



**Venue 114**  
**Friday 3rd Oct**  
3pm to 7pm

# *Ultimate Guide!*

The Ultimate Guide to Supersize  
Your Expo Experience





# Table of Contents

Congratulations	2
Rock Your Marketing	3
Revamp Your Image	4
Embrace Your Expo Goals	5
Order Your Merchandise	6
Organise Your Site	7
Supercharge Your Database	8
Ignite Your Content	9
Do Your Final Checks	10
Unlock Your Personal Power	11

# Congratulations!

**Congratulations on securing your spot at this year's Empowering Women Expo!** Get ready for an exhilarating journey filled with empowerment, engagement and fun.

Your brand's visibility is key to long-term success. Think beyond immediate sales and consider the ripple effect of exposure. A story comes to mind—where a savvy exhibitor gifted a sample of her products at the Expo, leading to a surge of orders in the following months.

By thinking outside the box and going with the flow, she not only recouped her investment but also continues to reap the rewards. Let this story inspire you to explore innovative strategies and seize every opportunity.

Our Expo community is a wellspring of knowledge and support. Connect with fellow exhibitors, share experiences, and learn from one another. Building meaningful connections not only creates a supportive network but also opens doors to collaborative opportunities.

We encourage you to embrace what makes your brand special and weave it into every aspect of your exhibit. Showcase your personality, story, and values.

**Get ready to embark on an empowering journey** that will transform your exhibit from drabulous to fabulous. The following pages contain 9 pillars of what to focus on to make sure you Supersize Your Expo Experience!

Feel free to contact our Office if you have any questions or concerns. Office Mob 0411 108 309.



*Expo Director - Fabe Keily*

# **PILLAR # 1 : Rock Your Marketing**

**You're never too early and you're never too late** to rock the marketing game for the Empowering Women Expo! We're all about collaborating to spread the word, so we've got some exciting suggestions that will make spreading the word about the event a blast.

**Don't forget you have Unlimited FREE tickets as an exhibitor to use to grow your database and/or reward loyal clients.** So, without further ado, here are our top picks for your marketing platforms:

## **1. Social Media Extravaganza**

It's time to unleash your social media prowess. We're all about the Facebook, a sprinkle of LinkedIn, and a dash of Instagram. Feast your eyes on our fabulous posts that showcase the sheer awesomeness of the Empowering Women Expo. See our MAIN Facebook Page for ideas <https://www.fb.com/fabekeilyempoweringwomen>

## **2. Electrifying Emails**

It's a no-brainer—emails are your secret weapon! Craft irresistible messages to your database (using ChatGPT) spilling the beans that you'll be exhibiting at the Empowering Women Expo. Spark their curiosity and guide them to find you amidst the extravaganza.

Don't forget to include a clickable link to our event page, putting the power in your customers' hands. They'll appreciate the control and embark on an adventure of their own.

<https://www.eventbrite.com.au/e/2025-empowering-women-expo-is-going-pink-tickets-1075510644289>

## **3. Online Community Fiesta**

Let's dive into the world of online communities, where the magic happens! Start with Facebook—it's a hub of excitement. Craft a captivating post introducing yourself and/or your business, proudly proclaiming your presence at the Expo this year.

**With these incredible marketing platforms in your arsenal**, get ready to unleash your social media superpowers and make this year's Expo an unforgettable celebration of all things fabulous!

# **PILLAR # 2 : Revamp Your Image**

**Get ready to revamp your professional image** for the Empowering Women Expo! It's the perfect time to review your business logo, photos, webpage, and more. Let's give them a fresh and vibrant makeover that will leave a lasting impression.

Now, we understand that not everyone feels like a creative genius, and that's where the professionals come in. Don't fret! This exercise doesn't have to be daunting. In fact, you might be pleasantly surprised at how affordable these services can be. To start your journey, word-of-mouth recommendations are a great way to find the perfect match for your needs.

Our top tip? Stay local! Look for professionals in your area, so you can meet them face-to-face and ensure a personal connection before investing your time and resources. Lucky for you, we have a line-up of incredible professionals on the Sunshine Coast who come highly recommended. Let us introduce them to you:

## **2. Empire Art Photography - Women's Empowerment & Personal Brand**

Capture the essence of your business with Jaya and her team who have exceptional skills behind the lens. Visit <https://empireartphotography.com.au> to see her incredible work and envision how she can beautifully showcase your offerings, or give her a quick call on Office Mob 0417 625 119.

