



JOBS - SKILLS - BUSINESS SUPPORT



# EXHIBITOR INFORMATION

## BUSINESS & START-UP SUPPORT

# SUNSHINE COAST

4TH OF SEPTEMBER 2018

TAFE EAST COAST  
MOOLOOLABA CAMPUS

PRESENTED BY:



[WWW.THEJOBSHOW.COM.AU](http://WWW.THEJOBSHOW.COM.AU)

# JOBS - SKILLS - BUSINESS SUPPORT

*Connect to your target customer market, exhibit your business and products and services and help Sunshine Coast businesses and Start Ups grow and prosper.*

## WHAT IS THE JOBSHOW?

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The JobShow is the Sunshine Coast's only B2B and consumer expo event. It is an 8 week market engagement campaign and one day expo event that is about:

**BUSINESS AND STARTUP SUPPORT** - Linking businesses and start-ups with critical business services.

**JOBS** - Connecting businesses with the right staff

**SKILLS** - Linking businesses and candidates to immediate training and skills opportunities

Finding the right staff is an important issue, but it is part of a greater set of challenges when you operate or start a business.

The Sunshine Coast is one of Australia's leading regions in new business start ups and has built a strong entrepreneurial culture during the past 8 years. There are 30,479 registered business in the Sunshine Coast LGA which has increased from 28,294 in 2015. That's over 2,000 new businesses in the region in 2 years.

The JobShow Business and Start Up Zone is a cost effective way to directly engage with potential B2B clients and customers.

## WHY SHOULD I EXHIBIT?

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- Connect to over 300 local businesses at the networking event and expo event
- Engage with your potential customers and increase sales
- Leverage our marketing and media campaign to increase your brand awareness

With a media and marketing campaign targeting over 10,000 local businesses and more than 5,000 attendees in 2015 and 2016, the JobShow attracts the largest range of potential customers of any event in the region and targets candidates at all levels from entry, to professionals.

## LIST YOUR JOBS

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If you are looking for staff, you can also exhibit and list your jobs during the campaign or at the JobShow Event for free

Pre-registered and screened candidates will be directed to you at the event

Your jobs are listed on the online jobs board

Collect candidate resumes and meet potential employees face-to-face for that all important first impression

Interview candidates you have met at the event

Make that decision and select the right employee without having to go through 300 resumes

# HOW DOES IT WORK?

1.

Register as an exhibitor – See the Exhibitor Options below.

- Through the JobShow Website below or
- Contact the JobShow team at [info@thejobshow.com.au](mailto:info@thejobshow.com.au) / 0408 074 001.

2.

Use our Collateral to promote your attendance at the JobShow

- Attach the logo to your email
- Co-promote on your website
- Like and share the JobShow Facebook and social media posts

3.

Generate leads by accept referrals of businesses and start ups that have registered

- As part of the Business and StartUp pre-event registration, they will specify the support they need
- The support required will be matched to your services and they will be directed to you on the day

4.

Connect with other businesses and potential clients at the Partner, Exhibitor and Stakeholder Networking event to be held the week before the JobShow

- Will be held on 23rd August 2018
- Keynote speaker
- Trade tables available – see exhibitor options
- Networking focus
- Tickets included in Exhibitor Fee

5.

Promote your products and services at the JobShow Event

- Secure your exhibitor booth
- Your business will be listed on the JobShow online Business and Start Up Services Board
- Collect B2B and customer leads
- Network with local businesses at the event

6.

Follow up post JobShow

- Follow up your student leads and new business connections to convert interest into enrolments.



