

# 2024 DAL EXPO PROSPECTUS



JUBILEE PAVILION, WAYVILLE  
SHOWGROUND, WAYVILLE,  
SA, AUSTRALIA.



FRI 11TH OCT  
SAT 12TH OCT



**BE A PART OF ...**

# **THE LARGEST DISABILITY AGEING & LIFESTYLE EXPO IN SOUTH AUSTRALIA**



Catalyst  
Foundation

The Disability Ageing & Lifestyle Expo, is the largest event of its kind in South Australia. Serving the community, provider of services across aged care and disability for 12 years. This expo provides a convenient, enjoyable, and informative day out for South Australians seeking lifestyle solutions in a comfortably accessible venue.

The Catalyst Foundation is a strong, independent and respected information provider in the community. We support people in providing the ability to connect with industry leaders. This unique relationship with industry and community allows us to connect business to business and people to business making this event beneficial for all who attend.

**2023  
Expo  
Stats**



**5980**  
Visitors



**240**  
Exhibitors



**99.5%**  
Visitor  
Rating



**98%**  
Exhibitor  
Rating



#MyLifeChoices  
DISABILITY, AGEING  
AND LIFESTYLE EXPO



## Why exhibit at this event ?

### Directly engage.... with over **5980+** visitors looking for lifestyle and care solutions

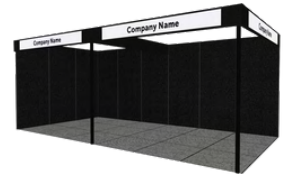
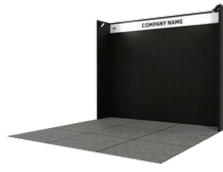
- The DAL Expo is South Australia's largest gathering of disability, ageing and associated industry providers.
- Exhibitors have access to a captured, new and growing market.
- Exhibitors are provided with business to business networking opportunities, hosted alongside an impressive exhibition.
- The 2024 Expo will showcase over 200 exhibitors, centre stage entertainment, activation zones, and attract 5980+ visitors over the two day event.
- This iconic South Australian event, is the ultimate platform to promote your business to the public and network with other like minded exhibitors.
- Help improve people's lifestyles across their ageing journey.
- Interactive business to business networking opportunities to grow your brand and awareness.
- Collaborate and learn about some of the industries newest technological advancements.



# Exhibit Opportunities



**#MyLifeChoices**  
DISABILITY, AGEING  
AND LIFESTYLE EXPO



## Booth package selection :

Exhibitors inclusions in these packages:	Standard (\$1,200+gst)	Premium (\$2100+gst) Premium Corner (\$2500+gst)	Expo Partner (\$5500+gst)
Location on floor plan	Grey Booths	Green Booths	Purple Booths
Walling	3mx 3m x 2.4m (H)	3mx 3m x 2.4m (H)	6m x 3m x 2.4m (H)
Furniture Package (trestle table, cloth and chairs)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Power & Lighting	+ \$185	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exhibitor listing in Expo Program guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Highlighted business listing on Program guide	-	-	<input checked="" type="checkbox"/>
Tickets to Networking Breakfast	1	1	4
Car Park Passes	1	1	4
#MyLifeChoices - ONLINE DIRECTORY Listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



**Vehicle booths** - if you have a vehicle as part of your display - please book a **red** vehicle booth indicated on the floorplan - this allows up to 7m in length. **The Vehicle package is \$2500+GST - inclusions as per Standard package**, limited number available.

## Exhibiting at the DAL Expo ...

- Offers you an opportunity to gain valuable information and feedback from the public and sector providers, find out what matters to your client base.
- Gives you a presence at this important community event facilitating better customer connection to your business. Learn about customers needs, generate valuable leads, build brand loyalty and develop your mailing list.
- Positions your business within the sector.
- Facilitates one on one connections with people looking for relevant product/service solutions.
- Provides you with the opportunity to network with over 200 exhibitors and many more visiting over the 2 day event.
- Gives you the ability to influence public policy and gain access to policy makers, funders, research and innovators.



# The DAL Expo floor plan

click on image below to open live floor plan

**#MyLifeChoices**  
DISABILITY, AGEING  
AND LIFESTYLE EXPO

FRI 11 & SAT 12 OCTOBER

**BOOTH PRICES +gst**  
For booth inclusions click on relevant coloured box below

Expo Partner Plus	\$7000 +
Expo Partner	\$5,500 +
PREMIUM double	\$3000 + <small>*limited number</small>
PREMIUM corner	\$2,500 +
PREMIUM single	\$2,100 +
STANDARD single	\$1,200 + all prices + gst

TO BOOK : CALL (08) 8168 8702  
Email : expo@catalystfoundation.com.au

**ndis**

ENTRANCE

WEST

STAGE

Art Gallery 1

Exhibitors Lounge

CAFE

SPONSOR

POWER

BOOTH OFFICE

NORTH

151, 156, 172, 171, 184, 197, 198, 211, 212, 224, 236, 256, 173, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

## HOW TO REGISTER FOR THE DAL EXPO 2024:

1

### Select booth

- Click on the map above to open the live Expo floor plan.
- You can view the inclusions of each booth type by clicking on the relevant coloured price bar below the DAL Expo logo.
- Note your selection and have your contacts and ABN number on hand.

