



www.nrcareersexpo.com.au

Thurs 29th April 2021

9am – 3pm

Goonellabah Sports & Aquatic Centre



The Region's Biggest Careers Event

Changing Lives: The Expo is a huge day for the future of our region.

Footprint: From Grafton to Gold Coast. From Byron to Bonalbo

Exhibitors: You can meet the whole region's school market in one go.

Visitors: Entry is FREE. The public and every school are invited to attend.

1-Day Event: Exhibitors have asked for a 1-day event and Schools have confirmed they prefer the Expo on the 2nd Thursday of term 2.

Meet 1500–2000 Career-focussed visitors

Visitors Include:

- School Leavers
- School Students, years 10-12
- Careers Advisers
- Jobseekers
- People wanting Career Advice
- University Applicants
- People seeking Further Education
- Potential Trainees & Apprentices
- Workers looking to Retrain
- People wanting to Volunteer

Who Exhibits?

- Apprenticeship Groups
- Employers
- Employment Agencies
- Government Agencies
- Universities
- Tertiary Education
- Training Organisations
- Private Education Providers
- Volunteer Organisations
- Organisations offering Traineeships



www.nrcareersexpo.com.au



MARKETING:

Since 2005, the Expo is part of the schools' calendar. The Public, All Year 10-12 Students and Career Advisers in the region are invited to attend.

Promotion is via: Phone, Email, Direct Mail, Flyers, Newspaper, Radio, Networks & Sponsorships.

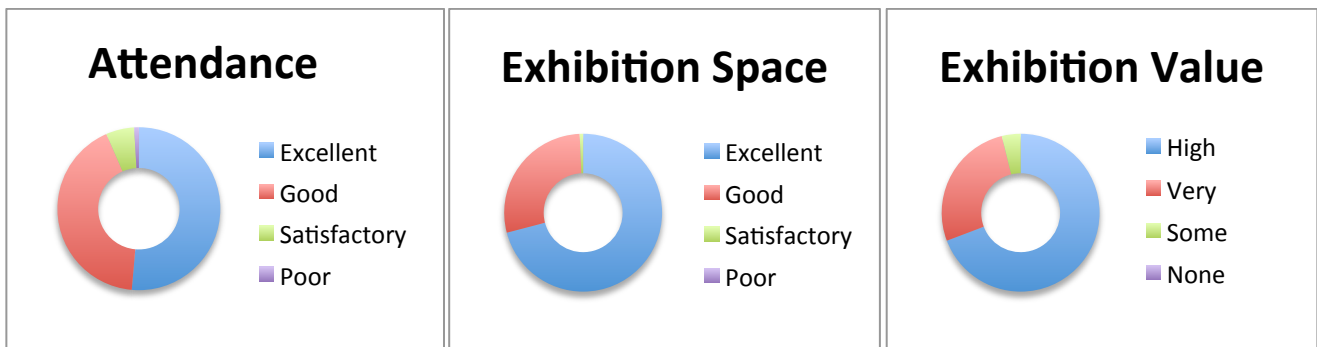
This campaign reaches every School and virtually every Home, Student, Parent and Jobseeker in the Northern Rivers; giving you maximum attendance.

RESULTS:

The expo is 100% built on Feedback.

Feedback Forms help us improve the Expo for you.

Here's what Exhibitors said about the 2019 expo:



Of those surveyed, over 84% signed clients on the day!

To book your exhibition space:

- 1) Read about the Exhibitor and Sponsorship Packages and the Expo Guide
- 2) Fill and sign the Exhibitor Confirmation form
- 3) Email your form to info@babel-fish.com.au

We will contact you about your Public Liability Insurance and the Expo Guide.

An Exhibitor Kit will be emailed to you.



Book Your Site Today



www.nrcareersexpo.com.au



Exhibitor Package

\$1000

Site Selection:

'First Come Best Dressed'. **Book Now!**
Sites are allocated in the order of booking.

Exhibition Space:

3m x 2m with Power, WiFi, Tea & Coffee.

Furniture:

Bring your pop-up banners and signage. Hire basic furniture on the form below, or hire extra items from SSS Events on 1300 833 377.

Online Promotion:

You will be added to the exhibitor list on our website with a link to your homepage.

