

Herald Sun

MELBOURNE

CAREER

EXPO 2012

27 JULY - 29 JULY



Melbourne Exhibition Centre

[careerexpo.com.au](http://careerexpo.com.au)

Herald Sun

careerone  
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www.youthcentral.vic.gov.au

# 2012 CAREER EXPO

The Herald Sun Melbourne Career Expo is the premier education, training and employment exhibition in Victoria. Now in its 11th consecutive year, the event will be held at the Melbourne Exhibition Centre on Friday 27 July to Sunday 29 July 2012. It aims to inspire and encourage as it provides the career tools and resources for all Victorian's to create a successful future.

This event showcases the best tertiary institutions, training colleges, employers and Government initiatives from Australia and abroad.

It extends its reach to students, graduates, job seekers and people looking for a career change. With more than 150 exhibitors and a highly targeted audience of over 20,000 people expected, this event should not be missed.

This is a fantastic opportunity for your organisation to reach the audience it requires to fill positions as well as create awareness for your business and brand.

Click here to view our website <http://www.careerexpo.com.au>

## LOCATION

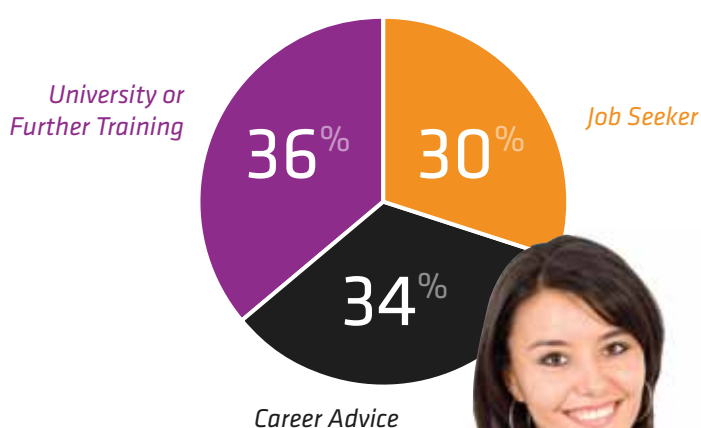
Located on the outskirts of the CBD (South Wharf), the **Melbourne Convention Exhibition Centre** is undoubtedly the best purpose built exhibition centre in Australia.

## Over 150 Exhibitors

*More than 20,000 Attendees*



### REASON FOR ATTENDING



With state of the art equipment and fitout, this venue boasts the best facilities and services for an exhibition of this size.

Venue Map - <http://bit.ly/qFok4b>



# YOUR STAND

The Herald Sun Melbourne Career Expo provides the complete exhibiting starter package. It is as simple as booking in, then we do all the rest.



## STAND SIZES

- 2.5m x 2m **Mini Display**
- 3m x 3m **Standard Display**
- 6m x 3m **Double Display**
- 6m x 6m **Multi Display**

## STAND INCLUSIONS

- 2.4m High walls
- Carpet
- 5amp Power
- 2 x 150w Lights
- Electrical testing and tagging
- 1 Table & 1 chair (optional)
- Organisation fascia signage
- Advertisement in the Official Event Lift-out Guide
- Complimentary tea and coffee
- Invite to networking function

You have the option to upgrade your stand to suit your company requirements or business style. Larger Spaces/Stand sizes are available upon request.

## SPACE ONLY

A minimum of 18sqm. Please note that 'space only' does not include, power, lighting, signage, walls or the complimentary table and chair. Space only areas can accommodate vehicles and large equipment.

## BRANDING UPGRADE

For a small additional fee, you can choose the branding upgrade option which includes:

- ▶ Organisation logo on [careerexpo.com.au](http://careerexpo.com.au)
- ▶ Hyperlink to your organisation website
- ▶ Logo on Herald Sun Official Career Expo Liftout Guide
- ▶ Organisation name listed in one pointer advertisement published in the Herald Sun
- ▶ Organisation logo projected on to the walls throughout the event
- ▶ Organisation logo displayed on Plasma at the entrance to the event
- ▶ Opportunity to include a show offer in the post event newsletter to attendee database
- ▶ Free entry E-Ticket for distribution to your current database

## DOWNLOAD

Download the Booking Form  
<http://bit.ly/mORecu>

# MARKETING, ADVERTISING & PUBLICITY

The Herald Sun Melbourne Career Expo prides itself on its unique ability to position its brand in front of a hard to reach audience by using a specialised combination of new and traditional media.

- **Discounted & Free ticket distribution**
- Newspaper Competitions
- **Social networking promotions**
- Metro and Regional Bus Initiative
- **Free invitations to all VCE students**

## PROMOTIONS

- Marketing to community organisations
- **Specially branded ETickets**
- Website free pass downloads
- **University magazine ticket offers**
- 'Real jobs on offer' promotion
- **Free career workshops and resume advice**
- Inlink CBD Tower campaign
- **Sponsor & Partner initiatives**

## ADVERTISING

- **Press**
- Radio
- **Television**
- Website
- **Online Banner Ads**
- Direct Mail
- **Posters**
- Magazines
- **Outdoor**

## PUBLICITY

- **Contracted specialist PR agency**
- Media Kits distributed to all media
- **Live weather cross**
- Celebrity interviews
- **Newspaper editorials**
- Radio interviews

## 2011 EXHIBITORS...

*Want to re-book for the 2012 event*

100%

99%

99%

*Believe the attendees response to their stand was very well to excellent*

*Thought the attendance was good to excellent*

All data collected from the 2011 exhibitor & attendee surveys

## OFFICIAL EVENT LIFT-OUT FEATURE



16-20 page expo guide is published in the Saturday Herald Sun one week prior to the event. This lift-out feature is a mix of editorial and advertising and includes an exhibitor listing, floor plan plus our seminar and entertainment schedule.