2

### Call to book (08) 8168 8702

- Call the Catalyst Foundation Expo Team to book your booth or to secure your sponsorship package.
- You will be sent an email confirming your selection with links to complete to confirm your registration.
- Your booth will be placed on HOLD (black) and confirmed on acceptance of T&C's and payment.

3

### complete business profile

- Allows the public to find out more information about exhibitors.
- When your booking is confirmed you will be sent a link in the confirmation email to use to populate your business profile on the event floor plan.
- Upload your business information to connect with the public exploring the event.

# Advertising options

" THE SENIOR" NEWSPAPER - SEPTEMBER EDITION

Improve your presence at the Expo  
Limited Opportunities

**B**

## 1/2 PAGE AD

Vertical: 374mmH x 129mm W  
Horizontal: 186mmH x 260mm W

**\$820 +gst**

**A**

## 1/4 PAGE AD

Vertical :  
186mmH x 129mm W  
Horizontal :  
92mm H x 260mm W

**\$510 +gst**

 #MyLifeChoices  
DISABILITY, AGEING  
AND LIFESTYLE EXPO



click this image for circulation information

**C Full page - 374mm H x 260mm W \$1550 +gst**

## HOW TO BOOK :

- Select the size ad you want (A, B ,C)
- Send email attaching your ad content to : [expo@catalystfoundation.com.au](mailto:expo@catalystfoundation.com.au)
- DEADLINE for content : 10 August
- Enquiries to Expo Office : (08) 8168 8702

[click here for ad specifications](#)

# Event Schedule



Planning is well underway for the DAL Expo 2024 - here is the schedule to date, keep an eye on the DAL Expo website for updates.

<b>THU 10th OCT</b> <b>BUMP IN</b>	12:30 - 1:30 pm	Vehicle Exhibitors ONLY Move-In
	1:30 - 5:00 pm	Exhibitor Bump In
<b>FRI 11th OCT</b> <b>Expo Day 1</b>	7:30 - 9:00 am	<b>EXHIBITORS NETWORKING BREAKFAST</b>
	9:00 - 9:30 am	Casual Networking
	9:30 am	Doors Open to Exhibitors
	10:00 am	Doors Open to Public
	10:00am - 4:00pm	<b>DISABILITY, AGEING AND LIFESTYLE EXPO</b>
	3:00pm - 4:00pm	<i>Quiet hour</i>
<b>SAT 12th OCT</b> <b>Expo Day 2</b>	9:00 am	Doors Open to Exhibitors
	10:00 am	Doors Open to Public
	10:00am - 4:00pm	<b>DISABILITY, AGEING AND LIFESTYLE EXPO</b>
	3:00pm - 4:00pm	<i>Quiet hour</i>
	4:00 pm	Doors close to Public
	4:00 pm - 6:00 pm	Exhibitor Bump Out







# Packages

**The DAL Expo offers the best opportunity to engage with visitors who come to the event actively seeking out lifestyle and care solutions**

- Raise your profile in a rapidly expanding industry by putting your brand in front of a 5000+ visitors / 200+ exhibitors.
- Position your business amongst the largest single gathering of providers to the disability and ageing industry in South Australia.
- Be part of this iconic Event and reach key decision makers and professionals within the industry.

<p><b>EXPO PARTNER</b></p>	<p>Offers prime position within the venue. Larger frontage, improved exposure in printed advertising materials, featured listings on Expo floor plan and social media reach!</p>	<p><b>\$5,500+</b></p>
<p><b>EXPO PARTNER PLUS</b></p>	<p>Prime position, enhanced social media exposure, dedicated seminar room for an hour to showcase your products/service to a targeted audience. This package also allows for the opportunity to be a part of our two day regional expo's.</p>	<p><b>\$7,000+</b></p>
<p><b>ZONE EXPO PARTNER</b></p>	<p>Targeted activation zones around the venue with increased promotional activity, amplified advertising pre-event and larger premium booth. Great networking opportunities at the Networking breakfast with two seats included plus much more!</p>	<p><b>\$9,900+</b></p>
<p><b>BESPOKE EXPO PARTNER</b></p>	<p>These packages can be tailored to your needs, allowing you to showcase your brand and target the right markets. These packages come with directional banner and digital signage, networking opportunities at the Networking breakfast, website and social media presence. Along with an optimal sized prime location booth for the best exposure.</p>	<p><b>Prices start from \$8,000+</b></p>