Informed Visitors:

A detailed Exhibitor List is sent to Careers Advisers, so students can plan who to see. School newsletters also publish Expo details.

Expo Guide:

This is handed to every visitor. You will be included in the Exhibitor List.

Expo Guide Advertising Opportunity

Ongoing Enquiries:

The Guide is referred to long after the event providing many more leads for you.

Increased Traffic:

The Guide is handed to Visitors as they arrive so they know which stands to head for. Make it easy for them to find you. Make more sales.

More Enquiries:

Educate your audience.
Give visitors reasons to visit your stand.

Better Results:

More traffic, better-informed visitors AND ensuring prospects leave with your details is proven to generate better results for you.



Book Your Advert Now



www.nrcareersexpo.com.au

Choose from 3 Sponsorship Packages

1) TRY A TRADE (max 2)

\$4000

Main Attraction: The star of the show, this is the area that all students and Careers Advisers head for.

Apprenticeships: This interactive area is your chance to showcase skills in demand and market apprenticeships or traineeships.

Have A Go: A 'hands-on' activity lets visitors see what a career or job is really like.

Oversized Site: You supply the activities; we supply 6 standard sites and furniture (\$7000+ value). This huge area is the biggest in the event giving you the biggest exposure.

ALL SPONSORS ALSO RECEIVE:

Promotion: Our Expo Staff will hand out your flyers to visitors as they arrive.

Branding: Your logo on the Front of the Expo Guide, every page of our website and all other Expo marketing.

Editorial: You will be given a half page of editorial in the Expo Guide.

Signage: Be seen first by every visitor. Place a banner in the main entrance.

Schools: Before and after the Expo, we write to Careers Advisers and can include your Sponsorship details and Prospectus.



2) BUS SPONSOR (max 2)

\$3500

Prime Site: You will receive a High-Traffic, Double Sized stand for better results.

Promotion: School bus costs are expensive; especially far away or low socio-economic areas. We highlight your kind sponsorship when we deliver funds to them.

3) EXPO PARTNER (max 2)

\$3500

Premium Site: You will receive a High-Traffic, Double Sized stand for better results.

Collaboration: Let's team up to make the Expo more exciting and successful for you.

Continuity: You will get first refusal to renew your Sponsorship the following year.



Book Your Sponsorship Now

Northern Rivers Careers Expo 2021 - Exhibitor Confirmation

Please complete this form and email it to info@babel-fish.com.au

Exhibitor Details:

Contact Name	
Company Name	
Address	
Telephone	
Email	

Exhibition Space:

Exhibitor Site \$1100 Quantity _____

Additional Sites \$900 Quantity _____

Total Exhibition Space: \$ _____

Furniture:

1.8m Trestle Table \$30 Quantity _____

Chairs \$15 Quantity _____

White Table Cloth \$25 Quantity _____

Total Furniture: \$ _____

Sponsorship Opportunities:

Try A Trade \$4000 Quantity _____

Bus Sponsor \$3500 Quantity _____

Expo Partner \$3500 Quantity _____

Total Sponsorships: \$ _____

Expo Guide Advertising details:

Quarter Page \$400 Quantity _____

Half Page \$700 Quantity _____

Full Page \$1100 Quantity _____

Inside Back Cover \$1250 Quantity _____

Inside Front Cover \$1400 Quantity _____

Outside Back Cover \$1700 Quantity _____

Total Advertising: \$ _____

Summary of Booking:

Total Exhibition Space: \$ _____

Total Furniture: \$ _____

Total Sponsorships: \$ _____

Total Advertising: \$ _____

Total Expo Booking: \$ _____

Notes:

Advertisement Copy: Ad Specifications will be sent to you. Finished Copy is due no later than 12.04.21.

Payment: Your invoice will be issued upon receipt of this order.

Public Liability Insurance: Please supply a copy of your 'Certificate of Currency' no later than 12.04.21.

Authorisation: I have read and agree to be bound by the Terms of Business of this agreement. I warrant that I have the authority of the participant to enter this agreement and agree to be bound by the Terms of Business.