By purchasing a stand at the Herald Sun Melbourne Career Expo 2012 you will automatically receive a **FREE** advertisement within this feature.

### View Guide

<http://bit.ly/pM6o9h>

See booking form for advertisement description.

## VIDEO



<http://bit.ly/rm8hnd>

# ENTERTAINMENT & EDUCATION

## SEMINAR ROOMS



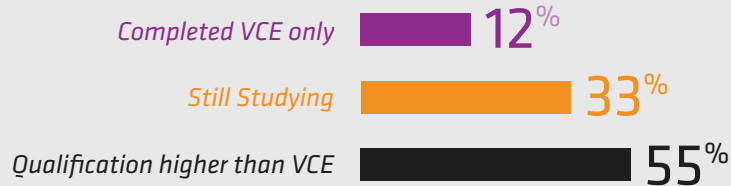
The Herald Sun Melbourne Career Expo seminar rooms provide a fantastic way to educate and inform attendees about a profession whilst tying in your organisation's courses, training or employment opportunities.

The three seminar rooms seat between 30-100 people and are located away from the hustle of the exhibition floor. Each room contains ample audio visual equipment. With 90 free seminar sessions available to exhibitors, times are extremely popular and we recommend booking in as soon as the schedule is released.

## SUCCESS PANEL

As we know, all the talent, information and resources in the world are of no use without the motivation to get out there and 'do it'.

## HIGHEST LEVEL OF EDUCATION



## STAGE AREA



The stage area is immensely popular with the attendees. By exhibiting at the Herald Sun Career Expo you have a unique opportunity to present an exciting interactive stage performance in a space that can accommodate hundreds of people. This area contains a large Catwalk Stage, lighting and technical sound equipment, which in turn provides a great atmosphere.

Promoting your organisation through a visual display can greatly enhance your organisations presence at the event. Various activities can include live music, fashion parades, cooking demonstrations and fitness routines.

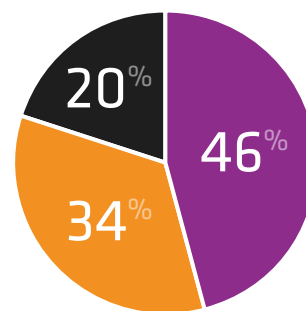
The Success Panel allows audience members to listen to stories from celebrity guests to find out the steps they took to achieve their goals and become successful in their chosen career paths.

Hosted by popular Network Ten weather reporter, Mike Larkan, the Success Panel provides inspiration, guidance and direction from successful people in a variety of different vocations.

Previous Success Panel Guests have included; Molly Meldrum, Dermott Brereton, Nicky Whelan, Joh Bailey, Jane Flemming, Billy Slater, Nick Williams (CEO Hudson Conway) Andrew Stuart (Hocking Stuart), Luke Dennehy (HWT)

# WHO SHOULD EXHIBIT?

- Apprenticeship providers
- Business and educational product suppliers
- Career counsellors
- Colleges
- Education providers
- Employers
- Employment services
- Franchises seeking staff
- Government departments
- HR companies
- Private training organisations
- Recruitment companies
- RTOs
- Software manufacturers
- TAFEs
- Training and development companies
- Unions
- Universities
- **Any organisation looking to fill positions or enhance their brand awareness**



## ATTENDEE AGE

- 18-30 years
- 31+ years
- VCE students

## Book your Stand Now

*Victoria's Premier Education & Employment Expo*



# WHY EXHIBIT?

- **Feature your organisation in front of over 20,000 quality attendees**
- Develop a personal relationship with new clients
- **Exhibit your full product range**
- Interactively demonstrate course content
- **Actively recruit students, staff and clients**
- Get immediate feedback on your product range
- **Create brand awareness**
- Promote your organisation through your stand, seminar or stage activity
- **Launch new products and services**
- Create a quality database
- **Enhance PR opportunities**
- Network with other exhibitors and personnel at the networking function

# TESTIMONIALS

- “ Thank you very much for all your fabulous work and the support given to Whitehouse. We appreciate the personal effort you put into making the Expo a huge success for us. The publicity was great and we look forward to working with you and the team members. Sincere thanks for a truly triumphant Expo.  
**Anthony Ruberto**  
*Whitehouse Institute of Design*
- “ I personally was extremely happy with the response considering we were promoting agriculture and environment. So on behalf of us here at Longerenong College, thank you for all the effort and organisation. A job well done.  
**Donna Winfield**  
*Longerenong College*
- “ I wanted to express our gratitude for the organising you helped us with. You did a great job with it all. Really well organised and friendly staff. Look forward for next year.  
**Jessie Humphrey**  
*Monash University Short Courses Centre*
- “ Thank you for the information provided; and Congratulations on a well organised and successful event.  
**Faye Doherty**  
*Civil Contractors Federation*
- “ I just wanted to thank you for all your support over the 3 days of the expo – it was greatly appreciated. As this was my first time coordinating this type of event. We received a lot of positive feedback from internal and external individuals, which encourages me to want to push for our presence at this event again next year.  
**Jessica Grant**  
*Open Universities Australia*
- “ ...your hard work of making sure the careers expo went off without a hitch, which it did and you guys did a brilliant job! So Congrats from us on that one.  
**Elza Camp**  
*Aviation Training Services Victoria Pty Ltd*