**To get the most out of this amazing opportunity, call the Catalyst Foundation Expo Team on 8168 8702 to see how we can help you build your brand.**



# Packages

**Want a bit more, why not become a Sponsor of the Event! We have a range of packages starting from as little at \$8,500+.**

<p><b>MAJOR SPONSOR</b></p>	<p>Your business will be at the forefront of the Event with you positioned in the prime location upon entry. Pre, during and post advertising on all platforms, dedicated branding on exhibitor's lanyards, your branding at our Networking Breakfast with eight VIP seats included, VIP parking, your logo on our live streaming of the event and prime advertising in our 'Welcome Zone'. In addition to these exciting inclusions is the opportunity to be involved in our two day regional expo.</p>	<p><b>\$14,500+</b></p>
<p><b>MAJOR NETWORKING SPONSOR</b></p>	<p>An opportunity to address over 350 business people within the industry with a 15-minute speaking engagement. Vehicle display at the Expo, promotion as the 'Major Networking Sponsor presented by .....'. Featured listings on printed materials and an opportunity to network with the industry's finest.</p>	<p><b>\$14,500+</b></p>
<p><b>MAJOR SPONSOR OF THE EXHIBITORS LOUNGE</b></p>	<p>Naming rights and exclusive use of the Exhibitors lounge to network with businesses to increase your brand, networking opportunities at the Networking Breakfast, VIP parking and the opportunity to be involved in the two day regional expo.</p>	<p><b>\$9,900+</b></p>
<p><b>MAJOR SPONSOR OF THE ART GALLERY</b></p>	<p>The 2024 DAL Expo's Art Gallery in the Jubilee Pavilion offers a captivating experience with 36m gallery walls. A prominent 9m roof banner above showcases your logo for brand recognition. Curated exhibits feature artists with disabilities, including sketch artists, face painters, photo booths, and performing artists, adding entertainment and drawing interest.</p>	<p><b>\$8,500+</b></p>

**To get the most out of this amazing opportunity, call the Catalyst Foundation Expo Team on 8168 8702 to see how we can help you build your brand.**

# Expo Partner :

# \$5500 +

Limited  
number



Offering the best positions within the pavilion, more frontage, improved exposure in the Programme Guide, featured listing on the Expo floor plan, advertising on the event website and social media - these packages sold out in 2023 - be quick!!

## Your booth

- **A double sized Premium Booth** - 6m x 3m, 2 open sides.
- **Prime location in the centre aisle zone** (Purple booths on floor plan).
- **Power, furniture package** and lighting included.

## Promotion

- **Expo website** - business feature with link to your website.
- **Social media** - joint promotion from registration.
- **2 Power point slides** on Expo advertising screens.
- **Floor plan Ad** - your logo displayed digitally on scrolling bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

## Inclusions

- **Four seats** at the Exhibitors Networking breakfast.
- **Car parking passes** - 3 day pass x 4.

# Expo Partner Plus :

# \$7000 +



The DAL Expo Partner + Package presents an excellent chance for you to highlight your brand, coupled with enhanced social media exposure to engage prospective customers. Additionally, benefit from increased promotional visibility showcased at key zones throughout the expo. Seize the opportunity to network with fellow exhibitors with a one hour exclusive use of the seminar room and utilise a private interview room to connect with potential new team members. This package also affords you the chance to broaden your client base regionally at our Kadina Expo and explore untapped markets.

## Your booth

- A double sized Premium Booth - 6m x 3m, 2 open sides.
- Prime location in the centre aisle zone (Blue booths on floor plan).
- Power, furniture package and lighting included.

## Promotion

- Expo website - business feature with link to your website.
- Social media - joint promotion from registration.
- 2 Power point slides on Expo advertising screens.
- Floor plan Ad - your logo displayed digitally on scrolling bar of the Expo floor plan.
- Featured listing on Expo floor plan - greater exposure on floor plan, top of exhibitor & category listing.
- Highlighted company listing - in program guide.
- Your logo on frame of centre page floor plan in Expo Programme Guide pull-out.
- Listing in CF website #MyLifeChoices directory.
- Access to Seminar room - 1 hour. (Value: \$700)
- Access to Interview rooms - 2 hours. (Value: \$200)
- Interview with local radio station - At Expo. (Value: \$200)