## **2. Pixelco Creative & Marketing - Masters of Marketing & Design**

Need a marketing designer who can infuse a touch of magic into your branding? Look no further than <https://pixelcocreative.com.au>

Kara and her team have the power to transform your online presence and create a captivating webpage that will leave visitors mesmerised. They will work their artistic brilliance to craft stunning visuals that bring your brand to life.

**With these talented professionals by your side**, you'll be ready to shine like a star at the Empowering Women Expo. So, embrace the opportunity to update your professional image with fresh and vibrant elements. Get in touch with the Sunshine Coast's finest, and let their expertise take your brand to new heights of fabulousness. Get ready to make heads turn and hearts skip a beat at this extraordinary event!

# PILLAR # 3 : Embrace Your Expo Goals

## 1. Ignite Your Sales Power

It's time to set your Expo goals on fire! Decide what you want to promote and achieve at the Empowering Women Expo. Focus on a specific product or service that truly represents your passion and expertise.

Remember, trying to be everything to everyone dilutes your impact. Expo attendees crave clarity, so make sure your message shines bright, capturing their attention as they walk by. The clearer your offering, the more quality contacts you'll attract. Let your genuine passion and infectious enthusiasm do the talking. Nobody can sell your product or service like you can!

## 2. Unleash Your Brand's Radiance

The Expo is your chance to sparkle and increase brand exposure. Even if immediate sales aren't made, you can still make a lasting impression. Consider running engaging competitions to gather attendees' contact details and expand your database.

Create irresistible "Expo specials" that entice and excite. Offering a free first service session or a significantly discounted product creates buzz and ensures nobody wants to miss out. Remember, focusing on a limited repertoire allows you to dedicate your energy and maximize the impact. More of the same often leads to greater rewards with less effort.

## 3. Embrace Connections and Collaborations

The Empowering Women Expo is a vibrant hub of opportunity and networking. Embrace the chance to connect with like-minded individuals, fellow exhibitors, and potential collaborators.

Share your story, exchange ideas, and create lasting partnerships. By building a strong network, you'll amplify your brand's reach and unlock exciting possibilities for growth. Remember, collaboration fuels success, so seek out synergies and empower each other on this exhilarating journey.

**Get ready to embark on an empowering, engaging, and fun Expo adventure.** Set your goals ablaze, captivate with your brand's brilliance, and forge meaningful connections. The Empowering Women Expo is your platform to shine, inspire, and leave a lasting impact. Let your passion and enthusiasm light up the Expo floor as you embrace the extraordinary opportunities that lie ahead!



# **PILLAR # 4 : Order Your Merchandise**

**It's time to take your Empowering Women Expo experience to the next level!** Order your enticing merchandise, eye-catching posters, and irresistible leaflets that will leave a lasting impression. Having something tangible to give to attendees, like magnets, pens, or postcards, ensures they'll remember you long after they return home. Let's dive into the exciting world of merchandise and promotional materials!

## **1. Unleash Your Creativity**

This is your chance to showcase your brand's unique personality through captivating merchandise. Think outside the box and choose items that align with your message and resonate with your target audience. From stylish accessories to practical tools, let your merchandise reflect the empowering spirit of the Expo. Create a memorable experience that sparks joy and keeps your brand at the forefront of attendees' minds.

## **2. Collaborate with Local Printers**

Printing your materials is an important step, and we encourage you to support local businesses. SNAP Print Solutions, Maroochydore are absolutely brilliant at producing exactly what you need and are our Official Expo Printing Sponsors.

By choosing a printer in your community, you not only align with our empowering ethos but also gain the advantage of personal interaction. You can simply swing by and pick up your beautifully printed materials, ready to make a splash at the Expo!

Request a quote at <https://www.snap.com.au/snap-print-solutions-maroochydore.html> or give them a call on 5443 6990.

## **3. Embrace Online Services**

In addition to local printers, online printing services offer a wealth of options. Explore the digital realm and discover a multitude of platforms that can bring your vision to life. With convenient ordering processes and delivery to your doorstep, online services offer flexibility and convenience. Support local by going through <https://printonline.snap.com.au>

**Let your Expo presence shine bright.** Gear up for an empowering, engaging, and fun Empowering Women Expo by ordering your merchandise, posters, and leaflets. Make a statement with eye-catching materials that captivate and inspire.