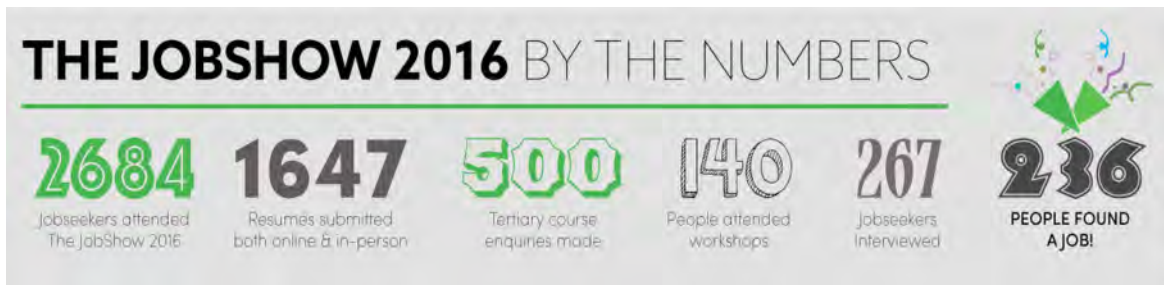
# EXHIBITOR CATEGORIES

## EXHIBITOR CATEGORIES

**Business Premium Exhibitor** – Double booth, choice of premium positions and double the exposure

**Business Exhibitor** – Standard booth, great exposure, choice of location (on a first in, first serve basis)

**Business Virtual Exhibitor** – Small business, sole proprietors with turnover under \$500k. Providers will be listed on the Business and StartUp Support Board with a click through link to website or landing page.



## 2015 case study

### ON THE SUNSHINE COAST

*we achieved*

**2000+**

ATTENDEES ON THE DAY

**885**

PRE-REGISTRATIONS

**61 EXHIBITORS**  
DIRECT EMPLOYERS - RECRUITMENT AGENCIES - GROUP TRAINING  
REGISTERED TRAINING ORGANISATIONS - COMMUNITY ORGANISATIONS

WITH **542 VACANCIES**

*leading to*

MORE THAN  
**888**

RESUMES  
COLLECTED

with at least  
**223**

INTERVIEWS  
leading to

**162**

IMMEDIATE  
EMPLOYMENT  
OUTCOMES

"Great event. Very busy during the morning particularly"

**LOVED  
THE  
LAYOUT**

"Very well organised with a lot of pre-event advice. Friendly and courteous event staff were very impressive"

**Venue presentation was great. Good marketing and advertising.**

The number of employers and businesses was great. It seemed like access went well.

**EVERYTHING!**

"Promotion of event. Organisation. Looking after exhibitors. Facilities"

"Organisation. Booths well set up. Support throughout day was excellent. Atmosphere..."

**ORGANISATION  
MARKETING**

**LOVED THE LAYOUT**

"Constant flow of people" **Good props. Very inviting and colourful**

**ATTENDANCE WAS GOOD**

# 2018 BUSINESS EXHIBITOR PACKAGES

	BUSINESS PREMIUM	BUSINESS EXHIBITOR	BUSINESS VIRTUAL EXHIBITOR	VALUE
<b>INCLUSIONS</b>				
Exhibitor Fee	\$2,100	\$990	\$650	
Total Value	\$3,342	\$2,942	\$2,235	
<b>BOOTH TYPE</b>				
Double Booth	✔			\$1000
Standard Booth		✔		\$600
<b>BRANDING</b>				
Logo on JobShow Partners Page	✔	✔		
Banner / signage at media launch	✔	✔		
<b>JOB LISTINGS</b>				
Unlimited	✔	✔	✔	\$2,200
Listing on the JobShow JobsBoard	✔	✔	✔	(based on listing 5 jobs at \$440 per job - the price of a premium Seek ad)
<b>NETWORKING &amp; BUSINESS DEVELOPMENT</b>				
Tickets to the Partners, Exhibitors and Stakeholder Networking Event	✔ 2	✔ 2	50% Discount	\$70 (based on 2 people attending the event - \$35pp)
<b>VALUE ADD</b>				
Sunshine Coast Daily Digital Subscription (3 months)	✔	✔		\$72
<b>OPTIONAL EXTRAS</b>				
Business profile in Sunshine Coast Daily Business section	\$400	\$400	\$400	\$600
Trade Table at the Partners, Exhibitors and Stakeholder Networking Event	\$300	\$300	\$300	\$300
Event Day Catering	\$30	\$30	\$30	
(further inclusions by negotiation)				

**HOW DO I REGISTER? TAKE A LOOK ON THE BACK**

# OUR PARTNERS



# REGISTER NOW! IT'S SUPER EASY

1. Head to The JobShow website - [www.thejobshow.com.au](http://www.thejobshow.com.au)



2. Complete the registration form and select your options



3. Finish your registration by paying online



4. WE'LL GIVE YOU A CALL REAL SOON TO WELCOME YOU TO THE SHOW!



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