## Inclusions

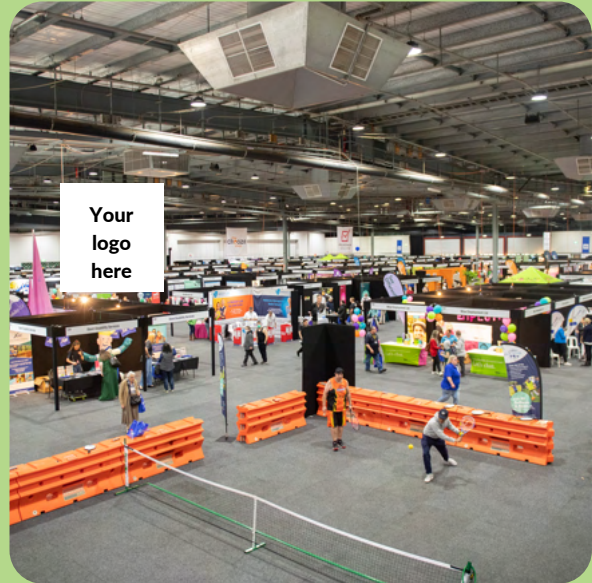
- Four seats at the Exhibitors Networking breakfast.
- Car parking passes - 3 day pass x 4.
- Booth at Kadina Regional DAL Expo - 31st July - 1st August. (Value: \$800)
- Certificate of Participation - Acknowledgement of community involvement.



The DAL Expo aims to offer visitors opportunities to improve their lifestyle and encourage social connections, regardless of age, culture or ability. The adaptive sports zone certainly does that ....

A 72sq mt sports arena is prepared to showcase the various inclusive sports programs that are available in SA. Supported by the expert team at One Culture Support Services, this zone will be of interest to visitors to the Expo that are looking to try a new sport and to make new social connections.

As Host of this Activation area, your booth is located next to the sports zone for you to connect with the visiting public to promote your business, products or services.



**This Expo Partnership offers a unique opportunity to engage with the community, families, carers, health & wellness sector providers and education stakeholders over the 2 days of the event.**

## Activation zone

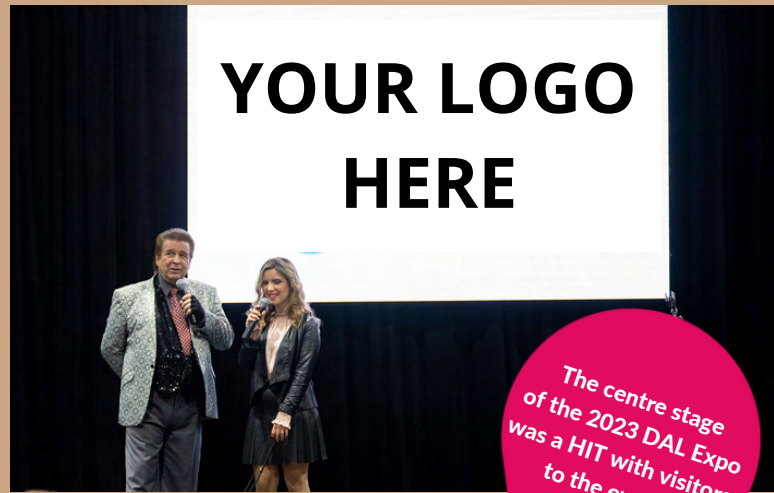
- **A double sized Premium Booth - 6m x 3m**, 3 open sides joining the Adaptive Sports arena - a prime location within the Expo.
- **Sports Arena - 12m x 6m** for the sponsor to use for display as an extension of their booth space. 2 x Zone signage at entrance of area 2.4m x 1m.
- **Power**, furniture package and lighting included to both areas.

## Promotion

- **A 9sqm roof hung banner** displaying your logo positioned over booth area.
- **Expo website** business feature with link to your website.
- **Social media** - joint promotion from registration.
- **2 Power point slides** on the Expo advertising screens.
- **Floor plan Ad** - your logo displayed digitally on scrolling bar of Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

## Inclusions

- **Two seats** at the Exhibitors Networking breakfast.
- **2 VIP Sponsors Car park passes** - in adjoining Jubilee Plaza.
- **Car parking passes** - 3 day pass x 4.
- **Booth at Kadina Regional DAL Expo** - 31st July - 1st August.



The centre stage of the 2023 DAL Expo was a HIT with visitors to the event !

## This is the high energy zone of the DAL Expo !

As an Expo Partner with Catalyst you will give your business the prime opportunity to showcase itself throughout the two-day event on the main stage. Your brand will be prominently featured in this area, gaining visibility and positive exposure through images distributed throughout the stage performances. There are considerable engagement opportunities for your business with our Event Ambassador, Rachael Leahcar and Expo visitors, who will be attracted to the excitement on the Stage.

