

**REST
EASY
EXPO
2024**

VENDORS & SPONSORS KIT

SATURDAY 24TH AUGUST 2024

BRISBANE TECHNOLOGY PARK CONFERENCE CENTRE

About Rest Easy Expo

A unique event focused on sleep, relaxation, and self-care. Our mission is to help people achieve better physical and mental health by providing access to expert advice, innovative products, and interactive experiences.

According to the Australian Institute of Health and Welfare, **nearly half** (48%) of all Australian adults report **at least 2** sleep-related problems.

According to the Australian Psychological Society's 2019 Stress and Wellbeing in Australia survey, almost **3 in 4 Australians** (72%) reported that stress is impacting their mental health and since then we have all been through a pandemic, so that's why we are committed to bringing together the **best products, services, and information** from the **local area** to help our attendees overcome these challenges and improve their overall well-being.

We want you to help us help all our attendees improve their lives!



At Rest Easy Expo we will have a combination of stalls for sleep, relaxation and self care related products and services as well as group sessions and guest speakers that are available for all to attend.

A full schedule of events will be confirmed once all positions have been filled.

Take action and seize this opportunity as we only have a limited number of vendor stands, speakers, and sponsors available!

Submit your application now and secure your spot before it's too late!



About the venue

Rest Easy Expo 2024 will be held at Brisbane Technology Park Conference Centre, conveniently situated in Eight Mile Plains, just a 15-minute drive from the heart of the Brisbane CBD. The venue offers the perfect blend of accessibility and comfort, with ample on-site parking and expansive, inviting spaces.

We will be utilising all three of the state-of-the-art auditoriums, as well as the versatile atrium—an adaptable space that provides ample room for vendors, relaxation areas, and group sessions.

There is also an on-site coffee shop that will be open for both attendees and vendors, providing a convenient place to grab a cup of coffee or a quick snack during the expo.

BTP Conference Center |
**1 Clunies Ross Court Eight Mile
Plains QLD 4113**



Why exhibit at Rest Easy Expo!