# PILLAR # 5 : Organise Your Site

**It's time to unleash your creativity and organize your exhibit site.**

Get ready for a fun-filled adventure as you create a space that will captivate and engage attendees. If you've attended before, you've witnessed the magic when businesses go all out. Eye-catching displays attract crowds, so let's make your site the talk of the Expo!

## **1. Embrace the Power of Attraction**

A visually appealing exhibit is like a magnet, pulling people in with its allure. Keep clutter out of sight and consider incorporating a subject or colour theme that speaks to your brand.

Think outside the box and display something eye-catching or conversation starting. Let your creativity shine as you design a space that stands out from the crowd.

## **2. Seek Inspiration from Interior Designers**

If you're seeking fresh ideas or a little extra support, don't hesitate to reach out to talented interior designers. They can provide guidance, spark your imagination, or even handle the entire setup process.

Whether you prefer a collaborative approach or want them to take the reins, the choice is yours. Let their expertise elevate your exhibit to new heights.

## **3. Infuse Your Personal Touch**

Your exhibit is an extension of yourself and your brand. Infuse it with your unique style, personality, and passion. Let your enthusiasm shine through every detail.

Create an inviting atmosphere that welcomes visitors and encourages meaningful interactions. Remember, empowering and engaging experiences often start with a personal touch.

Get ready to unleash your exhibit's true potential. With an empowering and engaging site, you'll attract a wave of enthusiastic attendees eager to connect with your brand.

**The Empowering Women Expo is the perfect platform to showcase your vision,** inspire others, and have a blast. Let's make your exhibit an unforgettable experience that leaves a lasting impact. Together, we'll set the stage for empowerment, engagement, and endless excitement!



# PILLAR # 6: Supercharge Your Database

**It's time to supercharge your database** and tap into the power of your existing and potential clientele. We all know that selling to previous customers is easier than constantly seeking new leads. Luckily, the Empowering Women Expo offers a golden opportunity to connect with thousands of attendees throughout the day. Get ready to unleash your creativity and expand your database like never before!

## 1. Harness the Power of Creativity

Now is the time to let your imagination run wild and come up with innovative ideas to grow your database. One effective strategy is running a captivating competition.

Not only does it generate excitement, but it also provides you with valuable contact details of potential customers. Consider offering something to everyone who enters, creating a sense of inclusivity, and then organizing a thrilling draw for a grand prize. The sky's the limit when it comes to your imagination!

## 2. Unleash Surprising Connections

Prepare to be amazed by the unexpected connections you can make at the Empowering Women Expo. We've witnessed extraordinary competitions that defy expectations, like throwing a sticky ball onto a disc with different prizes. Even accountants can captivate attendees with their creativity! Embrace the element of surprise and show the world that your business is anything but ordinary.

## 3. Build a Lasting Community

Expanding your database is not just about collecting contact details; it's about building a vibrant community of loyal customers. Engage with your newfound leads beyond the Expo by providing valuable content, exclusive offers, and personalized experiences. Foster meaningful connections that go beyond a single transaction and transform them into lifelong advocates for your brand.

Get ready to ignite your database and experience exponential growth. The Empowering Women Expo is the perfect platform to unlock new opportunities, engage with enthusiastic attendees, and build an empowering community. Let your creativity shine, surprise the crowd, and leave a lasting impression.

**Together, we'll create a network of empowered women** supporting and uplifting each other. Get ready to transform your database into an unstoppable force of connection and success!

# PILLAR # 7: Ignite Your Content

**As we enter the exciting countdown phase of the Empowering Women Expo**, it's time to design and create captivating content for your chosen media platforms. With a clear goal in mind, you'll find the process of crafting engaging marketing materials to be a breeze. Let's dive in and unleash your creative genius!

## 1. Focus Fuels Motivation

Once you've set your Expo goal, watch your motivation soar! Having a clear objective in mind will ignite your passion and enthusiasm to share your exceptional service or product with the world. Embrace this focused energy as you create content that radiates your passion, drawing others to your unique offerings.

## 2. Embrace Creative Expression

When it comes to reaching out to your community and database, the possibilities are endless. Whether it's through social media, email marketing, or other channels, embrace your unique style and voice.

Be sure to mention that you'll be part of the Expo and tease your audience with exciting "Expo Specials." Every touchpoint increases your brand exposure and builds awareness among your target audience.