**This Expo Partnership offers the ultimate opportunity to increase brand awareness to visitors of the event. An opportunity for your business to support social inclusion, inspire and develop emerging talent.**

### Activation zone

- **A double sized Premium Booth - 6m x 3m**, 3 open sides located adjacent to the stage, a prime public location centre of the pavilion.
- **12m x 4m stage + 2 digital screens** to promote your business video/logo.
- **Power**, furniture package and lighting included to both areas.

### Promotion



- **Signage** either side of stage area 2.4m x 1m.
- **Expo website** business feature with link to your website.
- **Social media** - joint promotion from registration.
- **Expo Stage** - your brand signage on stage screens.
- **Stage screen** - features your business.
- **Power point slides** on Expo advertising screens.
- **Floor plan Ad** - your logo displayed digitally on scrolling bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

### Inclusions

- **Two seats** at the Exhibitors Networking breakfast.
- **2 VIP Sponsors Car park passes** - in adjoining Jubilee Plaza.
- **Car parking passes** - 3 day pass x 4.
- **Booth at Kadina Regional DAL Expo** - 31st July - 1st August.



# Expo Partner - Activity Zone

# \$9,900 +

The new DAL Expo offers something for everyone over the 2 day event and this zone encourages visitors to venture into new exciting experiences that are available for all to try. The Activity zone of the Expo is landmarked by the sight of the 8m Rock Wall, a stand out feature within the largest pavilion at Wayville.

Visitors will access the Rock Wall via your adjoining Exhibitors booth, providing direct engagement with visitors to the Expo who are looking for new exciting outdoor adventure experiences

Space has been made available within the Rock Wall area and around the 64 sqm of the Activity Zone - this is yours to use to display your products, services or equipment that align with outdoor activities - such as community sporting programmes or to promote adaptive sports equipment.



**This Expo Partnership positions your business in an exciting location within the Pavilion, providing the opportunity to interact with visitors of all abilities looking for lifestyle solutions, an adventure and who are up for a rock climbing challenge.**

## Activation zone

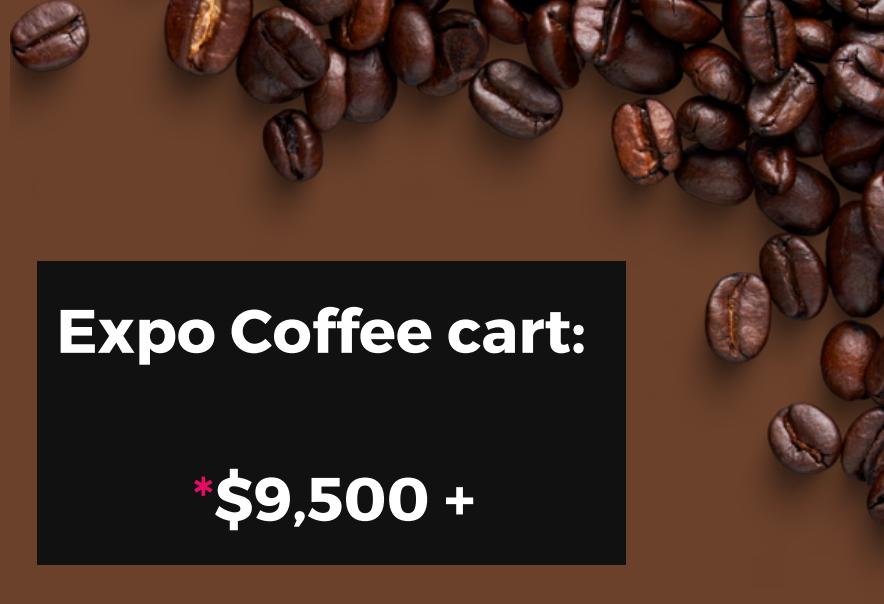
- **Activity zone - naming rights of the Activity zone** and use of the display area within the 64 sqm area.
- **A double sized Premium Booth - 6m x 3m**, 3 open sides positioned to provide the access to the Activity zone.
- **Power**, furniture package and lighting included to both areas.

## Promotion

- **A 9sqm roof hung banner displaying your logo positioned over booth area.**
- **Opportunity to offer a Visitor Competition** - promoted at the event.
- **Expo website** business feature with link to your website.
- **Social media** - joint promotion from registration.
- **2 Power point slides** on the Expo advertising screens.
- **Floor plan Ad** - your logo displayed digitally on scrolling bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

## Inclusions

- **Two seats** at the Exhibitors Networking breakfast.
- **2 VIP Sponsors Car park passes** - in adjoining Jubilee Plaza.
- **Car parking passes** - 3 day pass x 4.
- **Booth at Kadina Regional DAL Expo** - 31st July - 1st August.



