

2024 Gold Coast Marathon ASICS Sport & Leisure Expo

STYLE GUIDE FOR EXHIBITORS

Much effort has been invested in providing a professional and efficient design for the Expo and it is the Organisers' expectation that the Exhibitor booths are presented in the same standard. It is the Organiser's objective to present an interesting and interactive expo to its visitors and to provide a space that will be conducive for exhibitors to maximize their return on investment. If each exhibitor meets the following guidelines, the result will more likely be a high-traffic expo with high return for exhibitors and other stakeholders, alike.

The following guidelines are designed to fulfil on this objective.

Minimum requirements:

- ✓ Boxes must not be visible to the public. Please place them under trestle tables or out of sight (floor-length tablecloths must be used on trestles).
- ✓ Enquire about and purchase additional storage if you feel you cannot store your equipment in a presentable manner in the booth size you have ordered.
- ✓ Work with event organisers to tailor your booth with the sorts of brochure stands, counters and racks/shelves that will suit your merchandise or products.
- ✓ Bring professional signage with you – posters, pull-up banners and the like.
- ✓ Exhibitors are not to apply any signage or stickers to the external fascia of the booth as it looks untidy. A customized fascia sign is available from our supplier should you deem essential.
- ✓ No hand-written or makeshift signs are to be used. If you anticipate reducing prices for the last day, bring this signage with you or use the secretarial services of the Convention Centre to produce typed signs (charge applies).
- ✓ Come prepared with a stationery selection and cleaning supplies to ensure your booth is kept in good condition – yellow tack, double-sided tape etc.
- ✓ Discard of rubbish, empty boxes and the like throughout the day.
- ✓ Ensure your booth is as interactive as possible – have items to giveaway with your branding on it, games or interactive displays attract people, which attract people.
- ✓ Where possible, use TVs or Laptops to show footage/advertisements.
- ✓ Always have a staff member present during the opening hours of the Expo.
- ✓ Dress staff professionally in company colours, uniform or company badges to ensure they are distinct from visitors to the Expo.
- ✓ Have your contact details on hand (business cards or flyers) to capitalize on post expo and follow up sales.
- ✓ Staff must be present at your booth 15min prior to official opening times each day of the expo.
- ✓ Exhibitors are required to seek written approval from event organisers to have signage above their expo booth.
- ✓ Coffee and food containers are not to be visible to consumers at any time.
- ✓ Power leads and boards must be tagged and tested and remain out of sight of consumers at all times. Double adaptors are not permitted for use in this venue.
- ✓ The venue requires all power to be switched off during non-expo hours. The venue requires all power to be switched off during non-expo hours and will charge the exhibitor a fee for power left on.
- ✓ Exhibitors have the option of reducing their carbon omission by using a low watt light (at users expense), and by using the venue's recycling facilities.
- ✓ Exhibitors are discouraged from using plastic packaging on their promotional items.
- ✓ Exhibitors are encouraged to think and be sustainable.

