

WEXPO

> GROW & CONNECT <

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21

HUNDREDS OF STALLS ACROSS WESTERN SYDNEY
PROPERTY | INFRASTRUCTURE | BUSINESS IMPROVEMENT | SERVICES & SUPPORT



WWW.WEXPO.COM.AU

IT'S ABOUT GROWTH & CONNECTION



WEXPO has been developed by local businesses to showcase the opportunities within Australia's fastest growing region, Greater Western Sydney. Exhibitor stalls and seminars cover technology, professional services, infrastructure, property, health and business improvement.

GROW AND CONNECT AT WEXPO 2021

> EVENT AUDIENCE

- More than 1M people reached per event in the buildup PR campaigns.
- WEXPO is held from 8am to 7pm.
- Entry is free upon registration at Eventbrite or in person on the day. Venue health standards apply.



WEXPO ADVISORY CHAIR
Dr Jim Taggart OAM

CONTACTS

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> EXHIBITORS

Participating in WEXPO gives you:

- Face to face engagement with potential customers who are seeking solutions.
- First-class opportunity to connect and network with influencers and fellow exhibitors.
- Generate new leads and meet those difficult-to-reach contacts face-to-face.
- Showcase your products and services and consolidate your brand.
- Exclusive 24/7 access to the DEALS forum at www.expovirtual.com.au to upload your products and services to potential buyers.
- VIP entry to the pre-event cocktail party.
- FREE listing at www.expovirtual.com.au

> VISITORS

Attending WEXPO gives you

- GREAT DAY OUT. Treat yourself to a new experience and meet new people.
- Want to know how to generate practical ideas that will grow your business? Our stall holders will provide ideas, products and services that drive growth and innovation.
- Explore a variety of stalls. Meet and network with your connections in the comfort of first class venues.
- Participate in networking opportunities and drinks to benchmark your journey with the business sector.
- Opportunity to join the WEXPO member community of expo businesses and visitors to Enjoy 24/7 benefits from.
- Participate in and learn from specialist seminars held throughout the day. Business and life success.

➤ HOW WEXPO 2021 WILL BE PROMOTED

- Print and digital support from leading newspaper, The Parramatta Times.
- Print and digital support a support from Western Sydney Business Access (WSBA), the region's leading business publication.
- Social media engagement reaching one million + plus people across Facebook and LinkedIn.
- Marketing through databases of five business chambers.
- Prime support through advertising on HOPE 1032 FM.
- Direct mail to 10,000 + businesses in Western Sydney.
- Official printed program distributed to 100,000 residents.

WESTERN SYDNEY BUSINESS
Access

PARRAMATTA
TIMES



SEMINAR SESSIONS AND SPEAKERS



 WEXPO features a revolving schedule of plenary workshop sessions on the day that cover subjects including: investment attraction; brand building; networking; cyber security; HR; Family Business; estate planning; property opportunities; natural health; social media and more.

> STALL OPTIONS 2021

The following exhibitor packages are available for 2021.

PRIME EXHIBITOR BOOTH

- Open display stall: 3 x 2.
- Stall build, power, company name on stall.
- Listing in online exhibitor directory.
- VIP access to upload DEALS at www.wexpo.com.au.
- Two tickets to VIP pre-event cocktail party.
- Display advertisement in the official event program.

INFORMATION BOOTH

- Open information booth: 1.5 x 1.5.
- Booth build, power, company name on booth.
- Listing in online exhibitor directory.
- VIP access to upload DEALS at www.wexpo.com.au.
- One ticket to VIP pre-event cocktail party.
- Listing in the official event program.

**Qualify leads and advance the sales cycle.
Solve customer issues and concerns.**



> WHEN AND WHERE



PARRAMATTA TBA



BLACKTOWN TBA



HILLS TBA



CUMBERLAND TBA

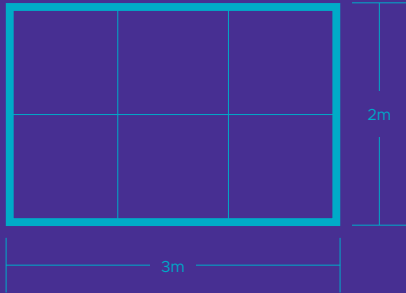


PENRITH TBA

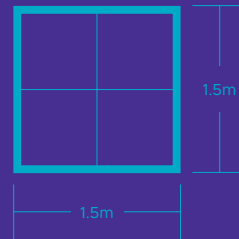
> STALL DETAILS

PARRAMATTA

x30 TOTAL PRIME exhibitor booth: \$2,430 INC GST



x4 TOTAL Information booth: \$1,680 INC GST



DISCOUNT OF 10% APPLIES FOR BOOKING BOTH EVENTS

WEXPO showcases innovative technologies, cutting edge products and services, and the latest projects and developments relevant to businesses and residents.



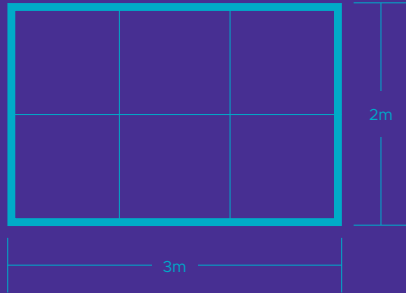
> WEXPO CONNECTS THE WEST

In terms of GDP, Western Sydney is half the size of Western Australia and bigger than Tasmania, Northern Territory and ACT combined. With 2.5 million people the region is the fastest growing population in Australia and the most diverse in terms of culture and age. It is home to 150,000 businesses and an unprecedented boom in development driven by the construction of Australia's newest 24-hour airport.

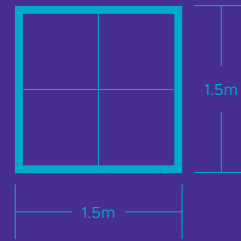


PENRITH

x60 TOTAL PRIME exhibitor booth: \$2,340 INC GST



x6 TOTAL Information booth: \$1,680 INC GST



DISCOUNT OF 10% APPLIES FOR BOOKING BOTH EVENTS

SPONSORSHIP OPPORTUNITIES PER EVENT

x1 PER EVENT Align your brand to a regional audience over a sustained period. Attract new customers and build new long-term strategic relationships.

Platinum – \$19,500 INC GST

Major sponsor benefits include: Lead branding exposure on all WEXPO collateral, including: www.wexpo.com.au, print advertising, radio advertising and social media posts, one premium stall, 4 tickets to the VIP pre-event cocktail party, private audience with speakers, VIP membership of the WEXPO online community, access to the register of attendees for qualified marketing purposes, PLUS a 12-month premium advertising campaign in Western Sydney Business Access valued at \$12,200.

Gold – \$11,000 INC GST

Gold sponsor benefits include: Branding on all WEXPO collateral including www.wexpo.com.au and all advertising such as social media posts; print advertising and radio advertising, one premium stand in a premium location; 2 tickets to the VIP pre-event Christmas party, VIP membership of the WEXPO online community PLUS a 9-month advertising campaign in WSBA valued at \$6,200.

Custom packages by negotiation.





EVENT PARTNERS



SUPPORT PARTNERS

