event of a dispute, the organiser’s cap on liability shall be limited to the total amount paid by the exhibitor.
- 2.7 All event participants shall comply with all relevant Work Health & Safety legislation affecting their participation at all events.
- 2.8 **Term.** The term of engagement is set out in the relevant event manual.
- 2.9 All event participants must comply with all guidelines as set out in the relevant event manual and any other set of guidelines supplied to the participant during the term of engagement.
- 2.10 Except in relation to an agency purchasing on behalf of another organisation in an outsourced professional services model or where specifically approved, the organiser does not permit any party to rent, lease, or resell any physical or virtual exhibitor booth or space. In the event that an organisation uses an agency to procure a physical or virtual exhibition booth or space on its behalf, the exhibiting organisation remains responsible for complying with these terms and conditions and all instructions supplied during the term of engagement.

2.11 **Disclaimer.** We do not warrant that any event(s) hosted by the organiser is appropriate for any participant. It is the participant's responsibility to determine if an event or events is suitable for the business purpose intended. The placement of an order and payment of invoice shall be taken as acceptance that the participant has done its due diligence in this regard.

2.12 **Subcontractors.** The organiser may use subcontractors or third parties to deliver event(s).

2.13 Definitions are provided in Part 5 of these terms and conditions and form part of these terms and conditions.

### 3. Physical Events

3.1 The participant must have current public and product (if applicable) liability insurance cover with a limit of liability of no less than ten million dollars during all the dates of the nominated event(s) for which they have made an application (event dates can be found in the relevant event manual), including the day of move-in.

3.2 The participant shall take out all risks property insurance for all of its assets located at the site. The participant indemnifies the organiser, its agents, servants, contractors and employees from all actions, claims, demands, losses, damages, costs and expenses arising from the participant's use of the site, including but not limited to the foregoing against any loss, damage or injury from any cause whatsoever to the property or person caused or contributed to by the use of the site by the participant or any servant, agent or other person duly authorised by the participant whether such loss, damage or injury occurs on the site or not and whether caused by any act, omission, neglect, breach or default of the participant or any other person.

3.3 All property and equipment of the participant that is brought onto the nominated event site is at the risk of the participant and the participant hereby agrees to indemnify the organiser against any and all actions, claims, demands, losses, damages, costs or expenses in relation to any loss, damage, accident, claims or injury caused by such equipment and property whether to the organiser or third parties, however occasioned.

3.4 The organiser reserves the right to alter booth allocations at its discretion and will notify any exhibitors involved in these changes and accommodate them with a new location.

3.5 To comply with the Work, Health and Safety Act the participant is responsible for the creation and maintenance of a safe environment for both their workers and visitors including the use of safe and correct lifting procedures during booth setup, the safe and correct use of mechanical items or products and electrical equipment such as extension leads and power boards. Every piece of electrical equipment that is brought on-site must be tested and tagged in accordance with relevant Australian Standards prior to use and comply with the relevant Work Health and Safety Act 2011, the Electrical Safety Act and Advisory Standard.

3.6 Participant's, equipment and products must be occupied within the booth area only. If any personnel, equipment or products are deemed by the organisers to be obstructing the walkways, the participant will be asked to move them or have them removed permanently if this is not possible.

3.7 At all ImpactInstitute expo's, including but not limited to My Future My Choice and WorkAbility Expos, the participant's booths must be staffed for the duration of the event in its advertised entirety with a minimum of 2 persons. Participants must advise the organiser if they are unable to fulfil the 2 person per booth requirement. The organiser must be notified immediately should any participants require to dismantle, pack down, remove or withdraw their presence outside the advertised operating hours of the event.

3.8 The supply and sale of any food and beverages to the public by exhibitors may only be permitted with prior approval from both the venue and the organisers in accordance with the venue's guidelines, the nominated Exhibitor Manual and relevant Health & Safety regulations in the given state and local government area. Exhibitors must adhere to strict conditions and guidelines. Exhibitors will only be permitted to serve food and beverages once all permits and approvals are obtained by the exhibitor and submitted to the organiser for review, as highlighted in the relevant Exhibitor Manual. This includes confectionery items, and their distribution at the nominated event must follow the same approval process and meet all guidelines outlined in the nominated event Operations Manual. Permission from parents or carers is required before handing out any confectionery items to minors. The organiser takes no responsibility for allergic reactions, sickness, permanent injury or death resulting from confectionery, food or beverages distributed by exhibitors to attendees.