## Expo Coffee cart:

**\*\$9,500 +**

As sponsor of our coffee stations, your brand will be seen in every corner of the event - in the hands of the 500+ exhibitors and thousands of visitors, on the aprons of the Barista's working the event and will appear in the hundreds of images that are broadcast of the biggest disability, ageing and lifestyle expo in SA.

### Your booth

- **A single exhibitor Booth - 9sqm, 2 open sides**  
*\*option of Premium double booth, 18sqm - 3 open sides \$12,500+*
- **Prime exhibition location**
- **Power, furniture, signage and catering included.**

### Brand promotion

- **7,000 compostable cups** (8oz & 12oz) will be branded as you prefer, some suggestions shown here.
- **30 Barista aprons** will be provided to coffee stations for serving staff to wear over the 2 day expo.
- **Your display positioned on each coffee cart location.**

### Expo promotion

- **Expo website** - business feature with link to your website
- **Social media** - joint promotion from registration
- **2 Power point slides** on Expo advertising screen
- **Floor plan Ad** - your logo displayed digitally on service bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

### Exhibitor inclusions

- **Two seats** at the Exhibitors Networking breakfast.
- **Car parking passes** - 3 day pass x 4.

# Major Sponsor : DAL Expo \*\$14,500 +



As our DAL Expo Event partner – your business will be aligned to the Event logo, included in all marketing from launch, lead up to the event and in post event promotion. Your logo will feature on the event website, in all event promotional materials, front page of the Expo Programme Guide, print and digital advertising, email marketing, on-site delivery flyers, social media channels, website, venue signage and AV screens and branding on the thousands of 600 Exhibitors passes.

Visitors will first experience your business as they walk into an Entrance “Welcome Zone” that will feature a display wall showcasing your logo and brand. They will be handed your Expo Event bag and walk on into Sponsors Booth #1 - a 18sqm Exhibition space clearly identified by the 9sqm roof banner above your exhibition space that will be seen by every visitor on the way into, and out of the pavilion.

**The DAL Expo Event Partner sponsors your business at the forefront of the biggest disability, ageing and lifestyle expo in SA.**

## Activation zone

- **Booth #1 - Premium booth** located at the entrance, prime location centre aisle or a preferred location within pavilion. A 18sqm display area 6m x 3m, 3 open sides. \*OPTION available to increase booth area for an extra amount \$19,500
- **Visitors entrance to event** - additional display area to visit and greet + handout of your show bag.
- **Vehicle display** - positioned at the Western entrance to the Expo.
- **Power, furniture package** and lighting included

