



JOBS - SKILLS - BUSINESS SUPPORT



# EXHIBITOR INFORMATION

## SKILLS & TRAINING

# 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

## WHAT IS THE JOBSHOW? ---

The JobShow is an 8 week market engagement campaign and one day Jobs and Skills Expo event that makes it easier for training providers to:

- engage potential students and gain immediate enrolments
- connect to local businesses with a demand for training and skills.

### **The JobShow is about:**

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

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

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

### **Through the JobShow campaign and event you can:**

- Promote your brand
- Build a student pipeline for 2019
- Recruit staff
- Promote the career opportunities associated with your products and services

## WHY SHOULD I EXHIBIT? ---

With over 5,000 attendees in 2015 and 2016 combined, the JobShow attracts the largest range of candidates of any jobs and skills initiative in the region and targets candidates at all levels from entry, to professionals. We directly target anyone who is looking for entry level skills, new skills, different skills or to upskill:

- 2019 School leavers
- Students seeking school based traineeships and apprenticeships
- VET in Schools students
- Jobseekers engaged with employment services providers
- Career Changers
- Existing workers
- Mature aged workers

Over 5,000 business in the region will also be engaged providing opportunities to promote your brand and network and develop business and new relationships.

With a targeted media and marketing campaign and over 5,000 attendees in 2015 and 2016, the JobShow attracts the largest range of candidates of any recruitment initiative in the region and targets candidates at all levels from entry, to professionals. Anyone who is looking for a job, a new job, a different job or a better job.

# 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.

**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

4.

**Follow up** post JobShow

Follow up your student leads and new business connections to convert interest into enrolments.  
Want to maximise this? Ask us how!!

## LIST YOUR JOBS

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

# EXHIBITOR CATEGORIES

## EXHIBITOR CATEGORIES

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

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

**Skills Virtual Exhibitor** – For employers with 1-4 jobs available. List your job during the campaign and at the event and have screened jobseekers referred directly to you for the cost of a premium Seek Ad.



## 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 SKILLS EXHIBITOR PACKAGES

	SKILLS PREMIUM	SKILLS EXHIBITOR	SKILLS 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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