- 3.9 Exhibitor set-up and dismantling times are as indicated in the nominated event Exhibitor Manual and must be strictly adhered to. All vehicles must move-in according to their allocated booking time and information provided in the nominated event Exhibitor Manual due to strict access restrictions. Move-in after 8.00am on the day of the event is strictly not permitted. Exhibitors are not permitted to leave or pack up their booth prior to the nominated event closing time and the move-out time listed in the event Exhibitor Manual. No trolleys are permitted on the floor of the nominated event until the advertised closing time.
- 3.10 It is the requirement of the participant to leave the site rubbish free and in good, clean condition. All sites, booths and hire equipment is to be left in its original condition at the end of the nominated event or excess charges may apply.
- 3.11 The organiser reserves the right to use any photograph/video taken at any event held by the organiser, without the expressed written permission of those included within the photograph/video. The organiser may use the photograph/video in publications or other media material produced, used or contracted by the organiser including but not limited to: brochures, books, magazines, websites, social media. By participating in a ImpactInstitute event or by failing to notify in writing your desire to not have your photograph used, you are agreeing to release, defend, hold harmless and indemnify the organiser from any and all claims involving the use of your picture or likeness. To ensure privacy, images will not be identified using full names or personal identifying information without written approval from the photographed subject. A person who does not wish to have their image recorded should notify the photographer and/or contact [info@impactinstitute.com.au](mailto:info@impactinstitute.com.au) in writing. Any person/organisation not affiliated with the organiser may not use, copy, alter or modify ImpactInstitute photographs, graphics, videography or other, similar reproductions or recordings without the advance written permission of an authorised person from ImpactInstitute.
- 3.12 Exhibitors are permitted to take photographs and videography within their booth space to promote their organisation and presence at the event. Exhibitors are not permitted to interview members of the public, staff, volunteers, other exhibitors or performers outside their booth without permission of the organiser. Where videography or photography is taken of a specific individual or group, written permission must be sought from that individual or group prior to publication. Records of permission must be kept by the exhibitor and a copy given to the organisers. Where photography or videography is used in conjunction with the event branding, to promote the exhibitor or the event, written permission must be sought from the organiser prior to publishing.

#### 4. Virtual Events

- 4.1 The organiser provides the participant a limited, non-exclusive, non-transferrable right during the term of the agreement to access and use hosted services for the purpose of participating at the event, as set out in the relevant event manual.
- 4.2 The organiser will use commercially reasonable efforts to provide the web-based services described on its website(s) uninterrupted. The organiser will not be held liable if for any reason the hosted service is unable to be delivered due to, but not limited to, cybercrime or technical failure of the hosted service or any other technology or infrastructure used to deliver the hosted service.
- 4.3 It is the responsibility of the participant to ensure that their organisation is protected from cybercrime through an appropriate insurance policy in the event that any data stored in the hosted service is breached in any way.
- 4.4 The organiser will provide the participant with credentials to enable the participant to access and use the hosted service. The participant and all its authorised users must not make these credentials available to any third party. The participant is fully responsible for all access to the hosted services using the credentials provided by the organiser. The participant will use all reasonable efforts to prevent any unauthorised use of the hosted service. If the participant becomes aware of any breach in security they shall inform the organiser in writing. The participant will cooperate with the organiser with any actions required to prevent or terminate unauthorised use of the hosted service.
- 4.5 Subject to the organisers' [privacy policy](#), and these terms and conditions, the organiser grants the participant access to end user data collected on the hosted service, in accordance with the any relevant privacy laws or regulations relevant within Australia. The participant may only use end user data within the means that it is provided by the end user. The end user must give permission through the hosted service for the participant to use the data they provide in the manner in which it is provided.
- 4.6 The participant is solely responsible for verifying the accuracy and completeness of any content, written, visual or audio provided at the event.

4.7 The use of the hosted service is subject to all other conditions of these terms and conditions, with the exception of those terms and conditions which specifically relate to the physical events set out in section 3.

4.8 The participant agrees to NOT use the hosted service to:

- a. Send junk e-mail, letters, unsolicited messages or advertisements (i.e. spam).
- b. Misrepresent (by statement or by omission) your identity, credentials, affiliations or experience, or impersonate any person or entity.
- c. Stalk, threaten, or otherwise harass any person or entity.

4.9 Unauthorised or malicious use of the hosted platform may give rise to a criminal offence. The participant's use of the hosted platform is subject to the **Criminal Code Act 1995 parts 10.7 and 10.8 and the Cybercrime Act 2001**.

## 5. Cancellations, Payment Terms and Force Majeure

5.1 The organiser reserves the right to cancel this booking agreement and retain any money paid or to recover any money not paid in relation thereto if there is in the opinion of the organiser any infringement of any of the terms and conditions in this agreement.

5.2 The organiser reserves the right to cancel this booking agreement and retain any money paid or to recover any money not paid in relation thereto if the exhibitor does not occupy its space at the commencement of or does not login to the virtual event during the full period of the event.