## Promotion

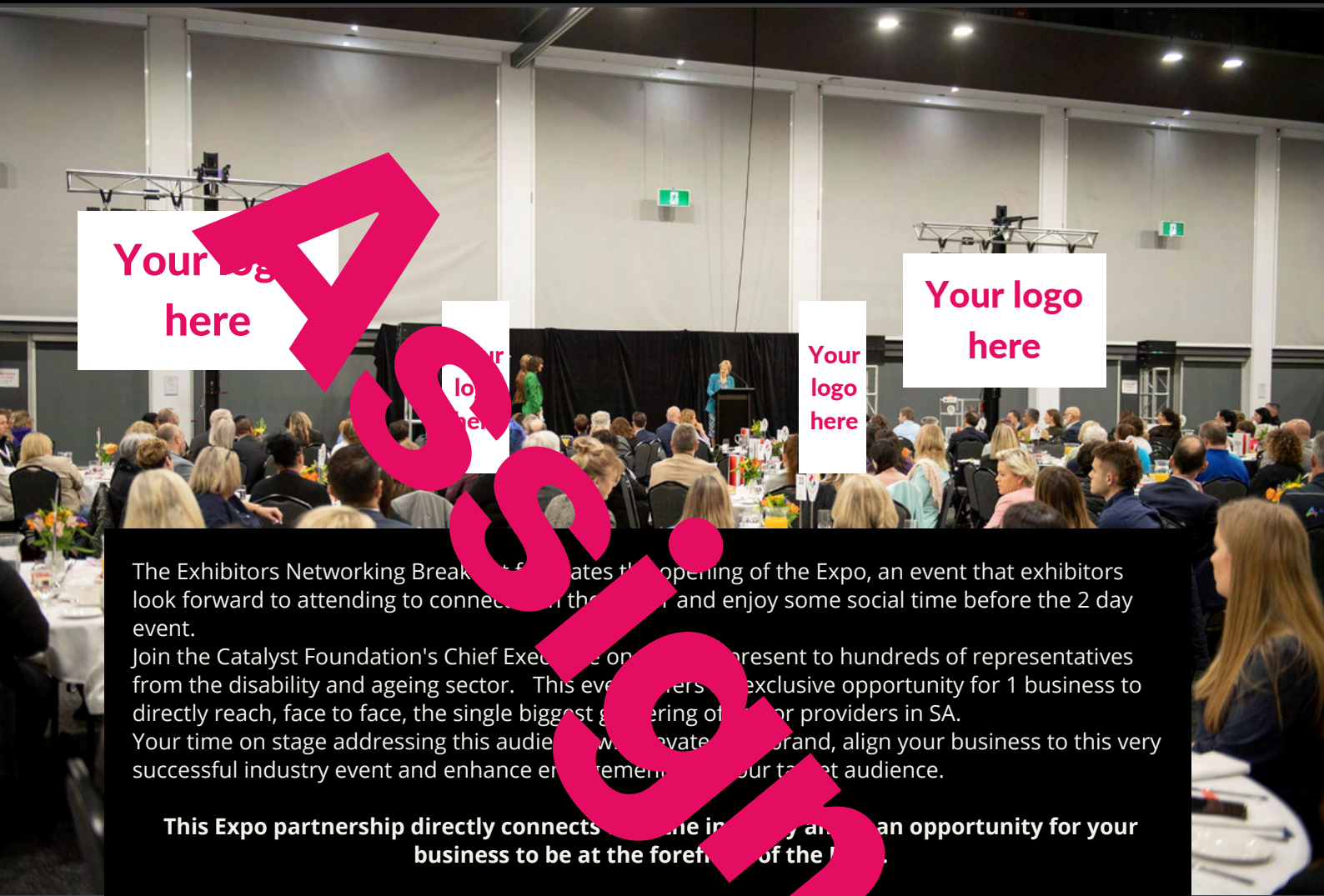
- **9sqm roof hung banner** displaying your logo positioned at entrance to the Expo
- **Lanyard branding** - Your logo on 600 exhibitors passes
- **LiveStream** - your logo on the live stream of the event.
- **Sponsors landing page on Event website.**
- **Featured 1/2 page ad/advertorial** in the Expo Programme Guide & featured business listing.
- **Social media** - boosted social media plan in leadup to, during and post event.
- **Power point slides** on Expo advertising screens.
- **Floor plan Ad** - your logo on displayed digitally on scrolling bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

## Inclusions

- **VIP Table - 8 seats** at the Exhibitors Networking breakfast.
- **Four VIP Sponsors Car park passes** - in adjoining Jubilee Plaza.
- **Car Parking passes** - 3 day passes x 8.
- **Booth at Kadina Regional DAL Expo** - 31st July - 1st August



# Major Sponsor: Exhibitors Networking Breakfast \$14,500 +



The Exhibitors Networking Breakfast facilitates the opening of the Expo, an event that exhibitors look forward to attending to connect in the morning and enjoy some social time before the 2 day event.

Join the Catalyst Foundation's Chief Executive on stage to present to hundreds of representatives from the disability and ageing sector. This event offers an exclusive opportunity for 1 business to directly reach, face to face, the single biggest gathering of service providers in SA.

Your time on stage addressing this audience will promote your brand, align your business to this very successful industry event and enhance engagement with your target audience.

**This Expo partnership directly connects your business to a large and growing market. An opportunity for your business to be at the forefront of the industry.**

## Activation zone

- **15 minute speaking engagement** - (A 15 minute speaking engagement).
- **Your display featured on Stage and on AV screens.**
- **Ridley Pavilion Exhibitors entrance** : Your display at entrance of venue.
- **Vehicle display** - position at entrance to DAL Expo.
- **Power, furniture package** and lighting included.

## Promotion

- **Event promoted as "Exhibitors Networking Breakfast" presented by [sponsor name].**
- **Sponsors landing page on Event website.**
- **Featured 1/2 page ad** in the Expo Programme Guide and highlighted in the company listing.
- **Social media** - boosted social media plan through leadup to event, and post event.
- **Power point slides** on 3 Expo advertising screens.
- **Floor plan Ad** - your logo displayed digitally on scrolling bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Your logo** on frame of centre page floor plan in Expo Programme Guide pull-out.
- **Listing in CF website #MyLifeChoices directory.**

## Inclusions

- **VIP table** - 8 seats on Sponsors table in front of stage.
- **Four VIP Sponsors Car park passes** - in adjoining Jubilee Plaza.
- **Car Parking passes** - 3 day passes x 8.
- **Booth at Kadina Regional DAL Expo** - 31st July - 1st August

# Major Sponsor: Exhibitors Networking Lounge \$9,900 +

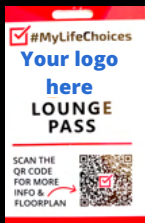


**Exhibitors Lounge** - the South Foyer room looks out through glass walls onto Atrium walkway. this 20m x 7m space will be prepared to provide a private Exhibitors lounge available exclusively to those working the Expo. A welcomed retreat from the busyness of the 2 day Expo. A quiet area to relax, escape the crowds and continue conversations that may have started at the Breakfast.