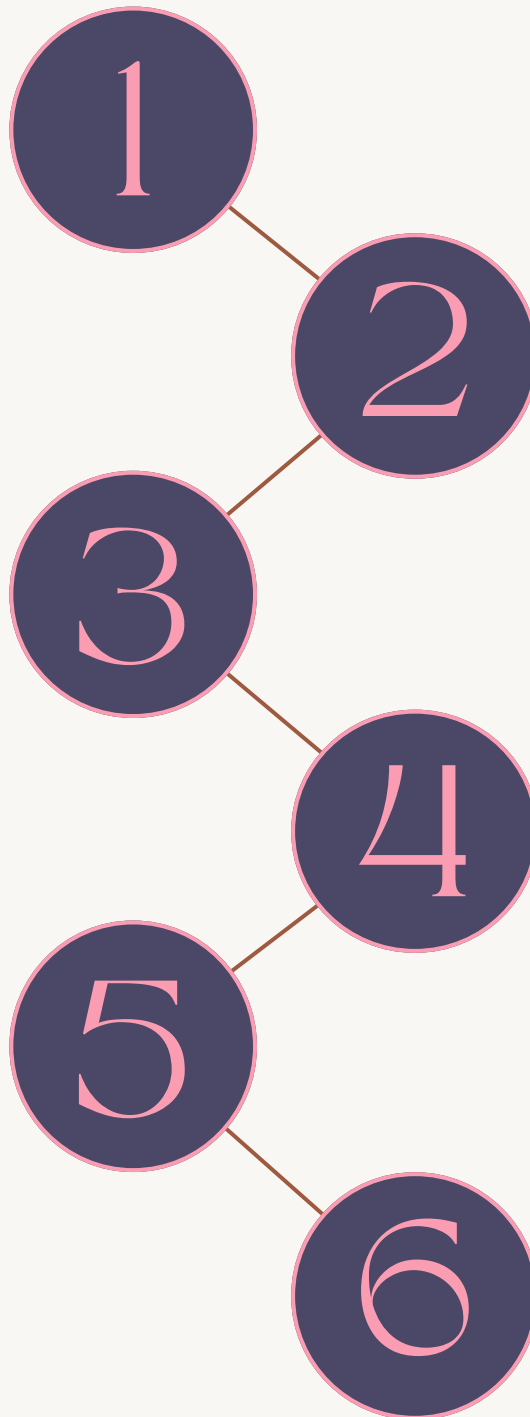
SHOWCASE YOUR BUSINESS

Engage with the local community, expand your customer database, share your unique offerings, and turn attendees into loyal, repeat clients.

PRODUCT DEMONSTRATION AND CUSTOMER FEEDBACK

MARKET RESEARCH AND INSIGHTS

Gather market research and insights by observing consumer behavior, preferences, and trends.



TARGET AUDIENCE

The expo attendees are your target audience—interested, engaged, and actively seeking solutions in your industry.

BROADEN YOUR CONNECTIONS

Network, connect and forge valuable partnerships with other businesses in the sleep relaxation and self-care industry.

CREDIBILITY AND AUTHORITY

Positively impact your brand perception and authority

Vendor Rates

Vendor Stalls

Join us at Rest Easy Expo and showcase your exceptional products or services with a vendor stall. You can create an enticing and attractive area that perfectly reflects your brand.

- The stall size is approximately 3x3m, and the cost is only \$250. Corner stalls with double frontage are \$300.
- Each stall comes with a provided table. If you require additional tables, you can book them for an extra fee of \$50.
- Some stalls can also be equipped with power, so please let us know in advance if you need power for your display.

To make your space stand out, we kindly request that you bring your own table cloth and any other items that will help enhance your branding and create a memorable presence.

Don't miss this opportunity to make a lasting impression and connect with potential customers. Reserve your spot today!

Sponsors opportunities

Elevate your presence at the expo by becoming a valued sponsor. In addition to securing a vendor stall, you'll receive an array of exclusive benefits:

1. **Enhanced Visibility:** Your logo will be prominently featured on the expo flyer and social media banners, ensuring maximum exposure to our audience.
2. **Prime Advertising Space:** Display your own banner at the entrance to the expo, showcasing your brand to all attendees. Please note that the banner will need to be provided by the sponsor.
3. **Extensive Marketing Reach:** Benefit from dedicated social media posts, inclusion in email marketing campaigns, and even a featured spot on our podcast, allowing you to reach a broader audience.
4. **Direct Connection:** Send one email to all attendees post-event, on behalf of all sponsors, to further engage and nurture relationships with potential customers.
5. **Exclusive Branding Opportunity:** Place your promotional material in the gift bags given to the first 50 attendees, increasing brand recognition and leaving a lasting impression.
6. **Digital Event Guide Branding:** Your brand will be prominently displayed in the digital event guide, ensuring visibility among attendees seeking information and schedules.
7. **Speaking Engagement or Group Session:** Seize the opportunity to showcase your expertise by securing a speaker spot or facilitating a group session, further establishing your brand as an industry leader.

Sponsors

We have limited availability for sponsorship:

There are 2 levels of Sponsorship:

Gold Sponsors

The Gold Level Sponsorship is tailored for businesses looking for a significant presence at Rest Easy Expo without the same level of commitment.

With this sponsorship, you'll have a well-placed booth and benefit from notable brand exposure. While not as extensive as Diamond Sponsorship, Gold sponsorship provides an excellent opportunity to connect with attendees and promote your offerings.

Benefits:

- **Booth Placement:** A dedicated booth in a prominent area for effective engagement.
- **Logo Presence:** Your logo will be included in select event materials, creating brand visibility.
- **Social Media Recognition:** Regular mentions on our social media platforms in the lead-up to the event.