5.3 Payment for your booth or sponsorship at your nominated event is expected by the due date on the invoice unless an extension has been approved by the organiser. Booths will not be guaranteed or allocated until payment is made in full.

5.4 It is a requirement that invoices for Early Bird Booths are paid by the due date, otherwise the invoice will be cancelled and reissued at the full rate.

5.5 If a payment remittance is not issued via email within 48 hours of an overdue notice sent out by the organisers, the organiser reserves the right to cancel the booking.

5.6 All cancellations must be submitted formally via email. In the event that the organisers receive a request for cancellation prior to 2 months before the event date, a credit note will be issued for the full value of the booking. The credit note can be applied to any future booking for an event run by the organiser within the next 18 months. In the event of a cancellation within two months of the nominated event, no credit applies and 100% of the booking fee will be forfeited. It is the responsibility of the Exhibitor to review this information and if unclear, contact the organiser to seek clarification.

5.7 **Force Majeure.** The organiser will not be liable for any delay or failure to perform as required by these terms and conditions as a result of any cause or concern beyond its reasonable control, provided that the organiser uses all commercially reasonable efforts to avoid non-performance. In the event that the organiser reschedules an event due to circumstances beyond its reasonable control then the exhibitor is entitled to a credit note, limited to the value of the booking, which can be applied towards a future or alternative event hosted by the organiser.

## 6. Website(s) and social media use

6.1 The use of any ImpactInstitute website(s) and/or social media is subject to the following general terms of use:

6.1.1 The content of the pages of the website(s) and/or social media are subject to change without notice.

6.1.2 The website(s) and/or social media use cookies to monitor browsing preferences and track statistics for ImpactInstitute's use. Personal information may be stored and used accordance with our [privacy policy](#):

6.1.3 The participants' use of any information or materials on the website(s) and/or social media is entirely at own risk, for which we shall not be liable.

6.1.4 The website(s) and information, whether provided by ImpactInstitute or a Third Party, is provided "AS IS" and on an "AS AVAILABLE" basis and we do not guarantee the accuracy, timeliness, completeness, performance or fitness for a particular

purpose of the information on the website(s). No responsibility is accepted by or on behalf of ImpactInstitute for any errors, omissions, or inaccurate information on the site.

6.1.5 The participant agrees to NOT use the website(s) and/or social media to:

- a. Send junk e-mail, letters, unsolicited messages or advertisements (i.e. spam).
- b. Misrepresent (by statement or by omission) your identity, credentials, affiliations or experience, or impersonate any person or entity.
- c. Stalk, threaten, or otherwise harass any person or entity.

6.2 The website(s) and/or social media contain material which is owned by or licensed to ImpactInstitute. This material includes, but is not limited to, the design, layout, look, appearance and graphics. Reproduction is prohibited other than in accordance with these Terms of Use, which forms part of these terms and conditions.

6.3 All information and content provided by the organiser, including information and content from clients and other Third Parties, all proprietary elements and aspects of the website(s) and any proprietary material generated or derived from the same (including design, text, images, photographs, illustrations, audio and video material, artwork, graphic material, databases, information, the compilation of all information and content on the site, the selection, sequence and “look and feel” and arrangement of items), are the exclusive property of, or licensed to, the organiser. These materials are referred to as “ImpactInstitute Materials”. Except as expressly permitted in writing, you may not reproduce, modify, create derivative works from, display, perform, publish, distribute (including any electronic redistribution or database storage and retrieval), disseminate, broadcast or circulate to any third party (including on or via a third party website), or otherwise use, any ImpactInstitute Materials, in full, in part, in full text or in abstract. The participant or any user may not alter, delete or conceal any copyright, trademark or other notices contained on the website(s) or social media.

6.4 News and News Content distributed or displayed on the website(s) and/or social media may only be used for editorial use and its use must be related to the promotion of the relevant event for which the exhibitor has purchased a booth. When used in accordance with this clause, news and news content should not be altered in any way that alters the editorial integrity of essential nature of the content. Image source should be included when known. You may not use any content in any manner that is obscene, pornographic, defamatory, or otherwise objectionable. Except when otherwise formerly expressly permitted by ImpactInstitute, News and News Content may not be republished, saved, archived, copied, streamed or redistributed for any other purpose.

6.5 From time to time the website(s) and/or social media may include links to other websites. These links are provided for convenience to provide further information. They do not signify that we endorse the linked website(s) and/or social media. We have no responsibility for the content of linked website(s).

6.6 **Inquiries concerning the use of ImpactInstitute Materials, News and News Content, text, photos, images, video, audio and any other content, including permission to use outside these parameters, should be addressed to [events@impactinstitute.com.au](mailto:events@impactinstitute.com.au)**