## 3. Make it Memorable and Fun

As you design your content, remember to infuse it with empowerment, engagement, and fun. Stand out from the crowd by creating memorable visuals, crafting compelling stories, and adding a dash of humour.

Let your creativity shine through, capturing the attention and curiosity of your audience. Show them why they can't miss the opportunity to experience your brand at the Expo.

Get ready to unleash the power of your creativity and captivate your audience with irresistible content. The Empowering Women Expo is your stage to shine, and through strategic marketing, you'll expand your reach, increase brand awareness, and make a lasting impression.

**Embrace the excitement of this journey**, and let your content become a catalyst for connection, inspiration, and empowerment.

# PILLAR # 8 : Do Your Final Checks

**How exciting! When you're just 2 weeks out,** it's time to gear up and ensure everything is in tip-top shape.

## 1. Double-Check and Delight

Take a moment to review your checklist and make sure everything is checked off. Have you ordered all your supplies, picked them up, and settled the payments? Don't leave any loose ends untied. This meticulous attention to detail will set the stage for a seamless and successful experience.

## 2. Team Up for Triumph

Remember, you're not alone in this journey. It's crucial to arrange for backup support at your exhibit site. You deserve breaks and moments to recharge. Enlist a trustworthy partner or assemble a reliable team who can step in and lend a hand during those well-deserved respites. Together, you'll conquer the Expo with gusto and energy.

## 3. Rehearse Your Brilliance

Imagine your exhibit site as a canvas awaiting your creative touch. Consider setting it up at home as a dress rehearsal to visualize how it all comes together. Does the space feel cluttered or does it exude an inviting ambiance? By rehearsing in advance, you can fine-tune the layout and perfect the aesthetics, ensuring your site is a captivating haven for Expo attendees.

Take a deep dive into your action plan, step by step. It's an empowering exercise that allows you to spot any overlooked tasks or opportunities for enhancement. If something has slipped through the cracks, fear not! There's still ample time to address it and ensure everything aligns seamlessly with your vision.

Remember, you've got this! Harness the energy within, and let the countdown to an extraordinary Expo experience ignite your spirit. Get ready to make your mark, leaving a trail of inspiration and joy in your wake. The stage is set, and the curtain is about to rise. Together, we'll make this journey an empowering and unforgettable celebration!

**Note: Take a moment to reflect on your checklist** and make any necessary adjustments. Trust in your abilities, and let your passion guide you as we approach the Empowering Women Expo. Success awaits you!

# **PILLAR # 9 : Unlock Your Personal Power**

**Embrace the excitement as we get ready to kick off the Empowering Women Expo.**

## **1. Unlock the Power of Your Inbox**

Prepare to dive into a world of electrifying updates and thrilling surprises. Don't forget to keep a close eye on your inbox, for within those virtual walls lie essential details, crucial timings, and last-minute insider secrets.

Stay in the loop and seize the opportunity to empower yourself with the knowledge of bumping in, exhibitor parking, and more. Every email holds a key to a seamless experience, ensuring you're fully equipped to shine at the Empowering Women Expo.

## **2. Get Ready to Make an Impact**

Bump-in is set to kick off on Friday, November 8th, 2024. Set up for Exhibitors is between 11:30am and 2:30pm. Due to Workplace, Health & Safety Guidelines, NO EXHIBITORS will be permitted to enter for setup after 2:30pm. The Expo opens to the public at 3:00pm.

When the clock strikes 8 pm, it's time to unleash your vibrant energy during the bump-out phase. Please note, in accordance with venue restrictions and stringent workplace health and safety regulations, exhibitors are not allowed to pack down before this designated time. We want to ensure everyone's well-being and make this expo a remarkable experience from start to finish.

## **3. Let's Celebrate**

Congratulations! After months of dedication and relentless effort, it's time to let loose, toast to success, and revel in the joy of connection.

Prepare to sip on the nectar of achievement as you mingle and socialize with like-minded exhibitors and female entrepreneurs post event.

This is your chance to exchange stories, and create unforgettable memories. This year's 'After Party' will be held at the Buderim Tavern on Wednesday 19th November from 5:30pm to 7:30pm!

**Together, let's raise a glass to all the key moments** that have shaped this incredible journey. This celebration is a testament to your unwavering spirit and the extraordinary impact you've made.