Sponsors

Diamond Sponsors

The Diamond Sponsorship is designed for businesses keen on having a major presence at Rest Easy Expo, engaging all attendees. As a Diamond Sponsor, you'll enjoy prime positioning, including a dedicated booth in a high-traffic area. Your brand will be featured in our official event materials, in all media, print and online. This level of sponsorship allows for meaningful interaction with attendees, ensuring your products or services are showcased effectively.

Benefits:

- Named rights to the event- “Rest Easy Expo brought you by (your company name)”
- Prominent Booth Location: Your booth will be strategically placed to maximise foot traffic.
- Brand Exposure: Your logo will be prominently displayed in all event materials, from banners to flyers.
- Social Media Shout-outs: Regular mentions on our social media platforms in the lead-up to the event.
- Speaking Opportunity: Present your business during a dedicated session, establishing you as an authority in your field.
- Direct email marketing to all registered attendees

Sponsors

Both sponsorship levels are designed to offer valuable exposure to your business. It's important to note that these are recommendations based on industry best practices. Ultimately, the decision should align with your specific goals and budget.

Don't miss out on this exceptional opportunity to amplify your brand and connect with a highly targeted audience. Secure your sponsorship today by filling out our vendor application and request more info and we will be in touch to discuss.



Marketing Strategy

To maximise the visibility and reach of our event, we have devised a comprehensive marketing strategy encompassing various channels and tactics:

1. **Social Media Advertising:** We will run sponsored ad campaigns on Facebook and Instagram. These platforms allow us to target specific demographics and engage our audience effectively.
2. **Community Engagement via Radio:** Our event will be promoted on local community radio stations, fostering a sense of community involvement and generating interest among local residents.
3. **Street Signage:** Clear and attractive street signs in the vicinity of the venue will guide attendees to our event location, enhancing accessibility.
4. **Business Outreach via Flyers:** We will distribute informative flyers to businesses in the surrounding suburbs. This approach ensures that the local business community is aware of our event and can inform their customers.
5. **Cross-Promotions with Vendors:** Collaborating with vendors who share our target audience will allow for cross-promotions, extending our reach and offering added value to attendees.

Marketing Strategy

6. Media Coverage: Our event will be featured in local magazines, newspapers, event guides, and other media outlets. This widespread media coverage will create buzz and generate interest.

By implementing this multifaceted marketing strategy, we aim to ensure that our event receives maximum exposure, attracting a diverse and engaged audience. These approaches are based on industry best practices and are designed to optimize our marketing efforts.

Exhibitors Spotlights

Speakers and Facilitation

Speaker spots

Exhibitors, exciting news! Rest Easy Expo will feature 25-minute speaker spots for informative topics.

Share your expertise, insights, and valuable information with an engaged audience seeking to enhance their sleep, relaxation, and self-care practices. Becoming a speaker positions you as a thought leader, boosts brand recognition, and allows you to inspire and educate attendees, making a positive impact on their lives.

Apply now with a brief overview of your topic and qualifications. Join us in promoting well-being and a balanced lifestyle at the expo!

Group Facilitator

During the expo, we will be hosting group sessions that can be booked online along with the entry ticket to ensure a comfortable experience for everyone. As an added benefit, our esteemed expo sponsors will have the first opportunity to choose between being a speaker or leading a group session.

We have a variety of sessions that we are looking to fill, including meditation sessions and sound baths. These sessions provide attendees with unique opportunities to relax, unwind, and explore different techniques for enhancing their well-being.

Don't miss out on the chance to be a part of these immersive and rejuvenating group sessions at the expo!

Event Schedule

How will the day look at Rest Easy Expo?

8am - Vendor bump in, all stalls to be set up by 9:40am
9:40am - 9:50am - Meet the vendors - pre-open check in
10am - Doors open for attendees
10:30am - 2:30pm group sessions run
Expo closes at 3pm
All vendors to be vacated by 4pm



Apply Now!

Ready to secure your spot at Rest Easy Expo?

Fill out the form using the link below.

<https://forms.gle/v4ocV3Ntsfxot69W8>

Have some questions?

Reach out to us at resteasyexpo@gmail.com

We would love to chat.



Or scan here
to apply now

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