# WELCOME TO THE **VSE**

**Thank you for registering at the Virtual Seniors Expo!** This unique virtual event is designed to bring together consumers and their families, case-workers, teachers and carers, in a way that ensures your product or service is seen by those who need to know what you offer, all from the safety of homes and/or offices.

## WHAT YOU NEED TO DO

- ☐ **Pay invoice** by the due date to secure your booth and read the terms and conditions
- ☐ **Download** expo collateral - **virtualseniorsexpo.com.au/exhibitor-downloads**
- ☐ **Install** email signature and web banner
- ☐ **Distribute** digital flyer and images to your client networks and social media pages
- ☐ **Organise** digital flyers, videos and branding for your booth
- ☐ **Login** to the Virtual Seniors Expo exhibitor portal, set up and complete the required sections of your booth

*(access will be emailed to the main contact from Social Impact Institute in June)*

## WHAT WE PROVIDE (per virtual booth)

- ☐ **Basic Exhibitor** - A virtual booth to display your branding, documents and videos - Group text chat function only, one-on-one meetings are not available for basic exhibitors.
- ☐ **Standard Exhibitor** - Basic Booth PLUS - Group and one-on-one text and video chat - Real-time behavioural analytics - For additional standard exhibitor inclusions see **www.virtualseniorsexpo.com.au/exhibit**
- ☐ **Silver Sponsor** - Standard Booth PLUS - Your organisation logo placed in a prominent position in all sponsored regions within the virtual expo on all general exhibition pages including search pages (excludes individual virtual booth and agenda pages). For additional sponsorship inclusions see **www.virtualseniorsexpo.com.au/sponsors/**
- ☐ **Gold Sponsor** - Standard Booth PLUS - An opportunity to present an "as-live" webinar (Conditions apply) - Your logo presented on your organisations "as-live" webinar in the agenda and on webinar landing page - Your organisation logo placed in a prominent position in all sponsored regions within the virtual expo on all general exhibition pages including search pages (excludes individual virtual booth and agenda pages). For additional sponsorship inclusions see **www.virtualseniorsexpo.com.au/sponsors/**
- ☐ **Platinum Sponsor** - Standard Booth PLUS - An opportunity to present an "as-live" webinar (Conditions apply) - Your logo presented on your organisations "as-live" webinar in the agenda and on webinar landing page - Your organisation logo placed in a prominent position in all sponsored regions within the virtual expo on all general exhibition pages including search pages (excludes individual virtual booth and agenda pages). For additional sponsorship inclusions see **www.virtualseniorsexpo.com.au/sponsors/**

Webinar sponsor packages available - if you would like your organisations logo prominently displayed in the program agenda and also on the webinar sessions landing page you may choose to sponsor your own or another organisation's webinar. Please email **events@socialimpact.institute** for more information about sponsoring.

## WHAT YOU NEED TO KNOW

- ☐ Display order for all sponsors and exhibitors - allocations are assigned automatically based on order of booking **and** payment of invoice. Allocations determine the sort order for each search conducted during the expo.
- ☐ **Virtual Booth** must be completed by no later than **October 23rd 2020.**
- ☐ **All cancellations** must be submitted formally via email. In the event that the organisers receive a request for cancellation prior to 2 months before the Expo date, a credit note will be issued for the full value of the booking. The credit note can be applied to any future booking for an Expo run by Social Impact Institute within the next 18 months. In the event of a cancellation within two months of the nominated Expo, no credit applies and 100% of the booking fee will be forfeited. It is the responsibility of the Exhibitor to review this information and if unclear, contact the organiser to seek clarification.

In the event that the organiser reschedules an event due to circumstances beyond its control then the exhibitor is entitled to a credit note, which can be applied towards a future or alternative event hosted by Social Impact Institute.