This Activation zone offers an opportunity for an Exhibitor wanting a closer interaction with the 200+ Exhibitors of the DAL Expo. A unique space to display / demonstrate your product / service and make strategic sector connections.

**This level of Expo Partnership offers a powerful direct marketing opportunity to build brand awareness to the 200+ exhibitors who are providers to South Australia's disability and ageing sector.**

## Activation zone



- **A Lounge area 20m x 7m**, prepared as a private Exhibitors Lounge, sectioned off from the Expo, accessed by Exhibitors Pass via a private entrance - for your business to host as a private lounge for Expo Exhibitors.
- **Naming rights of the Exhibitors Lounge facility** - will be used on all promotional flyers and on the Event floor plan - as the (your name) Exhibitors Lounge.
- **Exhibitors Pass** - will show "your name" Exhibitors Lounge - with logo.
- **Lounge facility:** the South Foyer Lounge area will be prepared with power, lounges, tables & chairs. The host of the lounge is responsible for manning and provisioning the zone over the 2 days of the event.

## Promotion

- **A 9sqm roof hung banner displaying your logo positioned near the entrance to the Lounge.**
- **Expo website** business feature with link to your website.
- **Social media** - joint promotion leading up to the event.
- **2 Power point slides** on 3 Expo advertising screens.
- **Floor plan Ad** - your logo displayed digitally on the scrolling bar of the Expo floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Listing in CF website #MyLifeChoices directory.**
- **Interview with local radio station** - At Expo

## Inclusions

- **Four seats** at the Exhibitors Networking breakfast.
- **2 VIP Sponsors Car park passes** - in adjoining Jubilee Plaza.
- **Car parking passes** - 3 day pass x 4.
- **Booth at Kadina Regional DAL Expo** - 31st July - 1st August



## Exhibition space & Exhibitors booth

The unique exhibition space known as The Art Gallery at the 2024 DAL Expo will be situated in the Jubilee Pavilion, featuring 36 metres of gallery walls for a visually captivating experience for Expo visitors.

Directly above the gallery area, a 9-sm roof banner will prominently display your logo, serving to easily identify the space within the pavilion and ensuring maximum brand recognition throughout the event.

The curators of the art exhibits will be responsible for overseeing the presentation, allowing you to showcase the exceptional talent and creativity of artists living with disabilities. Within this designated area, visitors can expect to find sketch artists, face painters, photo booths, and performing artists, all contributing to drawing interest and providing entertainment to support this special segment of the Expo.

### Your exhibition space

- **Premium Exhibition Booth** - 3m x 3m.
- **Gallery space** - consisting of 4 black gallery walls to provide a total hanging space of 36m.
- **Artworks will be fixed by our contractor.**
- **Gallery walls will have suitable lighting for artworks.**
- **Furniture** - tables/chairs/tablecloths as required.



### Promotion

- **Expo website** - business feature with link to your website
- **Social media** - announcement as sponsor in Expo event posts.
- **FB post** - video of booth action at event.
- **2 Power point slides** - on Expo advertising screens
- **Floor plan** - your logo displayed digitally on your booth on the floor plan.
- **Featured listing on Expo floor plan** - greater exposure on floor plan, top of exhibitor & category listing.
- **Highlighted company listing** - in program guide.
- **Listing in CF website #MyLifeChoices directory**



### Inclusions

- **Double power points** - x2
- **Exhibitors Networking breakfast** - 4 x tickets
- **Car parking passes** - 3 day pass x 4



# #MyLifeChoices at Kadina 31st July - 1st August



SA's Regional Disability,  
Ageing and Lifestyle  
Expo

Networking Dinner

Now Over Two  
Days!



## Why you should get involved

For the third consecutive year, our regional Disability, Ageing, and Lifestyle Expo in Kadina is set to grow even more, now spanning over two days at a base cost of \$800. Come and be a part of this annual event, featuring over 60 exhibitors, expand your connections and enhance your understanding of what the local region needs.

*Get involved!*

# TERMS AND CONDITIONS OF REGISTRATION



**#MyLifeChoices**  
DISABILITY, AGEING  
AND LIFESTYLE EXPO

**Please visit the relevant links below to view  
our terms and conditions of registration.**

**[TERMS AND CONDITIONS FOR EXHIBITORS](#)**

**[TERMS AND CONDITIONS FOR SPONSORS](#)**

Updated 24th January 2024



Catalyst  
Foundation