Signature: _____

Name: _____

Organisation: _____

Date: _____

EMAIL your form now to info@babel-fish.com.au

*For more information & assistance please call **0429 854516***

Northern Rivers Careers Expo 2021 - Terms of Business

Management: The Northern Rivers Careers Expo is organised, in good faith, by BABELFISH, who can be contacted on 0429 854516 or at info@babel-fish.com.au. BABELFISH is in no way responsible in any way whatsoever for any claim arising from any aspect of the Expo.

Operating Hours: The Expo will run on Thursday 29th April 2021 from 9am to 3pm. The Expo Organiser reserves the right to amend these times and or dates and or change the venue location at its own discretion – exhibitors will be informed if this occurs. Any such change does not constitute a valid reason for cancellation of any aspect of an exhibitor's booking.

Site Information: Stand sizes may vary and are allocated in the order of booking. All Expo sites will have access to power and the venue supplies Wi-Fi upon request. The organiser cannot guarantee the quality or availability of Wi-Fi access.

Set up: Access to the venue will be from 2pm to 5pm on Wednesday 28th April 2021. The site will also be open from 8am Thursday 29th April 2021. Site set-up must be completed by 8:30am Thursday 29th April 2021.

Break Down: Exhibitors must not begin to dismantle or pack up their site until the event closes at 3pm Thursday 29th April 2021.

Requirements: All exhibitors must operate in a rational and fair manner and accept the following conditions:

- The exhibitor must at all times ensure that pedestrian traffic is not blocked as a result of persons visiting their site.
- The exhibitor must ensure that Workplace Health and Safety practices are observed at all times at their expo site.
- Exhibitors must ensure that noise levels emanating from their site will be at a level that is considerate of others.
- Visitors must not be coerced into providing personal details for mailing lists, but may do so by free choice.
- Exhibitors must not promote any item or service considered by the Expo Organiser to be inappropriate.
- The Expo Organiser reserves the absolute right to Cancel or Veto any exhibit or activity.
- Directions from the Expo Organiser must be adhered to in all instances.

Power: 240 volt, single-phase power (10 amps) is available. You will need to provide your own cables with all cords displaying a current appliance test tag. Untagged items will be banned from use or may be tested, for a fee of \$20 per item, by the onsite electrician.

Security & Risk: The exhibitor acknowledges that any loss or damage to any stock, equipment, reputation or goodwill that may result for whatever reason either before, during or after this event is at the exhibitor's own risk. The Expo Organiser takes no responsibility for any of the above, or any claim against or resulting from the Northern Rivers Careers Expo.

Damage: Exhibitors must not adhere or affix to, write on, screw into, hammer or modify the walls, hall or building in any way. The exhibitor will meet the cost of any damage or repairs caused by the exhibitor, its staff, or as a result of the exhibitor's activity at the Expo. If any damage occurs, the exhibitor must inform the Expo Organiser immediately.

Hazardous Material: Exhibitors must notify the Expo Organiser if any item involved with their Exhibit is classifiable under the HazChem schedule. The Expo Manager has the right to refuse the storage and/or usage of any such material.

Public Liability Insurance: The Exhibitor shall take out public liability insurance with a limit of no less than \$10 million (and indemnifies) and will indemnify 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 and in particular but without limiting the generality of the foregoing against any loss, damage or injury from any cause whatsoever to the property or person caused by 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.

Refund Policy: Should activities be cancelled, or attendance be poor, due to weather, or for any other reason, there will be no refund of fees. The Expo Organiser incurs almost all expenses relating to the event in advance, hence, refunds are not possible.

Cancellation: Should you need to, notice of your cancellation must be received in writing NO LATER THAN Friday 31.03.21 and will incur a cancellation fee of 50% of the value of the booking. The Expo Organiser reserves the right to cancel any booking that has not paid in full and submitted a Public Liability Insurance Certificate by 31.03.21 and the cancellation fee will be charged.

Payment: An invoice will be issued upon receipt of your booking. Full payment is required NO LATER THAN 23.03.21. Internet deposits can be made to BABELFISH BSB: 082 489. Account: 573521292. Please email remittance to info@babel-fish.com.au and quote your invoice number as your reference. Cheques payable to BABELFISH can be mailed to PO Box 1777, Byron Bay NSW 2481.